

### CA S.V. ACHARYA HONOURED WITH A. SHAMA RAO MEMORIAL OUTSTANDING ACHIEVERS AWARD

**Mangalore:** A. Shama Rao Memorial Outstanding Achievers Award -2022 presented to USA SNOM Trust President Emeritus CA Mr. Sagri Vasudeva Acharya on May 27th, at Srinivas University Mukka Campus.

After receiving the award CA S.V. Acharya suggested that three things be emphasized in life. Time, help and wealth. He told us to give time for ourself and help those who are yours when they needed, earn and use our wealth to communicate on large scale.

Chief guest Vice President of A. Shama Rao Foundation and Hon'ble Pro-Chancellor of Srinivas University Dr. A. Srinivas Rao in his speech appreciated CA S.V. Acharya



and told, who works in a financial field, is doing social work in the USA through Sri Shankar Netralaya. His service is always commendable. Hon'ble Chancellor of Srinivas University and President of A Shama Rao Foundation Dr CA A Raghavendra Rao presided over the program.

The man with the sight for the sight is Mr. Sagri Vasudeva Acharya. The Shakthi behind him is his wife, Nirmala Acharya. Performance is only possible when you are satisfied with any task. He, therefore, suggested finding happiness and satisfaction in your work. Mr. Sagri Vasudeva Acharya

visited Srinivas Hospital and praised the services provided here.

Srinivas University Board of Governors Trustee member Smt. A Vijayalakshmi R Rao, Prof Er Smt A. Mitra S Rao, Wife of CA S.V. Acharya Smt. Nirmala Acharya, sister of CA S.V. Acharya Smt. Rathna N.

Murthy, Brother-in-law Sri Narasimha Murthy, Son Vasantha Acharya and daughter-in-law Preetha Acharya, Pro Vice-Chancellor Prof. Dr. J. Satya Sai Kumar, Srinivas VV Registrar Dr. Anil Kumar, Development Registrar Dr. Ajay Kumar, Evaluation Registrar Dr. Srinivas Mayya, Principals and Deans of different department and college were present at the occasion.

Dean of Srinivas University Medical Science and Research Centre Dr. Uday Kumar welcomed the guest, Principal of Srinivas College of Pharmacy Dr. Ramakrishna Shabharaya introduced the Awardee, Srinivas Hospital Medical Superintendent Dr. Devid proposed a vote of thanks.

### MANAGEMENT FEST MAGMA



**Pandeshwar:** A National Level Inter-Collegiate PG Management Fest MAGMA – 2022 was held at Srinivas University Institute of Management and Commerce, Pandeshwar, Mangalore dated 13th and 14th May 2022. The two Day Management Festival held under the Patronage of Srinivas University Honorable Chancellor CA. Dr. A. Raghavendra Rao and Pro-Chancellor Dr. A. Srinivas Rao was inaugurated by the Chief Guest Deputy Commissioner of Police (Law & Order) Mangalore City Sri Hariram Shankar I.P.S. through lighting the lamp.

Delivering the Chief Guest Speech, Sri Hariram Shankar I.P.S. quoted his life experiences and motivated the management and commerce graduates to start entrepreneurial ventures and even join civil services. Guest of Honour Srinivas University Pro-Chancellor Dr. A. Srinivas Rao bought out the essence of competitiveness in management festivals for students to encash their full potential. The President of Formal Function, Honorable Chancellor of Srinivas University CA. Dr. A. Raghavendra Rao outlined professional development in students through progressing various challenges in career by instancing his own work and accomplishments. Honorable Vice-Chancellor of Srinivas Uni-

versity Dr. P. S. Aithal remarked it is festivals like these that build practical competencies among students. Registrar Development of Srinivas University Dr. Ajay Kumar was present on the occasion. Honorable Pro-VC Dr. Sathya Sai Kumar and Registrars Dr. Anil Kumar., Dr. Shrinivasa Mayya D., and Mr. Adithya K. Maiya conveyed their best wishes for the success of the national level event.

Dean of Srinivas University Institute of Management and Commerce, Pandeshwar Prof. Keerthan Raj welcomed the gathering. MAGMA Faculty Coordinator, Prof. Sagar Srinivas introduced the event theme to the audience. Institutions and Business Schools across the nation participated in the event. MAGMA

management festival covers a wide array of business functionalities in simulation for which this year is based on Super Heroes. The event was categorized under Ragnarok, Infinity War, Quick Silver, Captain Igeous, Avengers Inc., Asgardians of Galaxy, Mightiest Heroes and Hawkeye for participants. Final Year MBA Student Coordinators Ms. Damini, and Mr. Murshid coordinated the event. Srinivas University Training Director Prof. Venkatesh Amin delivered the vote of thanks.

**National Level Inter-Collegiate PG Management Fest**

### NMPA INDUSTRIAL VISIT

**Mangalore:** Srinivas University in collaboration with New Mangalore Port Authority(NMPA) organizes Industrial visit Srinivas University in collaboration with New Mangalore Port Authority , Panambur organized an Industrial visit for the first year BBA- Port, Shipping Management & Logistics and BBA- Logistics & Supply Chain Management students on May 05, 2022. During the visit, students got practical exposure and information about the functions of the port and harbour from NMPA officials Mr. Karthik Salian, Dy. Manager, Corp. Relations & Communications, Mr. Deekshith, Asst Engr.

and Mr. Krishna Prasad, Assistant Traffic Manager.

