



# NEWSLETTER

Affiliated to Bangalore University  
Accredited by NAAC | Approved by Govt. of Karnataka

VOLUME - 1 | ISSUE - 1 | JANUARY - 2020

## In this Issue

**Vision**

**Mission**

**Quality Policy**

**SET Governing Council**

**Editors Express!**

**Principal's Message**

**Composite News**

- Newbieng on Campus!
- Formers Formulae
- Personality Matters
- The Club Acts
- Going and Growing Green
- Folk Festivity
- The Gurus Meet
- A Freshious Day
- We-mean Power
- Shramadhan
- Tech\_Banking
- Counselling on Career
- Kannada Rajyotsava
- Hindi Se Hum!
- Care to Share
- Rural Camps
- Pradhan (mantri) Yojanas for Supporting Staff
- NPTEL Orientation
- Sharing Thoughts
- Ingenious Library
- Women in Science

**Sportive Soundaryans**

**Departmental News**

- Department of Undergraduate and Postgraduate Commerce
- Department of Computer Science and Science
- Department of Management
- Department of Journalism and Psychology
- Department of Languages

## VISION

To ensure quality higher education and to enable stake holders to face the contemporary challenges of the world with courage, confidence and commitment.

## MISSION

Strive to create knowledge, to open the minds of the students to take the best advantage of this educational opportunity.

- To respect ideas and free expression of the students.
- To identify and remove restraints on student's full participation, so that students can discuss individual capabilities.



## Quality Policy

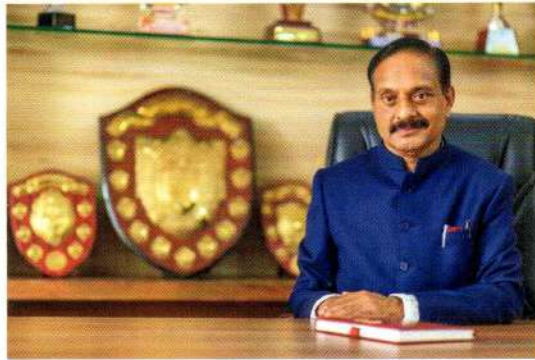
We shall impart the best holistic education to instil excellence and incalculating values which will suit the challenges of the competitive technology driven environment with continual improvement to make every student excel in scholastic and non-scholastic spears with competency, commitment and compassion.



## Objectives

1. To build a community of staff and students committed to the common pursuit truth & moral excellence.
2. To help student achieve self discipline, cultivate good habits, and develop respect for fellow human beings.
3. To train students in acquiring clarity of thoughts, accuracy of expression and leadership qualities.
4. To promote a healthy modern outlook among the students while drawing inspirations from the richness of our heritage, culture and tradition.
5. To become an instrument of social change and force for integration among linguistic, religious, and caste groups and inspire young men and women to work towards eradication of social evils.
6. To inculcate the students a sense of responsibility towards the nation and encourage their creative involvement in the task of building up a new India, a country free from exploitation, injustice, ignorance, poverty and misery.

**SET GOVERNING COUNCIL**



**Sri. Soundarya P Manjappa**  
Chairman



**Smt. Sunitha Manjappa**  
Managing Director



**Sri. Keerthan Kumar M**  
CEO



**Mr. Varun Kumar M**  
Management Trustee

**EDITORS EXPRESS!**

We are extremely thrilled to present to you this revised edition of SIMS Newsletter for the academic year 2019-20. First of all, we would like to express our heartfelt gratitude to the SET Governing Council for giving us this precious opportunity to Compose and Compile the Newsletter. We are highly indebted to our visionary CEO Mr. Keerthan Kumar and our dynamic Principal Dr. Suresh C Hegadi for their insights, expertise, resourcefulness, encouragement and faith in us for this task. Thanks are also due to the Heads of various Departments, Faculty members, students and non-teaching staff for their consistent and support, guidance and encouragement throughout the completion of this academic manual.

This Newsletter is a sincere and modest attempt to exhibit the highlights of various programmes and initiatives taken up by our Institution. All efforts to avoid ambiguity and fabrication of information have been made by us to the extent possible. Yet, any errors either factual or otherwise are solely ours. We hope you find this effort useful and worth appreciation. We wish all the success to our beloved current and upcoming students in SIMS. To strengthen this effort further we welcome your feedback and suggestions.

**Mr. Shivakumar U Ganachari**  
**Mr. Puttanna H.**  
**Mr. Hanumantharaju G. K.**  
**Mr. Metkari Hanmant Ashok**



**Dr. Suresh C Hegadi**  
Principal

Greetings from SIMS family!

True education appeals to both soul and body. It illuminates the darkness for the young minds to follow their dreams without any damage to fundamental principles on which our great Indian society and culture has been built and honoured. I feel extremely privileged for being associated with Soundarya Educational Trust`s (SET) Soundarya Institute of Management and Science (SIMS). SIMS has been recognized as one of the premier Institutions offering courses in Commerce (Under & Postgraduate), Management, Computer Science, and Science, etc.

