



Dayananda Sagar College of Arts, Science and Commerce

COMMUNIQUE

Bi-Monthly Newsletter

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'It is the mark of an educated mind to be able to entertain a thought without accepting it' - Aristotle

ACADEMIC ACTIVITIES

Webinar on 'Revisiting the Girl effect: Policy and Agency Level Interventions for Women Empowerment'

On the 24th of January 2022 which happens to be the National Girl Child Day Department of BBA/B. Com under the Women Dignity Cell (SHAKTHI) and Entrepreneurship Cell (UDYAMITA) organized a webinar title 'Revisiting the Girl effect: Policy and Agency Level Interventions for Women Empowerment". Dr. Roopa Patvardhan, Assistant Professor, Department of Economics, Christ (Deemed to be University) spoke on the importance of National Girl Child Day which is celebrated in India every year 24th January.



Webinar on 'Enhancement of Employability Skills'

On the 31st of January 2022 Department of BBA/ B.Com under the Alumni Cell (SAMMILANA) organized a webinar title 'Enhancement Employability Skills'. The resource person was Mr. Sabareesh Shanmugam, the alumni of Commerce (batch 2014 - 2017). He is working in Deutsche India Private Limited.



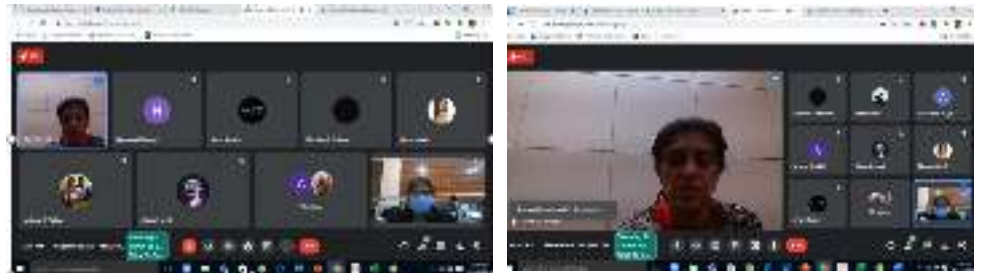
'Webinar' on "How to file Income Tax

This event was organized under the Guest Lecture series of the BBA/ B Com Department. The objective of the guest lecture was to make all individuals possess the knowledge/idea of filing income tax.



Webinar on “Pre-Placement Orienta-

‘Pre-placement Orientation’ was conducted for V Semester BCA students by Ms. Geeta Raheja, Placement Officer, DSCASC.



3 Days FDP on " Research Tools and Techniques

The Department of Computer Applications and Research Cell (Anveshana) under the aegis of IQAC, organized a Three Days Faculty Development Programme on “RESEARCH TOOLS AND TECHNIQUES between 27-29 JANUARY 2022 to provide a learning platform for academicians, aspiring teachers, and research scholars. The eminent speakers from academia and industry were Dr. Nagesh Poojary, Continen-

tal Automotive Components (India), Bengaluru, Mrs. Swapna Sundar, IP Dome, Chennai, Dr. Srinivas Rao, RVR&JC College, Guntur, Dr. Ramya RS, DSCE, Bangalore, and Prof. Aruna Devi, DSCASC, Bangalore. It was focused on recent trends and avenues in research, research design and ethics, statistics for research, Journey from article writing to publication, and documentation tool-overleaf.



FDP on “IAP and Investment”

Department of MBA-BU, on Jan 21st January, 2022, conducted an FDP – Webinar on ‘IAP and Investment Planning’. The Resource person for this webinar was Mr. Rajesh Grover (Product Specialist), ICICI Prudential Asset Management Company Limited & Mr. Athar Jamal, Relationship Manager - Distribution Expansion, ICICI Prudential Asset Management Company Limited, speakers concentrated on Investment Planning, Mutual Funds, Tax Planning.



CERTIFICATION COURSES BY FACULTY

1. Dr.Kavitha S, Dept. of BCA, received Course Completion Certificate, AWS Academy, and also received Digital badge Course completion for AWS Academy Graduate – AWS Academy Cloud Foundations” 20 Hrs. course.
2. Prof.Sarakutty T K, Dept. of BCA, did Certification Course Oracle, University Certificate of Recognition - “Oracle Cloud Infrastructure Foundations 2021 Certified Associate.
3. Dr. C B Venkata Krishna Prasad, Dept. of MBA, completed Certification course on “Digital Marketing Strategy” by Simplilearn.

