

GENERAL

PAGE 1-4

HOD Message

2024 Book Exhibition - YIASCM Library

Hostel Day

Mind Matters

Econometric Analysis in Leading Academic Journals

Kabaddi Tournament 2024

Multivariate Data Analysis Techniques Workshop

Empowering Faculty, Enhancing Student Success

Anti-Ragging Program

Deeksharambh

Cyber Crime & Criminal Laws Awareness Session

Outstanding Administrator Award

PAGE 4-6

MOU Signing between Yenepoya University and BIRD

YIASCM Contributes to Kerala Distress Relief Fund

Student Council Installation 2024

Yenepoya University Collab | Charles Sturt University

Faculty Program | Financially Independent, Retire Early

Saudi Arabian Dignitaries | Joint Collaboration

Nava Chethana

Teachers' Day Celebration

Collaboration T A Pai Management Institute, Manipal

CHEMISTRY DEPT

PAGE 7-8

A Fresh Start for Future Scientists

Seminar: "IPR Insights and Pharma Career Prospects"

Industrial Tour to BASF, Bala

One-Day Workshop: "Industry and Academia in Action"

Industrial Tour to Goa: Cipla and Pfizer Facilities

COMPUTER SCIENCE DEPT

PAGE 9-10

Photography Trends and Transformations

Cybersecurity Workshop 2024

MoU Signed Between Yenepoya & Infosys Springboard

World of Ethical Hacking & Cyber Security

International Cyber Security Day

YENOMATHIX

FOOD SCIENCE, NUTRITION **AND DIETETICS DEPT**

PAGE 11-12

Inauguration of the Department of Food Science Career Opportunities in Food Science & Dietetics Guest Talk on Food Laws, Nutraceuticals NutriGen

FORENSIC SCIENCE DEPT

PAGE 12-14

Building Resilience and Achieving Success

Educational Visit to Panambur Police Station

Bridging Science and Justice

Navayaramb 2024

Forensic Science Fresher's Party 2024

The Science of Detection

Role of Scientific Expert in Forensic Investigation

& Courtroom

HUMANITIES AND SOCIAL SCIENCES DEPT

PAGE 14-15

Masquerade X

Celebrating International Animation Day!

FORMIX

HOSPITALITY MANAGEMENT DEPT

PAGE 15-20

Dynamic Personality Award

Int-Ellect 2024

Industrial Visit | Yenepoya's Food Crafts

Participated in Nasha Mukt Bharat Abhiyaan

HospiTalent - Flavour of Freedom

World Tourism Day Celebration

Industrial Visit to Paschim Rehab Old Age Home &

Beach Cleaning Initiative at Someshwar Beach

Inauguration of Student Board

ChampYen Chef 2024

Recruitment Drive by JW Marriott Bengaluru

Master Class on Emerging Trends in Hospitality

Industry by Mr. Craig Leith

Careers in Culinary & Hospitality Industry in the UK

CONTENT

MICROBIOLOGY DEPT

PAGE 20-21

International Microorganisms Day Women for Change: Unheard Voices

MANAGEMENT DEPT

PAGE 22-24

Convocation Ceremony | WingsWayInstitute in Dubai MoU Signed Between Yenepoya and (ISDC)
Visit to Zephyr Technologies & Solutions Pvt. Ltd
Yenepoya Technology Incubation Centre
Field visit to Pavoor Panchayat office
Visit to Dr T M A Pai Planetarium &
Salu Marada Thimmakka Tree Park
Investors club and YENFAS club
MBA - Research Orientation

LINGUISTIC STUDIES DEPT

PAGE 25-26

Essay, elocution and patriotic singing
Guest talk on 'Extract Your Excellence'
English the gateway to global growth
Pathway to english proficiency
Guest talk on Ace your English
Kannada rajyotsava

PAGE 27-26

YU-HUB incubation centre Gender sensitization cell

ECO CLUB

PAGE 28-29

Earth Day Every Day
Guest Talk
Plantation Drive for World Environment Day

LITERARY CLUB

PAGE 29-30

Pathway to English proficiency
YEN LEGACY
Book Donation Drive

MELODICA CLUB

PAGE 30-31

Musical Medley

World NSS Day

NSS

PAGE 34-36

Anti-Ragging Poster Competition
Organic and fortified food
Cyber Crime Awareness Programme
Mega NSS Beach Cleaning Event at Tannirbavi Beach
NSS Volunteers Visit Lake Garden | Pilikula, Vamanjoor
NSS Donation | Support Education in Nellikate

RED CROSS CLUB

PAGE 37-39

Dengue Awareness Program at YIASCM
Anti-Ragging Week: Role Play
One-day Workshop: Holistic Female Health
Walkathon on World Peace Day
Old Age Home Visit: Wisdom Sharing Day
Swatch Bharatha Abhiyana: Blood Donation Drive
Internship at Wenlock Hospital, Mangalore.

YENFAS CLUB & INVESTOR CLUB

PAGE 40-41

Guest Talk on GST Awareness for Final-Year BCom Yenfas and Investors Club Shine at Business Expo 2024 Public Provident Fund Investors Awareness Drive at YIASCM Finance and Investment at YIASCM investor awareness





GENERAL

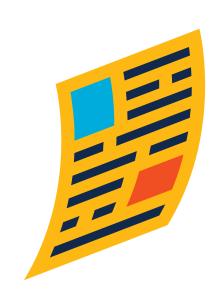
PAGE 42-51

Student's Achievement Student Council Body For The Year 2024-25 Crossword

Quiz

Gallery of Artworks Alumni Testimonials







MESSAGE FROM HOD



On behalf of the Department of Forensic Science at Yenepoya Institute of Science, Arts, & Management Commerce (YIASCM), I am delighted to share updates some exciting highlights of our department's achievements and academic offerings. Explore the opportunities in our Forensic Science department, dedicated to fostering a vibrant learning environment for successful careers.

We are proud to announce that our department received the prestigious Academic Excellence Award for 2024. This recognition reflects our commitment to maintaining the highest academic standards. We strictly adhere to the University Grants Commission (UGC) guidelines, ensuring our curriculum aligns with the latest NEP-2020 norms and credit-based system as per NCrF. We actively encourage research endeavors, ensuring ethical and academically sound research outputs. Our department offers a comprehensive range of undergraduate (B.Sc.) and postgraduate (M.Sc.) programs in Forensic Science. These programs, including specializations in Biology & Toxicology, Cyber Forensics, and Crime Scene Investigation, provide a strong foundation in theoretical knowledge and practical skills. The B.Sc. (Honours) Forensic Science program with a Minor in Cyber Forensics is a unique offering that equips graduates to excel in both traditional and digital forensics. The M.Sc. program offers in-depth exploration of various forensic science disciplines, preparing students for successful careers in research, academia, and professional practice. Specializations in Forensic Biology, Chemistry and Toxicology, Anthropology and Odontology an Cyber Forensics and more cater to diverse interests. Graduates are well-positioned for employment in forensic laboratories, law enforcement agencies, research institutions, and various private organizations. We offer a comprehensive PhD program in Forensic Science with full-time and part-time options. The program covers a wide range of research areas, including Forensic Entomology, Biology, Chemistry & Toxicology. We provide financial support for conferences, international collaborations, and research endeavors. This message effectively highlights the department's commitment to academic excellence, diverse program offerings, and a supportive learning environment.

SNAPSHOTS FROM THE 2024 BOOK EXHIBITION HOSTED BY THE CENTRAL LIBRARY AND YIASCM LIBRARY

The 2024 Book Exhibition, hosted by the Central Library and YIASCM Library, was a delightful event showcasing a diverse collection of books across various fields, including Computer Science, Business, Arts, and more. The exhibition offered something for everyone, encouraging knowledge exploration and fostering a love for reading. The event was open to all, providing a wonderful opportunity for students, faculty, and visitors to explore and expand their horizons.

HOSTEL DAY

Hostel Day at the Yendurance Zone was all about good vibes, great company, and memories we'll cherish forever! A big shoutout to the Hostel Committee and every YIASCM Hostel student who made it an unforgettable celebration.

It was a day filled with laughter, fun, and camaraderie, reflecting the true spirit of hostel life at YIASCM.

MIND MATTERS



A talk titled 'Mind Matters' was organized on 29th October 2024 at YIASCM Kulur, emphasizing the importance of prioritizing mental health. The session was led by Dr. B.S. Mahesh, who addressed the significance of mental well-being and the need to break the stigma surrounding mental health issues. The event aimed to raise awareness and encourage individuals to take proactive steps in caring for their mental health.

ECONOMETRIC ANALYSIS IN LEADING ACADEMIC JOURNALS: HANDS-ON PRACTICE



The Five-Day National Workshop on 'Econometric Analysis in Leading Academic Journals: Hands-on Practice' was inaugurated with great enthusiasm. The event was graced by Prof. P. L. Dharma, Hon. Vice Chancellor of Mangalore University, as the Chief Guest, and Dr. Mohammad Aslam, Postdoc Fellow at IISER Mohali, as the Guest of Honor. Dr. Arun A Bhagwath, Principal & Dean of Faculty of Science, YIASCM, served as the President of the event.

This workshop is jointly organized by YEN-REFINED, YIASCM, Yenepoya (Deemed to be University), and Mangalore University, with the aim to enhance skills and knowledge in econometric analysis and its application in academic research.

KABADDI TOURNAMENT 2024



An electrifying day of skill, strength, and teamwork! The Kabaddi tournament at YIASCM Kulur, organized by YELIXIR showcased the best of our athletes. It was a thrilling display of determination and sportsmanship!

WORKSHOP ON ADVANCED MULTIVARIATE DATA ANALYSIS TECHNIQUES USING SPSS & AMOS



The Yen-Refined workshop at YIASCM provided captivating insights into the world of advanced multivariate data analysis techniques using SPSS and AMOS. This in-depth session was designed to guide participants through mastering the intricacies of multivariate analysis, offering hands-on experience with two of the most widely used tools in data analytics. Attendees gained valuable knowledge on how to analyze complex datasets, perform advanced statistical procedures, and interpret results effectively. The workshop emphasized both the theoretical foundations and practical applications of SPSS and AMOS, equipping participants with the skills necessary to excel in data-driven decision-making. This event was a fantastic opportunity for students and faculty to deepen their understanding of data analysis techniques that are essential in today's data-centric world.

EMPOWERING FACULTY, ENHANCING STUDENT SUCCESS



The Faculty Development Program (FDP) on Outcome-Based Education: Empowering Faculty, Enhancing Student Success was organized with the aim of equipping faculty members with the tools and knowledge necessary to implement outcome-based educational practices effectively.

ANTI-RAGGING PROGRAM



Standing together, stronger: Anti-Ragging Program at Kulur YIASCM. Let's work together to create a campus of respect and unity!

DEEKSHARAMBH



We are thrilled to welcome the Class of 2024 to the vibrant and dynamic community at YIASCM Kulur! Today marks the beginning of an exciting academic journey filled with opportunities, challenges, and growth. As you step into this new chapter of your life, you are not just entering a college; you are becoming a part of a legacy of excellence, innovation, and unity. Our institution is committed to providing you with the knowledge, skills, and experiences that will shape you into the leaders of tomorrow. The adventure begins now, and we are here to support you every step of the way. Together, let's make the most of this incredible journey, creating lasting memories and building a future filled with success and achievement. Welcome aboard, Class of 2024!

CYBER CRIME AND NEW CRIMINAL LAWS AWARENESS SESSION





In a powerful and insightful session at YIASCM, Shri Anupam Agrawal, IPS, Commissioner of Police, Mangalore, took the lead in empowering students and staff with crucial knowledge on cybercrime and the latest criminal laws. This awareness session was designed to help the community better understand the evolving landscape of digital crimes and the legal frameworks that aim to combat them. Shri Agrawal's expert guidance provided valuable insights into safeguarding oneself against cyber threats, while also shedding light on the updated criminal laws that are pivotal in today's fast-paced world. By addressing these important issues, the session aimed to equip participants with tools to stay vigilant and informed, promoting a safer and more secure environment for everyone.

OUTSTANDING ADMINISTRATOR AWARD



Heartfelt
congratulations to our
esteemed Principal, Dr.
Arun A. Bhagwath,
who was honored with
the prestigious
'Outstanding

Administrator' award on the occasion of Guru Poornima / Vandana

Hosted by the Wizdom Institution Network. This well-deserved recognition celebrates Dr. Bhagwath's exceptional leadership, dedication, and unwavering commitment to the growth and development of YIASCM, Yenepoya. The award is a testament to his outstanding contributions in the field of education and administration.

MOU SIGNING BETWEEN YENEPOYA UNIVERSITY AND BIRD



Yenepoya (Deemed to be University) and the Bankers Institute of Rural Development (BIRD), Mangaluru, have formally signed an MOU to collaborate on financial inclusion, agri-business, rural entrepreneurship, and sustainability. This initiative, led by the Yenepoya Research Centre for Finance and Entrepreneurship Development (YEN-REFINED) at YIASCM, will focus on driving Agri-Innovation and Agripreneurship, reinforcing our commitment to rural development and innovation.

