

SU Celebrates Krishna Janmashtami



Mangalore: Srinivas University, Institute of Hotel Management and Tourism and Department of Interior Design, Pandeshwar organised "SHRI KRISHNA JANMASHTAMI - 2022" on the 18th of August 2022 at the city campus Pandeshwar.



Srinivas University Honourable Pro-Chancellor and A. Shama Rao Foundation vice president Dr. A. Srinivas Rao is the event's chief guest. Development registrar of Srinivas University Dr. Ajay Kumar and Institute of Hotel Management and Tourism dean Prof. Swaminathan S., Institute of Physiotherapy dean Dr. S. Rajashekar, Deans and staff of all the Institutions were present for the event.

Tiger dance was the main attraction of the event, Dahi handi, and a dance performance from students was part of the programme.



A VIRTUAL CONFERENCE



Mangalore : A virtual conference 'AVICON 2022' was organized by the Institute of Aviation Studies, Srinivas University, Mangalore on the theme 'Sustainability and Transformation in Management Technology, Social Science, Education, and Tourism' was held on 6th Aug 2022.

Institute of Aviation Studies, Srinivas University, City Campus, Pandeshwara, organized one day National Virtual Conference 'AVICON 2022' on the theme Sustainability and Transformation in Management Technology, Social Science, Education, and Tourism. A large number of delegates, research scholars, academicians, and students participated in the conference from various parts of the country.

The welcome speech was delivered by Prof. Vishal, Assistant Professor, Institute of Aviation Studies. The purpose of the conference was briefed by Prof. Jayaprakasha K, Conference Convener, AVICON 2022. The book of abstracts of AVICON 2022 was released by The Honourable Vice Chancellor Dr. P.S Aithal and the Book of Proceedings of the previous year was released by Prof. Pavithra Kumari, Dean, Institute of Aviation Studies. The chief guest for the conference was Prof. M.R Vasudeva, Former Director of Mangalore International Airport. He spoke about various environmentally sustainable initiatives

AVICON 2022

in the Aviation industry, and sustainable practices and approaches. He also discussed the New Millennium Goal of sustainability. The Presidential Remark was given by the Chairperson of the conference Dr. P.S Aithal, Vice Chancellor, Srinivas University. He shared his view relating to sustainability and also mentioned that the researchers are having a greater role in the domain of sustainability, and the conference on this theme would lead to creating awareness about sustainable business practices among the public. The vote of thanks for the conference was delivered by Prof. Kavyashri, Course Coordinator, Institute of Aviation Studies. The emcee for the conference AVICON 2022 was done by Prof. Anjana T.V, Assistant professor, Institute of Aviation Studies. After the inaugural session, Dr. Niyas Panakkaje, Assistant Professor, Institute of Management and Commerce, delivered the keynote address. He briefed on the importance of Sustainable education practices. The research paper from various research scholars, academicians, and students was received and presented at the conference. The Resource person for the technical session was Dr. Pradeep M.D, Associate Professor, Institute of Social Sciences and Humanities. The selected papers will be published after the reviews from experts and published in journals along with the ISBN and DO.

Marine EXIM & Documentation



Mangalore: Srinivas University – Institute of Management and Commerce, BBA Department organized a guest lecture on the topic "Marine EXIM and Documentation" for Second Year and Final Year BBA (Port, Shipping Management and Logistics) and BBA (Logistics and Supply Chain Management) students by Mr. Pramod Kumar Dash, Deputy Traffic Manager, New Mangalore Port Authority, on 10.08.2022 at 11.00 AM. He spoke about Marine Export Import Procedures and Documentation giving practical insights to the gathering.

Guest Lecture

Dean - Prof. Keerthan Raj, Course Coordinators - Dr. Sonia Noronha and Prof. Nelson Periera Guest Lecture Coordinator-Prof. Meghashree and Prof Souparnika, Faculty Members and all the Students were present at the session. Mr. Sagar, II BBA(PSL) welcomed the gathering. Mr. Sheikh Imroz, III BBA(PSL) introduced the resource person. Mr. Faiz, III BBA(PSL) proposed the vote of thanks. Mr. Rakshan, III yr BBA(PSL) compered the programme. It was a fruitful and informative session appreciated by students and the teaching fraternity.