FACULTY ACHIEVEMENT

1. VadirajaK S, Dept. of BBA/B.Com, published International Journal of Sanskrit Research titled “ वेदवेदान्तादिनिरूपितप्राचीनज्ञानप्राप्त्युपायानामाधुनिककालयौचित्यम्,” 2022 ISSN-2394-759.
2. Prof.HemanthUppala, Vice-Principal DSCASC, delivered a guest lecture on “Google Applications” to the teachers at Vidyavardhaka Sangha @ Academic Resource and Training Centre on
3. Dr.Salini Suresh, Dept. of BCA, was a part of Session Chair and served as a Reviewer – Springer- FICR International Conference, IIS –University Jaipur. FICR-TEAS Chaired a Session at the FICR International Conference on “Rising Threats in Expert Applications and Solutions” on 7th & 8th January 2022.
4. Dr.Kavitha S,Dept. of BCA, was invited as a Guest Lecture in Session on “Cyber Security for All” at Koshy’s Institute of Management Studies on 31st January 2022.
5. Dr. C B Venkata Krishna Prasad, Dept. of MBA, was invited as a resource person for a webinar on “Entrepreneurship as A Career Opportunity” organized by R.S. College of Management and Science, Bangalore on 3rd January 2022.
6. T. NAYANA, Dept. of MBA, was a part of Panel Discussion on Union Budget 2022-2023 organized by East West College of Management 9th February 2022.
7. Dr.Salini Suresh’s, Dept. of BCA, authored a book titled “Problem Solving Techniques” in National 2022 DSCASC Skyward Publishers.
8. Prof.LeoLawrance James, Dept. of BCA, published his story titled ‘The Mango Tree Short Story’ in Word Weavers, January 2022.
9. Dr. C B Venkata Krishna Prasad, Dept. of MBA, published a book titled ‘Advancing Research for Innovation, Sustainability, and Enhancement, Sustainable Leadership: The Vital Determinant in VUCA World with ISBN-978-93-91303-22-8 DoI: <https://doi.org/10.47715/JPC.B.75.2021.9789391303228>Jupiter Publications Consortium 22/102. Second Street, Venkatesa Nagar, Virugambakkam, Chennai 600092.

STUDENTS ACHIEVEMENTS

1. Ms. Shamitha (III Sem. B.Com), Mr.Sushanth S K and Mr. Abhay Sarkar (I Sem. B.Com) published a research paper titled “Understanding Traditional Indian Education System Comparison with Modern Education System from NEP Prospective” in the journal ‘Review of Research’ (ISSN-2249-894X with impact factor : 5.7631 – UIF).
2. III Semester BCA students Completed Online Certification Courses on ‘Explore Emerging Technology’ by IBM, in January 2022.
3. Saurav Bhartia from MCA 5th semester Completed Online Certification Courses on “Getting started with python” 21st January 2022.
4. BCA and MCA students completed many certification courses such as Introduction to HTML, Introduction to PHP, JavaScript for Beginners, Full Stack Development for Beginners, Introduction to Front End Development, Introduction to Cloud Computing, Oracle Java Foundations, Introduction to Project Management, Introduction to CSS, CyberShikshaa for Beginners – Cybersecurity,
5. Harsha Naik, KRUTHIKA V, Nagaveni B, & S P Pooja from MCA Department, Completed Online Courses on “Java Foundations - Oracle academy” and Courses on ‘Discover Swami Vivekananda’ on 29th January 2022.
6. R Sahas, IV BCA B 13/2/2022, Completed Online Certification Courses on “Introduction to Front End De-

