



# SRINIVAS UNIVERSITY

HIGHLIGHTS  
An IQAC Initiative

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## SRINIVAS UNIVERSITY 4<sup>TH</sup> CONVOCATION



**ACHIEVEMENT**  
Rank and Gold medal students in various academic disciplines and Ph.D. Graduates were honored. 668 UG students, 183 Postgraduate students graduated and 5 Ph.D, 1 D.Litt, and 3 D.Sc were awarded on this occasion.

**Mangalore:** The fourth convocation of the Srinivas University was held at the Srinivasa Institute of Engineering and Technology in Mukka. Srinivas University Pro Chancellor Dr. A. Srinivas Rao was the guest on this occasion. Sri Vidyavallabha Theertha Swamiji, the pontiff of Sri kaaniyoor mutt was honoured with the award of Doctorate of Letters.

Chancellor of Srinivas University and President of A. Shama Rao Foundation Dr. CA. A. Raghavendra Rao Presided over the event.

Srinivas University Vice Chancellor of Dr. P. S. Aithal outlines the path and success of Srinivas University.

SIT Principal Dr. Srinivas Mayya presented the achievement of the Most Venerable Sri Sri Vidyavallabha Theertha Swamiji.

Sri Sri Vidyavallabha Theertha Swamiji dedicated his doctorate to his Guru. In his speech he told, The Chancellor of Srinivas University Dr. C.A.A. Raghavendra Rao and his Guri met at Tirupathi Temple and then the hearty relationship continued.

As a result of the hard work and patience of Dr. CA. A. Raghavendra Rao, Srinivas University and Srinivas Group have grown proudly and have given a good life to thousands of students. Dr. CA. A. Raghavendra Rao in his presidential remark said, his father Shri Adka Shama Rao was the inspiration for the establishment of Srinivas University. A modern quality curriculum is being taught at Srinivas University. Therefore, there are great opportunities for students and graduates.

Srinivas University Pro Chancellor Dr. A. Srinivas Rao preached oath to graduates.

On this occasion, Rank and Gold medal students in various academic disciplines and Ph.D. Graduates were honoured. On this day 668 UG students, 183 Postgraduate students graduated and 5 Ph.D, 1 D.Litt, and 3 D.Sc were awarded on this occasion.

Srinivas University Board of Governors Trustee member Smt A. Vijayalakshmi R. Rao, Prof Er Smt A. Mitra S. Rao, Vice Chancellor Dr.P.S. Aithal, Pro Vice Chancellor Dr. J. Satya Sai Kumar, Registrars, Principals and Deans of different department and college were present at the occasion.

Development Registrar Dr. Ajay Kumar welcomed the guest, Registrar Dr. Anil Kumar proposed a vote of thanks. Prof. Rohan Fernandez and Dr. Padma hosted the event.



# SRINIVAS UNIVERSITY GRADUATION DAY

**Mukka:** Graduation Day ceremony of Srinivas Group of Colleges was organized today at Srinivas University Institute of Engineering & Technology Campus, Mukka.

Chief Guest of the program, Shri V. Ponnuraj, Senior IAS Officer, Secretary to Hon'ble Chief Minister (Govt of Karnataka) and Secretary, E-Governance (Govt of Karnataka) inaugurated the program by lighting the lamp.

Dr. CA A. Raghavendra Rao, Chancellor of Srinivas University and President of A. Shama Rao Foundation presided over the Graduation Day Ceremony.

Dr. A. Srinivas Rao, Pro Chancellor of Srinivas University and Vice President of A. Shama Rao Foundation was the Guest of Honour.

Smt. Vijayalakshmi R. Rao (Director, Srinivas Group of Colleges), Smt Mitra S. Rao (Secretary, A. Shama Rao Foundation), Dr.P.S. Aithal (Vice Chancellor, Srinivas University), Dr. Jillella Satya Sai Kumar (Pro Vice Chancellor, Srinivas University), Registrars, Dean's and Principals

of Srinivas Group of Colleges were present on the dais.

Pro Chancellor Dr. A. Srinivas Rao, delivered the welcome address.

