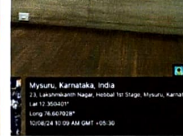


Principal
Neshadripuram Degree College
Mysuru

Date: 10.08.2024 - Workshop on "Financial Awareness" by Mr. Priyaram, Founder and CEO, SRIMANTHA SAMSTHE, Bengaluru.



Mysuru, Karnataka, India
25, Lakshminagar, Hebbal, Mysuru, Karnataka 5
Lat 12.350202°
Long 76.602193°
10/08/24 10:13 AM GMT +05:30



Mysuru, KA, India
Mannavara Ring Road, Hebbal, Mysuru, 570018, KA,
India
Lat 12.350462, Long 76.602022
08/10/24 10:04 AM GMT +05:30



INTELLIGENCE

Date: 10th August 2024, Saturday

Time: 10.00 am to 1.00 pm

Venue: Seminar Hall.

Resource Person: Mr. Priyaram Bindigamavile,
Founder & CEO, Chief Markets Strategist, SRIMANTHA.

Topic: Financial Awareness.

Objectives: * To create financial awareness among the growing young generation (students).
* To educate students about various financial concepts in the real life and help them to understand their role in their own financial decisions.

Participants: All the second year & final year students of BCom & BBA.

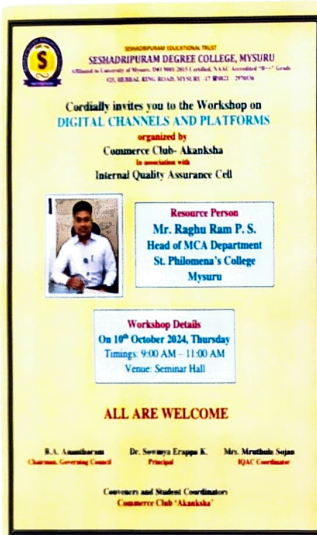
Report: The workshop began at 10.00 am. The resource person spoke about the secrets of becoming rich through eight financial decisions taken up at right time. He educated students about various financial aspects to be considered in their life in future too. The workshop involved small games which were done among the students who volunteered themselves for the same. Through games and active participations, the students were taught many aspects of finance & investments. After the completion of the programme / workshop, the students / participants were given the participation certificates.

Outcome: Students understood many aspects of finance and investments. Feedback was given by students that it was an interesting & educative workshop.

Shreedini
10.08.24

Principal
Seshadripuram Degree College
Mysuru

Dt. 10.10.2024- Workshop on "Digital Channels and Platforms" organised in the College Room No. 307.



SESHADRIPURAM DEGREE COLLEGE, MYSURU
 Affiliated to University of Mysuru, 100 Feet 200' 1' (approx. 100' 200' 1' from Mysuru - 100' 200' 1' from Mysuru)
 100, SESHADRI PURAM, HEBBAL, MYSURU, KARNATAKA - 570016

Cardially invites you to the Workshop on
DIGITAL CHANNELS AND PLATFORMS
 organized by
 Commerce Club - Ahanksha
 in association with
 Internal Quality Assurance Cell

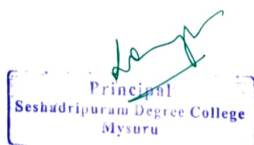
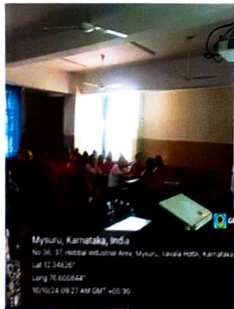
Resource Person
 Mr. Raghu Ram P.S.
 Head of MCA Department
 St. Philomena's College
 Mysuru

Workshop Details
 On 10th October 2024, Thursday
 Timings: 9:00 AM - 11:00 AM
 Venue: Seminar Hall

ALL ARE WELCOME

B.A. Annabharani - Chairman, Convening Council
Dr. Saranya Erappa R. - Principal
Mrs. Manohala Sagar - IQAC Coordinator

Covertors and Student Coordinators
 Commerce Club "Ahanksha"



REPORT ON - WORKSHOP CONDUCTED ON "DIGITAL CHANNELS AND PLATFORMS" 165

Date : 10th October 2024, Thursday.