Teaching must never be devoid of desire for knowledge and rationale. It is my pride to remark SIMS is always mindful of this blend. Community service programmes, social rallies for different awareness programmes like Kavery Koogu, collection and disbursal of drought/flood relief funds, etc., have instilled a sense of conscience decision making in the students.

We realize our epistemological and humanitarian goals through our diligent Faculty. They ignite and inquisition students to find out solutions to the existing problems in innovative ways and to shield the future crisis cognitively. Thus, by means of honest teaching community, cutting edge technology and infrastructure we continually aid and empower our students to reach their goals.

We also consider that classroom education is never and must never be an end in itself. For this purpose, we arrange meets between parents and teachers. Students must learn how to address problems that are complex and novel altogether. Analytic ability is what hopefully helps them obtain this manoeuvre. There is nothing that cannot be achieved with hard work and, at the same time, there is no substitute to it. I sum up, 'we cannot always build the future for our youth, but we can build our youth for the future.'

## Newbieng on Campus!

An orientation programme for the newly admitted undergraduate students was organised on 8th July 2019 in the amphitheatre. Students were guided on the overall structure and calendar of all academic courses followed by their examinations by Dr. Suresh C. Hegadi, Principal.



Dr. Suresh C. Hegadi felicitates the Chief Guest along with the dignitaries

Beloved Sri. E. S. Radhakrishnan, renowned educationalist and chief guest of the day, honoured the occasion. In his address the Guest ignited students' minds and rationality as he spoke on the importance of life skills and moral values to be successful at individual, professional and social spheres of life.

## Formers Formulae

Department of BBA in coordination with other departments proudly organizes an Alumni Meet on 4.8.2019 attended by many former students associated with various firms of repute or running individual businesses across parts of India successfully. Institution realises its post learning the bright careers its students have been engaged in.



SIMS Alumni with Principal, Mr. Sivakumar Ganachari, IQAC Coordinator, and Faculty reliving the reminiscences

In fact, the event was impactful in inspiring the current students to follow the path of success guided by their capable senior counterparts. Alumni were delighted to have got back to the Campus and relived their college life once again.

## Personality Matters

Disha Foundation's Team, on behalf of the Institution, conducts a workshop on Personality Development.



Students in Ocarina during the Session

Holistic development, personal and social etiquettes, life skills, education, health and livelihood remained highlights of this programme. It was put into effect for three days from 11th to 13th July 2019 with staunch interest.

## The Club Acts

Club Activities is an initiative undertaken by the Institution in compliance with the guidelines laid down by Bangalore University. Activities such as Debate and Business Quiz have been put forth well by the various departments at both intra-departmental and intra-college levels.



Students expressing dissent in the Debate Competition held on 17th July 2019

Such activities serve a range of purposes like connecting students of different streams, understanding and developing business and management skills, realizing value of team work, etc.

## Going and Growing Green

Ecological balance is a must for man`s survival on earth. Unfortunately, effects of global warming and the wrath of nature have been being witnessed time and again around the world manifested in floods & droughts, etc. To facilitate our future generation a good environmental system is our primary duty. Thus, sustainable development is the aim the Institution strives to go along.

Being globally as well as socially indebted Go Green Initiative has been intensively taken up by the Inatitution.

This programme falls in line with Clean India Green India campaign of the Govt. of India. Launch of bicycle facility within the Campus, plantation of trees, reducing and recycling plastic products, installation of solar energy system and cut down on electricity consumption are rigorously practiced. One such individual event was effectively executed on 15th August 2019.



Students and Faculty going eco-friendly around Go Green Time

## Folk Festivity

The famous Plato claims 'Music gives a soul to the universe, wings to the mind, flight to the imagination and life to everything.'

To rejuvenate, acknowledge and celebrate the mystics music holds the Institution organizes Folk Symphony on 8-8-2019. Folk genre of music has been a mark of identity to its practitioner and a companion to many of India`s minority populations such as tribals.



## The Gurus Meet

As the celebrated ancient Indian saying goes 'Maatru devo bhava, Pitru devo bhava, Aacharya devo bhava, Aatitheo devo bhava,' we must seek guidance from parents. In this regard, Parent-teacher meet takes place periodically to update on the progress of students through interactions amongst parents and teachers.

Any grievances from both the ends are mutually understood and addressed. Trust in the teaching fraternity among parents of students is developed through this event.



Parents during the meet held on 21st September 2019 in Ocarina

## A Freshious Day

A Fresher's Day to welcome neophytes enrolled for different courses was celebrated with huge enthusiasm on July 14, 2019. Famous and budding actors Sri. Abhishek Ambresh and Sri. Prakhyath Paramesh featured as the Guests at the occasion.

