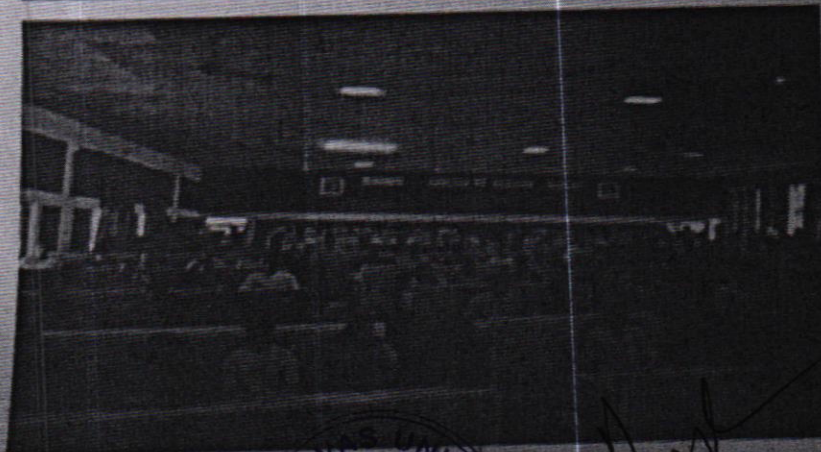




Srinivas University Institute of Hotel Management & Tourism

Srinivas University Institute of Hotel Management and Tourism 2023-24 batch Students Orientation Program held at Srinivas University City campus on 10 July 2023. Program inaugurated by Srinivas University Honourable Chancellor Dr. CA. A. Raghavendra Rao. He said in his presidential speech, Hotel Management is a course where you can earn as well as fill others stomachs and bring smiles to their face. He wished fruitful student life for students. Srinivas University Vice Chancellor Dr.P.S.Aithal explained the duties and responsibilities of students. Srinivas University Board of Governors Trustee member Smt. A. Vijayalakshmi R. Rao was present on dias. Dean of Institute of Hotel Management and Tourism Prof. Swaminathan welcome the gathering. Assistant Professor Prof. Prashanth Prabhu deliver the vote of thanks. Student Ms. Manjushree compares the program.



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Srinivas University Institute of Hotel Management & Tourism.

Srinivas University Institute of Hotel Management and Tourism and Department of Interior Design organized and celebrated Freshers Day (PRARAMBH 2023) on 12th of August 2023 at Srinivas University City Campus, Pandeshwar, Mangalore. Prof. Venkatesh S Amin, dean of Srinivas university institute of management presided over the function. Prof. Venkatesh S Amin administered the oath to the newly elected student council members and awarded the badges to the newly elected Student Council members of Srinivas University Institute of Hotel Management & Tourism and Department of Interior Design Prof. Swaminathan S, Dean, Institute of Hotel Management and Tourism , Prof. Prashanth Prabhu (Course coordinator, Hotel management), Prof. Yogeetha Pai (Course coordinator, Interior design) was also present on the occasion and congratulated all the students for making this Programme a grand success.



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CITY CAMPUS



Srinivas University Institute of Hotel Management & Tourism.

Bakery workshop was conducted on 15th September at Srinivas Institute of hotel management and tourism under the guidance of Chef Ropeesh C, Assistant Professor, for the first year students to improve their baking skills. Students had been prepared black forest cakes, muffins, bread rolls, French baguette and dough nuts during the workshop.



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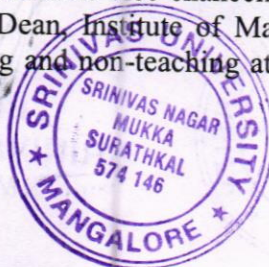
INSTITUTE OF HOTEL MANAGEMENT & TOURISM
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Report on Fresher's Day



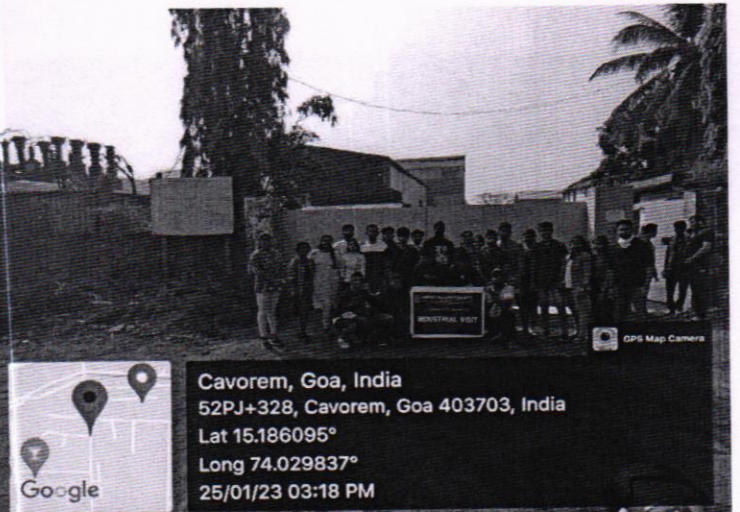
Department of MBA, Under The Institute of Management and Commerce, celebrated fresher's day on 19th January 2023. There was a formal function followed by dance, entertainment, and a few games for the students.

