



# SRINIVAS UNIVERSITY

FEBRUARY 2020 | VOLUME NO. 2 | ISSUE NO. 2

## Srinivas Newsletter



Sri. CA. A Raghavendra Rao  
Chancellor, Srinivas University

*"The true awakening of the nation lies in harnessing the potentials of the youth."*

- Srinivas University, Srinivas Group of Colleges - Founder's Day & College Day
- Srinivas University - Sports Day
- Gurukiran at Srinivas Variety Entertainment

### ABOUT SRINIVAS UNIVERSITY

Srinivas University, is a Private Research University in Mangaluru, Karnataka, India established in 2013 by Karnataka State Act. Srinivas University is the flagship of 18 Srinivas Group of Institution started by A. Shama Rao Foundation, Mangaluru, India, a private Charitable Trust founded in 1988 by an Eminent Chartered Accountant A. Raghavendra Rao. Srinivas University is currently offering Undergraduate, Postgraduate and Research courses under 8 institutions with about 60 courses.

- (1) College of Business Management & Commerce
- (2) College of Computer Science & Information Science
- (3) College of Social Science & Humanities
- (4) College of Engineering & Technology
- (5) College of Hotel Management & Tourism
- (6) College of Physiotherapy
- (7) College of Allied Health Sciences
- (8) College of Education

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## 1. SRINIVAS UNIVERSITY, SRINIVAS GROUP OF COLLEGES FOUNDER'S DAY AND COLLEGE DAY

**Surathkal:** Founder's Day, College day of Srinivas University and Srinivas Group of Colleges was held on Friday 14<sup>th</sup> February, 2020. Sri Kota Srinivas Poojary, Hon'ble Minister of Muzrai, Fisheries, Ports and Inland water transport & Dakshina Kannada district - in - Charge was the inaugurator.



In his inaugural address, he said he will be discussing with state Chief Minister with regard to the development of basic amenities for undivided Dakshina Kannada district in the next state budget. He also appreciated CA A. Ragavendra Rao for his contribution to the education sector by setting up several colleges and Srinivas University which is in parallel to the works done by a government. He expressed his wish that Srinivas University should become a model university in the state.

Dr. Selvamani R., Dakshina Kannada Zilla Panchayath Chief Executive Officer (CEO) was the Chief guest of the programme, he suggested students that they must dream and they should have a systematic plan to achieve those dreams. He called upon students to take calculated risk in life without which they cannot achieve their goals.

Students should be capable to handle the social pressures.

Sri CA. A. Raghavendra Rao., Chancellor of Srinivas University and President of the Srinivas Group of Colleges, presided over the function and in his presidential remarks, he advised the teachers to guide and encourage students as their own wards. He expressed that employers will come in search of Srinivas University students to employ them in their organization. The University has been setup to impart high quality of education for which crores of rupees has been spent. The University has several MoUs with multiple foreign Universities he said.

A Shama Rao memorial outstanding teacher award of the year was given to Dr. Raghavendra Rao, Sanskrit Teacher, Padubidri Ganapathi High School, Padubidri & Miss. Kasturi, Music teacher, Sri SDM Mangala Jyothi High School, Vamanjoor for their dedicated services as teacher, for their innovative practices in teaching.

A Shama Rao memorial award for the outstanding achievement in social contribution was received by Mr. Girish Bharadwaj, a Social Worker often referred as Sethu Bandhu and Bridgeman of India for building around 127 low cost and eco-friendly bridges in remote villages across India for his contribution in the field of social work. Staff members who had completed their PhD, published and presented papers in international journals and conferences were recognized on the occasion. More than 200 students who have excelled in academics and extra - curricular activities were awarded during the function.

The annual report of Srinivas University and Srinivas Group of colleges were release on the occasion.

Dr. A. Srinivas Rao – Pro Chancellor SU and Vice President A. Shama Rao Foundation, Smt. A. Vijayalakshmi R. Rao - Director, Srinivas Group of Colleges, Smt. Mitra S Rao., Secretary, Srinivas Group of Colleges, Dr. P. S. Aithal – Vice Chancellor, Dr. Anil Kumar – Registrar, Dr. Shrinivas Mayya D. (Evaluation), Dr. Ajay (Development), Deans of Srinivas University, Dr. Manoj Varma – Convener of Founders Day, Ms. Meghana were present on the dias.

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## 2. SPORTS DAY OF S. U., CITY CAMPUS

**Pandeshwara:** Sports day of Srinivas University City Campus was held at police ground Pandeshwar on 8th February 2020.



Sports day was inaugurated by Sudhakar Joshi - member, administrative department of Srinivas University. Addressing the students, he said sports is an important element for the youth along with their education. Human being can get satisfied when he involves himself in a physical activity like sports.

Dr. A. Srinivas Rao - Pro Chancellor, Srinivas University had motivated the students to participate in sports events.

The program was started with March past from various colleges departments of Srinivas University city campus followed

by athletic events for both UG and PG sections.