Both the guests inspired the students to give due importance to education while following their passion. Cultural programs and games that accompanied the event allowed novices to showcase their talents and skill.



Actors Abhishek Ambresh, Prakhyath Paramesh, Chairman Mr. Soundarya P Manjappa, CEO Mr. Keertan Kumar M, Smt. Sunita Manjappa and Mr. Varun Kumar M and Principal lighting the Lamp



Smt. Sunita Manjappa, Smt. Bhavana Bandekar and others at the empowerment programme

## We-mean Power

"UNNATI," Women Entrepreneurs Wing, takes its proud birth through the hands of Ladies Club members of SIMS on August 17, 2019. Mrs. B.R. Poornima, State Coordinator, Entrepreneurship Development Institute of India, shows up as the chief guest of the inaugural function.

This Cell desires to launch a platform for self-employment, promote innovation, incubation and entrepreneurial skills by offering non/formal programs to the girl students' community of the Institution.

## Shramadhan

Shramadaan Programme on 3rd August 2019 under NSS initiative was conducted in Soundarya Layout.

Students cleaned the roads and the premises.

The residents also joined hands upon realising that the cleanliness is crucial for life.



Students and Faculty after Shramadhan



The Guest and students in a serious business in Ocarina

## Tech\_Banking

Banking and finance, their intricacies, availability and requirements get stressed in the preplacement programme 'Orientation on Banking Opportunities & Enhancement of Employability Skills' held on 26-7-2019 delivered by Dr. Raghavendra, Founder of Chisel Craft.

Endearment of Artificial Intelligence (AI) and technological developments in banking sector continue to attract more technologically competent employees was one of the major takeaways of his interaction with students.

## Counselling on Career

Mr. Mazher Yahya, Freelance Trainer & Motivational Speaker, extended his invaluable advice and motivated students on 11.7.2019. He guided the first year students on improving leadership and communication skills, planning, change management, delegation, teamwork, etc.

Outbound activities conducted equipped the students with capacities like Team Building and Interpersonal Skills. This guest session excited the students.



Glimpses from the Workshop

## Kannada Rajyothsava

Taking pride in the state of Karnataka and Kannada Language the 64th Kannada Rajyothsava held on 12-11-2019 was one of the culturally and linguistically rich events on Campus ever. Mr. Kirik Keerthi, Kannada Serial Actor, was the major attraction at the celebrations. It was glorified by the august presence of Mr. Varun Kumar M & Dr. Suresh C. Hegadi and Faculty and non-teaching fraternity of SIMS. Students performed singing, folk and solo dance and rendered the event a vibrant and engaging one.



Mr. Kirik Keerthi, Chief Guest, speaking about the glory of the Kannada language and Karnataka state

## Hindi Se Hum!

On account of the 70th Hindi Divas, i.e. 14 September 2019, the Institution celebrates the legacy, importance and value of one of India's widely spoken official languages in Nation building.

Dr. Ramkali, Head, Department of Hindi, Surana College was the Chief Guest of the Day. She addressed the students on the heritage and status of Hindi in today's context. Hindi functions as a lingua franca for our multilingual, multiethnic and multicultural nation and if we develop a positive attitude towards the language it would flourish in the days to come, the speaker added. She concluded that the Hindi language is the binding force behind our diverse nation's unity.



Our student in Vakritiva Spardha' on Hindi Divas in Ocarina

## Care to Share

Students and faculty representatives of Institution pay a visit to the orphanage Sri Sai Baba Sevashrama Trust and Old Age Home near Nelagedranahalli on 16 October 2019. Institution extended daily needs and food to the residents of this old age home and orphanage.

Students realised the need for care and support to old age people and orphans. The visit triggered a sense of service to the poor and needy among the students. It was a memorable experience where joy and sorrow seemed one and the same feeling.



Student and Faculty representatives of the Institution socializing with the authorities and residents the Old Age Home

## Rural Camps

Under the rural camp a two day visit between 11th and 12th November 2019 to Mulkunte village (Tumkur District) and its government school was organized. Students learnt and observed village life and culture of serenity and tranquillity.

This visit had implications for social responsibility and belongingness to society. Students took active part in the 64th Kannada Rajyotsava celebrations with government school students of the very village.

### Top picks from the visit to Village and School

- Created awareness about various Government schemes like digital banking among the rural community members
- Skits coordinated by SIMS and School students conveyed the vitality of Swachh Bharat, menstrual hygiene, etc.
- SIMS students conducted group discussion, communication skills sessions for the school students
- Students realised the hardships of rural life due to lack of basic amenities
- They expressed intentions to take up more rigorous, focused and intensive rural development programmes in the future



SIMS students with village residents and school students.