YIASCM TEAM CONTRIBUTES TO KERALA CHIEF MINISTER'S DISTRESS RELIEF FUND



We are proud to announce that the YIASCM team has contributed ₹1,00,500 to the Kerala Chief Minister's Distress Relief Fund, in response to the devastating Wayanad landslide.

The team handed over the amount to Sri Inbasekar K, IAS, District Collector of Kasargod, as a gesture of solidarity and support for the affected communities.

We hope this contribution will help alleviate the suffering of those affected by the disaster and assist in the ongoing relief efforts. Our thoughts are with the people of Kerala during this challenging time.

STUDENT COUNCIL INSTALLATION 2024



Empowering tomorrow's leaders! A glimpse into the Student Council Installation at YIASCM, where the next generation of student leaders is officially welcomed and honored. This ceremony marks the beginning of a journey where students take charge, shape their future, and lead by example. Here's to the leaders of tomorrow!

YENEPOYA UNIVERSITY COLLABORATES WITH CHARLES STURT UNIVERSITY





Yenepoya Deemed to be University, India, has collaborated with Charles Sturt University, Australia, to launch a Dual Degree Programme and a Twinning Programme. The Yenepoya Institute of Arts, Science, Commerce, and Management, a constituent unit of Yenepoya Deemed to be University, Mangalore, has introduced these programmes in collaboration with Charles Sturt University. Through this partnership, YDU aims to continue its legacy of excellence in education.

FACULTY DEVELOPMENT PROGRAM (FDP) ON "FIRE: FINANCIALLY INDEPENDENT, RETIRE EARLY



On December 14, 2024, our institute successfully hosted a national-level FDP aimed at equipping educators with insights and strategies for achieving financial independence and early retirement.

Renowned resource persons, Mr. Naveen Julian Rego and Mr. Leo Amal, shared practical money management strategies, focusing on portfolio diversification, balancing health and wealth, and living within one's means.

Participants praised the engaging sessions, and our Principal acknowledged the efforts of the convenor, Mr. Cassin Rodrigues, in organizing the program.

Key Takeaways from the FDP:

- Achieving financial independence and early retirement through effective money management
- The importance of balancing health and wealth
- Strategies for investment and sustaining financial independence

NAVA CHETHANA



The Nava Chethana Non-Teaching Training program began on June 19, 2024, aimed at enhancing the skills of non-teaching staff. Focused on professional development, personal growth, and effective communication, the initiative seeks to foster a positive work environment and improve institutional functioning.

VISIT OF SAUDI ARABIAN DIGNITARIES FOR JOINT COLLABORATION DISCUSSIONS





We are delighted to welcome the dignitaries Mr. Abdulrahman Salem A. Almentakh, Ms. Mervat Mohammed S. Allababidi, and Ms. Sarah Abdulrahman S. Almentakh from the Kingdom of Saudi Arabia to the Yenepoya Institute of Arts, Science, Commerce, and Management, Kulur.

The dignitaries engaged in a fruitful discussion regarding potential joint collaborations to establish institutions in KSA.

TEACHERS' DAY CELEBRATION



On this special day, September 5, 2024, we celebrate the guiding lights who inspire, mentor, and shape our futures.

Teachers are the pillars of knowledge, wisdom, and support, always motivating us to reach new heights and helping us realize our potential. Their dedication and unwavering commitment to nurturing minds are truly remarkable. Today, we express our deepest gratitude to all our educators for their continuous efforts in shaping a brighter tomorrow.

05

VALEDICTORY CEREMONY OF FIVE-DAY NATIONAL WORKSHOP

The Valedictory Ceremony of the Five-Day National Workshop on Econometric Analysis in Leading Academic Journals: Hands-On Practice held on 28th September 2024 marked the successful conclusion of an impactful and enriching event.

Dr. T. Mallikarjunappa, the Chief Guest, an esteemed academician and researcher with over 42 years of experience in teaching and research, addressed the audience, emphasizing the importance of statistical rigor in research publications. He discussed the significance of the R-squared value in regression analysis and provided invaluable insights into the research review process, specifically on how reviewers assess the rigor of econometric modeling.

The Guest of Honour and resource person, Dr. Mohamad Aslam, whose contributions throughout the workshop were crucial, praised the simplicity of the South Indian lifestyle while acknowledging the depth of knowledge shared. His guidance on advanced econometric techniques greatly enriched the participants' learning experience.



Dr. Shareena P., Vice Principal of YIASCM, played a pivotal role in the event's success. She encouraged participants to keep enhancing their knowledge through data-driven workshops like this and to learn from the expertise of the Chief Guest. Also present were Dr. Jeevan Raj, Vice Principal of YIASCM, who offered strong support for the event, and Dr. Niyaz Panakaje, Coordinator of YEN-REFINED, who delivered an energetic speech praising Dr. Mallikarjunappa and highlighting the importance of balancing simplicity with deep knowledge. The efforts of Dr. Wajida Bano, Assistant Professor at Mangalore University, were also recognized for her contributions to the collaboration.

ACADEMIC COLLABORATION WITH T A PAI MANAGEMENT INSTITUTE, MANIPAL



On September 27th, 2024, a significant discussion was held focused on collaborative research between Yenepoya (Deemed to be University) and T A Pai Management Institute (TAPMI). The meeting brought together esteemed representatives from both institutions, including:

- Hon. Pro Chancellor Mr. Farhaad Yenepoya, Yenepoya (Deemed to be University)
- Dean Research, TAPMI, Dr. Raghunath Rudran
- Dr. Tathagata Gosh, Professor and Associate Dean, TAPMI
- Dr. Muneza Kagzi, Associate Professor & Area Chair, TAPMI
- Dr. Nandan Prabhu, Associate Professor, TAPMI
- Dr. Arun Bhagwath, Principal and Dean, Faculty of Science, YIASCM, Yenepoya (Deemed to be University)
- Dr. Shareena P, Dean and Vice Principal of Commerce and Management, YIASCM
- Dr. Jeevan Raj, Vice Principal, YIASCM
- Dr. Niyaz Panakaje, Coordinator, YEN-REFINED, with the YEN-REFINED team.

The discussion laid the groundwork for a fruitful collaboration between both institutions, focusing on joint research initiatives, knowledge exchange, and leveraging each institution's unique strengths. This engagement marks the beginning of a promising partnership, aimed at enhancing academic synergies and contributing to impactful research outcomes for both communities.

CHEMISTRY

'IGNITING THE PASSION FOR CHEMISTRY: A FRESH START FOR FUTURE SCIENTISTS



On 28th September 2024, the Department of Chemistry, under the auspices of the Yenchemist Forum, organized a special lecture titled 'Igniting the Passion for Chemistry: A Fresh Start for Future Scientists.' The esteemed speaker, Dr. A. M. A. Khader, Former Professor of the Department of Chemistry at Mangalagangotri, Mangalore, underscored the vital role that chemistry plays in shaping modern society.

Dr. Khader's presentation, titled "Endangered Chemicals," was both enlightening and timely, capturing the attention of aspiring scientists eager to understand the global challenges linked to chemical resources. The session proved to be an eye-opener, inspiring students to adopt more conscientious and responsible practices in the fields of research and industry.

Prof. Balakrishna Kalluraya, Head of the Department of Chemistry, introduced the speaker, and the event was presided over by Mr. Narayan Sukumar A, Vice Principal of YIASCM, who encouraged students to actively engage with their subjects and pursue research opportunities.

The session concluded with a vote of thanks delivered by Dr. Namratha B, the Staff Coordinator of the Yenchemist.

VIRTUAL SEMINAR: "CHEMISTRY BEYOND THE LAB: IPR INSIGHTS AND PHARMA CAREER PROSPECTS"

The Yenchemist Forum conducted a virtual seminar on October 26, 2024, titled "Chemistry Beyond the Lab: Insights into Intellectual Property Rights and Career Prospects in the Pharmaceutical Sector." Dr. Arun A. Bhagavath, inaugurated the event

with an insightful address on the importance of Intellectual Property Rights.

The seminar featured two expert speakers. Ms. Flavita Lobo, Senior Patent Analyst at Molecular Connections, discussed IPR classifications, patent analysis, and career opportunities in patent research. Mr. Kiran Shet, Associate Manager at Syngene International, provided insights into project management, R&D challenges, and interdisciplinary roles for chemistry graduates in the pharmaceutical sector.

An interactive Q&A session allowed participants to explore career opportunities and real-world applications. The event, coordinated by Dr. Namratha B., concluded with a vote of thanks, leaving attendees inspired to explore innovative career paths in the pharmaceutical industry.

INDUSTRIAL TOUR TO BASF, BALA

On November 15, 2024 (Friday), the Department of Chemistry organized an industrial visit to BASF, Bala, for the MSc Chemistry students of the 2024 batch. The group consisted of 24 students, six teaching staff (including the staff coordinator, Dr. Namratha B.), and one non-teaching staff member. The visit aimed to provide students with practical exposure to industrial operations and environmental management processes.

The tour concluded at 4:30 PM, leaving students with enriched perspectives on industrial processes and their environmental implications. This experience bridged the gap between theoretical learning and real-world application, inspiring participants to adopt innovative, sustainable practices in their future careers.

ONE-DAY WORKSHOP: "INNOVATION NEXUS: INDUSTRY AND ACADEMIA IN ACTION"





The Department of Chemistry, under the banner of the Yenchemist Forum, organized a one-day workshop titled "Innovation Nexus: Industry and Academia in Action" on November 23, 2024, at YIASCM Balmatta.

Highlights of the Workshop:

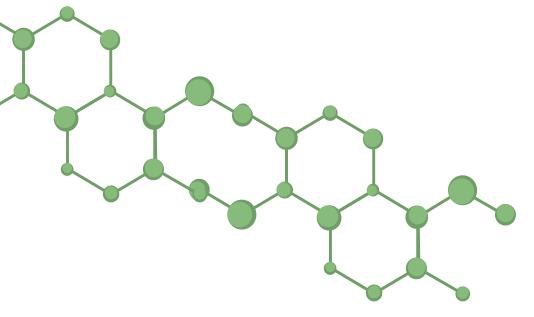
1. Guest Speaker Sessions:

- Dr. P.K. Vasudeva, Director of Quadrivalent Labs, delivered an insightful talk on initiating a start-up in the field of Chemistry, sharing key challenges and opportunities.
- Dr. P.C. Shyma, Senior Scientist at Solara Pharmaceuticals, Mangaluru, presented on contemporary strategies in Active Pharmaceutical Ingredient (API) development, offering practical insights into the pharmaceutical industry.
- Dr. Vijesh Nambisan, Associate Professor of Chemistry at Payyanur College, Kerala, conducted an engaging interactive session exploring potential career pathways for Chemistry graduates.

2. Expert Coordination:

3. The sessions were expertly coordinated by Prof. Balakrishna Kalluraya, Head of the Department of Chemistry at YIASCM, and Dr. Namratha B., the staff coordinator of the Yenchemist Forum.

This workshop provided postgraduate students with invaluable knowledge bridging the gap between industry and academia, while fostering innovation and career development in Chemistry.



INDUSTRIAL TOUR TO GOA: CIPLA AND PFIZER FACILITIES



The Department of Chemistry at the Yenepoya Institute of Arts, Science, Commerce, and Management (YIASCM) organized an enriching industrial tour to Goa, visiting the pharmaceutical facilities of Cipla and Pfizer. The tour, led by Dr. Namratha B., staff coordinator from the Department of Chemistry, included nine MSc second-year Chemistry students.

This industrial tour bridged the gap between academic knowledge and practical applications, offering participants valuable exposure to real-world practices in pharmaceutical manufacturing. The experience inspired students to explore diverse career paths, equipping them with the confidence and understanding needed to excel in the industry.



COMPUTER SCIENCE DEPARTMENT

PHOTOGRAPHY TRENDS AND TRANSFORMATIONS





An insightful session on the latest trends and transformations in photography was organized by the Department of Computer Science today, 3rd September 2024, at the 4th Floor Auditorium, YIASCM Balmatta. The event explored the evolving landscape of photography, offering a deep dive into the creative and technological advancements shaping the visual arts. A heartfelt thank you to everyone who joined us for this creative exploration, making it an enriching experience for all!

CYBERSECURITY WORKSHOP 2024



That's a wrap! The Cybersecurity Workshop at YIASCM has come to a successful conclusion on 28th September 2024, equipping us with valuable skills to safeguard our digital lives. A huge thanks to our amazing speakers and participants for making this event a success. Together, we are better prepared to defend against digital threats and ensure a safer online world.

MOU SIGNED BETWEEN YENEPOYA AND INFOSYS SPRINGBOARD

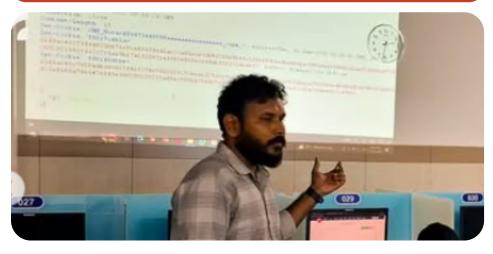
Yenepoya (Deemed to be University) signed an MoU with Infosys Springboard on 28th October 2024 at the YIASCM, Balmatta campus.