Dr. P. S. Aithal - vice chancellors, Srinivas university, all the deans, course coordinator, teaching and non-teaching staff were present on the occasion

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## 3. GURUKIRAN AT SRINIVAS VARIETY ENTERTAINMENT

**Surathkal:** The talents day of Srinivas University and Srinivas group of college's organised Variety entertainment competition amongst the 12 various colleges of Srinivas Institutes. The talents day ended with a valedictory function.



Music director and Filmfare award winner Gurukiran was the chief guest. Gurukiran announced the winners and distributed the prizes to the students. The enthusiasm of the students motivated him to sing a song for them, to which the students were overjoyed.

In his speech he told the students that, once when he was a student, he had got third place in a competition, which motivated him to be at this position. He also added that, regarding art the students have it within themselves and they have to display it, then the passion can become a profession of one's life.

CA A. Raghavendra Rao - Chancellor, Srinivas University told further that the university will initiate job-oriented courses which will be benefitted to the students.

Dr. A. Srinivas Rao – Pro Chancellor SU and Vice President A. Shama Rao Foundation, Smt. A. Vijayalakshmi R. Rao - Director, Srinivas Group of Colleges, Smt. Mitra S Rao., Secretary, Srinivas Group of Colleges, Dr. P. S. Aithal – Vice Chancellor, Dr. Anil Kumar – Registrar, Dr. Shrinivas Mayya D. (Evaluation), Dr. Ajay (Development), Deans of Srinivas University, Dr. Manoj Varma – Convener of Founders Day were present on the occasion.

#### 4. GUEST LECTURE ON CAREER GUIDANCE

**Pandeshwara:** College of Computer and Information Sciences, Srinivas University had organized a guest lecture on IT opportunity in various fields, which was held on 5<sup>th</sup> of February 2020, II floor LCD room, city campus, Pandeshwara.



The resource person for this guest lecture was Dr. Swaminathan S - Dean, College of Hotel Management and Tourism, Srinivas University. He interacted with our first BCA students on how they could contribute in various fields as an IT developer and also specifically addressed them about the opportunity they have in the area of hotel management and tourism.

#### 5. SANCHALANA - 2K20

BBA Honors, Logistics, Port Management, BHA department of College of Management and Commerce, Srinivas University was organized cultural day

Sanchalana – 2K20 at SIMS Auditorium on 6<sup>th</sup> February 2020.



Dr. P. S. Aithal - Vice Chancellor Srinivas University, Dr. Shailashri V. T. - Dean College of Management and Commerce, Sonia Noronha - Course Coordinator BBA Port Management, Dr. Sachin Parappagouda - Prof. Nelson Pereira - Course coordinator BBA HN, LS, MBAIG, BHA, Ms. Harinakshi - Cultural Coordinator BBA Department were present.

Various cultural events such as Solo dance, group dance, solo singing, group singing, mime show, spot choreography and fashion show were held. Students actively participated in all the events.

#### 6. INTER COLLEGIATE MANAGEMENT FEST



**Kenjaru:** Students of Aviation Management department of College of Commerce and Management, Srinivas University have participated in Inter –

Collegiate Management Fest  
EXUBERANCE 2020 organised by Shree  
Devi College, on 06<sup>th</sup> February, 2020.

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## 7. INDUSTRIAL VISIT TO RADIO MIRCHI

**Lighthouse Hill Road :** As a part of Industrial Interface of New Media subject the students of BBA-IB IV Semester students have visited Radio Mirchi station with the faculty co-ordinator Prof. Amrutha Nayak and Dr. Robin Shinde.



RJ Ajay has started to explain about all the softwares and how the things work inside the station. He also explained about the time delay in on air FM

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## 8. GUEST TALK IN WOMEN CELL

**Pandeshwara :** The Women Cell of BBA Department of CMC, Srinivas University had organized a guest lecture on “Women issues, challenges and Social Regulations” for BBA students. The speaker for the event was Dr Vidya - Assistant Professor, College of Social Sciences and Humanities, Srinivas University.

She spoke about various roles played by women in day-to-day life, problems faced by women and how she can prove herself to be strong. She continued by explaining different provisions under law and various Acts which all women should aware of. This is followed by challenges like sati -

Johor, child marriage, honour killing, Medical Termination of Pregnancy, pornography, foeticide, etc. She further spoke about how women are facing problems at their workplace and the factors which are affecting them physically and mentally. Also shared some live examples which she comes across in her counselling. The session ends up with a discussion between the guest speaker and students.

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## 9. GUEST LECTURE BY ACTIVE EDU - TECHNOLOGIES INDIA PVT. LTD

**Pandeshwara:** Guest Lecture by Active Edu -Technologies India Pvt. Ltd Bangalore - Microsoft Corporation’s Authorised Education Partner at City Campus Pandeshwara for MBA MCOM Students was organised on 24<sup>th</sup> February 2020.



The resource persons were Business Development Specialist of the company Mr. Rakesh and Mr. Safwan – Business Development Executive provided an overview of benefits of Microsoft Office Specialist Certification to students. The Company brought out the various benefits of documentation through office suite skills for better execution of management agendas. The industry duo stressed the need of growing importance and need of MS Office in the Industry Sphere. This industry invited talk was arranged by MBA MCOM Department of CMC, Srinivas University Pandeshwara. Placement Officer Prof. Varun Shenoy was present on the occasion