## Pradhana (Mantri) Yojanas for Supporting Staff

Faculty and students of Department of Computer Science and Infinity\_201 club conducted an awareness drive on various schemes under the Pradhan Mantri Yojana for class D employees of SIMS on 3rd September 2019. Class D employees were educated on various schemes such as Pradhana Matri Kaushal Vikas Yojana, Pradhana Mantri Suraksha Bima Yojana, Pradhan Mantri Jan Dhan Yojana, etc.

The employees were given away a handbook describing relevant Yojanas during the drive. A helpdesk to assist the employee to apply for a scheme of their choice was placed.



Student explaining the Yojanas to the (D) Class employees

## NPTEL Orientation

Soundarya Institute of Management and Science (SIMS) has been registered with NPTEL Local Chapter. Ms. Rekha C., Head of Computer Science department and SPOC, conducted an orientation session on NPTEL offered online courses on 18th and 19th July 2019 for teaching faculty and BCA/B.Com final year students respectively.

Her talk briefed about the course structure, registration process, mentorship and benefits of the courses.



It's Teacher - Teacher. Mrs. Rekha C, orientating teachers at the NPTEL workshop.

## Sharing Thoughts



On board on Gandhi. The students expressing views on Gandhi (Jayanti).

On 2.10.2019, Department of Computer Science celebrated 150th Birth anniversary of Mahatma Gandhi in an untraditional way by 'sharing the thoughts.' Students wrote their thoughts, views and impressions about our beloved Mahatma Gandhiji, his sayings and his path on a display board. They, thus, paid their tribute to the greatest man – Mahatma Gandhi.

## Ingenious Library



The library facility here is of the state-of-the-art. The library is fully computerized with library software (LIBSOFT & DELNET e-resources). It has a huge collection of 11,000 reference and text books along with CDs and DVDs apart from reputed National and International journals, magazines and periodicals in the field of Commerce, Management and Computer Science.

## Women in Science

To recognize, acknowledge and motivate the contribution of women researchers in the field of Science an invited talk was arranged by the Institution on 16th August 2019.

Dr. Kamala Y. C., Associate Professor, National College and Secretary, Bangalore Science Forum took the audience on a tour of past, present and future of Science research from Gender perspective. Her speech created impressions that there is an immense scope for women researchers in the field of science and technology. She also invited and encouraged the students to take part in various activities in Bangalore Science Forum and 107th Indian Science Congress.



The Guest Speaker illustrating the contribution of Women in Science



The Institution holds Inter-College Best Physique Competitions as entrusted by Bangalore University

The Institution believes in the age-old but relevant saying 'sound mind in sound body.' Soundaryans have excelled and brought laurels in different forms of sport. It has a huge a playground accessorised by all equipments. Department of Physical Education encourages all students to participate in intra-college as well inter-college sports events under the guidance of Dr. Harish P M, Physical Education Director.

Ms. Vaibhavi of BCA department has been selected for the All India Inter-University Athletic Meet to be held from 2nd to 6th January 2020 at Alva`s Education Foundation, Moodbidri, Mangalore, Karnataka.



Mr. Rohit L R (Chest No. 630) of I Year B.Com bags 1st position in Bangalore University Intercollegiate Men's Athletic 1500m and 800m events respectively held at SAI Kengeri.



Ms. Vaibhavi runs it 1st respectively in Athletic 1500m and 800m in Bangalore University Intercollegiate Athletic events.



Mr. Pruthvi Seregar of V BBA., Mr. Abishek Gowda of V BBA., Manohar of III B.Com., and Mr. Rohith L R of I B.Com. with Dr. Harish P M being felicitated for standing 1st in Athletic 4x100 BU Intercollegiate event by the Officials.

## Department of Undergraduate and Postgraduate Commerce

Department of Commerce stands on the threshold of transition to introduce traditional as well as global and digital marketing and business strategies, ethics, policies, etc. Qualified, distinguished, young and experienced faculty members are the real strength behind its achievements and success in the recent past.

### GUEST LECTURES

On 10th July 2019, a Guest Lecture was organised on "Being Yourself" for B.Com students. Sri. Siddhartha Jaykumar was the guest of honor of the day.

The inspirational speaker urged the students to follow their heart. He said, "You must follow your unique path." It is important to mark one's individuality through being different and yourself in today's competitive world. We can realise our true strengths when we don't fear defeats and take challenges courageously. The presentation ended with the video clip 'Be BRAVE!'



On 22nd August 2019 an induction cum guest lecture was organized on "Drug Awareness" for all students. It was delivered by the Officers of Bagalgunte Police Station.

The purpose was to meet the legal requirements to provide a "Drug-free workplace". They also informed us about serious causes of drug consumption. It was a sensible initiative for the students attract to drugs at this very crucial and critical stage of life.



A motivational talk was held for all B.Com students on 20th September 2019 at Ocarina led by Sri. John Thomas Rose of Wise forces Mission. Its topic was "Dream and Power of Dream."