The formal function was inaugurated by the honorable vice chancellor of Srinivas University Dr. P S Aithal and the other dignitaries were Dr. Keerthan Raj, Dean, Institute of Management and Commerce, and Prof. Amith Menezes, HOD of MBA. All the staff, teaching and non-teaching attended the event along with the second-year MBA Students.



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REPORT ON INDUSTRIAL VISIT TO GOA



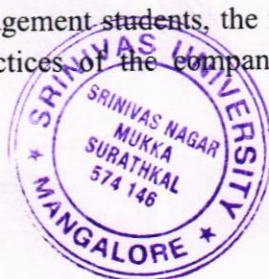
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Srinivas University Institute of management and commerce Pandeshwar Mangalore organized an Industrial Visit for 2nd year MBA students to **RR Steel TMT Ltd Goa and Goa Waste Management Corporation** from 22nd January 2023 to 26th January 2023. Industrial visits provide an excellent opportunity to interact with industries and know more about the industrial environment. These visits are arranged by the college to students to provide students functional opportunities in different sectors like IT, Manufacturing and services, finance, and marketing. The main objective of the trip was to give first-hand industrial exposure to students about manufacturing activities. This Industrial Visit was directed toward an understanding of manufacturing capabilities and infrastructural competencies.

The outcome of Industrial Visit: Being Management students, the major lessons learned are Team coordination, Production process types, Management practices of the company, International Business, HR policies, CSR



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initiatives of the company, Quality Management, R & D activities.

Budget Session



Institute of Management and Commerce, City Campus Mangalore, Organised Live Budget Session View for MBA Second Year Students in the College Campus on 01 February 2023. All the students witnessed Live Union Budget -2023 delivered by Finance Minister Smt Nirmala Sitharaman.




