

SRINIVAS UNIVERSITY NEWSLETTER



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

Sri. CA. A. Raghavendra Rao
Chancellor, Srinivas University

National Level PG Fest
Magma - 2019
National Level Conference
Workshop on Machine
Learning and Artificial In-
telligence
Inauguration Commerce
Association

SRINIVAS UNIVERSITY,
MUKKA, MANGALURU - 1.

www.srinivasuniversity.edu.in

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

1. INAUGURATION OF "AISIRI

Valachil : Srinivas Institute of Technology (NAAC Accredited) had the inaugural function of "AISIRI " Kannada Sangha. The Chief Guest for the function was Mr. Bellal Gopinath Rao who was welcomed with formal pilot parade by the students and also by traditional Chande Melam. The President of the function was Mr. Shrinivasa Mayya D. Principal SIT, Mangaluru.

The Chief Guest Mr. Bellal Gopinath Rao spoke a few motivational words and highlighted the importance of Kannada, Clean India, Army Life, their experience in Ramakrishna Mission and gave some inspirational talk to the students. The Principal Dr. Shrinivasa Mayya D explained about Kannada, culture of Kannada and to be a proud Kannadiga in their language. Some students of the nearby Higher Primary School of Valachil, Mangaluru had participated in various events conducted by the Association and were honoured with prizes by the Chief Guest Mr. Bellal Gopinath Rao. Mr. Sudheendra H N, Assistant Professor, Department of Mechanical Engineering and Coordinator of "AISIRI" Kannada Sangha with all other people present in the programme took the oath of being a proud Kannadiga and briefly explained about the Association activities that will be held in year 2019-20.

2. ENCORE-2019

Pandeshwara : The Srinivas University – B.Com had organized its first Management Fest "ENCORE" on 10th October 2019. The Fest started off with inauguration by Mrs. Sharmila Shetty, B.Com – Course Coordinator, Mrs. Yashashwi B.Com – ACCA Course Coordinator, Mrs Kavitha j - Management Forum Coordinator and Mr. Brandon D'Costa - Student Coordinator of

- Management Forum. The Fest had given a chance for students to exhibit their extracurricular activities.



There were activities ranging from HR, Finance and Marketing rounds. In most of the activities, an overwhelming response from students was received. There were 10 teams of students who had participated with full enthusiasm and exhibited their talent and won prizes for their talents.

3. NATIONAL LEVEL PG FEST MAGMA 2019

Pandeshwara : The Srinivas University, College of Management and Commerce's M.B.A and M.Com Department organized a two days National Level Post-Graduate Business Management Festival "MAGMA 2019" on the theme "MAGMACIAN – Management with Magical Minds" on 21st & 22nd October 2019 at City Campus, Pandeshwar, Mangalore.



The formal inauguration of the festival was held on 22nd October 2019 at City Campus, Pandeshwara, Mangalore. The Inaugural Ceremony was presided over by Dr. A. Srinivas Rao - Pro Chancellor, Srinivas University. He advised the students in every field there is a magic, which can be in a micro, mini and macro levels. He said Magician is successful when he is able to manage challenges. Mr. Santhosh Giri – CEO, Catalyst Portfolio Management Service, Kolkata and National Geography Wild Life Photographer was the Chief Guest who inaugurated the program by lighting the lamp and further motivated the participants to be confident to make magic in their own quests. The Guests of Honour Dr. Raja K. G. Proprietor - Libey Custom Tees, Mangaluru promised to associate with Magma next year in a larger scale. Mr. Nishank Suvarna - Managing Partner, Hotel Roopa, Mangalore wished success to students in all events and Srinivas University MBA Alumni Mr. Darren Monteiro - Axis Bank Mangalore's Deputy Manager persuaded the students with relevant industry examples. Dr. P. S. Aithal - Vice Chancellor of Srinivas University spoke on M.B.A. and M.Com students for whom the concept of magic is very relevant to take ideal decisions. Dr. Ajay Kumar – Registrar Development SU was present on the stage. The Faculty Convener of the Fest Prof. Anumesh Kariappa gave the Introductory Theme of the event. The Dean of Commerce and Management Dr. Shailashree V. T. welcomed the gathering. Mr. Karthik Nayak the Student Coordinator delivered the Vote of Thanks.

The Management Festival will feature 8 events from the business sphere involving The Alchemist for Best Manager, The Wallendas for Best Management Team, The Jugglers for Finance, The Enchanters for Marketing, The Trapezers for Aviation, The Conjurer for HR, The Spell-caster for Business Quiz and The Illusionist for Photography of professional domains of Management and Market.

The special attraction for MAGMACIAN 2019 was a Magic Entertainment by World renowned Magician and Illusionist Mr. Shreekanth Indra who mesmerized the crowd.

The Magmacion MAGMA 2019 received an overwhelming response from students and Institutions across India. Around 30 teams from various Business Schools and Management Institutions participated in this event.

4. INAUGURATION OF COMMERCE ASSOCIATION

Pandeshwara : The M.Com Department of College of Management and Commerce, Srinivas University had organized an inaugural event of the Commerce Association.