Time : 9.00 am to 11.00 am

Venue : Seminar Hall, Room no. 307.

Resource Person : Mr. Raghu Ram P.S., Head of MCA Department, St. Philomena's College, Mysuru.

Objectives :

- * To educate students about the various digital platforms available for digital marketing.
- * To educate students about the various digital channels.

Participants : Final year students of Bcom and BBA.

Report : The resource person addressed students about the various digital channels and platforms. The students were guided as to how to open up their own website where they can sell products, find customers and do digital marketing successfully. Students downloaded applications related to digital platforms, a few students opened up their own websites to start digital marketing. Students got to learn about how digital advertising can impact their business.

Feedback : Students gave their feedback on the workshop conducted in the Yes/No & rating format for the questions given in feedback form.

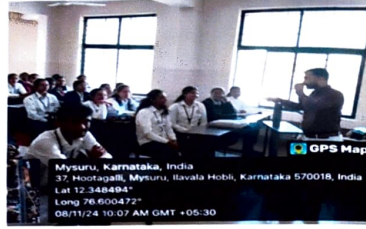
Outcome : The students gained knowledge about various digital platforms, channels available & their using methodologies through the workshop for doing digital marketing in future if they plan to go for online business career.

Shruelini
 10/10/24



Principal
 Seshadripuram Degree College
 Mysuru

Dt. 08.11.2024- Inhouse Faculty Exchange & Inter Department Knowledge Sharing Programme



Dt. 11.11.2024-Inter Department Knowledge Sharing Programme- Peer Learning - "BCA to BBA"



REPORT ON - INHOUSE FACULTY EXCHANGE AND INTER DEPARTMENT KNOWLEDGE SHARING PROGRAMME

167

Date : 8th November 2024 Time : 9.00am to 10.15am

Topic : Web Analytics and Reporting.

Class : Final year BBA.

Session By : Mr. Tejaswi S., Assistant Professor, Department of Computer Science, Seshadripuram Degree College, Mysuru.

Objective : To educate BBA students about Web Analytics which is useful in digital marketing.

Report : Students were educated about Web Analytics, its tools, tracking & measuring of key performance indicators, reporting done which are very useful in doing digital marketing.

Outcome : Students got to know both theoretical and practical aspects of web analytics done in digital marketing.

- Shreenu 8/11/24



Principal
Seshadripuram Degree College
Mysuru

REPORT ON - PEER LEARNING "BCA to BBA"

Date : 11th November 2024 Time : 10.00 am to 11.00 am

Topic : You-Tube Advertising and Conversion.

Class : Final year BBA

Session By : Mr. Arishad Pasha, Student, II Year BCA 'A'.

Objective : To give knowledge (both theoretical & practical aspects) of You-tube advertising and Conversions required in the field of Digital Marketing.

Report : A knowledge sharing session was done by a BCA 2nd year student to final year BBA students with regard to theoretical and practical aspects of You tube advertising. The student, Mr. Arishad showed how to use You-tube as a platform for advertising to do the marketing of products and services digitally.

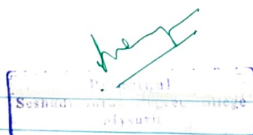
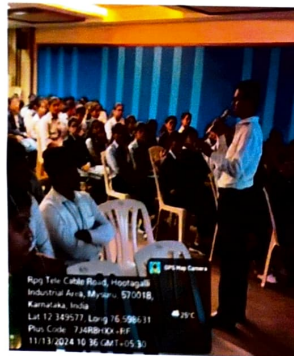
Outcome : BBA students got to know many aspects from a BCA student through the knowledge sharing or Peer-learning activity.

- Shreenu 11.11.2024

Principal

Principal

Dt. 13.11.2024- Session on Higher Education Pathways organised in College Seminar Hall for final year BCom and BBA students.