This Industrial visit was very educational and has accredited appreciation by all the students. This visit was organized by Prof. Dr. Sonia Noronha, Assistant Prof. Nelson Pereira, and Ms. Shwetha Bhat under the guidance of Prof. Keerthan Raj, Dean Institute of Management and commerce. Students and Faculties are grateful to Chancellor Dr. CA. A. Raghavendra Rao, Pro-Chancellor Dr. A. Srinivas Rao, Vice Chancellor Dr. P. S. Aithal Srinivas University and New Mangalore Port Authority Chairman Dr. A.V. Ramana for providing this opportunity.





# RESEARCH CONCLAVE



Mangalore: Srinivas University – research and Innovation council organized Research Conclave -22 on May 1st 2022 at Hotel Srinivas. It was a get together program of all the research scholars, Guides and Deans with the Chancellor, Pro Chancellor, Vice Chancellor and Research Administrators of the university.

The Programmes was inaugurated and Presided by Dr CA A Ragahvendra Rao – Chancellor of the Srinivas University. He has told that, university will give all the support and encouragement to carry out good amount of research in the university. He also stressed that, all the members should work together to make this university as Research based and Skill based university with top ranking in India and World.

Pro Chancellor – Dr Srinivas Rao addresses that, All the scholars should in unique way give good quality research that should reach to the common man of the society.

Smt Vijaylakshmi informed all the researchers to work and give good research output to the country.

Dr Satya Sai Kumar – Pro Vice Chancellor addressed and informed the importance of the publications during research work.

Dr P S Aithal Vice chancellor told that, By the research we can achieve anything in the world. All the problems of the society can be solved only by research.

Dr Praveen B M – Director read the Annual Research report of the university and give the statistics of the publications, patents and Copyrights of the university.

Dr Ramanathan – S from Chennai and D.Litt Scholar expressed the happiness on overall commitment and work of the university in research field.

Dr Mahesh – PDF Schoalr from Bangalore also expressed gratitude for offering PDF position in the university. Other Ph.D Scholars also shared their views and expressed happiness about the university.

Dr Anil Kumar – registrar welcomed gathering and Dr Ajay Registrar Development expressed vote of thanks.

Prof Rohan was MC of the program and Dr. Ganapathi Bhat pray the song as invocation.

# COLLAGE MAKING COMPETITION

**Pandeshwar:** Srinivas University Institute of Management and Commerce, Pandeshwar, Mangalore, organized Collage making contest on the theme- “India is a country of unity in its diversity” for BBA Logistics and Supply Chain Management Students on 26-MAY-2022 as part of value-added practical learning exercises and field activities. Around 10 Student teams actively participated in the event. The Dean of Institute of Management and Commerce Prof. Keerthan Raj inspired the competition theme. BBA LSCM Coordinator Prof. Nelson Pereira and all faculty members were present as competition guides and event com-



pletion reminded all students to be united though from different state, religion, or language and made everyone a sense of equality and all are Indians.

BBA Logistics and Supply Chain Management at Srinivas University Pandeshwar comes with an Industry knit Internship Placement Program in final semester blended with Field activities as part of Employability and Entrepreneurial Skills. Students can also pursue Apprenticeship after completion of all semesters.

# A TECHNOLOGY EXPO INIT (IT)

**Pandeshwar:** A technology expo “init(IT)” was organized by the Institute of Computer Science and Information Sciences on 9th May 2022, at city campus Pandeshwara. Mr. Vipin Kumar, Infosys Mangalore, being the chief guest inaugurated the exhibition and appealed to the students to involve with the newer technologies and take part in Infosys Springboard program along with their regular courses. Vice Chancellor of the university Dr. P.S. Aithal presided the program and encouraged students to



involve in various such activity based programs. There were 8 project on demonstration by the students of ICIS on various fields like Data Science, Cyber Security, Cloud Computing and Gaming like “Character Recognition, Nutrifit, Cyber Security tools for aware-

ness, Web Security tools, Android payload and hacking, Extrahop Vulnerability and detection, Game development, Shodan browser tool”, which were presented by the students to the chief guest as well as the faculty students of various departments.

# STUDENTS INTERACTION WITH SCHOOL CHILDREN



**Pandeshwar:** The students of BBA (Aviation) have visited Government Higher Primary School, Pandeshwara and interacted with the school children. Various Group exercises were carried with the children.

# MALARIA & DENGUE AWARENESS

**Mangalore:** Srinivas University Institute of Management & Commerce, Pandeshwar, Mangalore BBA- NSS unit organised two days awareness campaign on Malaria & Dengue on 23/05/2022 & 24/05/2022. NSS Officer of BBA Unit and BBA Honours Coordinator Prof. A. K. Aneesh led the students of various specializations constituting of separate teams and distributed pamphlets and poster in and around the city and educated general public on perils of water stagnation that could lead to breeding of flies and mosquitos.