The event was graced by Mr. Santhosh Anantapura and Mrs. Aishwarya Rajeev from the Infosys team.

Following the MoU signing, Mr. Anantapura and Mrs. Rajeev addressed the BCA and MCA students, highlighting the features and benefits of the Infosys online learning platform. They provided valuable insights on how students can leverage the platform to enhance their skills and expand their knowledge in various fields.

HACKING & CYBER SECURITY



As part of the Faculty Development Programme, the Department of Computer Science organized a highly informative session titled "Navigating the World of Ethical Hacking & Cyber Security" on 28th October 2024. The program aimed to equip faculty members with the latest knowledge and skills in the rapidly evolving field of cyber security and ethical hacking. Participants had the opportunity to learn about the various tools, techniques, and frameworks used by ethical hackers to detect vulnerabilities and protect sensitive information. This session was a significant step towards enhancing the faculty's understanding of cyber security and ensuring that they are well-prepared to impart relevant knowledge to students in the ever-changing digital landscape.

INTERNATIONAL CYBER SECURITY DAY





International Cyber Security day is observed at Department of Computer Science, YIASCM on 30th November 2024 with an objective of creating awareness on the importance of cyber security and to stay safe online.

Sri Sathish, Inspector of Police (CEN Crime, Urva, Mangalore) was the chief guest and Dr. Arun A. Bhagwath, Principal and Dean of Faculty of Science presided over the occasion. Mr. Narayana Sukumar, Vice Principal, Dr. Rathnakar Shetty, HoD, Department of Computer Science, Mr. Vasudev Shenoy, PG Coordinator and Mr Anandavelu, Physical Director, YIASCM were present.

Ms. Safwana, Lecturer in Computer Science and Event Coordinator presented the reports of the Cyber Security Week held in November 2024.

On this occasion Mr. Sathish enlightened about the increasing risks of cybercrime and shared the real life experiences. The Principal highlighted the need of being vigilant in today's Digitally Connected world.

The event motivated the participants to create awareness on Cyber Security to the society.

YENOMATHIX



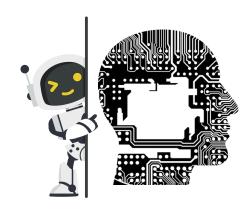
The Department of Computer Science organized YENOMATHIX, a Math Fest in connection with National Mathematics Day. The event was inaugurated on 16th December 2024 at the 4th Floor Auditorium, YIASCM Balmatta.

Dr. Indiara KP, Additional Professor at Manipal Institute of Technology, Manipal, graced the occasion as the Chief Guest. Dr. Arun A. Bhagwath, Principal and Dean of the Faculty of Science, presided over the event and inaugurated YENOMATHIX. Dr. Shareena P, Vice Principal and Dean of the Faculty of Commerce and Management, Mr. Narayan Sukumar, Vice Principal, Dr. Rathnakara Shetty P., HoD of the Department of Computer Science, Mr. Vasudev Shenoy, PG Coordinator, and Ms. Kavitha, Faculty Coordinator, were also present.

Dr. Indiara delivered the keynote address on the "Foundation of Mathematics in the Field of Computers," highlighting the importance of mathematics in daily life and its practical applications in Computer Science. Two hundred students from MSc and MCA actively participated in the session.

The Principal highlighted the significance of the Mathematics background of Mesopotamian civilization and the rise of computational mathematics in the current era of Artificial Intelligence.

Mr. Srijan, a first-year MCA student, showcased a live portrait of Srinivasa Ramanujan. Ms. Deepika, Lecturer in Computer Science, compered the event.



FOOD SCIENCE, NUTRITION AND DIETETICS

INAUGURATION OF THE DEPARTMENT OF FOOD SCIENCE AND NUTRITION AT YIASCM



The Department of Food Science and Nutrition at YIASCM was officially inaugurated on 10th July 2024 at 11 a.m. The event was graced by the presence of our esteemed principal, Dr. Arun A. Bhagwath, who officiated the inauguration ceremony. This new department marks an exciting chapter in the institution's academic journey, focusing on providing students with in-depth knowledge and practical skills in food science, nutrition, and health. The inauguration reflects the university's commitment to offering diverse and innovative programs that cater to the evolving demands of the healthcare and food industries. With this new addition, YIASCM is set to empower students to become experts in promoting health and wellness through balanced nutrition and scientific advancements in food.

CAREER OPPORTUNITIES IN FOOD SCIENCE, NUTRITION, AND DIETETICS





On July 10th, 2024, at 2 PM, the YIASCM Kulur Campus hosted an engaging guest talk by Mr. Manish, Associate Nutritionist at Healthy Life, on the topic "Career Opportunities in the Field of Food Science, Nutrition, and Dietetics." The session, held in the auditorium on the 8th floor of the Kulur Campus, provided valuable insights into the diverse and rewarding career paths available in these fields.

Mr. Manish shared his expertise, highlighting the growing demand for professionals in food science, nutrition, and dietetics, as well as the various roles one can pursue, including clinical nutritionist, dietitian, food researcher, and public health nutritionist. Attendees gained a deeper understanding of the skills and qualifications required for success in these careers, and the session offered practical advice for those interested in making a meaningful impact.

GUEST TALK ON FOOD LAWS, NUTRACEUTICALS, AND PERSONALIZED NUTRITION



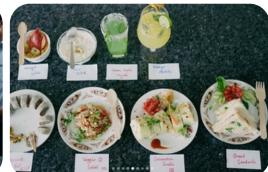
The NutriGene Association of the Department of Food Science and Nutrition organized a guest talk by Dr. Anu Appaiah K.A., Co-Founder and Technical Consultant of Salutary Nutrifoods, Mysore, and Senior Principal Scientist at CSIR-CFTRI, Mysore, along with Dr. Sushma Appaiah, Founder Director of Salutary Nutrifoods, Mysore, and Founder Director of Golz-Nutrition & Diet Solutions, Mysore.

Dr. Anu Appaiah provided an in-depth insight into food laws and their implications on nutraceuticals, while Dr. Sushma Appaiah gave a detailed overview of personalized nutrition. The session was attended by students from B.Sc. Food Science, Nutrition and Dietetics, M.Sc. Applied Nutrition and Dietetics, M.Sc. Food Technology, M.Sc. Microbiology, and B.A. Psychology. Additionally, the Head of Department and faculty members from the Department of Food Technology, YIASCM, Bangalore Campus joined the session virtually.

11

NUTRIGEN





The inauguration ceremony of NutriGene, an association under the Department of Food Science and Nutrition, was held with great enthusiasm and success on July 10, 2024. The event commenced at 11:00 AM with the arrival of dignitaries, followed by a solemn prayer and a ceremonial lamp lighting. This was succeeded by an energetic flash mob performance that set an exciting tone for the day.

The main event of the inauguration was the unveiling of NutriGene's logo, which symbolizes the association's focus on the genetic aspects of nutrition. The launch was met with applause and marked a significant milestone for the association. Following the logo launch, badges were distributed to the council members of NutriGene by the Principal and the Head of the Department (HOD), recognizing their roles and responsibilities within the association.

The morning session concluded with an inspiring speech from the Principal, highlighting the importance of nutrition and genetic research. The Principal encouraged students and faculty to actively participate in the association's initiatives, and the speech was met with positive reception, further boosting the morale of the attendees.

FORENSIC SCIENCE

BUILDING RESILIENCE AND ACHIEVING SUCCESS

The Department of Forensic Science at YIASCM, Yenepoya (Deemed to be University), organized an insightful session on "Building Resilience and Achieving Success" on 27th July 2024, as part of the Deeksharambh-UG-2024 initiative. The session, held at the YIASCM Kulur campus, featured Dr. Ruksana Hassan, PhD, a renowned special educator and clinical psychologist, as the resource person. In the absence of Dr. Arun A. Bhagwath, Principal and Dean of the Faculty of Science, Dr. Shareena P., Vice Principal and Dean of the Faculty of Commerce and Management, presided over the inaugural function, delivering presidential remarks that motivated students to build resilience in their lives to achieve success. Dr. Jeevan Raj, Vice Principal, also graced the occasion, providing insights into the current behavioral trends of young people.

Prof. (Dr.) Reject Paul M.P., Head of the Department of Forensic Science, welcomed the gathering and emphasized the importance of resilience, highlighting the significance of the session for the students' personal and academic growth. The event was attended by notable faculty members, including Dr. Pavithra, HoD of Food Science and Nutrition, Dr. Savitha, Professor and Incharge HoD of Humanities, and Ms. Neekshitha, HoD of Management (UG), all of whom graced the occasion with their presence.



A total of 350 students attended the session, including those from BSc and MSc Forensic Science, BA Psychology, BBA, BSc Food and Nutrition, and BSc Microbiology programs. The session featured thought-provoking and insightful discussions on developing a growth mindset, accepting failure as an opportunity for learning, cultivating a positive self-image, staying focused and motivated, and the importance of abstaining from drug abuse while seeking support when needed.

The session was coordinated by Ms. Mintu Mathew, Assistant Professor, with support from the faculty members of the Departments of Forensic Science, Food Science and Nutrition, Humanities, Microbiology, Management (UG), and the supportive staff. Students managed the event's MC duties, guest escorting, and discipline, ensuring the session ran smoothly.

EDUCATIONAL VISIT TO PANAMBUR POLICE STATION

Students of the MSc Forensic Science I Semester (2024 NEP Batch) visited the Panambur Police Station, Mangaluru, to familiarize themselves with various criminal case procedures, such as FIR and complaint registration, the functioning of the police station, handling of different cases, and crime investigation procedures. This visit, held on December 12, 2024, was part of Experiential Learning and Practical sessions aligned with the TLEP of the course syllabus for Police Science and Crime Scene Investigation.

The students benefited from the interactive sessions conducted by the police officers at the station. The visit was coordinated by Ms. Arsha Ajith AK, Assistant Professor, Department of Forensic Science, and Ms. Maithri Mahaveer, Department of Linguistics, YIASCM.

BRIDGING SCIENCE AND JUSTICE



An insightful expert lecture titled "Decoding Evidence" was delivered by Mr. Jayakumaran Nair R, Former Chief Chemical Examiner of Kerala, on 3rd September 2024, emphasizing the profound impact of Forensic Science on Criminal Investigations. Mr. Nair's presentation highlighted the crucial role forensic science plays in analyzing and interpreting evidence, and how its application significantly contributes to the justice system. His wealth of experience and knowledge shed light on the intersection of science and law, showcasing how advanced forensic techniques can help solve criminal cases and ensure fair trials. The session provided invaluable insights for students and professionals in the field, bridging the gap between science and justice.

NAVAYARAMB 2024



Navayaramb 2024: The induction and orientation program for PG students of Forensic Science was held on 20th September 2024. The event featured Chief Guest Mr. Udayananda, Special Public Prosecutor, who spoke on the topic of the "Legal Framework in Crime Scene Investigations."

FORENSIC SCIENCE FRESHER'S PARTY 2024



Celebrating new beginnings and bright futures! The Forensic Science Fresher's Party, held on 25th September 2024, was filled with fun, bonding, and unforgettable memories. It was an exciting start to an incredible journey as we welcomed the next generation of detectives into the family. Here's to the future forensic scientists who will make a difference!

THE SCIENCE OF DETECTION



Join us for an engaging and insightful morning session on The Science of Detection as we explore next-generation instruments in forensic analysis. This session will focus on the latest advancements in forensic tools and technologies, highlighting how they are revolutionizing crime investigation and evidence analysis.

Don't miss this opportunity to gain knowledge on cuttingedge forensic methods and their impact on modern investigations.

13

ROLE OF SCIENTIFIC EXPERT IN FORENSIC INVESTIGATION AND COURTROOM TESTIMONY

The Department of Forensic Science at Yenepoya Institute of Arts, Science, Commerce, and Management (YIASCM) recently hosted an insightful online session on the topic "Role of Scientific Expert in Forensic Investigation and Courtroom Testimony" as part of the Navayarambh 2024 Induction and Orientation Programme on 21st September 2024. The session was conducted online via Google Meet from 10 AM to 12 PM. The session was graced by Chief Guest Dr. J.R. Gaur, Former Director of the Forensic Science Laboratory, Himachal Pradesh, and Chief Mentor & Emeritus Resource Faculty at Rashtriya Raksha University, Gujarat.

The Head of the Department of Forensic Science, Prof. (Dr.) Reject Paul. M.P., gave the welcome address, highlighting the significance of the session and expressing gratitude to the chief guest for his valuable insights on the topic.

During the session, Dr. Gaur emphasized the critical role of scientific experts in forensic investigations and courtroom testimony.

He shared valuable insights from forensic case studies and explained the importance of forensic biology, serology, DNA, and expert evidence within the legal framework, supported by real-life examples.