REPORT ON - SESSION ON HIGHER EDUCATION PATHWAYS

Date : 13th November 2024

Time : 10.00 am - 11.00 am

Venue : Seminar Hall

Resource Person : Dr. Vatsala G., Director, SAGE
 (Seshadripuram Academy for Global Excellence), Bengaluru.

Participants : Final year students of BCom & BBA.

Objectives :

- * To educate students about the higher education opportunities available in and outside India after graduation.

Report : The director of SAGE, Dr. Vatsala G. addressed all the final year students about the higher education opportunities provided through SAGE. How the students can register and pursue MBA and MS in US through SAGE was told to students. Students interested to pursue their studies of MBA abroad raised few questions with regard to the process and got it clarified.

Outcome : Students interested to do their higher education abroad got an idea as to how to proceed with the same, using our own sister concern SAGE Academy.

- Shreelaxi
 14/11/24



Principal
 Seshadripuram Degree College
 Mysuru

Date: 24.12.2024 – Street Play done at Mysuru Dasara Exhibition Grounds on "Importance of Awareness of Consumers" as part of National Consumers' Day.



Mysuru MIRA DATED
25.12.24 Page no. 9

REPORT ON- STREET PLAY ON CONSUMERS AWARENESS ON ACCOUNT OF NATIONAL CONSUMER'S DAY 173

Date: 24th December 2024, Tuesday.

Time: 6.00 pm onwards.

Venue: Dasara Exhibition Grounds, Mysuru.

Programme: Street Play on Consumers Awareness.

Participants: NSS ^{NCC} students from BCom, BBA & BCA.

Objectives:

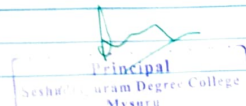
- * To create awareness about Consumer's rights and powers among the general public.
- * To educate people about Consumer's Court, importance of being aware in the market as consumers.
- * To make people know about National Consumer's Day.

Report: NSS and NCC students from BCom, BBA and BCA performed a street play in front of the Consumers (general public at exhibition grounds) to create awareness about the various rights and duties of people as consumers. In the play, students showcased as how Consumers can safeguard themselves from being cheated, how they can approach Consumer Court and sought justice for any unfair trade practices. They also created awareness about importance of National Consumers Day observed on this day every year (24th Dec every year).

Outcome: Mysore Granahakara Parishath also associated with this programme and appreciated the initiatives taken by our College students. General public too appreciated for the awareness created.

Members of Mysore Granahakara Parishath Mr. Bhami V. Shenoy, S. V. Shankar, Our College NSS Officers Mr. Suvar-murthy Bhat were also present.

Sreedevi
01.01.25



Principal
Seshadripuram Degree Coll
Mysuru

Date: 4th March 2025, Tuesday – State Level IT, Management, Cultural and Sports Fest-
“SHRESHTA 2025”