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Voice of Young India

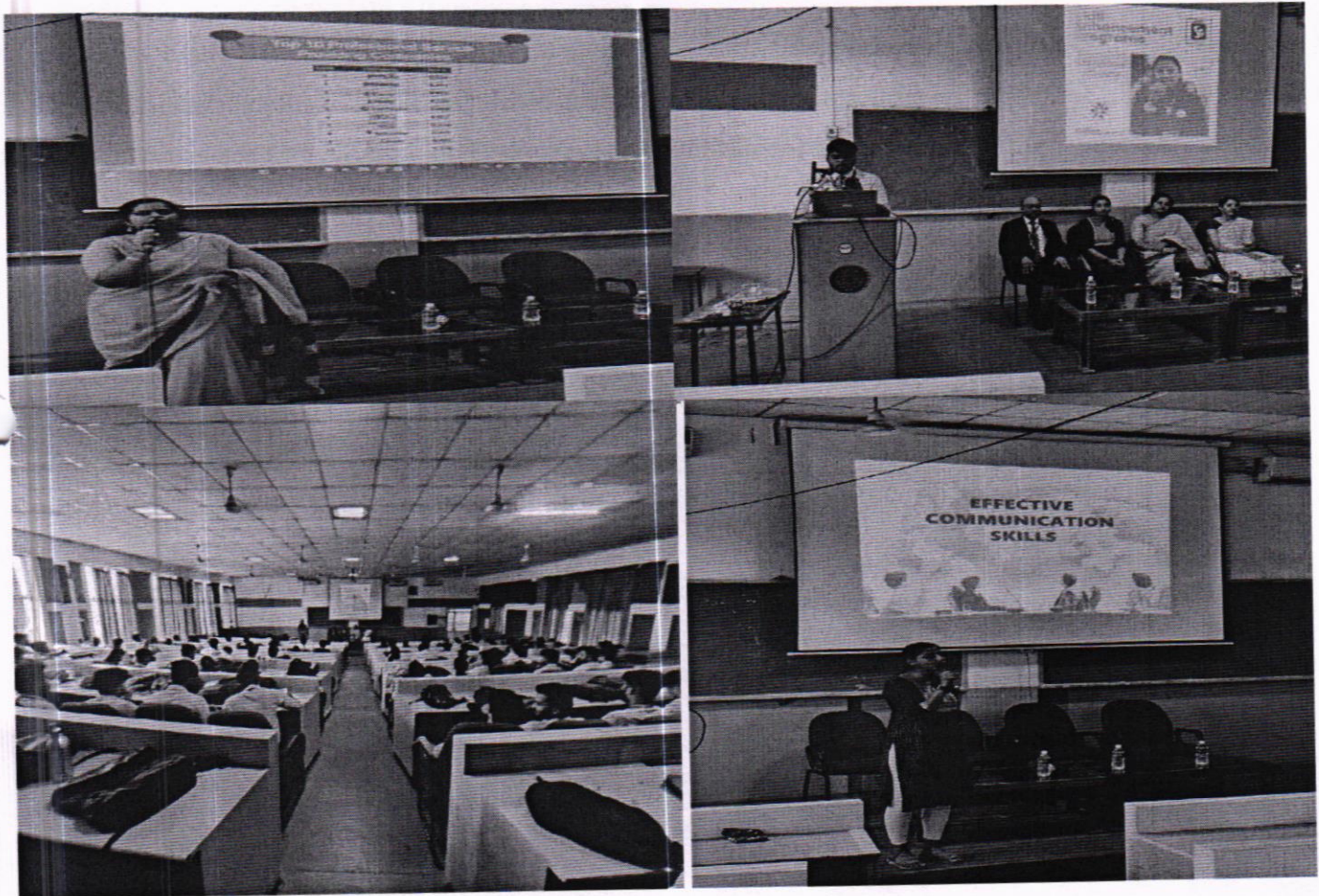


Institute of Management & Commerce, Srinivas University hosted a "Voice of Young India" - An Analysis of Budget 2023-24 program 15th feb 2023. The event was inaugurated by Honourable Vice Chancellor Dr. P. S. Aithal who gave brief highlights and provided insight of the benefit of such events for students, the chief guest was Sri. Harish Rai, senior journalist, Vijayavani deeply appreciated the efforts of the University in honing unique skills in students through such programs. The event was graced by the presence of the young pillar of Srinivas Group Ms. Meghana S. Rao who inspired the MBA students to look at opportunities in every corner and echo voices & actions that make a difference. Registrar Dr. Anil Kumar shared his knowledge on how to go deeper into analytical thinking as future executives and entrepreneurs. The first &



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SKILL ENHANCEMENT PROGRAMME



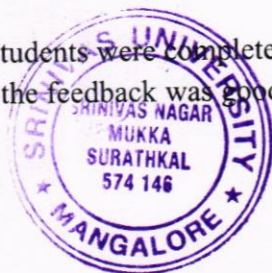
Srinivas University, Institute of Management & Commerce MBA Department held a One day Workshop on March 2, 2023. The workshop was conducted as per the guidelines of the MBA programme at the Department of MBA under the guidance of the Dean Dr. Keerthan Raj, and HoD Prof. Amith Menezes. The guest speakers are associated with Akanksha Charitable Trust ® Puttur. The student coordinators were Mr. Mithunraj and Ms. Meghna S Bhandari. The faculty coordinators were Dr. Kavya Shree and Prof. Venkatesh S Amin.

Program Content: There were four sessions conducted and were as follows:

- (1) Effective communication skills by Guest Speaker Ms. Varsha Shetty.
- (2) Ms. Aishwarya Kamath. B, spoke on E-Mail Etiquettes
- (3) Prof. Asha N. spoke on how to avoid substance abuse, change in thinking, quick reflection, how to develop goals in life.
- (4) Mr. Dheeraj Bellare, spoke on leadership and challenges like: Difficulties that we face in real time situations, he ensured that all students were involved, they were all divided into groups and each group had tasks to perform. All students performed well in their given tasks.

Every session was fully packed with activities and students were completely engaged.

Students learned through experiential learning and the feedback was good, many rated it excellent in terms of their




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involvement and performance. Many such personality leadership and skill enhancement programs are arranged for MBA students from time to time.

Session on Investment in Mutual Funds

On 03 March 2023, Srinivas University, Institute of Management & Commerce MBA Department held an interactive session for MBA 1st year students on Investment in Mutual Funds by Ramachandra Bhat R. He delivered idea on why should invest on Mutual funds rather than keeping it in Savings account with respect to Inflation rates in the future days.