The program was inaugurated by Mr. Dharmendra B Mehta - Chairman and Managing Director, Allegro Ventures Pvt Ltd. He stressed on the need for today's students to focus on goals, ambitions and passion to be successful in every sphere of life.

Dr. P S Aithal - Vice Chancellor, Srinivas University presided over the function. He spoke on the curriculum of Srinivas University which is focused on students initiated knowledge and learning programmes and this being a step in that direction.

Dr. Shailashree VT - Dean, CMC, Prof. Keerthan Raj, M.Com Program Coordinator were present on the occasion.

5. NATIONAL LEVEL CONFERENCE ON “MOBILITY, STABILITY & SUSTAINABILITY : CHALLENGES FOR SOCIAL SCIENCE, MANAGEMENT, IT & EDUCATION”

Pandeshwara : College of Social Sciences and Humanities, Srinivas University, City Campus, Pandeshwar, organized a National level Conference on the theme MOBILITY, STABILITY & SUSTAINABILITY : CHALLENGES FOR SOCIAL SCIENCE, MANAGEMENT, IT & EDUCATION was organized in the College on 5th October 2019 at Pandeshwara Campus.



The Inaugurator of the Conference was Dr. K. V. M. Varambally, Former Director, Institute of Management, MAHE, Manipal, spoke that we are living in the society which is contributed us by our ancestress, we need to protect it for our next generation. In the development process each organization must take responsibility of preserving the nature.

Dr. P.S. Aithal, Vice Chancellor of Srinivas University was presided over the function. Dr. Aithal in his address stressed that we have to make, use and preserve traditional technology along with the Nano technology

The Convener of the Conference Prof. Pradeep M.D., Dr. Laveena D'Mello – Dean, CSSH were present on the stage. The proceedings of the previous Conference was released along with the Abstract proceedings of the current Conference. The research scholars and teaching faculties from Srinivas University had presented the

papers in the Conference. More than 50 research papers were received and presented in Conference. All the papers presented will be published after review in International Journals along with ISBN proceedings.

6. WORKSHOP ON “MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE”

Valachil : The inaugural function of the two days workshop on “Machine Learning and Artificial Intelligence” was held on Thursday 24th October 2019 by the Department of Computer Science & Engineering in association with Symposium IIT, Mumbai, for the students of V Semester. Mr. Ashish Patil, Design Engineer, Indian Tech Group, Mumbai in his inaugural address said that there is an exponential growth in the adoption of AI and ML technologies due to the increasing need for intelligent and accurate decision making and hence these are poised to remain the most important technologies in the years to come.

Dr. Shrinivasa Mayya D., Principal of the College, in his address encouraged the students to actively involve in the workshop and thereby carry forward the knowledge gained for future aspects.

Dr. Shivakumar G.S, H.O.D, CS&E was present in this occasion. Program was welcomed by Prof. Sudarshan K, Associate Professor, Dept. of CSE and Ms. Sahara Shetty delivered the Vote of Thanks. The whole program was compared by Ms. Sarvath Sulthana. More than 75 students attended this workshop.

7. MBA CAMPUS PLACEMENTS : STATE BANK OF INDIA LIFE INSURANCE

Pandeshwara : On 11th October 2019, India’s reputed Insurer State Bank of India Life Insurance conducted MBA Campus Placements at Pandeshwar Campus. The



officials of the company comprising of Territory Manager & Branch Head Mr. Pradeep and Development Managers administered company's "Utkarsh" Career Development Program for the students graduating in III semester where a selected MBA students shall train as a Financial Consultant followed by Development Officer, post MBA Course completion.

The officials delivered a pre-placement talk, followed by Essay Writing on Utkarsh form and Personal Interview. The Company shortlisted 9 MBA students of Pandeshwar Campus for Development Officer roles.

8. INTERNATIONAL CONFERENCE ON NANOTECHNOLOGY

G.H.S. Road : Srinivas University organized two days International Conference on Nanotechnology in Srinivas Hotel.



This programme was inaugurated by Dr. K. Byrappa – former Vice Chancellor of

Mangalore University and Pro Vice Chancellor of Adichunchanagiri University. Guest of Honours were Dr. V. P. N. Nampoori, Emeritus Professor, International School of Photonics, Cochin University of Science & Technology, Cochin. Mr Prasad Rao Deputy Controller of Patents and Designs, Chennai. Dr Kalappa Prashanta from France and Vivek Anand Sagar from Karnataka Council for Science and Technology were also present in the Conference. Sri. CA A. Ragahvenrda Rao, Chancellor, Dr. A. Srinivas Rao Pro Vice Chancellor, Dr. P. S. Aithal Vice Chancellor, Dr. Anil Kumar, Dr. Praveen B. M., Dr. Thomas Pinto were present. Around 200 research scholars, scientists, students from France, Japan, Dubai, Malaysia, and all other parts of the country were participated in the Conference. This program was associated with Karnataka State Council for Science and Technology, Karnataka Govt, Visvesvaraya Trade Promotion Centre, Govt. of Karnataka, Department of Promotion of Industry and Internal Trade, Govt of India are the Knowledge Partners for this event.



SRINIVAS UNIVERSITY

Educating The Next Generation

Mangalore

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