Principal of Srinivas College of Pharmacy Dr. Ramakrishna Shabaraya introduced the Chief Guest V. Ponnuraj, IAS. In his inaugural address, Chief Guest V. Ponnuraj congratulated the Graduates and recalled his student life. Shri Ponnuraj said that hard work, dedicated effort, concentration and continued learning will bring success in professional life. Before graduating, a student has to decide whether his or her goal is to get a good job in a reputed MNC or pursue Higher Education or become an entrepreneur. The colour and taste of real-life are going to be different from college life. The success of a student depends on how much effort he/she will put in, their dedication and their involvement in their profession. Few students continue in their field of specialization and reach success, whereas few others change their career after some time and then reach

*Around 1,200 graduates of Srinivas Group of Colleges including Medical, Dental, Engineering, MBA, M.Tech, Pharmacy, Nursing, Hotel Management, Physiotherapy, and Allied Health Sciences were awarded with Degree Certificates.*

success. The highly-paid job may not give satisfaction in life. A person should do the work with passion and dedication. Hence, young graduates should decide on their careers. V. Ponnuraj said that this institution has shaped the careers of students; hence, students should not forget their alma mater, their parents and friends who have supported them during their student life. Educational Institutions and Universities are built with great effort. It is very important to become a good son or daughter to the parents and a responsible citizen to the na-

tion. V.Ponnuraj inspired the young graduates by recalling his hard work of 13-14 hours every day during his college days and the preparations done for clearing IAS exams.

In his presidential remarks, Dr. CA A.Raghavendra Rao applauded the achievements of Chief Guest Shri Ponnuraj in the capacity of Deputy Commissioner of various districts in Karnataka and also the Bureaucratic responsibilities successfully performed both at State and Central levels.

Dr. CA A.Raghavendra Rao said that the educational institution is like a mother and hence the graduates should be in constant touch with their alma mater in future. Dr. CA A Raghavendra Rao also said that the Srinivas University has established state of an art Skill Development Training Centre at Mukka in association with renowned global partners to provide international-level training facilities to the students to enrich their skill sets, and hence the graduates of Srinivas Group of Colleges can avail the benefits

from this innovative training centre. Dr. Raghavendra Rao further said that the students are the Pillars of Society; hence by realizing their duties and responsibilities they can contribute to the development of society and nation-building. Dr. Raghavendra Rao also said that Education gives humbleness and wealth. Sharing knowledge with others will make a person more humble, sincere, polite and noble.

Smt. Mitra S. Rao (Secretary, A. Shama Rao Foundation) administered the oath to the graduates. Dr. Shrinivasa Mayya (Registrar Evaluation, Srinivas University and Principal of Srinivas Institute of Technology) delivered the vote of thanks. Dr. Ambika Mallya and Prof. Stevan Robert Tellis compered the program as master of ceremony. Prof. Diwakar Bhat (Institute of Sanskrit Language & Yoga) and Shri Aniruddha performed the invocation. The programme was witnessed by all the faculty members, non-teaching staff, Graduates, Students and Parents.





# SRINIVAS UNIVERSITY TALENTS DAY

**Mukka:** Talents Day Celebration at Srinivas University was celebrated on 11th April 2022 at Srinivas University Campus, Mukka. "Unity in Diversity" was the theme of the Talents Day competition where more than 14 Colleges of Srinivas University participated in the event. Institute of Aviation Studies bagged Winners and Institute of Education bagged Runners of prize in competition. The Chancellor of Srinivas University Dr. CA. A. Raghavendra Rao distributed the prizes to the winners on 12th April 2022. On this occasion Dr. Srinivas Rao Pro Chancellor, Smt. Vijayalakshmi Rao & Prof. Er. Smt. Mitra S Rao, Board of Governors, Srinivas University, Dr. P.S. Aithal, Vice Chancellor, Dr. Satya Sai Kumar, Pro Vice Chancellor, Dr. Anil Kumar, Registrar, Dr. Srinivas D Mayya, Registrar Evaluation, Dr. Ajay Kumar, Registrar Development, Dr. Jayashree. K, Dean of Institute of Education, & Convenor of the Talents Day were present over the function.