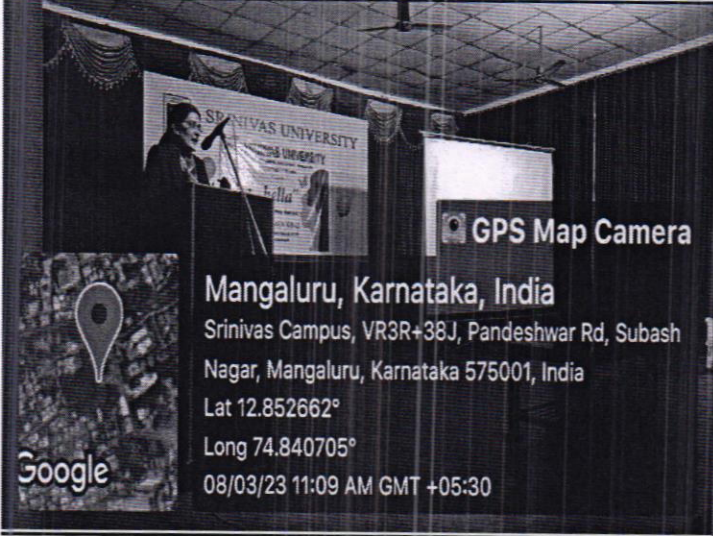
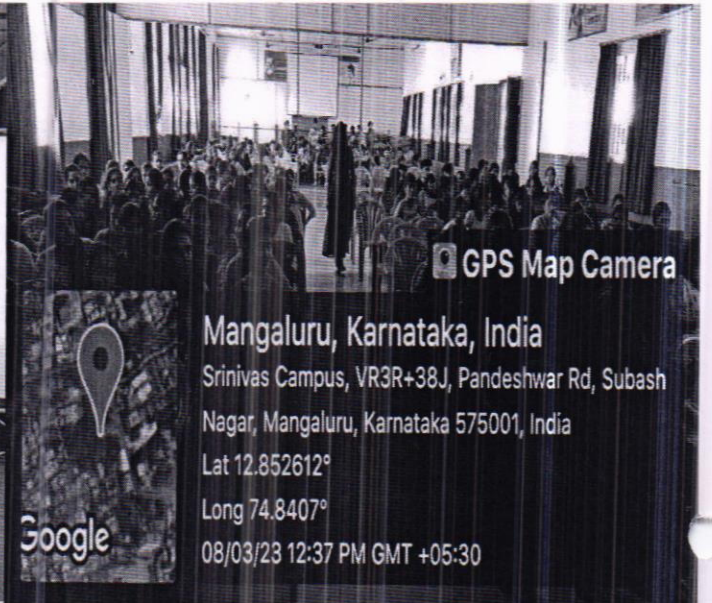
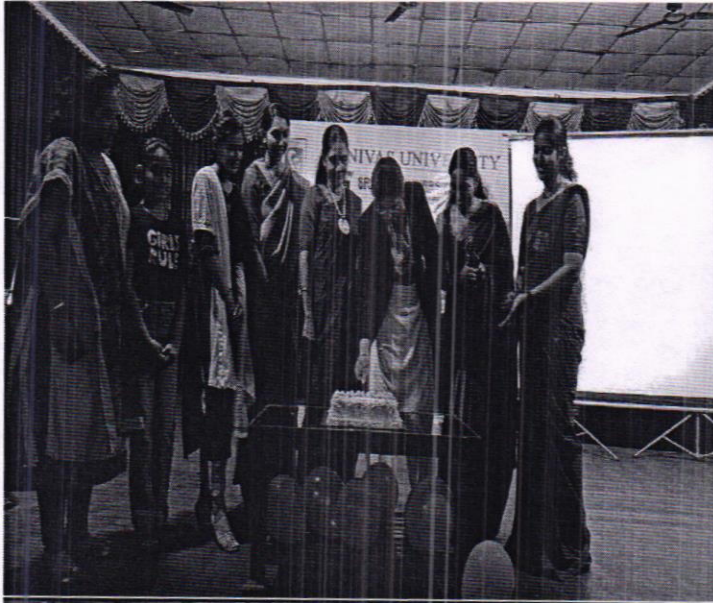


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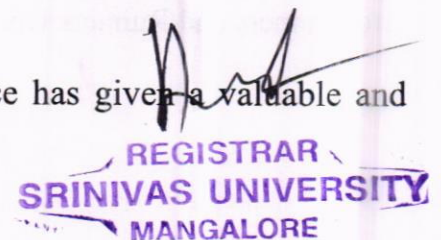
International Women's Day



Mangalore: International women's day was celebrated at Srinivas University by MBA students in its Pandeshwar campus on Wednesday, March 8.

The occasion was held at Auditorium at 10 am. All the faculties of MBA department attended the event. The event was named as "La- bella". The programme began with a prayer, followed by lighting the lamp by dignitaries. Miss Meghana Bandari was MC for the event, Miss Revathi MR of 2nd MBA has given the welcome speech and all lady faculties of MBA department were florally welcomed. Women cell president Miss Athira NV has given a short briefing about women's day.