Logo Launch of the Fest – “SHRESHTA 2025” held on 15th February 2025, Saturday



REPORT ON -

STATE LEVEL - IT, MANAGEMENT, CULTURAL
AND SPORTS FEST - SHRESHTA 2025

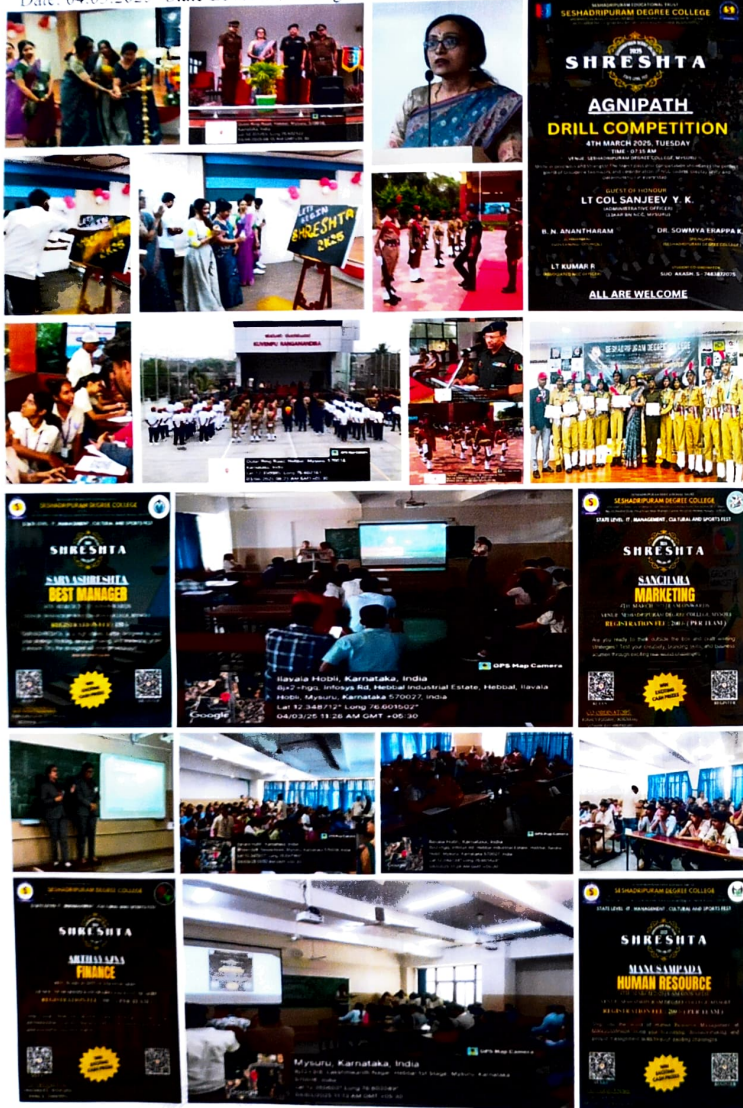
The Commerce Club & IT Club under the Commerce and Management Department and Computer Science Department, in association with Sports Department, NSS, NCC and Kala Sushiti organised a one day State level - IT, Management, Cultural and Sports Fest - Shreshtha 2025 under the initiative of IGAC and IIC, on 4th March 2025, Tuesday.

Objective of the Fest : *To develop event management skills, leadership skills, co-ordination & co-operation attitudes, team spirit among students. *To make students understand each & every aspect involved in organising an event & conducting it successfully. *To make students take up responsibilities and accomplish the tasks assigned in best possible ways.

Report of the Fest :

- * The preparation for the Fest started with a meeting in the last week of January 2025.
- * Student Council members were taken as main co-ordinators of the Fest.
- * Budget was prepared on 5th Feb 2025 and submitted for approval on 6th Feb 2025.
- * Date finalised for LOGO LAUNCH - 15.02.2025
- * Date finalised for the Fest - 04.03.2025.
- * Events to be held were finalised and brochure and posters were designed and sent for printing.
- * Logo Launch was successfully done on 15/02/2025 Saturday from 12.45 pm to 2 pm. to advertise about the Fest, ~~to~~ revealing the trophies & main logo of the fest SHRESHTA 2025.
- * Brochures & posters were distributed to Colleges in and around Mysuru.
- * Sponsors were collected by students in the form

Date: 04.03.2025 - State Level IT, Management, Cultural & Sports Fest- SHRESHTA 2025



of Cash, Vouchers, Gifts to be given to the winners of the Fest events.

* Pre-registrations were done by various participants through the links & QR Code provided.

On the day of the Fest, i.e., on 04th March 2025 Tuesday, the programmes started with inauguration.

* On-spot registrations done from 7.00am to 10.30 am. for various events.

* Totally 287 teams registered for various events.

* Totally 960 students from 46 different colleges from in and around Mysuru, Hassan, Kodagu participated in the events.

* Inauguration ceremony held in Seminar Hall. The Chief Guest for the programme was Ms. Anusudha Bhat, Kannada Film Artist. Dr. Soumya Extrappak Principal, SDC & Mrs. Archanaswamy N., Principal SIPUC were the President & Guest of Honour respectively. Inauguration done by glittering "SHRESHTA 2025".