The session was followed by a question-and-answer segment where students actively interacted with Dr. Gaur. The event was well-received by the participants, with students gaining valuable knowledge about the field of forensic science.

Dr. Arun A. Bhagwath, Principal and Dean of the Faculty of Science, welcomed the chief guest and emphasized the importance of forensic science, while encouraging future sessions to further enhance students' skills in this vital field.

The event was coordinated by Ms. Nayana Mohanan and Ms. Arsha Ajith, with a vote of thanks proposed by Ms. Michelle Theresa, I BSc Forensic Science.

The event was successfully conducted with the support and guidance of Dr. Arun A. Bhagwath, Principal and Dean of the Faculty of Science, along with Vice Principals Dr. Shareena P. (Dean, Faculty of Commerce and Management), Dr. Jeevan Raj, and Mr. Narayan Sukumara A..

HUMANITIES AND SOCIAL SCIENCES

MASQUERADE X



On August 24, 2024, the second-year students of the Yenepoya Institute of Arts, Science, Commerce, and Management's BA program hosted "Masquerade X," a Freshers' Day event for the first-year students at the YMK Auditorium. The program was inaugurated by Dr. Arun A. Bhagwath, Principal and Dean of the Faculty of Science, in the presence of Dr. Sakeena Nasser, Head of the Department, along with faculty members and students. The event proceeded with great zeal and enthusiasm, featuring a series of cultural performances and games.

CELEBRATING INTERNATIONAL ANIMATION DAY!



Join us for an incredible exhibition and competition showcasing the art of animation from around the globe, as we celebrate International Animation Day! Dive into creativity and inspiration on 28th October, starting from 10:00 AM at the YMK Auditorium, YIASCM Kulur.

Don't miss out on this visual feast and the chance to experience animation like never before!

FORMIX





Join us as we celebrate FORMIX, a stunning showcase of creativity held on International Animation Day, 28th October 2024! Hosted by the Department of Humanities, Science & Design, this exhibition highlights our students' exceptional talent in reimagining traditional art through sustainable, modern expressions. Explore a diverse range of works that bridge the past with the future, bringing ideas to life in fresh and innovative ways. FORMIX offers a glimpse into the next generation of designers who are redefining art for tomorrow, offering a fusion of traditional artistry and contemporary design. Don't miss this chance to witness the future of creativity!

HOSPITALITY MANAGEMENT

DYNAMIC PERSONALITY AWARD



Mr. Mervin Jaison Vas, Head of the Department of Hospitality Science at YIASCM, Yenepoya (Deemed to be University), was honored with the prestigious Dynamic Personality Award in recognition of his outstanding contributions and achievements. The award was presented to him during the Guru Poornima / Vandana celebration organized by the Wizdom Institution Network. This special event, which celebrates the invaluable guidance and mentorship of teachers, recognized Mr. Vas for his exemplary leadership, dedication, and influence within the field of education. His relentless efforts to foster a spirit of learning and growth among students have made a significant impact on the academic community. The award highlights his commitment to excellence and his dynamic role in shaping the future of students at YIASCM.

INT-ELLECT 2024



Wizdom Institutions Network, in collaboration with the Department of Hospitality Science, Yenepoya Institute of Arts, Science, Commerce, and Management (YIASCM), Yenepoya (Deemed to be University), successfully hosted the Int-Ellect 2024 International Conference on May 24 at the YIASCM Balmatta Campus in Mangaluru. The event, themed "Boosting Entrepreneurial Culture: Exploring New-Age Business Possibilities," aimed to explore innovative business avenues and promote an entrepreneurial mindset. The conference commenced with an inaugural programme led by Abhilash Kshatriya, COO of Wizdom Ed, who also served as the emcee. Distinguished guests included Dr. B H Sripathi Rao, Pro Vice-Chancellor of Yenepoya University; Anand Pillai, Global Director of IEUL and South Asia Head of Fresenius University; Geetha Kulkarni, ACP of the City Crime Branch, Mangaluru; Dr. Arun Bhagwath, Principal of YIASCM; Dr. Francisca Tej, Managing Director of Wizdom Ed; and Mytreya A, COO of KCCI Mangaluru.

INDUSTRIAL VISIT TO YENEPOYA UNIVERSITY FOOD CRAFTS AND LAUNDRY LINE



An industrial visit was conducted on April 4, 2024, for students of I Year BSc Hospitality Management, I Year BSc Culinary Arts, and II Year BBA Hospitality, Aviation, Travel & Tourism batch to the Food Crafts and Laundry Line at Yenepoya University campus, Deralakatte, Mangalore. The students were given a tour of the bulk cooking kitchen, where they observed its functioning, equipment, and machines used for large-scale cooking. At the Laundry Line, they were shown the laundry process and the associated equipment. Mr. Kiran Shetty, Manager of Food Krafts, welcomed the group and shared insights into kitchen operations and cooking equipment. The visit provided students with practical learning opportunities, helping them understand the real-world applications of their studies in hospitality and culinary arts.

PARTICIPATED IN NASHA MUKT BHARAT ABHIYAAN

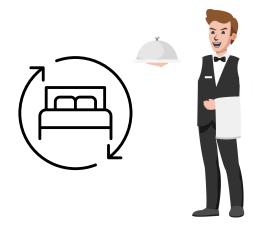


On 12th August 2024, the BBA Hospitality Management (Aviation/Travel and Tourism) students of LH 15, under the guidance of Ms. Harsha Raj, actively participated in the Nasha Mukt Bharat Abhiyaan. During the session, Ms. Raj explained the significance of this national campaign aimed at creating a drug-free India. The students understood the importance of the initiative and took a solemn oath to support and contribute towards this cause. This activity highlighted their commitment to promoting a healthy, drug-free environment.

HOSPITALENT - FLAVOUR OF FREEDOM



The Department of Hospitality Science at Yenepoya Institute of Arts, Science, Commerce & Management (YIASCM) celebrated Independence Day on 14th August 2024 with the event 'HospiTalent - Flavour of Freedom.' The celebration featured a variety of cultural performances, including a mime act, patriotic songs, and dynamic dance routines, reflecting the significance of independence and India's cultural heritage. A special presentation on the importance of Independence Day was delivered, and the venue was decorated with the tricolour. The kitchen team prepared tricolour laddus, and the food & beverage team presented a tricolour mocktail. The event concluded with a renewed commitment to the values of freedom and unity. Hajar and Gina of I BSc Hospitality Management skilfully compered the event.



WORLD TOURISM DAY CELEBRATION





On the occasion of World Tourism Day, the Department of Hospitality Science at Yenepoya University organized a grand Onam Sadya, an elaborate traditional Kerala feast. Hosted by the BSc Culinary Arts program, the event was attended by a number of esteemed guests, including Dr. Shareena P., Vice Principal and Dean of the Faculty of Commerce and Management; Dr. Jeevan Raj, Mr. Narayan Sukumara, Vice Principals; Mr. Mervin Jaison Vas, Head of the Department of Hospitality Science; and Dr. Rathnaker Shetty, Head of the Department of Computer Science. The program commenced with the traditional lighting of the lamp by the honored guests, symbolizing the start of the celebration and reflecting the cultural essence of the event. Faculty members, non-teaching staff, students, and their parents were present, adding vibrancy to the occasion. The Onam Sadya, meticulously prepared by the Culinary Arts students, highlighted the importance of traditional Indian cuisine in the context of modern hospitality education. This initiative celebrated Onam while aligning with the theme of World Tourism Day, promoting cultural heritage and the culinary arts as essential elements of tourism. The participation and engagement of students, staff, and parents contributed to the success of the event, reinforcing Yenepoya University's commitment to promoting cultural diversity and practical learning in the field of hospitality and tourism.

INDUSTRIAL VISIT TO PASCHIM REHAB OLD AGE HOME AND BEACH CLEANING INITIATIVE AT SOMESHWAR BEACH



On 21st September 2024, the Department of Hospitality Science at Yenepoya Institute of Arts, Science, Commerce & Management (YIASCM) Balmatta organized an impactful industrial visit to Paschim Rehab Old Age Home and a beach cleaning initiative at Someshwar Beach as part of the Social Responsibility and Community Engagement course. The visit to the old age home aimed to explore its facilities and services while fostering connections with the elderly residents. Students engaged in meaningful conversations, entertained the residents with performances, and donated essential items. The visit provided a rewarding experience and reinforced the importance of compassion in community service. Later, at Someshwar Beach, the students participated in a beach cleaning initiative, actively removing litter and raising awareness about plastic pollution's environmental impact. The day highlighted the importance of social responsibility and environmental stewardship, leaving a lasting positive impact on both the community and

INAUGURATION OF STUDENT BOARD

On August 10, 2024, the Department of Hospitality Science at Yenepoya Institute of Arts, Science, Commerce & Management (YIASCM) inaugurated its Student Board and celebrated Fresher's Day at the B Block Auditorium, YIASCM Balmatta. The program was graced by Shiju M. Nambiar, General Manager of Vivanta Mangalore, who served as the chief guest. Other dignitaries included Dr. Arun Bhagwath, Principal of YIASCM, Mervin Jaison Vas, Head of the Department of Hospitality Science, and Lakshmi BM, Faculty Coordinator of the Department Student Board.

The event began with a prayer, followed by the lighting of the lamp by the chief guest and dignitaries. Jennifer Roberts conducted the installation ceremony of the Student Board, where the chief guest honored the office bearers with badges, and Mervin Jaison Vas administered the oath. Recognition certificates were awarded to students for their achievements in various domains.

The event also featured a cultural showcase, including the Mr. and Miss Fresher 2024 competition. Leo Biju and Gina Mariyam were crowned Mr. and Miss Fresher 2024. The day concluded with the national anthem and a sumptuous meal, adding flavor to the celebration.

The following is a list of the Department Student Board Representatives:

- Teymour Sultan Abdulhameed President
- Muhammed Harshad KK Vice President
- Muhammed Ashique Secretary
- Maimunath Beebi C A Joint Secretary
- Fathima Fitha Treasurer
- Srithika PG Secretary
- Aadil Aman Training & Placement Representative
- Juble Joseph Assistant Training & Placement Representative
- Ayshath Mashuda B M Front Office Manager
- Josna Jose Meenaiparambil Assistant Front Office Manager
- Muhammed Shaafi Executive Housekeeper
- Soorya PS Assistant Executive Housekeeper
- Abhay Vasu Executive Chef
- Joby Johny Sous Chef
- Sandra Santhosh F&B Manager
- Abdul Sinan Assistant F&B Manager
- Muhammed Shibili Sports Representative
- Muhammed Nihal Parliya Sports Representative
- Muhammed Shinas K T Media Representative
- Mohammad Asim Media Representative
- Meeralal PH Cultural Representative
- Muhammed Bilal Cultural Representative
- Mukthar Hussain K V Sales & Marketing Manager
- Mohammed Kaif Assistant Sales & Marketing Manager
- Naresh U Culinary Club President
- Srujan BC Innovation Coordinator
- Abdul Rahoof Class Representative II MSc (HTM)
- Don Davis Class Representative III Year, BSc Hospitality Management
- Mohammed Anas Class Representative III Year, BBA (HATT)
- Jibin Mathai Class Representative II Year, BSc Hospitality Management
- Theertha M Class Representative II Year, BSc Culinary Arts
- Deon Claven Lobo Class Representative I Year, BBA Hospitality Management
- Sana Fathima KV Class Representative I Year, BBA Hospitality Management
- Gina Mariyam Class Representative I Year, BSc Hospitality Management
- Fathima Rifa Class Representative I Year, BSc Culinary Arts

CHAMPYEN CHEF 2024





The Department of Hospitality Science at Yenepoya Institute of Arts, Science, Commerce & Management (YIASCM) hosted ChampYen Chef 2024 on International Chefs Day, celebrating the theme "Growing Great Chefs." The event brought together amateur and aspiring chefs to showcase their culinary talent in various categories. Auditions were held on October 16th, 17th, and 21st, followed by unique challenges on October 24th such as "No Fire, Full Flavor" and "Hour to Win It," testing creativity and skill. Four finalists advanced to the Grand Finale on October 25th, where they competed in a Mystery Box Challenge using two surprise ingredients. The award ceremony, held in the YIASCM Balmatta auditorium, featured esteemed guests, including MasterChef Season 8 Winner Mohammed Ashiq and Chef Komal Subbanna Prabu. The event was sponsored by City Caterers Mangalore, Big Store Mangalore, IMG Packaging Solution Pvt. Ltd, Maharaja Multicuisine Family Restaurant, Mohanlal & Co., and The Avatar Hotel Mangalore, with Daijiworld TV 24x7 as the official streaming partner. Winners received cash prizes, trophies, and certificates, with category winners also awarded medals and aprons. The overall winner was awarded ₹5,000, while the runner-up received ₹3,000. The Jury Award went to Ms. Priya Nayak. The event concluded with a heartfelt vote of thanks and the National Anthem, marking the success of ChampYen Chef 2024, which showcased the Department's culinary dedication education to and community engagement.