INDEPENDENCE DAY CELEBRATION



Mangalore: 75th Independence Day was celebrated at Srinivas University Pandeshwar campus on August 15th. Honourable Chancellor of Srinivas University and president of A Shama Rao foundation Dr.CA.A. Raghavendra Rao was the chief guest and hoisted the flag. Dr.CA.A. Raghavendra Rao shared his experience during independence. He was 9 years old on the first Independence Day. Our ancestor's sacrificed



much to achieve freedom so they reached their goal. Similarly, education is necessary for every development. And to achieve that we have to focus more on our studies. And he congratulated everyone on the occasion of Azadi Ka Amrita Mahotsava.

Vice Chancellor of Srinivas University Dr.PS.Aithal welcomed. Development registrar Dr.Ajay Kumar thanked. Prof. Shilpa K. hosted the program.



Mangalore: With the blessings of A Shama Rao, Founder of Srinivas University, under the guidance of Dr. CA A. Raghavendra Rao, Honourable Chancellor of Srinivas University and Dr. A Srinivas Rao, Honourable Pro Chancellor of Srinivas University, Srinivas University, celebrated Independence Day 2022, on 15th August 2022 in Mukka Campus at 8:00 AM.

The chief guest of the program was Sri. S Mahesh Kumar, (Assistant Commissioner of Police, Mangalore North Sub Division, Panambur, Mangalore City) gave a speech on Independence Day and patriotism. The presidential address and welcome speech were given by Dr. J Sathya Sai Kumar, Pro Vice Chancellor, Srinivas University. The significance of the day was given by Dr. Anil Kumar, Registrar

of Srinivas University and Dr. Uday Kumar, Dean SIMS & RC gave the vote of thanks. Dr. J Sathya Sai Kumar (Pro Vice Chancellor, Srinivas University), Dr. Anil Kumar (Registrar, Srinivas University), Dr. Uday Kumar (Dean, SIMS & RC), Dr. Reshma Pai (Dean SIDS), Dr. NM Jose (Dean SINS), Dr. Thomas Pinto (Dean SIET) and Prof. Devaseelan S (Dean SIAHS) were the guests of honour present

for the program. The flag hoisting was done by the Chief Guest, Sri. Mahesh Kumar, ACP and the program concluded with National Anthem. The program was organised by Srinivas University, Institute of Allied Health Sciences, Institute of Nursing Sciences, Institute of Dental Science, Institute of Engineering and Technology and SIMS & RC.



Fundamentals of GST



Mangalore: Srinivas University Institute of Management and Commerce, B.COM Department organized a guest lecture on the topic "Fundamentals of GST" for Second Year and Final Year B.COM (Honors/ACCA/CMA) students by CA Vikas Shenoy, Partner – Indirect Tax Ganesh & Sudhir Chartered Accountants, Mangalore on 10.08.2022 at 02.00 PM. He spoke about Fundamentals of Goods and Service Tax giving practical insights and examples to the gathering.

Guest Lecture

Dean - Prof. Keerthan Raj, Course Coordinators – Prof. Yashaswi Ail and Prof. Vinutha H K Guest Lecture Coordinator-Prof. Meghashree and Prof Soupanmika, Faculty Members and all the Students were present at the session. Miss Lerina D'souza II B.COM(CMA) welcomed the gathering and introduced the resource person. Miss Wilcita Lobo II B.COM(Honors) proposed the vote of thanks. It was a fruitful and informative session appreciated by students and teaching fraternity.

A Lamp Lighting Ceremony

Mangalore: With the blessings of A Shama Rao, Founder of Srinivas University, under the guidance of Dr. CA A. Raghavendra Rao, President, A. Shama Rao foundation and Honourable chancellor of Srinivas University and Dr. A Srinivas Rao, Vice President, A. Shama Rao Foundation and Honourable pro- Chancellor of Srinivas University, Srinivas Institute of Nursing Sciences & A. Shama Rao Nursing School, Valachil Mangalore conducted A Lamp Lighting Ceremony for the 19th Bsc (N) and 17TH GNM Batch on August 26, 2022. Prof. Victoria D' Almeida, HOD, Medical surgical nursing Dept, Colaco College of Nursing, Mangalore was the Chief Guest at the ceremony.