The guest explained in detail about various attributes of successful entrepreneurs such as drive, communication skills and technical skills. He illustrated that various popular personalities drew constant energy from their dreams and made them a reality through consistent hard work. Hence, the students got to know the power dreams incorporate.



A dept. conducted a guest lecture on 19th September 2019 delivered by the speaker Sri. Vigneshwara Bhat, Secretary and Partner of BCL, India was conducted for B.Com I year students on the topic "Company `s Act 2013 updated to 2019" at Ocarina, SIMS Campus.

The purpose of the lecture was to apprise students of recent changes in company operations. Thus, the students enriched their understanding of various gray areas of company `s acts updated recently. It truly was an informative sessions.



## Study Abroad Programme

PG Dept. of Commerce organized a study abroad program called Twinning Program for all the students of M.Com /MFA in collaboration with the University of Cyberjaya, Malaysia.

It lasted for 9 days from 19th to 27th August 2019. A total of 26 students represented the College and acquired a great overseas experience in understanding multicultural and multiethnic background. The entire visit was centered on Digital Marketing system.



## Industrial visits

On 21st August 2019 one day industrial visit was organized for B.Com students to Bislere, Bangalore. The visit resulted in valuable insights, facts and experiences.



On 4th October 2019 a one day industrial visit was paid to SEBI, Bangalore. Its aim was to familiarize students to operations concerning marketing, finance, and human resource in company.



## Departments of Computer Science and Science

Computer Science and Science Departments believe in the fine fusion and harmony between science and technology and vice versa. The Departments take pride in the young talents and competent Faculty members.

### Sundar Pichai's Birthday Celebrations

On 12th July 2019 the departments celebrated Sundar Pichai's Birthday with the students' presentations on his journey and achievements. Students gathered information about the software Giant and drew inspiration from his life. Many students talked about his invaluable contributions to world of technology.



Principal wishes the students who won the prizes on various events on account of Sundar Pichai's birthday celebrations in campus.

## GUEST LECTURE

### Career Prospects in Computer Science

The Depts. organised a guest lecture on Career Prospects in Computer Science on 9th July 2019 for the BCA and B.Sc Computer Science students as part of the Bridge Course. It was addressed by Mr. Naveen Kumar, Managing Director, Probits Technology.

In his session, he interacted with the students on various career paths and its preparations.



The Guest opens up on paths to Career.

## INAUGURATION

### Inauguration of SIMS I-Tech HUB

Department of Computer Science inaugurated the IT Forum SIMS I-Tech HUB on 29th July 2019. The Forum was inaugurated along with three major clubs Infinity\_201, Threads\_301 & Debuggers\_404. Mr. Dharmendar, CEO, NETCRAFZ was invited as the chief guest.

In his guest address he gave an overview of software vs. hardware development. He expressed that a platform like IT Forum is very essential for the student's community to exchange the ideas and understand the on-going developments in IT sector. SIMTronics, the department newsletter, was also released in this program.



The keynote speaker interacts with students followed by SIMS I-Tech HUB Inauguration.

## Arduino Robotics & Android Workshop – IIT Hyderabad

The Depts. organised a workshop series on Arduino Robotics and Android App Development on 1st and 2nd October 2019 in collaboration with Tetradiance and Elan & Vision IIT Hyderabad.

About 115 students of BCA and B.Sc Computer Science participated in it. Participants mastered the construction of Arduino Robotics for various applications like path detectors, obstacle sensing, gaming, and worked out android application development. Mr. Amit and Mr. Ayush from the host Organization led the workshop.



## RV Engineering Advanced Laboratories

On 10th August 2019 about 30 students of BCA visited RV Engineering advanced laboratories. Students were introduced to Data Centre, Virtual reality, Cloud Computing and IoT application lab.



Demonstration of IoT Application Data Centre @ RVCE

## KSNDMC

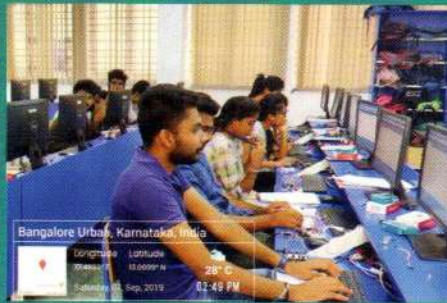
The Depts. jointly arranged a visit to Karnataka State Natural Disaster Monitoring Centre (KSNDMC) on 17th August 2019 for BCA and B.Sc Computer Science students. During the visit students witnessed the functioning of draft monitoring cell, the key role of KSNDMC in hazard mapping and vulnerabilities studies, etc.



## Workshop on IoT with RVCE-CISCO

Computer Science Dept. carried out an IoT Application Development workshop for three days on 6th, 7th and 8th September 2019 for the BCA students in association with RVCE-CISCO. The objective of the workshop was to give students a hands-on training on building IoT applications using latest technological tools in line with industry and society needs. It was a technologically loaded sessions with implementations of different tools and applications.