* All the events began at 10.30 am in the rooms allotted and concluded by 5.30 pm.

* Lunch was provided to all the participants, our students and staff of the College.

* Judges and Officials were invited to Judge various events, who were gratified with gifts and remuneration and thanking letter.

* Few of the Sponsors requested to keep their stalls and were allocated places in the quadrangle for the same.

Details of the Events:

1) Sanskarshestha (Best Manager): Individual Event.

Reg. Fees: ₹150 per participant Total Participants: 10

Winner: Ms. Niharika H.A., GSSS College, Mysuru

Runner: Ms. Thushara M.S., VidyaVaidhika F&C, Mysuru.

REPORT ON-"SAVINGS BANK ACCOUNT OPENING CAMPAIGN" 183

Date: 20.03.2025 – Savings Bank Account Opening Campaign by Indian Overseas Bank, Hebbal Branch, Mysuru



SESHADRIPURAM DEGREE COLLEGE
Department of Commerce and Management
"A Bank Account For All"

Cordially invites you to the Savings Bank Account opening Campaign



A programme organized by
Commerce Club - Akanksha
in association with
Internal Quality Assurance Cell

Bank	Details
Indian Overseas Bank Hebbal Branch Mysuru	Date: 20 th March 2025, Thursday Timings: 1:30 PM - 3:30 PM Venue: College Library Hall

ALL ARE WELCOME

B. A. Anantharam
Chairman, Convener & Coordinator

Dr. Sowmya Krappa K
Principal

Mrs. Mruthula Sejan
BQM Coordinator

Mrs. K. Shreedevi S. Prabha
Mr. Kumar R.
Mrs. Govindappa R.
Co-convener, Co-ordinator & Sub-Coordinator

Mrs. Chiranthi T.R.
Ms. Deepika S.
Co-convener & Sub-Coordinator



Date: 20th March 2025.

Time: 1.00pm to 3.30pm.

Venue: College Library Hall.

Programme: SB A/c opening in IOB - Campaign.

Objective: To help students have a SB A/c in Indian Overseas Bank and inculcate habit of Savings for their future.

Report: Students were intimated through circular about SB A/c opening campaign for having their SB A/c in Indian Overseas Bank. The required documents were brought by the students and 21 students successfully opened their SB A/c through this campaign. Mrs. Minu Emmanuel, Branch Manager, IOB, Hebbal Branch, Mysuru and an attender had come to the Account opening procedure. They guided students and opened their SB A/c successfully.

Outcome: Students were able to open & have their SB A/c at IOB without any difficulties as the process was made very simple. Students got ATM Cards and Pass Books for their SB A/c's.

Feedback from students: The Account opening campaign helped to have a SB A/c in IOB, Hebbal Branch, Mysuru.

Shreedevi
23.3.25



Principal
Seshadripuram Degree College
Mysuru

Principal
Seshadripuram Degree College
Mysuru

Date: 04.04.2025, Friday- National Multidisciplinary Conference- ANVESHANA 2025 on "Digital Transformations- Opportunities and Challenges"



Department of Commerce & Management, Department of Library Science
Faculty of Education & Department of Library Science

National Conference on Digital Transformations - ANVESHANA 2025

4TH APRIL, 2025, FRIDAY
MYSURU CAMPUS

INAUGURATION



REPORT ON - NATIONAL CONFERENCE ON "DIGITAL TRANSFORMATIONS - OPPORTUNITIES & CHALLENGES" - ANVESHANA 2025

Date : 4th April, 2025 Friday.

Venue : Seminar Hall.

Time : 10.00 am - 5.30 pm.

Programme : Multi-Disciplinary National Conference - Anveshana 2025.

Topic of the Conference : Digital Transformations - Opportunities & Challenges.