Prof. Er. Smt. A. Mitra S. Rao Secretary, A. Shama Rao Foundation, Trustee member, Board of Governors, Srinivas University presided over the function. Smt. A. Vijayalakshmi R. Rao, Trustee member, Board of Governors, A. Shama Rao foundation and Srinivas University, Ms.Meghana S.Rao, Director of Srinivas Group of Institutions, Managing partner of Hotel Srinivas, Mangalore, Dr.Florine Clara Fernandes, Principal, Srinivas Institute of Nursing Sciences & A.Shama Rao Nursing School, Valachil Mangalore, Prof.Pradeepa M, Convenor, Srinivas Institute of Nursing Sciences & A.Shama Rao Nursing School, Valachil were present at the occasion.



ONAM CELEBRATION

Mangalore: Srinivas University Institute of Aviation Studies organise an Onam celebration at City campus Pandeshwar on 30th august 2022.

Onam is a festival celebrated all over India. So, we are happy to see students of our Srinivas University traditionally celebrating the festival like a family said Dr. CA A. Ragavendra Rao, Honourable Chancellor of Srinivas University and President of A. Shama Rao Foundation in his presidential address.

Honourable Pro-Chancellor of Srinivas University and Vice President of A. Shama Rao Founda-



tion Dr. A. Srinivas Rao was the chief guest. Vice Chancellor of Srinivas University Dr. P. S. Aithal and Development Registrar Dr. Ajay Kumar, Dean of Institute of Aviation Studies Prof. Pavitra Kumari were present on dias. Assistant Prof. Anjana T.V. conveyed vote of thanks and Prof. Kavyashree led the MC.

How To Launch a successful Start up

Mangalore: Srinivas University – Institute of Management and Commerce, BBA Department organized a guest lecture on the topic “How To Launch a successful Start up” for Final Year BBA (Honors, PA, HA, CMA, Port, Shipping Management and Logistics,

Logistics and Supply Chain Management) students by Mr. Kiran Kumar Ronad, CEO, digital Kings MY, Kula Lumpur Malaysia, on 13.08.2022 at 10.15 AM. He spoke about the various phases for launching a startup and covered all aspects to make a successful venture in a booming world.

Dean - Prof. Keerthan Raj, Course Coordinators - Prof. Anesh A.K, Dr. Sonia Noronha and Prof. Nelson Periera Guest Lecture Coordinator-Prof. Meghashree and Prof. Souparnika, Faculty Members and all the Students were present at the session. Ms. Blessy Fernandes, III BBA(HA) welcomed the gathering. Ms. Ashura, III BBA(HA) proposed the vote of thanks. Ms. Blessy Fernandes III BBA (HA) compered the programme. It was a fruitful and informative session appreciated by students and teaching fraternity.

MoU signed between SU and Canara Bank



Mangalore: A Memorandum of Understanding (MoU) was signed between Canara Bank and Srinivas University and Srinivas Group on 17th august 2022.

The collaboration aims to provide education loans to the students who are enrolling on various courses at Srinivas University.

Srinivas University Honourable Chancellor and A. Shama Rao Foundation president Dr. CAA. Raghavendra Rao, Srinivas University Honourable Pro-Chancellor and A. Shama Rao Foundation vice president Dr. A. Srinivas Rao, Canara Bank Deputy General Manager S. Suchitra, Divisional Manager Prabhu H. V., Chief Manager M. P. Nandana, Senior Manager N. Ravi Kumar, Srinivas University Vice Chancellor Dr. P. S. Aithal, Evaluation Registrar Dr. Shrinivasa Mayya D., Development Registrar Dr. Ajay Kumar, Registrar Dr. Anil Kumar, Institute of Aviation Studies dean Prof. Pavithra Kumari were present.

MELAM, POOKALAM COMPETITION

Mangalore: Institute of Aviation Studies, Srinivas University, on behalf of MELAM -2K22, organized an intercollegiate Pookalam competition for UG and PUC students on 26 Aug 2022.

Poo stands for flower and ‘Kolam’ stands for decorative designs or rangoli. Pookalam is made using fresh flowers and petals, it is designed in honour of King Mahabali who is believed to return to his people every year. Therefore, to celebrate his return, people put floral carpets or pookalam.

Institute of Aviation Studies, Srinivas University, Pandeshwara organized an intercollegiate Pookalam competition for UG and PUC students on behalf of MELAM -2K22, Onam celebration on Friday, 26th Aug 2022. Students from various colleges took part in the competition. The students put their artistic skills and creativ-



ity on display.