SIMS Students pulled off the IoT training Session.



## Pre-placement training with 10 Seconds

The Dept. with Placement Cell executed pre-placement training for BCA students from 11th September to 13th September 2019 in association with 10 Seconds.

It trained students on Logical Reasoning,

Quantitative Aptitude, Personality Development and Leadership building activities. Mr. Anijith Shetty, CEO, 10 Seconds, Mr. Ganesh and Mr. Praveen guided the students through the training session.



The mentor while 10 seconds @ training.

## Demystify Networks

Department of Computer Science organized a guest lecture on Demystify Networks. The objective of this program was to educate the students, enrolled for NPTEL Demystify Networking course, on networking concepts and technologies. Mr. Sanal, CCIP Certified Trainer – NETCRAFZ, was invited as the guest speaker for this programme held on 21.9.2019.



## GIS System

The depts. organized a guest lecture on 'Remote sensing GIS, GPS & its Application' on 6th August 2019. Dr. Binny Gopal, Research Associate from Karnataka State Council for Science and Technology, was the resource person. The lecture concerned with the basics of remote sensing, GPS and GIS system and case studies like landslide study of Nilgiri hills giving glimpses on different softwares like arc GIS and Quantum GIS.





## Department of Management

The Dept. presently offers BBA and BBA in Aviation courses. Experienced faculty and dedicated students are its real strengths. Various industries are frequented by the Dept. to reinforce experiential learning.

### Quizilicious

"Quizilicious", Inter-Departmental Quiz Competition, was organised by the Dept. on 22nd & 23rd August 2019. The primary objective of the event was to ensure that learning happens through informal ways also. Mr. Harshith Gowda, D. B, I Semester BCA, was the winner of the Quiz and awarded a cash prize of Rs.1000.

The event was co-ordinated by the students Mr. Chethan M.P & Ms. Chaithra H, V Semester BBA, under the guidance of Prof. Sandhya S, HOD, Dept. of Management.



### Quiz Competition at IIMB

The Dept. students visited the prestigious Institute of Management, Bangalore (IIMB) on 10th August 2019 for a Quiz Competition. One of the most interesting parts of IIMB visit was the visit to various multimedia supported classrooms and auditorium.



### NAL

The Dept. students along with the faculty of BBA Aviation and BBA programs visited NAL on 21-8-2019. It was aimed at the experiential learning of aeronautical engineering, rocket science, testing various satellites with different level of series. Mr. Somsunder from NAL introduced us to various testing centers/labs through explanation of the complete process.



## Department of Journalism and Psychology

Department of Journalism and Psychology is one of the two youngest departments of the Institution which has been striving to produce responsible journalists and psychologists right from its inception. To follow this passion, it is facilitated by the industrious Faculty members.

### GUEST LECTURE

#### E-governance and Good Governance

23rd September 2019 remains a memorable day in the form of a Guest Lecture organised by the Dept. on the topic E-governance and Good Governance. On behalf of the Dept., Asst. Prof. Ramya H.S. invited Ms. Shilpa Shekar, Presidency College, Bengaluru to give as the guest of honour for the day.

Brainstorming session on the implementation of new schemes/policies through e-governance, objectives and benefits of different plans and programmes initiated by the Government, etc were the major concerns of the Lecture. The Guest illustrated the number of beneficiaries enrolled for different govt. schemes to date and government's role in their effective manifestation. This engaging and enlightening Lecture adjourned with a critical analysis of the aforementioned aspects.



### INDUSTRIAL VISIT

#### Radio City

Participants of B.A Journalism and Psychology were conducted to Radio City Studio located near Banerghatta Road, Bangalore on 20th August 2019. On their visit, students got insights into HR, technical, instrumentation, on-air, and presentation related mechanisms. Interactions amongst students and HRs, RJs, Engineers and Technicians. proved fruitful. The concerned officials illustrated various internship and placement opportunities available for the students.



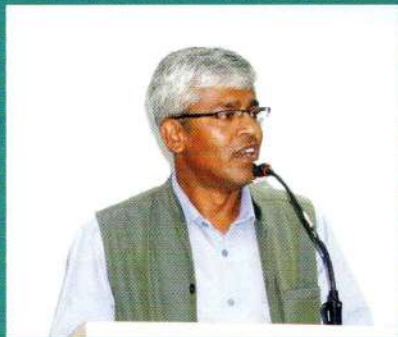
## Department of Languages

The Department of Languages consistently channelizes its efforts to language and enculture the young minds. Depts. of Kannada, Hindi and English embrace modern trends in teaching languages, communication, literature and culture to cultivate good moral and ethical spirit among the students.