Dr. Keerthan Raj, Dean of Institute of Management and Commerce has given a valuable and



thoughtful speech which was a real inspiration to all the students. All the lady faculties together did the cake cutting and shared the happiness.

Motivating videos of women were showed to empower the students. This was followed by cultural events where students from both first and second year showcased their talents. To make the programme more interesting games and ramp walk were also conducted and the winners were given prizes.

Miss Merin Roy of 2nd MBA has concluded the programme with vote of thanks.




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Srinivas University, Department of MBA celebrated the Inaugural Function of Finance Forum.



Mangalore: Inaugural Function of Finance Forum at Srinivas University by MBA students at Pandeshwar campus on Friday, 10th March 2023.

The occasion was held at Gallery Hall at 2.00 pm. All the faculties of MBA department attended the event. The event was named "FINSIGHT – Into the Finance". The programme began with a prayer by Miss. Nymisha. Miss Samreen was MC for the event, Mr Ismail Sanabil has given the welcome speech. Dr. P. S Aithal was the chief guest, and Mr. Sandesh Rao was today's resource person. Dr Keerthan raj, Dr. Niyaz Panakaje, Dr. Abhishek N, Prof. Venkatesh Amn, and Finance Forum Co-ordinators Mr. Shrithik Rai and Shruthi also joined the dignitaries on the stage.



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Dr. Keerthan Raj, Dean of the Institute of Management and Commerce inaugurated the Logo of the Finance Forum and gave a thoughtful speech on the purpose of the Finance Forum. Mr. Shrishik Rai gave the introduction to the Forum, followed by Mr. Preetham introduced the guest lecturer.

Mr. Sandesh Rao, took over the session on the topic of Stock Trading. He spoke about stocks, types of stocks, processes and procedures of Stock Trading and people associated with it. Also, a brief idea on choosing the Share market based on different parameters inspired the students.

Prof. Venkatesh Amin Thanked the Guest on behalf of the students. Dr. Abhishek N, gave the summary of the session and Dr. Niyaz Panakaje concluded the session.

At last, Miss Shruthi concluded the programme with a vote of thanks.



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Vice chancellor Srinivas University Dr PS Aithal said, "As many as 22 years ago, MAGMA was started in Srinivas University to improve the confidence of business management students. The fest will be an opportunity showcasing your experience, knowledge and skills."

In his presidential remarks, Pro chancellor Srinivas University Dr A Srinivas Rao said, "I congratulate the team members for setting up the two-day management and cultural fest. According to me, management is consortium of all the things which include idea, knowledge, and skills. You need to have the zeal to develop yourself and have attitude of commitment and hard work in you."

Registrar development Dr Ajay Kumar, dean Institute of Hotel Management Prof Swaminathan T, staff coordinator MAGMA 2K23 Prof Venkatesh Amin and others were present.

Dean Institute of Management and Commerce Dr Keerthan Raj welcomed the gathering, dean Institute of Port, Shipping and Supply Chain Management Dr Sonia Noronha proposed the vote of thanks, and Deepak and Chaithra Amin compered the event.

NSSS ACTIVITY CONDUCTED BY STUDENTS OF MBA DEPARTMENT

12/07/2023

A forum Activity was conducted; by the students of the MBA department about the CSR activity of the departments IMC. Charity begins at home was the theme and the same, was trained and taught to students through a program conducted today on the 12th of July 2023. Products- were purchased by students based on the money pooled in and food items were donated to an orphanage for the greater good of the inmates and destitute. Food products, Grocery items were purchased and donated. Faculty members too added their contribution in terms of money and deed making this activity the most learning and memorable event

Why this programme was conducted: This was conducted to ensure students learn how an old age home runs and how it creates better life for destitute and the down trodden.

Where and how this was conducted: Students were taught cause marketing and they utilized this learning to implement in real world situations, by practically implementing the same.




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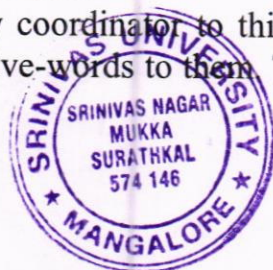


Conclusion: This programme helped students to understand reality of life and how life changes when there is economic disturbance in an individual's life. Students were happy donating items that they bought with their pocket money and students contributed for betterment of people in the old age home at Mangalore Home for Destitutes, Premalaya.