It was an assortment of colourful flowers at its best. The students were found keenly working on their designs. The winners of the competition were announced at the valedictory program. The program was inaugurated by lighting the lamp by Dr. P.S Aithal, Honorable Vice Chancellor, Srinivas University. Prof. Kavyashree, Course Coordinator, Prof. Anjana T.V, Cultural Coordinator and the student representative Ms. Seema. K and Ms. Anusha. Prof. KavyaShri, Course Coordinator, Institute of Aviation Studies welcomed the gathering.

Dr. P. S Aithal, Vice Chancellor, Srinivas University addressed the students. The winners from the U.G Category were Tejas, Tejaswini, and Chaithanya. P. K. Prakruthi, Sinchana C.R, from SDM College, Ujire. The runners were Sneha. S, Sanjana Anchan, Varsha Kumari, and Kavana. P, Sharanitha. S.K from St. Alloysius College, Mangalore. From the PUC Category, the winners were Manvitha.M, Anusha Y.G, Navyashree, Namitha P.K, and Sharanya B from Janatha PU College Adyandka. The Vote of Thanks was delivered by Prof. Anjana T.V, program was Compered by Prof. Chaitra.

EMBRACING CHANGES AND TRANSFORMATION IN MANAGEMENT

Mangalore: Institute of Management and Commerce, Srinivas University organized a one-day virtual International Conference on the theme “EMBRACING CHANGES AND TRANSFORMATION IN MANAGEMENT, IT, SOCIAL SCIENCES AND EDUCATION (INCECT) on 27, August 2022.

The Online formal inauguration of the conference commenced at 10:00AM (IST) on 27th August 2022 at the Institute of Management & Commerce, City Campus, Pandeshwar, Mangalore. The inaugural ceremony convened under the patronage of Dr. CA A. Ra-



ghavendra Rao - Chancellor, Srinivas University & President, A. Shama Rao Foundation and Dr. A. Srinivas Rao – Pro-Chancellor, Srinivas University & Pro-Chancellor, Smt. Vijayalaxmi R. Rao, Member, Board of Governors, Srinivas University, Prof. Er. Mitra S Rao, Member, Board of Governors, Srinivas University. Prof. Dr. P.S Aithal, Vice Chan-

cellor in his presidential remarks spoke on the advent of technology and how it has revolutionized the way of thinking. Chief Guest and Inaugurator Dr. Habeeb Ur Rahiman, Professor and Coordinator Staff Development Unit, College of Business Administration Kingdom University, Bahrain explained the concept of change and the role of technology in

transformation. Prof. Keerthan Raj, Dean, IMC welcomed the gathering. Dr. Shailashri V.T. Convenor, INCECT introduced the international conference. Dr. Abhishek N. Co-convenor, INCECT proposed the vote of thanks.

The Conference featured keynote speeches by prominent speakers in the areas of the conference theme.

Dr. Habeeb Ur Rahiman, Professor & Coordinator of Staff Development Unit College of Business Administration, Kingdom University, Bahrain. Dr. Anjay Kumar Mishra Associate Professor & Research Director Madan Bhandari

Memorial Academy Nepal Joint Constituent College of Pokhara University.

Prof. B. S. Navi Registrar, Karnataka State Akkamahadevi Women’s University, Vijayapura.

This was followed by Paper presentations in three parallel sessions.

INCECT-22 international conference has received an overwhelming response from academicians’ industrialists, research scholars, teaching fraternity. Presented papers shall be published in conference proceedings as well as in international journals after the review.

Advance Research Methods for Applied and Allied Health Professionals

Mangalore: With the blessings of A Shama Rao, founder of Srinivas university and under the guidance of Dr. CA A. Raghavendra Rao, Chancellor of Srinivas University, Mangalore, a national conference on "Advance Research Methods for Applied and Allied Health Professionals" was organised on 26th august 2022.

The celebration started with the prayer song sung by the students and the inauguration was done by lighting the traditional lamp by the guests.