CAMPUS VISIT AND RECRUITMENT DRIVE BY JW MARRIOTT BENGALURU



On November 16, 2024, the Department of Hospitality Science at Yenepoya Institute of Arts, Science, Commerce & Management (YIASCM) organized a highly successful campus visit and recruitment drive with representatives from the prestigious JW Marriott Bengaluru Prestige Golfshire Resort & Spa, Nandi Hills. The event, held at 12:00 p.m. on the YIASCM campus in Balmatta, Mangalore, featured a recruitment panel consisting of Ms. Madhurima Sarkar, Learning and Development Manager, and Mr. Sunil Chirayath, Human Resources Manager, who shared valuable industry insights. The event commenced with a brief orientation session, where the panel discussed career opportunities, the recruitment process, and the values of JW Marriott. Following the orientation, a recruitment drive was conducted, with interviews and other selection activities. Around 50 students, including final-year students and recent graduates from the Hospitality Science program, participated in the event. This recruitment drive provided students an excellent opportunity to interact directly with industry professionals, gain a deeper understanding of career pathways, and explore potential roles with one of the leading luxury hospitality brands. Overall, the event was highly beneficial, offering students insights into the hospitality industry and helping them advance their professional growth.

MASTER CLASS ON EMERGING TRENDS IN HOSPITALITY INDUSTRY BY MR. CRAIG LEITH





On October 18, 2024, the Department of Hospitality Science at YIASCM hosted a master class led by Mr. Craig Leith from Robert Gordon University, Aberdeen. The session, aimed at enlightening students about the emerging trends and key factors shaping the future of the hospitality industry, began with a warm welcome from the principal and vice principal, who expressed their gratitude for Mr. Leith's presence. Accompanied by Ms. Babita (Zonal Head, ISDC) and Mr. Srikanth K (Assistant Manager, ISDC Overseas), Mr. Leith shared valuable insights on several important topics.

Key highlights of the session included:

- 1. Technology Integration: Mr. Leith emphasized the crucial role of technology, such as AI, mobile apps, and contactless services, in enhancing guest experiences and operational efficiency.
- 2. Sustainability: The growing demand for sustainable practices was discussed, including eco-friendly options, waste reduction, and sourcing local ingredients.
- 3. Globalization vs. Local Authenticity: The balance between global brand recognition and the need for authentic local experiences was addressed.
- 4. Diversity and Inclusion: The increasing demand for diverse representation in both staffing and guest experiences was noted as essential for creating an inclusive environment.
- 5. Data Analytics: The use of data to understand customer preferences and tailor services was highlighted as a vital strategy for enhancing marketing and improving customer experiences.
- 6. Regulatory Changes: The session concluded with a discussion on how evolving regulations related to labor, safety, and the environment can significantly impact the hospitality industry.

The master class provided students with a comprehensive understanding of the future trends in the hospitality industry, emphasizing the need for businesses to adapt while

FRUIT MIXING



On December 12, 2024, the Yenepoya Institute of Arts, Science, Commerce, and Management hosted a vibrant Fruit Mixing Ceremony, a cherished tradition marking the beginning of the Christmas season. Held at 4:00 PM, the event featured a refreshing mocktail for all attendees, setting a joyful tone for the festivities. The event was convened by Ms. Shruthika (MSc) and Ms. Maimunath (BSc), who skillfully guided the proceedings, ensuring the occasion was memorable.

The ceremony began with a warm welcome by Dr. Arun A Bhagawath, the principal of the institute, who expressed appreciation for the presence of dignitaries and participants. Esteemed guests included Dr. Abdulrahman Salem A Almentakh (MD, Al Sharq Bright International School), Ms. Mervat Mohammad S Allababidi (Principal, Al Sharq Bright International School), and Ms. Sarah Abdulrahman S Almentakh (Radiologist, Khobar). Mr. Zakariya and Mr. Faruk, the chief guests, shared insightful thoughts on entrepreneurship and industrialism, adding depth to the festive spirit.

A highlight of the ceremony was the arrival of Santa Claus, who spread festive cheer among the attendees. The Fruit Mixing was conducted in two rounds—one with dignitaries and the other open to audience participation. A special touch was the "Suspension of Coins" activity, where lucky participants won a 1kg Christmas Plum Cake.

The event concluded with a heartfelt vote of thanks from Mr. Mervin Jaison Vas, the Head of the Department, followed by delightful snacks, leaving everyone in high spirits. The Fruit Mixing Ceremony was a resounding success, blending tradition, joy, and the festive cheer of the holiday season.

CAREERS IN CULINARY AND HOSPITALITY INDUSTRY IN THE UK



The Department of Hospitality Science organized a highly informative webinar on 13th December 2024 on Careers in the Culinary and Hospitality Industry in the UK, led by Ms. Kavitha Shah, Head of India Operations at University College Birmingham. The session, attended by 40 students and faculty members, highlighted global career opportunities in the culinary and hospitality sectors, with Ms. Shah discussing the growing demand for skilled professionals. She also showcased the university's state-of-the-art facilities, including culinary labs and training setups, and provided information on scholarships and part-time job opportunities for international students. Additionally, she announced plans for the department to sign a Memorandum of Understanding (MOU) with University College Birmingham for future collaboration in academics, training, and research. The webinar concluded with a vote of thanks by Mr. Ravoof, a second-year MSc student, acknowledging the session's valuable insights and the department's efforts in organizing the event.

DEPARTMENT OF MICROBIOLOGY

INTERNATIONAL MICROORGANISMS DAY





The Department of Microbiology, YIASCM, Kulur, celebrated International Microorganisms Day on 19th September 2024 at the YMK Auditorium at 10 AM. Dr. Raviraja NS from Manipal Academy of Higher Education was the chief guest of the event. The event was presided over by Dr. Arun Bhagwath, Dr. Shareena P, Dr. Jeevan Raj, and Mr. Narayan Sukumar.

Students of BSc and MSc Microbiology conducted various competitions, arranged a microbial exhibition in the labs, and set up food stalls on the ground floor. These activities were open to all students of the college. All staff members of the department, along with several other staff members, actively participated in the event.

20

WOMEN FOR CHANGE: UNHEARD VOICES

The Department of Microbiology, in association with Microzeal, organized an awareness program entitled "Women for Change: Unheard Voices" at 12:45 PM on the ground floor of YIASCM, Kulur. The aim of the program was to create awareness and encourage every girl and woman to be alert and cautious about their safety, empowering them to protect themselves rather than regret later.

Prof. Arun A. Bhagwath emphasized the importance of such awareness programs in his speech. Vice Principals Dr. Shereena P, Dr. Jeevan Raj, and Mr. Narayan Sukumar were present at the event. Dr. Ahmed Abdullah AI Kuwaiti, Academic Consultant from KSA, was the guest of honor. All staff and students of the BSc Microbiology department participated in the event.











MANAGEMENT

CONVOCATION CEREMONY BY WINGSWAY TRAINING INSTITUTE AT WYNDHAM HOTEL, DUBAI



The convocation ceremony was held on 29th October at the Wyndham Hotel in Dubai, celebrating the accomplishments of 33 students from various programs, including BBA in Aviation and Logistics, Logistics and Port Management, and Logistics and Supply Chain Management. Each student received a Certificate of Completion, marking the successful conclusion of their internship.

The event was graced by the presence of distinguished guests, including Dr. Jeevan Raj, Vice Principal of YIASCM; Mr. Shakir Kantawalla, Co-founder and Managing Partner; Mr. Essa Bin Siddiq Qureshi, Senior Training Solutions Manager; Mr. Mohammed Junaid Rahman, Training Solutions Manager; Ms. Maithri Mahaveer, Placement Coordinator of YIASCM;

Ms. Sheetal Suraj Murthy, Faculty Head of Aviation Trainings; Ms. Tina Dey, Faculty of Aviation Trainings & Program Development Manager; and other esteemed faculty members. Their presence added to the significance of the occasion, as they celebrated the students' achievements and wished them well in their future endeavors.

This convocation not only celebrated academic success but also highlighted WingsWay's commitment to fostering excellence in education and career preparation in the fields of aviation, logistics, and supply chain for YIASCM students.



MOU SIGNED BETWEEN YENEPOYA AND (ISDC)



An MoU was signed between Yenepoya (Deemed to be University), for its constituent unit Yenepoya Institute of Arts, Science, Commerce and Management (YIASCM), and the International Skills Development Corporation (ISDC) on December 3, 2024, at 12:30 PM.

The objective of this collaboration is to offer specialized courses in ACCA (Association of Chartered Certified Accountants) and the Institute of Analytics (IoA). These courses will be integrated into the B.Com, BBA, MBA, and M.Com programs, providing students with advanced skills and global certifications to enhance their professional prospects.

Dr. Gangadhara Somayaji, Registrar of Yenepoya (Deemed to be University), Dr. Arun A. Bhagwath, Principal, YIASCM & Dean of the Faculty of Science, Yenepoya Deemed to be University, Dr. Shareena P, Vice Principal, YIASCM & Dean of the Faculty of Commerce & Management, YDU, Ms. Nanda Devi, Manager of Business Development, ISDC Mangalore, and Mr. Mahammad Shahid, HoD of the Department of Commerce, YIASCM, were present for the event.



VISIT TO THE ZEPHYR TECHNOLOGIES & SOLUTIONS PVT. LTD



On 17th October 2024, the students of second-year BBA (Business Analytics & Digital Marketing) programme, On 17th October 2024, the students of second-year BBA (Business Analytics & Digital Marketing) programme, visited to the Zephyr Technologies & Solutions Pvt. Ltd. located Balmatta, Mangalore.

This visit aligned with their course, Business Analytics & Digital Marketing, and offered them experiential learning opportunities by providing exposure to current trends, tools and strategies in digital marketing and business analytics. This was a valuable complement to their academic curriculum, aided their understanding of how rapidly the field of business analytics and digital market.

YENEPOYA TECHNOLOGY INCUBATION CENTRE



On 20th September 2024, the students of second-year BBA (Entrepreneurship and Business Analytics) programme, visited to the Yenepoya Technology Incubation Centre located at the Deralakatte Campus.

This visit aligned with their course, Fundamentals of Entrepreneurship, and offered them experiential learning

opportunities by providing exposure to real-world entrepreneurial ecosystems and innovation processes. This was a valuable complement to their academic curriculum, aided their understanding of how business ideas evolve and flourish in a technology-driven environment.

This hands-on experience had greatly benefited their learning and also provided practical insights into their entrepreneurial journey.

FIELD VISIT TO PAVOOR PANCHAYAT OFFICE



On 5th November 2024 students undertook a field visit to Pavoor Panchayat office and six Anganwadi centers. This visit aimed to provide insights into grassroots governance and community childcare support while fostering student empathy through direct engagement with children from less privileged backgrounds. Students were introduced to the Panchayat's structure, observing local governance operations firsthand. The visit to the Anganwadi's allowed students to interact with young children from underprivileged backgrounds. They observed educational and health-related activities, experiencing the challenges faced by Anganwadi workers and the support provided to the children. The field visit gave students a valuable perspective on rural governance and community care services. Through interacting with the Anganwadi children, they gained insights into the social and economic challenges of underprivileged communities, fostering empathy and an understanding of social responsibility. Students participated in activities with young children, providing them with stationary items as a gesture of support and encouragement for their education.

VISIT TO DR T M A PAI PLANETARIUM AND SALU MARADA THIMMAKKA TREE PARK



51 Students of III Semester BBA Students who have opted for Environmental Studies as their VAC Subject visited Dr T M A Pai Planetarium and Salu Marada Thimmakka Tree Park, Manipal on 19-10-2024. The study visit to Dr T M A Pai Planetarium was a remarkable learning experience, that allows deeper understanding of celestial objects, space exploration and the universe. This visit to planetarium provided an enriching experience, offering a blended learning experience of astronomy, science exhibits and educational insights.

Later on, our visit to Salu Marada Thimmakka Tree park located in Manipal provided insights into the importance of afforestation, tree planting and preservation of natural habitats, showcasing Thimmakka's contribution in maintaining biodiversity and ecological balance within forest ecosystem.

Overall, this visit provided a platform for the students to have invaluable information about both the places visited for the purpose.

MBA RESEARCH ORIENTATION



The Department of MBA at YIASCM organized a Research Orientation Program on 22nd November 2024 for second-year MBA students. The session was conducted by Dr. Shakira Irfana, who provided insightful guidance on framing research titles and objectives, developing conceptual models, and reviewing literature. She also elaborated on the role of Artificial Intelligence (AI) in research, emphasizing its potential to enhance the quality and efficiency of research work.

The program was effectively coordinated by Dr. Ashwini Kundar and Mr. Akash.