SEVAA BHAAVA CHARITABLE TRUCT- DEREBAIL –KONCHADI, SRI DURGA

Blessed are those who have the old with them. Goes old saying. On 22/08/2023 Srinivas university, institute of commerce and management, city campus, mangalore Organized an old age home visit for MBA students on behalf of women cell committee which is situated in Mangalore at Sevva Bhaava Charitable Trust Derebail, Students entertained the women's of the old age home with melodies singing and dance.. Gift and some fund was given to the home on behalf of women cell. Students are happy and we thank our dean and HOD, Prof Venkatesh and Prof Amit for giving the opportunity and arranging this visit.

Dr. Sujaya S Mendon, was the faculty coordinator to this program. Students made the old age home members happy and spread positive-words to them. They were very clear in making the old age people happy and cheering.



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The women cell of the University also engaged boys too to this program. The program was planned well in advance and was made to be delivered on time. The charitable organization was given monetary contributions by students on the spot and handed over to the charitable organization.

Conclusion: This program brought together all students and faculty members. The micro learning has been good and they came back and shared their experiences with other students of the university.




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REPORT ON B.COM (ACCA/CMA) INDUSTRIAL VISIT



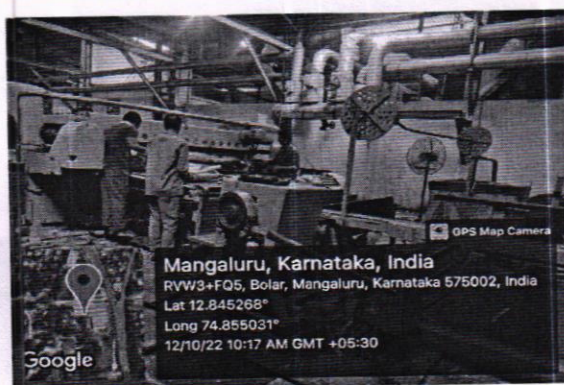
Srinivas University B.COM (ACCA/CMA) organized one day Industrial Visit for the First year B.com students to Pilikula Nisargadhama and cottage industry Mangalore on 12/10/2022. During the visit, students got practical exposure and also got to know the functions of cottage industry from Mr. Daya sagar. Prof. Yashaswi and Prof. Shilpa accompanied students. This industrial visit is conducted under the guidance of Dean, Prof. Keerthan Raj, and B.COM (ACCA/CMA) Course coordinator Prof. Sharmila S Shetty.

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REPORT ON B.COM (ACCA/CMA) INDUSTRIAL VISIT



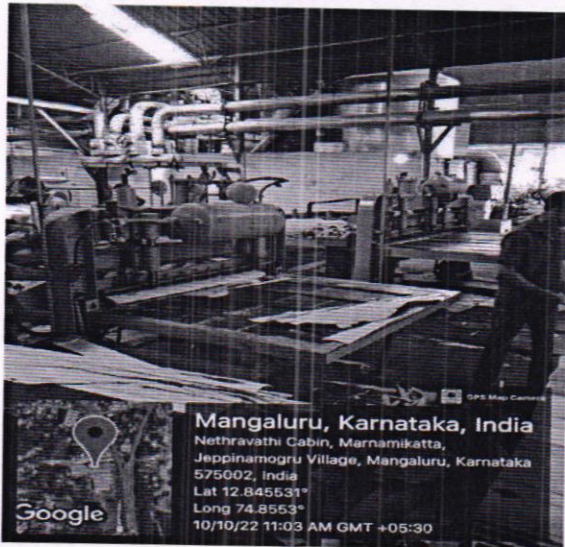
Srinivas University B.COM (ACCA/CMA) organized one day Industrial Visit for the First year B.com students to Kenwood and Plywood Industry at Mangalore on 12/10/2022. During the visit, students got practical exposure and also got to know the functions of various types of machinery in manufacturing the furniture from Mr. Mahabhala, General Manager, with the students, Prof. Yashaswi and Prof. Shilpa accompanied students. This industrial visit is conducted under the guidance of Dean, Prof. Keerthan Raj, and B.COM (ACCA/CMA) Course coordinator Prof. Sharmila S Shetty.




