



SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

ATOMIC RESEARCH CENTRE FOR COMMUNICATION & SOFT SKILLS DEVELOPMENT



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OBJECTIVE OF THE CENTRE:

An ability to communicate well is a key soft skill. Numerous different abilities too rely upon great communication skill. A students' capacity to work in a group, have great relational aptitudes and be proficient rely upon his ability to communicate well.

Understanding the need to hone soft skills of students for deep rooted achievement, the plan to adopt an Atomic Research Centre for Communication and Soft Skills Development on the campus was planned. Efficient students from vernacular medium, who join different courses, confront intense difficulties in the corporate world. Reason: soft skills issues.

Soft Skills today, are specifically identified with efficiency, due to the quantum jump in individuals to individuals contact. The education and in addition, the market situation is changing quick. In any case, today, hard skills and experience are not sufficiently adequate for the entrance and acceleration in the corporate world. Managers like to employ and advance those people who are ingenious, moral, and self-coordinated with great correspondence/soft aptitudes. Shortage of soft skills among candidates has brought about low hiring by corporates.

The Centre visualises dynamic theoretical research studies to bring about academic help in the areas of IELTS training, Spoken English, Creative Writing, Group talk, Debating, Editing, Mock meetings, Soft Skills and some other verbal perspectives. The Research Centre, other than being dedicated to participate and engage in research activities and produce research papers in the important core area, will effectively partake in the continuous mission of developing student leaders.

The proposed entity would work as a comprehensive focus with a wide range objective of acquiring student community in its fold for all inventive and recreational exercises related with the core features of practical English i.e. language, soft skills and correspondence.

CONFERENCE PAPERS:

1. *Role of soft skills in employability*, RD Fernandez, Quality Enhancement in Higher Education: Issues and Concerns
2. *Green Marketing: An Indian Perspective*, RD Fernandez, Indian Ethos in Management Practices: The Catalyst for Entrepreneurship 1, 88-90
3. *Teaching Social Responsibility – A need*, RD Fernandez, Soft Skills and Employability
4. *Successful Revenue Generation through Movie Promotions: Film Maker's Perspective* B Giridhar Kamath, Rohan David Fernandez, IT & Management: Innovations and Inventions- Global Perspective, Volume 2 Pages 19-24

JOURNAL PAPERS:

1. *Working Spirit Among Faculty*, MA Lahori, RD Fernandez, JM INTERNATIONAL JOURNAL OF HR REVIEW 1 (ISSUE III), 183-189