Objective : To provide a platform for Academicians, Professionals, Researchers and Students for comprehensive deliberations on the contemporary issues in the field of Commerce & Management, Computer Science & Applications and Library Science.

Report :

- ★ Inauguration of the Conference - 10.00am to 11.15 am.
- Chairperson - Prof. M.R. Gangadhar, V.C., Chamara Nagar University, Mysuru.
- Keynote Speaker - Dr. Sunil M.V., M.A., M.L.I.S., Ph.D., Asst. Professor, Systems & General Management, SDMIMD, Mysuru.
- Presided by - Nadeja Dr. Wooday P. Krishna, H.G.S., Seshadripuram Educational Trust, Bangalore.
- B.A. Anantharam, Chairman, Governing Council, Other Trustees, SET, Bangalore, Dr. Sowmya Erappa K., Principal, SDC, Mysuru & Mrs. Archanaswamy N., Principal, SIPC, Mysuru were also present as dignitaries on the dais.
- The Chairperson, Keynote speaker and President of the programme spoke about importance of research, innovations and digital transformations.

- ★ Technical Session of Commerce & Management Dept. started at 11.30 am & went on till 12.40 pm.
- Topic - Customer centric strategies in Digital Era.
- Chair Person - Prof. G. Sudarshana Reddy, Senior Professor, Tumkur University, Speaker - Dr. Jyothi A.N., HOD & Asst. Professor of Commerce, Sarada Vilas College, Mysuru.

Principal
Seshadripuram Degree College
Mysuru

Date: 04.04.2025, Friday- National Multidisciplinary Conference- ANVESHANA 2025 on "Digital Transformations- Opportunities and Challenges"



Commerce & Management
 * Paper presentations by various participants started at 1.00 pm in online mode in two different A.V. rooms through Google Meet. The session chairperson in one room was Dr. Abhilasha, Asst. Professor in UG and PG Department, Mulund College of Commerce, Mumbai; and in another room was Dr. Sadia Tabassum, Associate Professor, Dept. of MBA, St. Philomena's College (Autonomous), Mysuru. In each room, 20 papers were presented in online mode by participants from different regions of the country. In the Seminar Hall, 20 participants presented papers in offline mode. The chairperson for the session was Dr. Ravishankar, Associate Professor, Dept. of Post Graduate in Commerce, Mahanandi's Commerce & Mgt. College, Mysuru. In one more room, 19 student participants presented their paper in front of Mrs. Anusha S., Asst. Professor, and Mrs. Chaithira, Asst. Professor, Dept. of Commerce & Management, SDC, Mysuru. Totally 75 Commerce & Management Papers were presented.

* Two more technical sessions were held - one from CS department and another from Library.

* Valedictory programme held in Seminar Hall - 4.15 pm to 5.30 pm. The Chief Guest was Mr. Theja Mohan M.B., Founder of Wisdom Money. The Chief Guest spoke about the recent trends related to digital transformations. The participants of the conference were given the Certificates and feedback was collected through Google Form link. The programme ended at 5.30 pm. The participants expressed their gratitude & congratulated on conducting such an experiential learning conference.

S. Pradeep
07/4/25

Date: 05.05.2025, Monday- Higher Education Awareness Session on
"Empowering Futures: Insights into Higher Education Pathways"

SESHADRI RAM DEGREE COLLEGE
In association with IQAC
A session on
Empowering Futures: Insights into Higher Education Pathways

**IT Club - DHEEMAHI
COMMERCE Club - Akanksha**

Resource Persons:
Mrs. Shalini M K
Assistant Professor in Computer Science
Mr. Mukund V. Koushik
Assistant Professor in Commerce
Mr. Sridhar M M
Assistant Professor in Business Administration

Post Graduate Department
Seshadripuram College, Bangalore

Date 5th May 2025, Monday
Time 11:00 AM Onwards
Venue College Campus (Room no - 106)

BA Anantharam
Dr. Sowmya Erappa K
Principal
Mr. Arun S
Mrs. Shreedevi N Prabhu
Mrs. Pooja TS
Lt. Kumar R
ALL ARE WELCOME



Principal
Seshadripuram Degree College
Mysuru

"EMPOWERING FUTURES: INSIGHTS INTO

HIGHER EDUCATION PATHWAYS

Date: 5th May 2025, Monday.