FACULTY PARTICIPATION IN FDP OR WEBINARS

1. Dr. Suplab Podder, HOD-BBA Department, participated in the One Week Online International Research Program on 24-30 January 2022 organized by Matter here, promoted by ICT and Digital Literacy.
2. Prof. Rekha M P, Prof. Deepika H C, Prof. Lalitha, Prof. Niveditha K, Prof. Vinutha K & Prof. V. R Rajendra Kumar, Dept. of BBA/B.Com department, participated in a National workshop on - 'How to Prepare a Case Study Record Book Under BSDC' organized by Seshadripuram Academy of Business Studies on 28th January 2022,
3. Prof. Deepika H C Dept. of BBA/B.Com department participated in a Webinar on 'Understanding Market Risk in Financial Sector' and 'Basics of Customer Services' on 31st January 2022.
4. Prof. Usha C R, Prof. Shalini Kumari Rawani Prof. Vidhya Shree S, Prof. Mohammad Yusuf M & Prof. Lalitha, Dept. of BBA/B.Com participated in an FDP on "The Art and Science of question paper setting concerning Bangalore University Examinations" on 8th January 2022.
5. Prof. Mukesh Soni, Prof. Sangeetha D & Prof. Usha C R, Dept. of BBA/B.Com participated in National Level Five-Day Virtual Workshop titled "From Writing to Publication: A Workshop on Research Paper Writing in English Literature and ELT" organized by Jain College, Bangalore on 17th January 2022.
6. Prof. Vidhya Shree S, Dept. of BBA/B. Com participated in a Training on 'Financial Literacy Awareness program-NJ FLAP' on 12th January 2022.
7. Prof. Mohammad Yusuf M, Dept. of BBA/B.Com participated in a Webinar on "Dynamics of Innovation and Creativity in the Global Scenario" organized by Tumkur University on 11th January 2022.
8. Prof. Rekha M P, Dept. of BBA/B.Com participated in workshop on Understanding Quantitative Method design in academic research from 3rd February 2022 to 5th February 2022.
9. Prof. Sangeetha D, Dept. of BBA/B. Com participated in the International FDP on "What is Learning?" on 2nd February 2022.
10. Prof. Usha C R, Dept. of BBA/B.Com participated in the "One Day National Level Faculty Enrichment Programme" on 7th February 2022
11. Prof. Samyukta A Patil, Dept. of BCA Department participated in the Seminar Harvard ManageMentor Time Management on 4th February 2022.
12. Prof. Samyukta A Patil, Dept. of BCA participated in the FDP DSCASC "Research Tools and Techniques" from 27th January 2022 to 29th January 2022.
13. Programme on "Role of Business in Sustainable Development" from 24th January 2022 to 28th January 2022.
14. Dr. Sumera Aluru, Dept. of MBA, participated in A value addition session on career alternatives for MBA graduates in Financial Sector An interactive session for providing career guidance to finance students on

FACULTY PAPER PRESENTATION/RESEARCH

1. Dr. Suplab Podder, HOD-BBA Dept., presented a Research Paper in an International Conference titled "Research initiatives on sustainable education system" on 24-26 February 2022.
2. Prof. Ashwini Basavaraja, faculty – BBA & B.Com dept., published a research paper titled "Understanding Traditional Indian Education System n Comparison with Modern Education System from NEP Prospective" in the journal 'Review of Research' (ISSN-2249-894X with impact factor : 5.7631 – UIF).
3. Dr. Salini Suresh, Dept. of BCA, , Presented a paper titled "A Secure Framework for the Deployment of Microservices using Cloud Container Technology". At Springer- FICR International Conference, IIS – University Jaipur, FICR-TEAS" on 7th & 8th January 2022.
4. Dr. Kavitha S Dept. of BCA, presented a paper titled "Intrusion Detection of Internet of Things Botnet Attacks using Data Mining Technique", at Springer- FICR International Conference, IIS – University Jaipur, FICR-TEAS. on 7th & 8th January 2022.
5. Prof. Sunitha P, Dept. of BCA, presented a paper titled "Time Series Analytics-A fuel to Data Science in forecasting Analytics for time-stamped data" Springer-FICR International Conference, IIS – University Jaipur, FICR-TEAS on 7th & 8th January 2022.

Orientation Programme for MBA 2021-23

Department of MBA-BU organized an E-Orientation Programme for MBA 2021-23 batch (Management Quota Students) on **13 January 2022**. It was focused on to orient students about academic norms, General instructions, Bridge Course, Certification Programs, Training and Place-



Webinar on “Essential Interview

Placement Cell Gamyra & Department of MCA conducted a session on “Essential Interview Skills” by Skill Development Specialist Mr.Krishna Kupapachi for the final year MCA students on 5th January 2022. Mr.Krishna stressed on how to face interviews offline and online mode, technical skills required for computer science students,

soft skills required and personality traits essential to face the corporate world.



Seminar on “Green Accounting”

Seminar on ‘Green Marketing’ was organized by Alumni Cell & Accounting Club - BBA & B.Com Dept. on 24th February 2021. The speaker of the event was Mr.Sai Teja, Alumni of BBA/B.Com, DSCASC discussed the Introduction to Green Accounting, Importance of Green Accounting, Green Domestic Product, World Wide Go green Accounting Contribution, Environmental Accounting, Green Revolution and Global Warming. The case study was also discussed in relation to the green accounting.