## SRINIVAS UNIVERSITY TEACHERS TALENTS DAY



## NATIONAL LEVEL RESEARCH CONFERENCE

**Pandeshwar:** A National Level Research Conference MANEGMA- 2022 was held at Srinivas University Institute of Management & Commerce Campus, Pandeshwar, Mangalore dated 22-April-22. The Conference held under the Patronage of Honourable Srinivas University Chancellor CA. Dr. A. Raghavendra Rao and Pro-Chancellor Dr. A. Srinivas Rao was inaugurated by Shri Shashidhar Pai Maroor, President KCCI (Kanara Chamber of Commerce & Industry) Mangalore and Managing Partner, Maroor Group of Companies. Delivering the Chief Guest Remarks, Mr. Pai opined that post covid, businesses have opened up silver linings in new areas and students should innovate to achieve start-up unicorns and research events like MANEGMA-2022 is the apt stage for breakthroughs. The Conference themed "A Hybrid National Conference on Emerging Trends in post Covid Scenario in Management, IT, Social Sciences and Education" was presided by Honourable Vice-Chancellor of Srinivas University Dr. P. S. Aithal along with Guests of Honour Pro-

**MANEGMA**

*Srinivas University  
Institute of  
Management &  
Commerce*

Chancellor of Srinivas University Dr. P. S. Aithal along with Guests of Honour Pro-



Vice-Chancellor Dr. Satya Sai Kumar, Smt. A. Vijayalakshmi R. Rao and Smt. A. Mitra S. Rao, Board of Governor Members of Srinivas University. The Vice-Chancellor Dr. Aithal remarked MANEGMA Research Conference is the ideal platform for students, industry delegates and research scholars to present their ideas, findings and innovations towards further structure for publication accomplishments. Srinivas University Registrars Dr. Anil Kumar, Dr. Shrinivasa Mayya D., Dr. Ajay Kumar and Mr. Adithya K. Maiya graced the occasion wishing all their best to the conference.

The Dean of Srinivas University Institute of Management and Commerce, Prof. Keerthan Raj welcomed the Dignitaries. MANEGMA-2022 Convener MBA Program H.O.D Prof. Amith Menezes introduced the theme of the Conference to the Audience. 106 Research Papers were received and presentations discussions were held throughout the day. Prof. Venkatesh Amin, Training Director Srinivas University IMC, delivered the Vote of Thanks.

## MoU SIGNED BETWEEN KCCI & SRINIVAS UNIVERSITY

**Pandeshwar:** A Memorandum of Understanding (MoU) was signed between KCCI Kanara Chamber of Commerce & Industry and Srinivas University Institute of Management and Commerce (SU IMC), Pandeshwar, Mangaluru at the conference room of KCCI Bunder Mangalore on 06/April/22. KCCI President Shri Mr. Shashidhar Pai Maroor and DEAN, SU IMC Prof. Keerthan Raj exchanged the MoU. Present on the occasion were KCCI Hon. Secretary Shri Nissar Fakeer Mohammed, KCCI Director and In-charge of Industry-Academia Interconnect Shri P.B. Ahmed Mudassar, Chief Operating Officer of KCCI Shri Mytreya A., Prof. Venkatesh Amin, Trainer SU IMC, and Prof. Varun Shenoy, Training & Placement Officer, SU IMC. The collaboration aims facilitation of student talent empowerment towards industry development.

*Institute of  
Management  
and Commerce*



## MOU WITH MANGALORE INFO TECH SOLUTIONS

**Pandeshwar:** Srinivas University Mangaluru signed a Memorandum of Understanding (MOU) with Mangalore InfoTech Solutions Pvt. Ltd. Mangaluru on 20th April 2022. The MoU to help skill development in the area of new edge technologies in IT and finding value creating opportunities for students. The main objective of this collaboration is to focus on bringing successful opportunities that lead to skill development and training in the area of software development. The MoU will facilitate internship for students to get the real time exposure of the industry and will depute experts to deliver lectures and conduct workshops at Srinivas University as part of deepening industry and



academia relationship and exchange latest trends in IT. The exchange of MoU documents was done by Dr. P. S. Aithal, Vice Chancellor, Srinivas University and Mr. Prashanth Shenoy Katpady, Co-Founder/CTO at Mangalore InfoTech Solutions Pvt. Ltd. Mangaluru. As a part of UniCourt day -2022, a one day workshop on the new technologies being used in current industry

was organized for the students of 1st year MCA and 3rd year engineering students by the Institute of Computer Science and Information Science. The workshop was conducted by the IT executives from Mangalore InfoTech Solutions Private Limited. The students were given hands-on training on the latest technologies like the Python, Django framework, Mysql and so on.

## GUEST LECTURE ON POSH ACT



**Mangaluru:** Srinivas University under Unnat Bharat Abhiyan Forum organized a guest lecture on "Ignorance is not Bliss. Know the POSH Act" on 26.04.2022 to MBA students.