Time: 11:00 am to 12:15 pm.

Venue: Room no. 106 (AV room).

Program: Higher Education Awareness Program.

Objectives:

- * To guide students about the higher education opportunities available in our own sister concern at Bengaluru.

- * To give information on MBA & MCA requirements.

Report:

Mrs. Shalini M.K., Assistant Professor in Computer Science, Mr. Mukund V. Koushik, Assistant Professor in Commerce and Mr. Sridhar M., Assistant Professor in Business Administration, Seshadripuram College, Bengaluru addressed all the final year students of Blem, BBA and BCA about the higher education opportunities in Seshadripuram College, Bengaluru. They also spoke about how important is Post Graduation degree in the present scenario. They explained the process of joining for the various PG Courses and guided students about what preparations they need to do before going for PG courses.

Participants: All final year students.

Outcome: Students got a clear picture about what they need to do to join for further educational courses. Students clarified their doubts.

Shreedevi
06/05/25

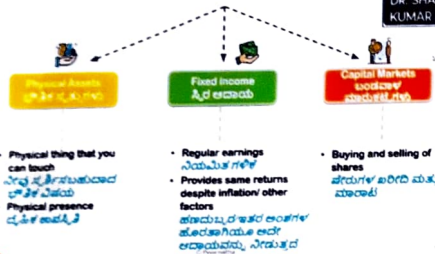


Principal
Seshadripuram Degree College
Mysuru

Date: 07.05.2025, Wednesday- Online Session -An Investor Awareness Program- "Market Ka Eklavya"

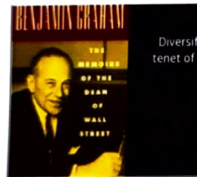
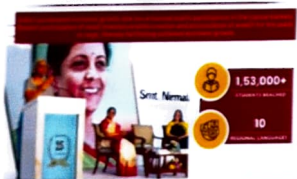
Types of investment

ಹೂಡಿಕೆಯ ವಿಧಗಳು

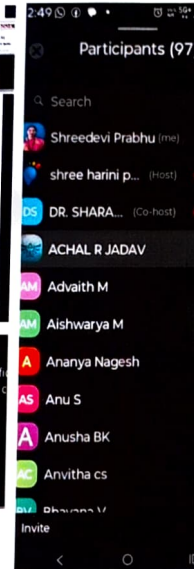


Market Ka Eklavya
AN INVESTOR AWARENESS PROGRAM

NSDL
National Securities Depository Limited



Benjamin Graham is the "father of value investing"



REPORT ON - INVESTOR AWARENESS ONLINE SESSION

"MARKET KA EKLAVYA"

191

Date: 7th May 2025, Wednesday.

Time: 2.00 pm to 3.00 pm

Venue: Zoom Meeting - <https://us06web.zoom.us/j/87966703083?pwd=Z8mEjny5jNq5AC-HaikG49b>
Meeting ID: 87966703083 Password: password@1

Program: Investor Awareness - Online Session

Participants: BCom & BBA final year students.

Resource person: Dr. Sharom Kumar Shetty, Certified Resource Person from NSDL.

Objective: To educate students about various investments, its pros and cons, importance of savings and investments.

Report: The resource person spoke about different types of investments, importance of savings and early investments habit, inflation challenges to be faced in future, Capital Market investment opportunities. The Zoom meeting was attended by the students through their individual mobile phones. After the session, the resource person collected the feedback from the students. Certificates of attendance of the session will be sent within next 2 weeks.

Outcomes: Students gained knowledge about investment opportunities, importance of early start of investing and basics of capital markets.

Shreedevi
07.05.2025

Principal
Seshadripuram Degree College
Mysuru

Principal
Seshadripuram Degree College
Mysuru