DEPARTMENT OF LINGUISTIC STUDIES

ESSAY, ELOCUTION AND PATRIOTIC SINGING

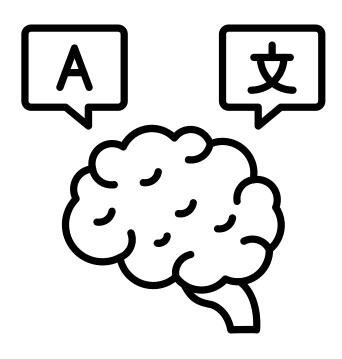


To commemorate the 78th Independence Day of India, the Department of Linguistic Studies in association with the Literary Club organized competitions on Essay Writing, Patriotic Singing, and Elocution in English, Hindi, and Kannada on 13th August 2024 at YIASCM, Kulur. The objective of these competitions was to foster a sense of patriotism and pride among students for their motherland.

The competitions were held in LH 79, 80, and 100 from 1:30 PM to 3:30 PM. The faculty coordinators for the event were Ms. Shalini Sequeira, Mr. Niyaz P, and Dr. Dinakara. The judges for the competitions were:

- Elocution: Dr. Shameer and Dr. Deekshitha Prashanth
- Patriotic Singing: Ms. Sharmila Nayak and Mr. Shince Antony
- Essay Writing: Dr. Vasanth Kumar and Dr. Suresh Raghavan

The event was a meaningful way to honor India's independence while engaging students in creative and patriotic expressions.



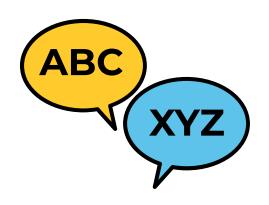
GUEST TALK ON 'EXTRACT YOUR EXCELLENCE'



The Department of Linguistic Studies and the Literary Club of Yenepoya Institute of Arts, Science, Commerce, and Management, Kulur organized a guest talk on 'Extract Your Excellence' on 19th August 2024. The resource person for the session was Mr. Satheesh Revathi Bangera, M.A., B.Ed., Headmaster of SVS English School, Vidyagiri, Bantwal.

The session was coordinated by Ms. Prakrathi Nagaraj, Lecturer, Department of Linguistic Studies. The event began with a prayer, followed by the Master of Ceremony (MC), Ms. Sindhu, a 2nd-year Forensic Science student. Ms. Priya delivered the welcome speech, and the vote of thanks was given by Almas.

A total of 65 students from 1st and 2nd year BSc Forensic Science actively participated in the session. The session was highly interactive, with the students showing keen interest in the resource person's insightful words. Various activities were conducted to foster rapport and enhance the understanding of the subject, encouraging students to overcome their weaknesses and build on their strengths. The session was truly innovative and motivating for the students.



ENGLISH THE GATEWAY TO GLOBAL GROWTH



The Department of Linguistic Studies of YIASCM, Balmatta organized a guest talk on "English: The Gateway to Global Growth" for the entire Hospitality Department on September 9, 2024. The resource person was Dr. Zubaida H., the HOD of the English Department and Associate Professor at St. Agnes College, Mangalore.

The session was organized by Dr. Anna Kurian, Associate Professor in the Department of Linguistic Studies, YIASCM. The program was hosted by Ms. Ancy John, 1st BBA(HM). The English Language Day began with an invocation by Mohammad Azmal, III BSc(HM), followed by a cordial welcome from Mr. Deon Claven Lobo, I BBA(HM).

Mr. Mervin Jaison Vas, HOD of the Hospitality Department, conveyed the importance of English in the hospitality industry, using the analogy of helium balloons and air-filled balloons to explain how choices impact visual and practical outcomes.

Dr. Zubaida focused on addressing grammatical errors in both spoken and written English, including spelling, punctuation, grammar, and word selection. She emphasized that consistent use of English as a means of expression is crucial, comparing it to oxygen for the hospitality industry. She concluded with the inspiring thought: "Rome is not built in a day. So, you cannot master anything overnight. Consistency and perseverance are very important."

The event saw 101 participants from the Hospitality Department. The day was filled with innovative, enriching, and entertaining activities that made the English Day a memorable experience, inspiring students to engage more with the language and embrace cultural diversity.

The session concluded with a vote of thanks by Mr. Preetham Joshwa D'Souza, I BBA(HM), and ended with the National Anthem led by third-year BBA(HATT) students.

PATHWAY TO ENGLISH PROFICIENCY



On 28th September 2024, the Department of Linguistic Studies in association with the Literary club organised a English training program titled Pathway to English Proficiency at Malja-Ul-Islam English Medium School, Pachambala. 45 students of the Literary club from BBA, B. Com, B.Sc. and BA programs actively participated in this program. This program aimed to develop effective communication skills in English among the school children. They were trained by the Literary club members in the following areas:

- 1. Basic Greetings and Introduction (1st Std.)
- 2. Everyday Vocabulary and Phrases (1st 3rd Std.)
- 3. Storytelling and Narration (2nd 4th Std.)
- 4. Role-Playing Different Scenarios (3rd 5th Std.)
- 5. Describing People, Places, and Things by making use of adjectives (4th 6th Std.)
- 6. Public Speaking and Presentation Skills (5th 7th Std.)
- 7. Debate and Discussion Topics (6th 8th Std.)

The faculty coordinators for the program were Ms. Shalini Sequeira, Head, Linguistic Studies and Dr.

Dinakara, Associate Professor, Department of Linguistic Studies.

GEST TALK: ACE YOUR ENGLISH



On October 16, 2024, the Department of Linguistic Studies, in association with the Literary Club, organized an engaging guest talk titled "Ace Your English" in LH 93, 7th Floor, Kulur Campus from 9:30 AM to 11:00 AM. The resource person for the session was Dr. Malini Hebbar, Principal of Swasthika Business School. A total of 150 students from I BCA participated in the session, which aimed to motivate students to become proficient English language communicators.

Dr. Hebbar began the session by introducing new words and demonstrating how their meanings can influence the structure of a sentence. She highlighted the importance of English, emphasizing that it is not just a language or subject, but a vital life skill. The session included various activities on phonetics, synonyms, palindromes, kangaroo words, anagrams, and pronunciation, which the students actively engaged in.

The program concluded with a vote of thanks, and as a token of appreciation, Ms. Shalini Sequeira, Head of the Department of Linguistic Studies, presented a memento to the resource person. The session was coordinated by Ms. Shalini Sequeira, and the event was compered by Shehzin, the Literary Club Secretary.

KANNADA RAJYOTSAVA

On 1st November 2024, in celebration of Kannada Rajyotsava, the Department of Linguistic Studies and the Literary Club at Yenepoya Institute of Arts, Science, Commerce, and Management, Kuluru, organized Kannada Rajyotsava competitions at the Yenepoya (Deemed to be University) level. The event, which included essay and poetry submissions, was held to celebrate the identity and culture of Karnataka, commemorating the historical significance of Karnataka Formation Day.

The competitions took place on 30th October 2024 from 9 AM to 5 PM, with submissions accepted only through online mode. A total of 21 students participated in the competition. The judging panel included Vidhyadhara Shetty, Media Director at Thokkottu, Sunil Pallamajalu, Lecturer at Shakti P.U College, Mangalore, and Ms. Sheelakshi, Teacher at Sharada Vidyalaya, Mangalore. The event brought students together to honor Karnataka's culture and progress since its formation.

YU-HUB INCUBATION CENTRE

UI-UX WORK - SERIES 1

The Yenepoya Institute of Arts, Science, Commerce & Management conducted a UI-UX workshop series from June 24th to 29th, 2024. The workshop series, organized by the Department of Management in association with the Entrepreneurship Cell, aimed to provide participants with practical training in creating prototypes for their concepts. The workshop focused on designing products that meet customer and user needs. Mr. Heren Joshua, a UI-UX Designer, led the workshops, covering topics such as customer understanding, design thinking, and hands-on prototyping. The program attracted 12 participants, including incubates, students, and faculty from YIASCM. The workshops were well-received, with participants creating initial prototypes and demonstrating the value of understanding customer requirements and utilizing design thinking to develop solutions. The program concluded with a lively Q&A session.

GENDER SENSITIZATION CELL

"MEN'S WORK OR WOMEN'S WORK?"

On January 31s, 2024, the Yenepoya Institute of Arts, Science, Commerce, and Management, in collaboration with Gender Sensitization Cell Gender, organized an outreach programme on

"Men's Work or Women's Work?" at Sri Srinivasa Pathashala Oriental School, V T Road Managlore. The programme's goal was to raise awareness of gender equality in relation to the nature of work or profession.

The programme's goal was to teach school students that any gender can perform any job, how gender is socially constructed, and gender stereotypes. It helps them determine which gender assumptions are correct and which are stereotyped. The gender champions led teaching sessions and activities aimed at raising awareness among working professionals. The teaching module was designed in such a way that it conveyed gender as a socially learned behavior based on male and female social expectations. The programme provided a clear and precise view of Gender and assisted in understanding that GENDER is about "People" rather than "Women" and "Men."

The event featured educational as well as entertaining segments. Because the programme was designed to raise awareness among primary school children, goodies (the Clip Board) and refreshments were distributed to all students at the end of the session. The Sri Srinivasa Pathashala Oriental School students & staff were overjoyed.

INTERNAL COMPLAINTS COMMITTEE

"SEXUAL HARASSMENT OF WOMEN AT WORKPLACE: PREVENTION, PROHIBITION, AND REDRESSAL.

On October 30, 2024, at 9:30 AM, he program was organized by YIASCM in collaboration with the Internal Complaints Committee on October 30, 2024, at 9:30 AM. AThe program aimed to educate participants, including teachers, students, and others, about the provisions of the Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act, 2013.

The program featured Advocate Maheshchandra Nayak, Head of the Department (HOD) of SDM Law College, as the speaker. Advocate Nayak provided a comprehensive overview of the Act, covering crucial aspects such as the definition of sexual harassment, the composition and functions of the Internal Complaints Committee (ICC), the procedures for filing complaints, conducting inquiries, and submitting reports. He also shed light on the roles and responsibilities of the ICC in government and public organizations.

This initiative underscores YIASCM and the ICC's commitment to raising awareness about sexual harassment and empowering individuals with knowledge about the legal framework and procedures for addressing such issues effectively.

ECO CLUB

EARTH DAY EVERY DAY





Event Overview: The Eco Club of YIASCM organized "Eco Week - Earth Day Every Day", a series of competitions aimed at raising environmental awareness and fostering creativity among students.

Inauguration Ceremony: The event was inaugurated on October 7th, 2024, at 11:00 AM in the YMK Auditorium. The ceremony was graced by Dr. Jayakara Bhandary, Principal of Dr. P. Dayananda Pai - P. Satisha Pai Government First Grade College, and Dr. Bhagya Sharma, Deputy Director of Environmental Studies at Yenepoya University.

Objective and Motive: The objective of the event was to encourage students to showcase their talents and critically engage with pressing environmental issues, fostering creativity and eco-conscious thinking.

GUEST TAL



The Eco Club and Youth Red Cross, YIASCM, Balmatta, jointly organized a guest talk on 22nd October 2024 in observance of International Day of Disaster Risk Reduction. The session featured Dr. Mona Mendonca, Assistant Professor and Head of the Department of History at St. Aloysius Deemed to be University, as the resource person. Dr. Mendonca's talk provided valuable insights into the societal impact of disasters. She emphasized how carelessness and failure to take appropriate measures can lead to accidents and trauma for survivors. The discussion also focused on Risk Prevention and mitigation measures to reduce the impact of disasters.

Dr. Arun A. Bhagwath, Principal of YIASCM, delivered the presidential remarks and stressed the importance of disaster preparedness.

The event was attended by Mr. Narayan Sukumar, Vice Principal, along with heads of various departments.

PLANTATION DRIVE FOR WORLD ENVIRONMENT DAY



In celebration of World Environment Day, the Eco Club of YIASCM, Balmatta and Kulur, in collaboration with the NSS unit of Kulur, organized a meaningful Plantation Drive program. The event saw active participation from the management, students, and both teaching and non-teaching staff, all of whom joined hands to contribute to the theme of Land Restoration and Drought Resilience. The Plantation Drive aimed to raise awareness about the importance of restoring damaged ecosystems and combating the effects of drought through sustainable practices. Participants worked together to plant trees across the campus, reinforcing the collective responsibility of nurturing the environment for future generations. This initiative not only marked the occasion of World Environment Day but also highlighted YIASCM's commitment to sustainability.

LITERARY

PATHWAY TO ENGLISH PROFICIENCY



On 08th September 2024, the Department of Linguistic Studies in association with the Literary club organised a English training program titled Pathway to English Proficiency at Malja-Ul-Islam English Medium School, Pachambala. 21 students of the Literary club from BBA, B. Com & Pachambala programs actively participated in this program. This program aimed to develop effective communication skills in English among the school children. They were trained by the Literary club members in the following areas:

- 1. Verbs, Self-Introduction (1st Std.)
- 2. Noun, Communication (2nd Std.)
- 3. Verb Action Words, Communication (3 rd Std.)
- 4. Subject Verb articles (4 th Std.)
- 5. Paragraph Writing (5 th Std.)
- 6. Sentence Formation / Self-Introduction / Verb (6th Std.)
- 7. Sentence Formation, Verb, Noun (7th Std.)
- 8. Active / Passive voice (8th Std.)
- 9. Sentence Formation (9th Std.)