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REPORT ON B.COM (HONORS) INDUSTRIAL VISIT

Srinivas University B.COM (HN) organized one day Industrial Visit for the First year B.com students to Kenwood and Plywood Industry at Mangalore on 10/10/2022. During the visit, students got practical exposure and also got to know the functions of various types of machinery in manufacturing the furniture from Mr. Mahabhala, General Manager, With the students, Prof. Vinutha H K, Prof. Shwetha N S and Dr. Prasad Mahale accompanied students. This industrial visit is conducted under the guidance of Dean, Prof. Keerthan Raj, and B.COM (HN) Course coordinator Prof. Sharmila S Shetty



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REPORT ON BBA (HN/HA/PA)

INDUSTRIAL VISIT

Srinivas University BBA (HN/HA/PA) organized one day Industrial Visit for the second-year BBA students to Kenwood and Plywood Industry at Mangalore in November 10/11/2022. During the visit, students got practical exposure and also got to know the functions of various types of machinery in manufacturing the furniture from Mr. Mahabhala, General Manager, With the students, Prof. A. K. Aneesh and Prof. Akshatha Y accompanied students. This industrial visit is conducted under the guidance of Dean, Prof. Keerthan Raj, and BBA (HN/HA/PA) Course coordinator Prof. A. K Aneesh.




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CONSTITUTION DAY



Institute of Management and commerce has organized Constitution Day Celebration on 26-11-2022 at college premises. The Objective of the program is to inculcate constitutional obligations among students, to create awareness about constitution, to sensitise the students about importance of constitution day.

Nearly 450 students have actively participated in this programme. The students were guided by Prof Keerthan Raj- Dean of Institute of Management and Commerce. Prof. Sharmila S Shetty B.com Course Co-ordinator, Prof. Shilpa K Program in-charge and other Faculties of the department were present.

Deeksha P, II B.COM CMA the student representative, read the preamble of Indian constitution and helped the staff and students to repeat it. Students and staff understood the importance of the constitution day.



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Dean
Charge

Course Coordinator

Faculty In

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BBA – FAREWELL DAY REPORT

On 18th May, the department of BBA, Institute of Management and Commerce organised a Farewell Day for their seniors. Farewell is basically a get together kind of celebration for the seniors who will be soon stepping out of that particular institute. Dr. Keerthan Raj, Dean College of Management and Commerce, Prof. Shilpa, Course Coordinator of BBA Department, Prof. Shwetha N S and Prof. Vijayalakshmi, Cultural coordinators were present on the occasion. The programme begins with an almighty prayer and the lighting of the lamp.

Junior students of BBA course expressed their own experiences and memories they shared with their seniors and wished them a great future. The programme followed by fun games which were conducted by the juniors to the seniors. All the students were felicitated by the Dean Dr. Keerthan Raj and wished them with her motivational speech. The entire program was successfully organized by juniors with the help of faculty and students.



Dean
Charge

Course Coordinator

Faculty In

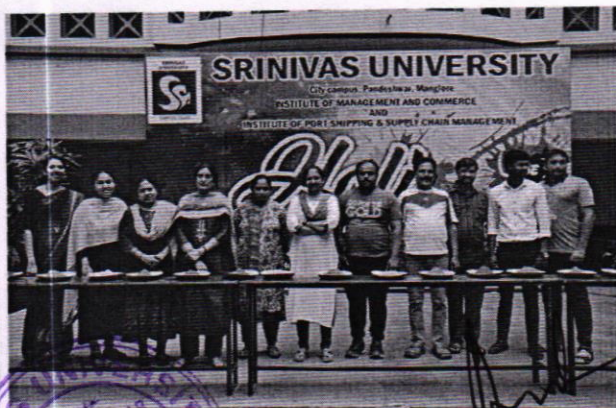


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SRINIVAS UNIVERSITY
INSTITUTE OF MANAGEMENT AND COMMERCE
Report on Holi 2K23 – 2023

The students of BBA (Honors/CMA/HA/PA/IB) Institute of Management & Commerce, City Campus, Pandeshwar, jointly celebrated Holi 2k23 on Thursday March 9 at its College Quadrangle. The celebration is envisioned to bring the community of students on a common platform and celebrated the festival of colours. The entire campus reverberated with the chants of 'Happy Holi' as students and faculties wished one another for happiness, joy and glee on the colourful festival. The programme concluded with rain dance, live dhol, DJ songs and also vibrant play of colours.