The conference was inaugurated by the honourable Pro-vice chancellor Dr. Jillela

Satya Sai Kumar, Srinivas University. The welcome address was given by Mrs. Sahana Patil and the significance of the day was given by prof. Devaseelan, Dean, Institute Of Allied Health Sciences, Srinivas University, followed by Dr. Udaykumar



National Conference

rao, Dean, SIMS & RC. Chief guest Dr. Alex George, scientist -D, jubilee centre for medical research, Thrissur spoke regarding the importance of research in the health field.

The chief guest of the program Dr. Alex George, scientist -D, jubilee centre for medical research, jubilee mission medical college & research institute of Thrissur, gave a talk on "Formulation of research problem for successful research strategy execution".

The resource person Dr. Nayantara, Associate Professor, KMC, Mangalore gave a talk on "Formulation to research design" and Prof. Shashidhar Kotiyan, Research co-ordinator, Srinivas University spoke regarding "Statistical Analysis".

Convener of the conference, Mrs Pavana Krishnamoorthy and co-convenor of the conference Mrs Sahana Patil and organizing committee members Mr. Suveen Yoel Sudarshan and Mr. Akshay K M were present. The afternoon session included a paper presentation from various research scholars.

The chairperson for the paper presentation was Dr. Pradeep MD and Dr. Nayantara. The best paper award was received by Mr. Savin K Vidyay, Assistant professor, Department of Medical Imaging Technology, Srinivas University.

Master of the ceremony was Mrs Nourreen, Ms. Rashmi Puranik and Ms. Mariyam Rumaiza. Valedictory was concluded with a vote of thanks by Varsha AC, followed by the National anthem. A total number of 250 participants were present for the conference in the blended mode.



Program on Life Skills



Mangalore: Institute of Social Sciences and Humanities have organised One day program on Life Skills for the students of Nethaji Subhashchandra Bose School, Deralakatte. Dr. Laveen D' Mello Den, Institute of Social Sciences and Humanities, Srinivas University was the resource person. Dr. Vidya N, Associate Professor, Institute of Social Sciences and Humanities was also conducted group sessions. The students of BSW and BA Journalism and Mass Communication were also present in organising the programme. About 40 students participated in the programme.



Visit to Seon Ashram



Mangalore: Institute of Social Sciences and Humanities have organised agency visit to the students of Social Work and Journalism and Mass Communication courses to Seon Ashram Trust, Ujire. The students visited the ashram and got oriented to the trust and its activities. The students and Ashram inmates have jointly organised cultural events in the auditorium for entertaining the inmates. Sweets were distributed to the inmates during the visit. The Director of the Ashram Dr. U.C. Paulose has blessed the occasion and guided the students. The students were accompanied by the faculty crew with Dr. Laveena D' Mello, Dr. Vidya N, Dr. Pradeep M.D., Prof. Joyson Prenky Cardoza, Prof. Sushmitha and Prof. Harisurya. Almost 36 students participated in the event.



Workshop on Advertisement, Public Relation and Brand management

Pandeshwar: Advertising, Public Relations are like two faces the same coin. Advertising presents the goods and services from the producer and provider to the consumer. Public relations helps an organization and its publics adapt mutually to each other, said Ms. Shrigouri Joshi, Asst. Professor, Amrita Vishwavidyapeetham on Monday.

She was during the workshop on "Advertising, Public Relations and Brand Management" organized by Institute of Social Sciences and Humanities, Institute of Computer science and Information sciences of Srinivas University.

In her session she stressed, PR can be used for various purposes, such as improving, building, and protecting brand reputation.

Advertising is a component of marketing. Marketing involves identifying customer needs and figuring out how to meet those



needs, while advertising promotes a business and its products or services through paid channels. She added. She made the students to understand how to solve the obstacles in Brand Management through a practical work.

Dr. Pradeep M D, professor of the Institute of Social Sciences and Humanities presided over the workshop, Professor. Subramhanya Bhat, Dean of the Institute of Computer Science and

Institute of Information Sciences, Asst. Professor Shree-raj S Acharya, Coordinator of the Workshop, Asst. Professor Meghashree, Asst. Professor Sushmitha, Research Scholar Harisoorya were present in the workshop.

Student Gayathri introduced the Resource Person, Keerthi welcomed the guest, Workshop was hosted by Vidhya Sree, Vote of thanks was offered by Adithya.

Students of the Bachelor of Journalism and Mass Communication, B.sc Animation, DFM and VFX, Bachelor of Social Work, Film making course were actively participated in the workshop.