### SEMINAR

#### "Gandhi thathvagalu mattu Yuvajanathe"

On 12-10-2019 the Dept. organised a Seminar titled "Gandhi thathvagalu mattu Yuvajanathe". The Chief Guest Dr. Subramanya Swamy, Maharani Lakshmi Ammanni College, Bangalore mesmerised the audience with his invaluable speech.



The Chief Guest addressing the Seminar.



A winner of Gandhi Jayanthi Competitions receiving the certificate of appreciation at the Seminar.

### COMPETITIONS

#### Gandhi Jayanthi

The Institution celebrates the 2nd of October 2019 in fond remembrance of Mahatma Gandhi. Dignitaries gave insights into the ideals of a person with reference to the Mahatma. Post the celebrations of the Jayanthi, Department of Kannada, on 25-09-2019, conducted essay writing, poetry composition, drawing and collage making competitions in Kannada, Hindi and English.



#### Kannada Rajyothsava Spardhe

To honour the language, i.e. Kannada, several competitions like singing, dancing, drawing, writing essays, writing and reciting poems were conducted by the Dept. on account of Kannada Rajyothsava.

Finally, outstanding participants were honoured with various prizes as a token of appreciation. The competitions took place on 05-11-2019.



Kannada Rajyotsava Spardhe winner receives the certificate of appreciation from Mr. Kirik Keerthi.



Dr. M S Shayamasunder & dignitaries release a conference souvenir CD at a One Day National Conference on Accreditation, Reflections & Sustainance of Quality in Higher Education organized by IQAC on 23.02.2019.

PLACEMENTS



AJAY SHIVAJI  
BIG BASKET



SUKANYA  
INFOSYS



SHIVANI ACCAMMA C J  
TESCO



PRIYANKA  
CAPGEMINI

SOUNDARYA IN NEWS

ಗುಣಾತ್ಮಕ ಶಿಕ್ಷಣಕ್ಕೆ ಆದ್ಯತೆ ನೀಡಿ



**ಬೆಂಗಳೂರು:** ಇಂದಿನ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಉತ್ತಮ ಶಿಕ್ಷಣದ ಅವಶ್ಯಕತೆ ಇದೆ. ಮಾನವ ಮೌಲ್ಯಗಳನ್ನು ಬೆಳೆಸುವಂತೆ ಗುಣಾತ್ಮಕ, ಮೌಲ್ಯಾತ್ಮಕ ಶಿಕ್ಷಣ ನೀಡಲು ಶಿಕ್ಷಕರಿಂದ ಮಾತ್ರ ಸಾಧ್ಯ ಎಂದು ಪ್ರೊ. ರಾಧಾಕೃಷ್ಣ ಹೇಳಿದರು.

ನಗರದ ಸೌಂದರ್ಯ ಇನ್ ಟಿಟ್ಯೂಟ್ ಆಫ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಅಂಡ್ ಸೈನ್ಸ್ ಕಾಲೇಜಿನಲ್ಲಿ ಪ್ರಸಕ್ತ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನ ಪ್ರಥಮ ವರ್ಷದ ಪದವಿ ವಿದ್ಯಾರ್ಥಿಗಳ ಸ್ವಾಗತ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಮಾತನಾಡಿ, ಇಂದು ಸಮಾಜದ ವ್ಯವಸ್ಥೆಗಳು ಸರಿಯಿಲ್ಲ.

ಧರ್ಮ, ಜಾತಿ, ಮತ, ಮನೆ-ಮನೆಗಳಲ್ಲಿ ಬೆಂಕಿ ಹಚ್ಚುವ ದುಷ್ಕೃತ್ಯದಲ್ಲಿ ತೊಡಗಿ ಕೊಂಡಿರುವುದನ್ನು ನೋಡಿದರೆ ವೇದನೆ ಯಾಗುತ್ತದೆ. ಸತ್ಯ, ಧರ್ಮ, ಪ್ರಾಮಾಣಿಕತೆ ಧರ್ಮದ ನೆಲೆಯಾಗಬೇಕು ಎಂದು ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸಲಹೆ ನೀಡಿದರು.

ಕಾಲೇಜಿನ ಆಡಳಿತ ಮಂಡಳಿ ಅಧ್ಯಕ್ಷರಾದ ಸೌಂದರ್ಯ, ಸುನಿತಾ, ಸಿ.ಎಚ್. ಕೀರ್ತನ್ ಕುಮಾರ್, ಟ್ರಸ್ಟಿ ವರುಣ್ ಕುಮಾರ್ ಪ್ರಾಂಶುಪಾಲ ಡಾ. ಸುರೇಶ್ ಹೆಗಡೆ, ಬೋಧಕ ಹಾಗೂ ಬೋಧಕೇತರ ಸಿಬ್ಬಂದಿ, ವಿದ್ಯಾರ್ಥಿಗಳು ಇದ್ದರು.