Mrs. Divya Sandeep, Director Happy Feet learning center, Mangalore and HR Consultant, CCI Legal, Bangalore was the resource person who enlightened the students on the Prevention of Sexual Harassment Act. This lecture was very educational and has accredited appreciation by all the students. Dean Prof. Keerthan Raj, IMC was also present on the occasion. This Guest lecture was organized by Dr. Sonia Noronha, Professor IMC, Srinivas University and Dr. Pradeep M.D, Professor, ISC, Srinivas University. Ms. Harshitha and Mr. Franoy Vaz compered the session.

## EXPOSURE VISIT TO MOOBBIDRI

**Pandeshwar:** Institute of Social Sciences and Humanities have organised exposure visit to the students of Social Work and Journalism and Mass Communication courses on 6th April, 2022 to Moodbidri. The students have visited Shobha Vana and witnessed the herbal plantation. Visit was made to Alvas Rehabilitation Centre and interacted with the counsellor about the admission, treatment and follow up of the rehabilitation process. Visit was also carried to the Alvas Pharmacy and participants were oriented on the process of making leha, thaila, basma, arishta etc. The students visited Moodbidri Town Panchayat, where Sri. Prasad, President, Mrs. Geetha, Waste Management En-



gineer and Ms. Suhasini, NGO Representative from Bengaluru has briefed about Waste Collection, Segregation, Storage, Processing, transport and management. Students visited Soans Form Moodbidri and got to know about various horticultural practices and marketing of agricultural products. Students also visited the dumping yard to witness practically the waste management process carried out by the Town Municipality. Around 55 students participated in the programme. Faculties of the department including Dr. Vidya N, Dr. Pradeep M.D., Prof. Joyson, Prof. Susmitha, Prof. Sara, Prof. Shreeraj have accompanied the students for the visit.



## ALUMNI GUEST LECTURE SERIES

**Pandeshwar:** Institute of Social Sciences and Humanities, Srinivas University has organised Alumni Guest Lecture Series 0 2022 on the topic 'Basic HR Needs' by Mr. Laxman Mugalakhod, Proprietor, Swami Samarth Bakers



and Food Manufacturers, Nagpur, Kupward Industrial Area, Maharashtra. The programme was convened by Dr. Pradeep M.D. and Ms. Jomisha Mathew of II Year MSW. The students of MSW have attended the programme.

## CHALLENGES OF WEB JOURNALISM

**Pandeshwar:** Journalists in the digital age must operate in a world where the news cycle moves faster, said Nisam Ansari, Editor of True Hunt Kanada. He was during the Webinar session on Challenges of Web Journalism Organized by Institute of Social sciences and Humanities of Srinivas University. In his session he said that, Lack of objectivity, lack of decency, and invasion of privacy are common in online media practice. "Desire to break news and lack of professional training were the key factors encouraging unethical practices in online media" "The digital era has also ushered in a new kind of journalism in which ordinary citizens play a greater role in the



process of newsmaking, with the rise of citizen journalism being possible through the Internet" he added.

Speaking about Upcoming journalists, He said, Journalism is a medium to change the world. journalist should use it properly. Journalism should be like mirror reflection of the society.

In the session, Associate Professor Dr. Vidya N, Asst Prof. Sushmitha S. Kotian, Research Scholars Sara Zeena Almeida, Indu Nair and Students of BA Journalism were present in the session. Session was coordinated by Asst. Professor. Shreeraj S. Acharya, and the session was hosted by Student George Johnson, Vote of thanks was offered by Vidhya Sree.

## TONE OF THE PRESENT JOURNALISM

**Pandeshwar :** Indian medias are getting worse day by day and lost the ethics and quality of real Journalism, said Mr. Rajaram Tallur, Senior Journalist on Wednesday. He was during the webinar session on 'Tone of the Present Journalism' organized by Institute of Social Sciences and humanities of Srinivas University. In his Session he stressed that, "Real Journalism is no more in Newsroom." Journalists and politicians have become ensnared in a symbiotic web of lies that misleads the public. And Speaking about HR policy, which occupied the hold of Journalism, The Word 'HR' is ruling Journalism now.



Journalism is not a bussiness. It is a noble profession. Journalism should work for society, not for HR or Investors.

Dr. Laveena D'mello, Dean of the Institute of Social sciences and Humanities presided over the webinar, Asst. professor And Coordinator of the webinar Shree-raj S. Acharya Introduced the webinar and welcomed the guest. Session was Hosted by Student Sowparnika KV, Vote of thanks was offered by Arathi N Aji. Dr. Pradeep MD, Asst. Professors Sushmitha Kotian, Joyson Prenkey Cardosa and Students of the BA Journalism And Mass Communication were present in the session.