The faculty coordinators for the program were Ms. Shalini Sequeira, Head, Linguistic Studies and Dr. Dinakara, Associate Professor, Department of Linguistic Studies.

YEN LEGACY



Join us on September 24th, 2024, at the Ground Floor, Kulur Campus, for a day filled with literary brilliance! Immerse yourself in a celebration of literature, creativity, and expression as we explore the power of words.

Don't miss out on this inspiring event that promises to capture the essence of storytelling and intellectual exploration!

BOOK DONATION DRIVE



Reading books offers significant benefits for both our physical and mental health, and these advantages can last a lifetime. Libraries play a vital role as centers for learning, exploration, and community involvement, providing access to resources and promoting a love for reading.

With this in mind, on 27th September 2024, the Department of Linguistic Studies, in association with the Literary Club, organized the Book Donation Drive: Joy of Reading at YIASCM, Kulur. The primary goal of this initiative was to raise awareness about the importance of reading and its many benefits.

Between 17th and 25th September 2024, a collection of 250 old and new books of various genres was gathered from faculty and students. On 28th September 2024, the collected books were distributed to the following institutions:

- DKZP Government Higher Primary School, Kapikad
- DKZP Government Higher Primary School, Kudroli
- City Central Library, Kodialbail, Mangalore
- District Central Library, D.C. Office Compound, Mangalore

The faculty coordinators for the program were Ms. Shalini Sequeira, Mr. Niyaz P, and Dr. Dinakara. 30 students from the Literary Club actively participated in the distribution drive

MELODICA

MUSICAL MEDLEY









On 23rd September 2024, Melodica, the Music Club of Yenepoya Institute of Arts, Science, Commerce, and Management (YIASCM), hosted a vibrant musical event titled "Musical Medley" at the Ground Floor, Kulur Campus. The event aimed to offer a platform for students to showcase their musical talents and celebrate the universal language of music. It brought together diverse musical expressions, fostering creativity and a sense of community among participants.

The event was a resounding success, highlighting the passion and skills of YIASCM students in the world of music.

ಕರ್ನಾಟಕ ಯಕ್ಷಗಾನ

ಕರ್ನಾಟಕದ ಜನಪದ ರಂಗಭೂಮಿಯ ಸಮರ್ಥ ಕಲೆಯಾಗಿರುವ ಯಕ್ಷಗಾನವು ತನ್ನದೇ ಆದ ವರ್ಚಸ್ಸಿನಿಂದ ಸಶಕ್ತ ಕಲೆಯಾಗಿ ಸಂಪ್ರದಾಯದೊಂದಿಗೆ ಬೆಳೆದು ಬಂದಿದೆ. ಹೀಗಾಗಿ ಯಕ್ಷಗಾನದಲ್ಲಿ ಅಧ್ಯಯನಕ್ಕೆ ಪೋಷಕವಾದ ಪ್ರೌಢಾಂಗಗಳಿವೆ. ಸಾಹಿತ್ಯ, ಹಾಡುಗಾರಿಕೆ, ಹಿಮ್ಮೇಳದ ವಾದ್ಯಗಳ ನುಡಿತ ಬಡಿತಗಳು, ಮುಖವರ್ಣಿಕೆ, ಭೂಷಣಗಳು, ನೃತ್ಯ, ಮಾತು, ಅಭಿನಯ, ರಂಗತಂತ್ರ ಹೀಗಿರುವ ಒಂದೊಂದು ಅಂಗಗಳಲ್ಲೂ ಸಂಶೋಧನೆ ಮಾಡಬಹುದಾದ ಪ್ರೌಢ ವಿಷಯಗಳಿವೆ.

ಪ್ರಸಂಗಗಳ ಆಧಾರದಿಂದ ಲಿಖಿತವಾಗಿ ನಾಲ್ಕು ಶತಮಾನಗಳಿಂದ ಹಾಗೂ ಮೌಖಿಕವಾಗಿ ಹಲವು ಶತಮಾನಗಳಿಂದ ಬೆಳೆದು ಬಂದಿರುವ ಯಕ್ಷಗಾನ ಇತರ ಕಲೆಗಳಿಗಿಂತ ವೈಶಿಷ್ಟ್ಯವುಳ್ಳದಾಗಿ ಪಂಡಿತ ಪಾಮರರನ್ನು ರಂಜಿಸುತ್ತಾ ಇದೆ. ಇತ್ತೀಚಿನ ದಶಕಗಳಲ್ಲಿ ಜನಪದ ಕಲೆಗಳ ಅಧ್ಯಯನವು ಬೆಳೆಯುತ್ತಾ ಬಂದಂತೆ ಯಕ್ಷಗಾನ ಕಲೆಗೂ ಅಧ್ಯಯನದ ಅವಕಾಶ ಒದಗಿ ಬಂದಿದೆ.

ಛಂದಸ್ಸು, ಪ್ರಾಸ, ಅಲಂಕಾರ, ರಸ ಮತ್ತು ಸಿದ್ಧಾಂತಗಳು ಯಕ್ಷಗಾನದ ಪ್ರಸಂಗಗಳಲ್ಲಿ ಕಂಡು ಬರುತ್ತವೆ. ಪುರಾಣ, ಇತಿಹಾಸ, ಪಾಡ್ಡನ ಹಾಗೂ ಕಾಲ್ಪನಿಕ ಕಥೆಯ ಪ್ರಸಂಗಗಳು ಬಳಕೆಯಾಗಿವೆ.

ಯಕ್ಷಗಾನದ ಪಾತ್ರಧಾರಿಗಳು ರಂಗಕ್ಕೆ ಬರುವ ಮೊದಲು ವೇಷಗಾರಿಕೆ ಹಾಗೂ ವಸ್ತ್ರ-ಭೂಷಣ ಧಾರಣೆ ಮಾಡುತ್ತಾರೆ. ಇದಕ್ಕೆ ಕಾಲಕಾಲದ ಸಾಂಸ್ಕೃತಿಕ ಹಿನ್ನೆಲೆ ಇದೆ. ಯಕ್ಷಗಾನದೊಳಗೆ ಬಳಸುವ ಬಣ್ಣಗಳಿಗೆ ಅದರದ್ದೇ ಆದ ವಿಶ್ಲೇಷಣೆ ಇದೆ. ಮುಖವರ್ಣಿಕೆಯ ಮಾಡುವ ಬಗ್ಗೆ ತಾರ್ಕಿಕವಾದ ರಚನಾ ಕ್ರಮವಿದೆ. ವಸ್ತ್ರ ವೈವಿಧ್ಯ ಮತ್ತು ಭೂಷಣ ಪರಿಕರಗಳ ಹೆಸರು ಮತ್ತು ಬಳಕೆಯ ಕ್ರಮಕ್ಕೆ ಶತಮಾನಗಳ ಇತಿಹಾಸವಿದೆ.

ಯಕ್ಷಗಾನದ ಪ್ರದರ್ಶನವಾಗುವಾಗ ನೃತ್ಯ, ಮಾತು, ಅಭಿನಯ, ರಂಗತಂತ್ರಗಳ ಕಲಾ ನಿಪುಣತೆ ಪ್ರೇಕ್ಷರಿಗೆ ತಿಳಿಯುತ್ತದೆ. ಭಾರತೀಯ ಕಲೆಗಳಿಗೆ ಶಾಸ್ತ್ರ ಗ್ರಂಥವಾದ ಭರತನ ನಾಟ್ಯ ಶಾಸ್ತ್ರದ ಲಕ್ಷಣ ಯಕ್ಷಗಾನಕ್ಕೂ ಹಲವು ಅಂಶಗಳಲ್ಲಿ ಬದ್ದವಾಗಿದೆ. ಮೋಹಕವಾದ ನಾಟ್ಯದೊಳಗೆ ಆಂಗಿಕ ಅಭಿನಯದ ಮುದ್ರೆಗಳಿವೆ. ರಿಂಗಣ, ದಸ್ತುಗಳಿವೆ, ಗಾಭೀರದ ಗತ್ತುಗಾರಿಕೆ ಇದೆ.

ಯಕ್ಷಗಾನದಲ್ಲಿ ಎರಡು (ವಿಧ) ಪಾಯಗಳಿವೆ. ಬಯಲು ಸೀಮೆಯಲ್ಲಿ ಮೂಡಲ ಪಾಯ. ಕಡಲ ತಡಿ, ಕರಾವಳಿ ಹಾಗೂ ಮಲೆನಾಡಿನ ಪಕ್ಕ ಪಡುವಲ ಪಾಯ, ದೊಡ್ಡಾಟ, ಕೃಷ್ಣಪಾರಿಜಾತ, ಸಣ್ಣಾಟ ಇತ್ಯಾದಿ ಮೂಡಲ ಪಾಯದಲದಲಿದೆ. ತೆಂಕು ತಿಟ್ಟು, ಬಡಗು ತಿಟ್ಟು, ಬಡಾಬಡಗು ತಿಟ್ಟು ಎಂಬ ಪ್ರಕಾರಗಳು ಪಡುವಲಪಾಯಕ್ಕೆ ಸೇರುತ್ತವೆ.

ವೃತ್ತಿ ಕಲಾವಿದರಿಗೆ ಬದುಕಿಗೆ ಆಧಾರವಾಗಿ ಯಕ್ಷಗಾನ ಇದ್ದರೆ, ಹಲವು ಮಂದಿ ಹವ್ಯಾಸಿ ಕಲಾವಿದರಿಗೆ ಯಕ್ಷಗಾನ ಅಧ್ಯಯನ ಯೋಗ್ಯ ಕಲೆಯೆನಿಸಿದೆ. ಶೈಕ್ಷಣಿಕ ವಲಯದಲ್ಲಿ, ಪಿ.ಎಚ್.ಡಿ. ಡಿ'ಲಿಟ್ ಹಾಗೂ ಇನ್ನಿತರ ಗೌರವಗಳು ದೊರೆತಿವೆ. ಪ್ರಸ್ತುತ ಯಕ್ಷಗಾನವು ದೇಶ ವಿದೇಶಗಳಲ್ಲಿ ಪ್ರದರ್ಶನಗೊಳ್ಳುತ್ತಾ ವಿಶ್ವಮಾನ್ಯ ಕಲೆಯೆನಿಸಿದೆ. ಕನ್ನಡ ನಾಡು, ನುಡಿ, ಸಂಸ್ಕೃತಿ ಹಾಗೂ ಸಂಸ್ಕಾರಕ್ಕೆ ಯಕ್ಷಗಾನ ಕಲೆ ಅನನ್ಯವಾದ ಕೊಡುಗೆಯನ್ನು ನೀಡಿದೆ.

ಕನ್ನಡ ಭಾಷೆ

ಭಾರತ ಸಂವಿಧಾನ ಪರಿಗಣಿಸಿರುವ ರಾಜ್ಯ ಭಾಷೆಗಳಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆ ಒಂದು. ಪಂಚ ದ್ರಾವಿಡ ಭಾಷೆಗಳೆಂದರೆ ತಮಿಳು, ತುಳು, ತೆಲುಗು, ಕನ್ನಡ, ಮಲೆಯಾಳಂ. ಕನ್ನಡ ಭಾಷೆಗೆ ಎರಡು ಸಾವಿರ ವರ್ಷಗಳಿಗೂ ಮಿಕ್ಕಿದ ಇತಿಹಾಸವಿದೆ. ಕ್ರಿ.ಪೂ (ಕ್ರಿಸ್ತ ಪೂರ್ವ), ಮೂರನೇ ಶತಮಾನದ ರಾಜಾ ಅಶೋಕನ ಶಾಸನಗಳಲ್ಲಿ ಕನ್ನಡದ ಶಬ್ದಗಳ ಉಲ್ಲೇಖವಿದೆ. ಕ್ರಿ.ಶ (ಕ್ರಿಸ್ತ ಶಕ), ನಾಲ್ಕನೇ ಶತಮಾನದ ಹಕ್ಕಿಡಿ ಶಾಸನ ಬಹುಮುಖ್ಯವಾಗಿ ಪರಿಗಣಿಸಲ್ಪಟ್ಟ ಶಾಸನ ಕನ್ನಡ ಭಾಷೆಯ ಶಾಸನ, ಕ್ರಿಶ ಏಳನೇ ಶತಮಾನದ ಕವಿರಾಜ ಮಾರ್ಗ" ಮೊದಲ ಉಪಲಬ್ದ ಗ್ರಂಥ.