ಸೌಂದರ್ಯ ಇನ್ ಟಿಟ್ಯೂಟ್ ಆಫ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಅಂಡ್ ಸೈನ್ಸ್ ಕಾಲೇಜಿನಲ್ಲಿ 64ನೇ ಕನ್ನಡ ರಾಜ್ಯೋತ್ಸವ ಕಾರ್ಯಕ್ರಮವನ್ನು ಹಮ್ಮಿಕೊಳ್ಳಲಾಗಿತ್ತು. ಕಿರಿಕ್ ಕೀರ್ತಿ, ಕಾಲೇಜಿನ ಸಂಸ್ಥಾಪಕ ಅಧ್ಯಕ್ಷ ಸೌಂದರ್ಯ ಮಂಜಪ್ಪ, ಕಾರ್ಯದರ್ಶಿ ಸುನೀತಾ ಪಿ.ಮಂಜಪ್ಪ, ಮುಖ್ಯ ಕಾರ್ಯನಿರ್ವಹಣಾ ಅಧಿಕಾರಿ ಕೀರ್ತನ್ ಕುಮಾರ್ ಎಂ, ನಿರ್ದೇಶಕ ವರುಣ್ ಕುಮಾರ್ ಹಾಗೂ ಕಾಲೇಜಿನ ಪ್ರಾಂಶುಪಾಲ ಡಾ. ಸುರೇಶ್ ಹೆಗಡೆ ಇದ್ದರು.

ಅಗ್ರಶಿಬಿರವಿಲ್ಲದೆ ತಿಣುಕ...



ಶಿಕ್ಷಣದ 70- ವ್ಯಯ ಅಗ್ರಶಿಬಿರವನ್ನು ಸಿ.ಎ.ಇ. ಶಿಕ್ಷಣಾಲಯದಲ್ಲಿ, ಬೆಂಗಳೂರು ನಗರದ ಸೌಂದರ್ಯ ಕಾಲೇಜಿನಲ್ಲಿ ನಡೆಸಲಾಯಿತು. ಅಧ್ಯಕ್ಷರಾದ ಸೌಂದರ್ಯ ಮಂಜಪ್ಪ, ಕಾರ್ಯದರ್ಶಿ ಸುನೀತಾ ಪಿ.ಮಂಜಪ್ಪ, ಮುಖ್ಯ ಕಾರ್ಯನಿರ್ವಹಣಾ ಅಧಿಕಾರಿ ಕೀರ್ತನ್ ಕುಮಾರ್ ಎಂ, ನಿರ್ದೇಶಕ ವರುಣ್ ಕುಮಾರ್ ಹಾಗೂ ಕಾಲೇಜಿನ ಪ್ರಾಂಶುಪಾಲ ಡಾ. ಸುರೇಶ್ ಹೆಗಡೆ ಇದ್ದರು.

02.10.2019 ಬುಧವಾರ

ಬೆಂಗಳೂರು



ಸೌಂದರ್ಯ ಕಾಲೇಜಿನಲ್ಲಿ ನಡೆದ ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಅಂತರಕಾಲೇಜು ದೇಹದಾರ್ಡ್ಯೆ ಸ್ಪರ್ಧೆಯಲ್ಲಿ, ಕಾಲೇಜಿನ ಬೆಸ್ತ್ ಪೋಸರ್ ಆಗಿ ನ್ಯೂ ಹಾರಿಜನ್ ಕಾಲೇಜಿನ ಅಲ್ಟಿನ್, ಮೋಸ್ಟ್ ಮಸ್ಕುಲರ್ ಆಗಿ ಎಬಿಜಿ ಕಾಲೇಜಿನ ಮೋನಿಷ, ಎಸ್ ಹಾಗೂ ಮಿಸ್ಟರ್ ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಆಗಿ ದಿ ನ್ಯಾಷನಲ್ ಕಾಲೇಜಿನ ಹರೀಶ್ ಹೊರಹೊಮ್ಮಿದರು. ವಿಜೇತರಿಗೆ ಸೌಂದರ್ಯ ವಿದ್ಯಾ ಸಂಸ್ಥೆ ಸಿ.ಎಚ್. ಕೀರ್ತನ್ ಕುಮಾರ್, ವರುಣ್ ಮತ್ತು ಕಾಲೇಜಿನ ಪ್ರಾಂಶುಪಾಲ ಡಾ. ಸುರೇಶ್ ಹೆಗಡೆ ಪ್ರಶಸ್ತಿ ವಿತರಿಸಿದರು.



Soundarya Educational Trust®  
Soundarya Institute of Management & Science

Soundarya Nagara, Sidedahalli, Nagasandra Post, Bangalore-560073  
Phone : 8722760601 / 080-29510260 / 080-29510261  
E-mail : degreesoundarya@gmail.com, www.soundaryainstitutions.in

For Admission Contact  
96062 45769  
89711 67966