PG Programme Inauguration

Inauguration of Post Graduate Programmes 2021 (MBA / MCA / M.Com) was conducted on 14th February 2022. **Mr. Praveen Kamath K, General Manager - HR, Wipro Ltd** was invited as the guest speaker. He spoke on Introduction to Industry, Transformation from Knowledge to Skill, Careers, Key Managerial Responsibilities, Key Professional and Leadership Skills



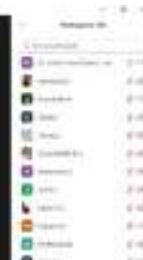
Workshop on Self Awareness & Time

To emphasize the importance of time management, a workshop on **“Self-awareness and Time Management”** was organized by MBA Department on 21st February 2022. It was benefited by the 1st Semester MBA students.



Orientation on CBCS New scheme

Department of M.Com organized an Orientation on CBCS scheme 2020 16th February 2022 on zoom platform for the 1st year M.Com students. During the session syllabus, examination scheme, rules, and regulation of University and college, information about online certificate courses were given.



Gandhi Study Centre – “Poster Making Competition -Martyr’s Day”

Department of Computer Applications – BCA in association with Gandhi Study Centre organized a Poster Making competition on the topic ‘Martyrs’ Day’ commemorating Gandhiji’s death anniversary on January 30th.



E Quiz – ‘Discover Vivekananda’

To assess students’ knowledge of the life Swami Vivekananda, E Quiz – ‘Discover Vivekananda’ was conducted on 29th January 2022.



Webinar on “Importance of Soft Skills in Personal & Professional Life”

To enhance students soft skills and personality, a webinar titled “Importance of Soft Skills in Personal & Professional Life” was conducted by Department of M.Com on 15th February 2022. Mrs. Praveena Shivakumar, the CIL Head, was the invited speaker.



Webinar on Information about IQAC-DSCASC

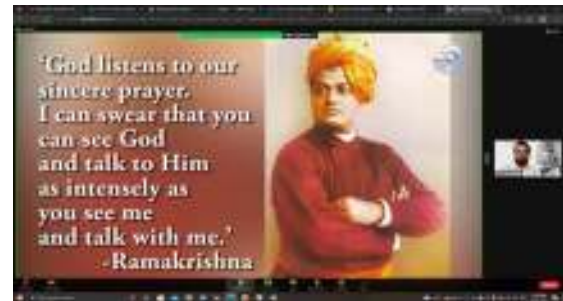
To equip the M.Com students about IQAC, a webinar on Information about IQAC-DSCASC was organized on 16th February 2022 and Prof. Gurunath, the IQAC Coordinator-DSCASC, shared the important information and functioning of IQAC at college.



“National Youth Day” –Youth for Nation Building

The National Youth Day was organized by Student Activity Cell, Department of Computer Applications. It was titled as “Youth for Nation Building-Teachings by Swami Vivekanan-

da”. This event was coordinated by Mr. Anoop Simha, Program Director, Ishanya India Foundation. Swami Vivekananda’s philosophy and teachings were highlighted.



Parakram Divas- Birth Anniversary of Netaji Subhas Chandra Bose

“Parakram Divas- Birth Anniversary of Netaji Subhas Chandra Bose” was organized by Students Activity Cell, Department of Computer Applications. Role of Netaji Subhash Chandra Bose as a freedom fighter was discussed.



Republic Day

73rd Republic Day was celebrated online by DSCASC on 26th January 2022. At first, the Vice Principal Mr. Hemanth Uppala addressed the gathering with a welcome speech which was followed by patriotic song performances by the students of DSI. Dr.

Nagraj Shenoy, the Principal, addressed the gathering. Vote of Thanks was delivered by Dr.B.R.Venkatesh, Director of MBA Department, which was followed by the National Anthem.



“E – Quiz on Self Awareness”

Department of Computer Applications – BCA in association with Anti-Ragging Cell – PRABALA, organized an E – Quiz 7th February 2022 ‘Self Awareness’.



Mentoring session

Department of M Com organized a Mentoring session that was on 18th February 2022 for 3rd-semester M. Com students. Dr.Sreeveena M R explained the job opportunities available for commerce students.



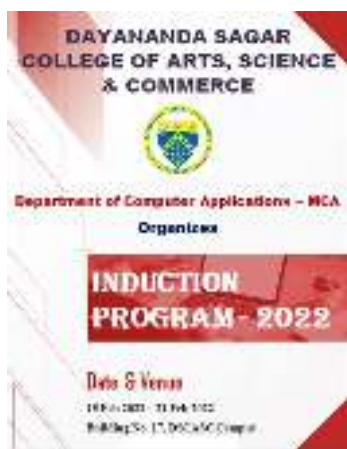
Bridge Course

For the new entrants of M.Com, a bridge course was conducted on 18th and 19th February 2022. The HOD and faculty members highlighted the importance of elective papers.