## TECHNIQUES OF SELF DEFENCE FOR WOMEN

**Pandeshwar:** Self defense for women to be able to protect themselves against anything that's unacceptable in terms of Social conduct. A workshop was conducted under Unnat Bharat Abhiyan Forum on Techniques of Self Defense for Women by Mr. Karthik S Kateel , CEO and Founder of Swaraksha for Women trust and Mrs. Shobhalatha in Srinivas University.

Self defense training workshop was conducted for girls to boost the self confidence of the students. Karthik thought the girls simple ways to self defence and also spoke about tackling situations in which they found themselves to be under any kind of harassment.

He said the safety of a girl child should



be given maximum priority and the workshop also helped the students to get aware about the cyber crime faced these days. Karthik passed on the golden rules to the students to protect themselves on social media platforms. This workshop was a boon to the girls who often have to travel away from their homes for studies and work.

In this session, Dr. Pradeep M.D (Convener), Dr. Nethravathi ( Co-convener ), Other teaching faculties and students of Institution of Management and Commerce, Institution of Aviation Studies, Institution of Computer Sciences and Information Science and Institution of Social Sciences and Humanities were present .



## EMERGING HORIZONS IN SKILL DEVELOPMENT

**Pandeshwara:** National Conference on Emerging Horizons in Skill Development was organized by Srinivas University Institute of Social Science and Humanities, Pandeshwara, Mangalore was held on Saturday 30th April, 2022.



Professor Dr. M. L. Kalicharan the Principal of Vidya Vikas Institute of Legal Studies, Mysore, was the Chief Guest of the program. The Presidential remark was given by Dr. P. S. Aithal, Honourable Vice Chancellor of Srinivas University. Dr. CA. A. Raghavendra Rao, Honourable Chancellor Srinivas University, Dr. A. Srinivas Rao, Honourable Pro Chancellor, Srinivas University, Mrs. Vijayalakshmi R. Rao, director, Srinivas group

of institutions. Smt. Mitra S. Rao, Secretary A Shama Rao Foundation, Mangalore were present in the session. The first Technical Session was conducted by P. A. Anand, Associate Professor and HOD Department of Training and Personality Development Graphic Era Hill University, Dehradun. The second Technical Session was conducted by Srinidhi G. S, Department of Medical Electronic Engineering Former Assistant Training and Placement Officer Sri Siddhartha Institute of Technology, Tumakuru, Karnataka. book containing 36 abstracts were presented. Associate Professor Dr. Pradeep M.D was the Convener and Dean of ISSH, Dr.Laveena D'mello were the Co. Convener of the program. associate professor Dr. Vidya. N, Prof. Joyson Prenky Cardoza, Prof. Sushmitha, Prof. Shreeraj Acharya were present in the session.

**Pandeshwar:** Srinivas University, Institute of Hotel Management and Tourism, Pandeshwar, Mangaluru organized 30th year of Annual Food festival "HOG – 2K22" on 30th of April 2022. DR. C.A. Raghavendra Rao Honourable Chancellor, Srinivas University, Mangaluru and President A. Shama Rao Foundation presided over the function. The festival was inaugurated by the Chief Guest Mr. Peter Nirmal, General Manager, Taj Gateway Hotel, Mangaluru. Dr. A. Srinivas Rao, Honorable Pro-Chancellor, Srinivas University, Mangaluru and Vice President, A. Shama Rao Foundation, Smt. A. Vijayalakshmi R Rao Trustee-Member, Board of Governors, Srinivas University, Mangaluru, Prof. Er. A. Mitra S. Rao Trustee-Member, Board of Mangaluru, were the guest of Dr. Anil Kumar, Registrar, (Development), Mr. General Manager, Srinivas Verda Swaminathan S, Dean, Institute Tourism, Prof. Rajasekhar, Dean, staff of the Institutions were present on the occasion. The Annual food fest is being organised since 1992 to expose all the Hotel Management students to the intricacies and nitty gritty of event management. Students get to experience the various aspects like Sales & Marketing, Food Production, F&B Service, Purchasing and other Management skills. The programme was compered by Mr. Claran Frank Abreo of IV Semester student. Flaring & Juggling, Cultural program, Mouth watering delicacies were the highlights of the evening.