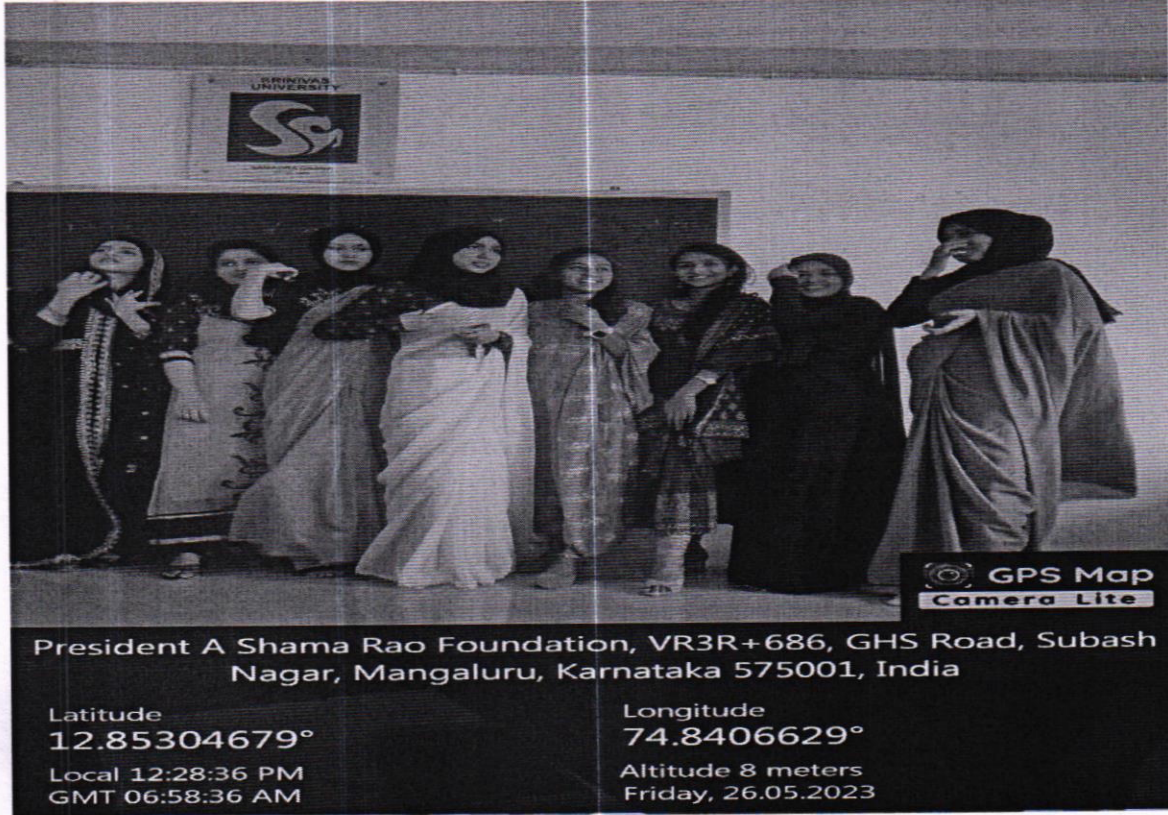
The program was encouraged by the Vice Chancellor and governing body of the University. Prof. Keerthan Raj, Dean, Institute of Management & Commerce, Prof. Aneesh A K, Course Coordinator of BBA Department, Other Course Coordinators, Cultural Coordinators, teaching and non-teaching faculties and students of Institute of Management & Commerce were present.



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The competition was held under the supervision of Dr. Keerthan Raj, Dean of Management and Commerce Studies, Prof. Shilpa, Course Coordinators of BBA department, Prof. Shwetha N S & Prof. Vijayalakshmi, Cultural Co-ordinators.

The competition was huge success. Prof. Sharmila S Shetty and Prof. Yashaswi, Associate Professor, Srinivas University were the judges of the event.



Dean
Charge

Course Coordinator

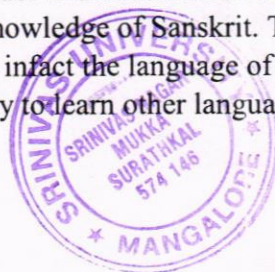
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"Sanskrit is not a language related to any religion, it is a universal language. We are not born in Bharatvarsha by choice but we are lucky to be born here with a diverse culture," said chief guest of the programme, His Holiness Bhakti Raghava Swami Maharaja of ISKCON, Canada where he expressed his views at the closing ceremony of the World Sanskrit Conference at the Mukka campus of Srinivas University on February 26.

Dr Vitthal Joshi, technoprenuer and educationist from Hyderabad, said that no one can become a scholar without knowledge of Sanskrit. There is need to understand that Sanskrit is not mere language of rituals infact the language of Sanatana. He further added that if you know Sanskrit, it is very easy to learn other languages. Srinivas University honourable



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chancellor Dr CA A Raghavendra Rao, who presided the programme said that the government should help and cooperate with more research in Sanskrit language. We look forward to new revolution in Sanskrit language and culture through this conference. He said that this conference is like a drop in the ocean of Sanskrit.

Various college students participated in the cultural events which was conducted on 24th and 25th of February at 5.00 PM.

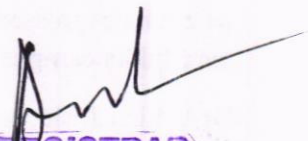


Dean
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Course Coordinator

Faculty in




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