One Week Induction Program – Technical Talk

For MCA students, an E-Induction Programme titled “Technical Talk” was conducted on 15th and 16th February 2022. As a part of Induction Program for MCA 2021 batch on the Day-1 Mr. Sandeep Gokhale, CEO-Samarpane NGO held a session for the MCA freshers in the topic titled “13 Reasons Why!!”. Mr. Sandeep Gokhale gave an introduction of 13 Reasons Why!! and explained curiosity, Learn and absorb, Be Visible – Findable, Question until you understand, Competitive, Improve Soft Skills & Mentorship. On the Day-2 Mr. Abhinandan, Alumni Student & Associate Engineer, DEVOPS from Global Logic held a session for the MCA students on the topic titled “Devops & Cloud AWS”. Dr. Anubha Jain, Associate Professor, Department of computer Science & IT from IIS (Deemed to be University) held a session for the MCA students on the topic titled “Industry IOT 4.0”.



Webinar on “Data Analysis Using R in Healthcare”

As a part of Induction Program for MCA 2021 batch. a webinar titled “Data Analysis Using R in Healthcare” was conducted on 17th February 2022. Prof. Shivamma from Dayananda Sagar University was invited as a guest

speaker. He highlighted data and healthcare data, benefits of R Programming roles and responsibilities of a healthcare analysts, Demo of R and Career Opportunities as Data Analyst in Healthcare.



Webinar on “Next Generations IOT with Industry 5.0 – The new Revolution”

As a part of Induction Program for MCA 2021 batch. a webinar titled “Next Generations IOT with Industry 5.0 – The new Revolution” was conducted on 18th February 2022. Dr. Abid Hussain, As-

sociate Professor, School of Computer Applications, Career Point University conducted a session on the topic of IOT innovations with Industry 5.0.



Webinar – Gaming Technology

Mr. Pavan Holkar, Lead Game Developer and Alumnus of MCA department conducted a session on ‘Gaming Technology’ on 19th February 2022. He

explained the tools and technologies used in development of games. Gaming as an industry is very big and many kinds of jobs are available in the industry.



Webinar - Essential Employability Communication Skills

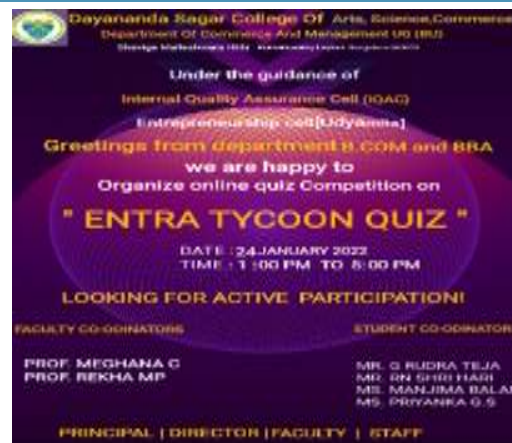
The Induction Programme – Day 5 witness a session on “Essential Employability Communication Skills” and the MCA students were trained by Mr. Krishna Kuppapach, the Skill Development Specialist.



NON-ACADEMIC ACTIVITIES

E Quiz on 'ENTRA TYCOON

Department of BBA/B.COM organized an E-Quiz on 24th January 2022. It was aimed to assess students' knowledge and thought process about entrepreneurship development.



Marketing Club - E Quiz on "Time Out"

Department of BBA/B.COM, Marketing Club organized E Quiz Competition "Time Out" on 18th& 19th January 2022. The competition was coordinated by Mr. Sayantan Goswami, Student Coordinator of Marketing Club under the guidance of Faculty Observer, Prof. Sheema Shaheen.



Research Club Sessions

BBA/B. Com Department Conducts **Research Club** sessions every Wednesday to facilitate an open discussions among faculties. A talk on the life of the poet M Vyasa by Kannada Prof. Umesh M R was delivered on 12th January 2022.

Prof. Sudarshan Savanoor discussed his research titled "A critical Analysis of Consumer Behavior and Pricing Policy of Marathi Daily Newspapers in the State of Maharashtra" on 19th Jan 2020. The Discussions ended with the suggestions provided by the faculties of the forum.



HR Club –YUKTHI on Quiz on Human Resource

Quiz on Human Resource was conducted by Department of BBA/B.COM, HR Club – YUKTHI on 21st January 2022. A total of 48 students participated in the quiz which helped them to understand and analyze various concepts of Human Resources.





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