Various Faculty coordinators along with around 200 Students in Teams visited houses, shops and restaurants in and around the city to create awareness on vector - borne diseases and mosquito breeding sources and distributed leaflets. Prof. Keerthan Raj, Dean of Institute of Management and Commerce Srinivas University, facilitated the campaign.

BBA Programs at Srinivas University Pandeshwar comes with various Industry Specializations like Honours with dual specialization, Logistics and Supply Chain Management, Port, Shipping and Logistics Management, and Hos-



pital Administration. The Program also contains Industry knit Internship Placement Program in final semester blended with Field activities as part of Employability, NSS and Entrepreneurial Skills. Students can also pursue Apprenticeship after completion of all semesters. Srinivas University is been a front runner in bringing out world class business graduates through industry augmented and profession focussed curriculum for the benefit of student community.



# ROAD CLEANING DRIVE



**Pandeshwar:** On 20th May, 2022, the department of B. Com, Institute of Management and Commerce, Srinivas University City Campus Pandeshwar had organised NSS-Swachh Bharath -Road Cleaning drive.

The National Service Scheme (NSS) wing of B. Com had conducted this event. The main motto of the programme was to remove all the unwanted materials such as waste papers, chocolate wrappers, plastic materials etc from the college premises and also to create awareness about such activities which would be conducted on timely basis by the students of Srinivas University.

Clean environment is an indicator of progress of human being and with the motto of clean environment Government of India has initiated 'Swachh Bharat Abhiyan'. The NSS unit of Srinivas University has taken this opportunity and initiated cleanliness drive in and outside the college campus. As a part of regular

NSS activities our NSS unit has organized cleanliness drive in the college campus and across the approach road. The activity was started from the college Entrance Gate.

During this activity volunteers have cleaned the approach road from Srinivas University College Entrance and chopped the unwanted bushes along road side. They also removed the grass and weeds besides the divider and picked up the all-plastic garbage from both sides of road. The drive was concluded at main gate of our college.

Nearly 80 students have actively participated in this programme. The students were guided by Prof Keerthan Raj- Dean of Institute of Management and Commerce. Prof. Yashashwi A Ail- Course Co-ordinator of B. Com (ACCA), Prof. Sharmila S. Shetty – Course Co-ordinator of B. Com, Shilpa K. – Co-ordinator of NSS wing, Kanchan Kumar- Student Welfare Officer and other Faculties of the department were present.

## NSS ACTIVITY

# MALARIA AWARENESS PROGRAMME

**Pandeshwar:** On 28th May 2022; Unnat Bharat Abhiyan Forum in Collaboration with Srinivas Institute of Rural Reconstruction Agency (SIRRA), the National Service Scheme of Srinivas University and Institute of Computer Science and Information Sciences has organised a training programme on "Malaria Awareness" to train the Volunteers of Unnat Bharat Abhiyan Forum of the University.

Dr. Bharathi Prakash, HOD of Department of Microbiology in the University Constitution College of Mangalore University was the Resource Person. Dr. Laveena D' Mello, NSS Coordinator of Srinivas University was present during the occasion. Dr. Nethravathi, Professor of Institute of Computer Science and Information Sciences has introduced the resource person to the audience. Prof. Joyson Prenky Car-



## Unnat Bharat Abhiyan Forum

doza, Programme Co-Convener and Faculty Convenors such as Prof. Padmanabha, Prof. Panchajanneshwari, Prof. Suveen were also present during the occasion..

Dr. Bharathi has trained participants about "Malaria Disease" by elaborating on its cause, spread and controlling measures. About 80 Student Volunteers of Unnat Bharat Abhiyan from 10 Institutes of Srinivas University has participated in the programme.



# YOGA TRAINING

**Pandeshwar:** Unnat Bharat Abhiyan Forum in association with the Institute of Social Sciences and Humanities and Institute of Hotel Management and Tourism has conducted a Yoga Demonstration Program for NSS Volunteers in Srinivas University city campus Pandeshwar.



The Yoga demonstration was guided by Dr. Padmanabha C.H Associate Professor, Institute of Education. The Programme was presided over by Dr. Laveena D' Mello, NSS Coordinator Srinivas University. Prof. Padmamabha K. NSS faculty convener of Institute of Hotel Management and Tourism, Prof. Joyson Prenky Cardoza NSS faculty Convener of Institute of Social Sciences and Humanities, Dr. Vidhya Coordinator of SIRRA and student convenors Mr. Shashank and Mr.Sijo were present during the occasion. About 60 NSS Volunteers from the organising institutes have participated in the event and got benefitted.



**BSW ACTIVITY**  
Survey for Evolving a Demonstrable Model Ward with Citizens Participation for enhanced Resource Mobilisation and Improved ULB Services.

**HAIR DONATION FOR GOOD CAUSE**  
Institute of Social Sciences and Humanities, BA Journalism and Mass communication student Irish Girgool Fernandes and Vidhya Sree S. has donated their Hair for Good Cause.