ಕನ್ನಡದ ಆದಿಕವಿ ಪಂಪ. ಆತನ "ಪಂಪಾ ಭಾರತ (ವಿಕ್ರಮಾರ್ಜುನ ವಿಜಯ)" ಹಾಗೂ "ಆದಿಪುರಾಣ" ಪ್ರಸಿದ್ಧ ಮಾಹಾ ಕಾವ್ಯಗಳು, ರನ್ನ, ಪೊನ್ನ, ಬಸವಣ್ಣ, ಅಕ್ಕಮಹಾದೇವಿ, ಕುಮಾರವ್ಯಾಸ. ಕನಕದಾಸ ಇವರೆಲ್ಲಾ ಕನ್ನಡ ಹಿಂದಿನ ಜನಪ್ರಿಯ ಕವಿಗಳು. ಇವರ ಕೃತಿಗಳು ಇಂದಿಗೂ ಇವೆ. ಭಾಷಾ ಚರಿತ್ರೆಯ ಹಿನ್ನೆಲೆಯಲ್ಲಿ, ಹಳೆಗನ್ನಡ, ನಡುಗನ್ನಡ, ಹೊಸಗನ್ನಡ ಹೀಗೆ ಮೂರು ವಿಭಾಗಗಳಾಗಿ ಅಧ್ಯಯನ ಮಾಡಲಾಗಿದೆ. ಕಥೆ, ಕಾವ್ಯ, ಕಾದಂಬರಿ, ನಾಟಕ, ನೃತ್ಯರೂಪಕಗಳು, ಪ್ರಬಂಧಗಳು ರಚನೆಯಾಗಿ ಕನ್ನಡ ಭಾಷೆ ಸಮೃದ್ಧವಾಗಿದೆ.

ಕನ್ನಡದ ರಾಷ್ಟ್ರಕವಿಗಳು ಮೂವರು. ಮಂಜೇಶ್ವರ ಗೋವಿಂದ ಪೈ, ಕುವೆಂಪು, ಜಿ. ಎಸ್. ಶಿವರುದ್ರಪ್ಪ, ಭಾರತದ ಅತ್ಯುನ್ನತ ಪ್ರಶಸ್ತಿಯಾಗಿರುವ ಜ್ಞಾನ ಪೀಠ ಪ್ರಶಸ್ತಿ" ಯು ಕುವೆಂಪು, ದಾ. ರಾ. ಬೇಂದ್ರೆ, ಕೋಟ ಶಿವರಾಮ ಕಾರಂತ, ಮಾಸ್ತಿ ವೆಂಕಟೇಶ ಅಯ್ಯಂಗಾರ, ವಿ. ಕೃ, ಗೋಕಾಕ್, ಯು. ಆರ್. ಅನಂತಮೂರ್ತಿ, ಗಿರೀಶ್ ಕಾರ್ನಾಡ್, ಚಂದ್ರಶೇಖರ ಕಂಬಾರ ಇವರಿಗೆ ಲಭಿಸಿದೆ. ಕನ್ನಡದ ಹಲವಾರು ಸಾಧಕರಿಗೆ ಪಿ.ಹೆಚ್.ಡಿ. ಡಿ.ಲಿಟ್, ಪದ್ಮಭೂಷಣ, ಪದ್ಮವಿಭೂಷಣ ಪ್ರಶಸ್ತಿಗಳು ಲಭಿಸಿವೆ. ಮಂಗಳೂರು, ಹರೇಕಳದ ಅಕ್ಷರಸಂತ ಹಾಜಬ್ಬ ಅವರಿಗೆ ಕೂಡಾ ಪದ್ಮಭೂಷಣ ಪ್ರಶಸ್ತಿಯ ಗೌರವ ಸಂದಿದೆ.

ಕನ್ನಡದ ಪ್ರಭಾವ ತುಳು, ಕೊಂಕಣಿ, ಬ್ಯಾರಿ, ಕೊಡವ ಮೊದಲಾದ ಭಾಷೆಗಳ ಮೇಲೆ ಆಗಿವೆ. ಪರಸ್ಪರ ಕೊಳುಕೊಡುವಿಕೆಯ ಅಂಶಗಳನ್ನು ಕಾಣಬಹುದಾಗಿದೆ. ಆಧುನಿಕ ಕಾಲದ ತಂತ್ರಜ್ಞಾನದ ಬೆಳವಣಿಗೆಯಿಂದಾಗಿ ಆಂಗ್ಲ ಭಾಷೆಯ ಪ್ರಭಾವ ಕನ್ನಡದ ಮೇಲೆ ಆಗಿದೆ. ಭಾಷಾ ಸಂಕ್ರಮಣದ ಹಿನ್ನೆಲೆಯಾಗಿ ಕನ್ನಡದ ನಿಜ ಸತ್ವ ಕರಗುತ್ತಾ ಇದೆ. ತಾಂತ್ರಿಕವಾಗಿ ಕನ್ನಡ ಭಾಷೆಯ ಬೆಳವಣಿಗೆಯು ಸಮಗ್ರವಾಗಿ ಆಗಬೇಕಾಗಿದೆ.

ರಾಜ್ಯ ಭಾಷೆ, ರಾಷ್ಟ್ರ ಭಾಷೆಗಳ ಸತ್ವವನ್ನು ಉಳಿಸಿ ಬೆಳೆಸುವುದರ ಮೂಲಕ, ಪ್ರಾಪಂಚಿಕ ಭಾಷೆಯ ಜ್ಞಾನ ತಿಳಿಯ ಬೇಕಾದುದು ವ್ಯಕ್ತಿಗೆ ಅತ್ಯಗತ್ಯ, ಕಾಲದ ಬೆಳವಣಿಗೆಗೆ ಅನುಗುಣವಾಗಿ ಬದಲಾವಣೆ ಆಗುತ್ತಾ ಇರುತ್ತದೆ. ಈ ಒತ್ತಡದ ಸುಳಿಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆ ಉಳಿದು ಮುಂದಿನ ಪೀಳಿಗೆಗೆ ಸಾಗಬೇಕಾದುದು ಅವಶ್ಯ. ಈ ನಿಲುವಿನಲ್ಲಿ ಜನಸಾಮಾನ್ಯರು, ವಿದ್ಯಾವಂತರು ಮತ್ತು ಕಾನೂಬಾತ್ಮಕವಾಗಿ ಸರ್ಕಾರದ ಸತ್ಪಾತ್ರ ಪ್ರಮುಖವೆನಿಸುತ್ತದೆ.

ಡಾ. ದಿನಕರ ಪಚ್ಚನಾಡಿ, ಸಹ ಪ್ರಾಧ್ಯಾಪಕರು

ಕನ್ನಡವೇ ಉಸಿರು

ಕನ್ನಡವೇ ಉಸಿರು।ಕನ್ನಡವೇ ಹಸಿರು। ನನ್ನ ಮನದ ಹಾಡು ಬಾಳಿನ ಗೂಡು ಶಿರಕೆ ಇಟ್ಟ ತಾರೆಯ ಬೆಳಕು ಕನ್ನಡ ಹೊಳಪು ಕನ್ನಡ

ಕಾವೇರಿ ನದಿಯಲ್ಲಿ ಕನ್ನಡ ನಿನಾದ ಶೃಂಗೇರಿ ಗುಡಿಯಲ್ಲಿ ಕನ್ನಡ ಆಮೋದ ಭಾವನೆ ಮಾತಿನ ಗಣನೆ ಎಲ್ಲಾ ಚಲನೆ ಕನ್ನಡವಾಗಿರಲಿ ನೀ ಕನ್ನಡಿಗ ನಾ ಕನ್ನಡಿಗ

ಭಾಷೆಯ ಮಾಧುರ್ಯ ಎಂದೆಂದೂ ಸೌಂದರ್ಯ ಹಳೆಗನ್ನಡ ನಡುಗನ್ನಡ ಹೊಸಗನ್ನಡ ಚೆಂದ ಚೆಂದ ಮರೆಯದಿರು. ಪ್ರಕೃತಿಯೇ ನಳನಳಿಸಲಿ ಜೀವನವೇ ಬೆಳಗಲಿ ಕನ್ನಡ ನಲಿಯಲೀ ಮೆರೆಯಲಿ

- ವಿಸ್ಮಯ ಸಂಜೀವ ದಾಸ

WHISPERS OF SPRING

You, so green, with a vibrant glow, Breathing life where the soft winds blow. Your whispers hum a song of spring, A symphony only joy can bring.

And I, the bare, with outstretched arms, Hold silent stories, stripped of charms. I've weathered storms, stood through despair, Yet reach for you in the open air.

Together we stand, a bittersweet pair, Life and longing, fragile yet rare. Bound by the sky, both broken and whole, You're my heart, and I'm your soul.

-Anisha Andrade

Dr.Suresh Raghavan Associate Professor, Yenepoya Deemed to be University



SHAPING THE FUTURE BUSINESS LEADERS WITH TECHNOLOGY AND INNOVATION

Role of Business Leaders is Changing

The role of business leaders in technology and innovation will be the central theme of the future. Business technology is indeed the defining era that is promoting the business leaders to assume a new role. Leaders are now looking for the best in managing resources while at the same time creating a working team in an ever-changing digital area powered by AI, blockchain, big data analytics, and IoT. Apparently, it is not enough to know and utilize the real potential of these technologies, but it is now the product of the background company, which ensures the company's success in the business environment today.

The trend today is for leaders to develop strategic ICT competencies. They jointly drive the technology-oriented transformation in the enterprises, create an innovative atmosphere, and successfully outlast the disruptions. This is a broad call for a more supportive and adaptive knowledge-based society to help businesses to be as innovative and flexible as they wish.

The Transformation of Management Education

The changes are quite apparent in the management education and the course contents due to the swings in the business world. The courses were primarily drawn from finance, marketing, and operations; now they include AI, machine learning, and data analytics to open the near future to the relaxed skills of the leaders to the trends of technology in the work environment.

Today, the involvement of students in real-life problems helps in the effective teaching of management subjects. The use of complex tools such as CRM software, ERP systems, and SCM platforms allows the students to learn how to manage such operations and become specialists. While originally, they were undertaken by specialists only, they are now becoming part of standard industrial procedures. By solving real case studies or simulating them, students can specialize in technological innovation and business growth and efficiency.

The Role of Data in Decision-making

Business is built on data, and data-driven decision-making is one of the foundations of management education. In an age where data is available and of critical importance, managers with the ability to analyze deep data in order to spot trends and deduce conclusions for their plans are just what is needed today. Presently, management courses are very much

rooted in data as a spyglass for customer behaviour, through the prism of supply chain and operations. Since students also learn to make predictions about trends in the market or track down opportunities for growth, such developments set them up to embrace the data-driven age.

Another major shift in management education has been global collaboration. The use of virtual classrooms, online projects, and cross-cultural exchanges, wherein and where students interface and work with teams of their global neighbourhoods, has become more mainstream. This alone bestows upon the students various perspectives, which are very critical, especially for a leader who is navigating through an interdependent business environment.

Management education is about holistic personality development of a learner across various skills. Technical skills such as analytical thinking, creative problem-solving, and leadership would thus come to be checked. The students are prepared as innovative leaders to deliver when instilled with deep knowledge about ethics and sustainability. The role of the institutions of learning Institutions help build future leaders. They are creating bridges between management and industry by bringing technology into their teaching. Some of the universities are offering specialized programs on digital leadership, innovation, and technological management.

There are collaborations with industry where technology companies form partnerships for internships and live projects, also providing guest lectures. Industry advisory boards always strive to let a curriculum be updated and thus focused on emerging trends in the marketing industry as well as the evolution of technology itself. Investments in infrastructure made by institutions aim at creating a more learning-intensive environment. For example, most of the world's top business schools have incorporated simulation labs and digital tools in their curricula to afford students' experiential learning through practical engagement and exploration with real uses of technology.

The Problems in the Integration of Technology

However, despite the numerous benefits it has, technology integration is found to be a tough challenge in management education. The very high cost proved to be one of the big challenges in implementing technology use, as modern tools of infrastructure require huge investments. Besides that, the teachers should also upgrade their skills and retrain themselves for the technological era.

Another issue is the resistance to change. Very few faculty and students are comfortable learning new tools and ways of doing things, with some individuals even going as far as discouraging the use of those tools, especially when these instruments demand a much steeper learning curve than usual. The considerations such as ethical issues concerning data privacy, AI bias, and the digital divide would also be deemed highly relevant in context to responsible integration of technology findings in human affairs.

Practical Applications and Success Stories

The practical application of technology is central to becoming a leader. From supply chain optimization via blockchain to AI-enhanced customer insights for marketing, the possibilities are endless and varied. These applications are increasingly integrated into management education to better prepare students. The example of leaders' technology usage is ample proof of technology's necessity within modern business. Satya Nadella has made Microsoft a cloud-first company. Musk has reinvented entire industries through technology, from electric vehicles to re-usable rockets.

The Future of Management Education

Management education will continue to grow with technology. Lifelong learning is seen as possible as institutions continue to provide continuous learning through online platforms and micro-credentials. Such learning activities will ensure that professionals are updated with trends all through their careers. Next-generation business leadership will be redirected to new technology: quantum computing, 5G, or biotechnologies. Collaboration among international students and professors will grow, widening their borders, and systems will become truly linked to the learning process.

Conclusion

Technological and innovative validation in management education are many opportunities, but above all, this is a need in this increasingly digital-first world of business. In such a scenario, working with the businesses will be complex and will push for the agitating, tech-savvy, adaptable, and visionary leaders' need. What can the educational institution offer for this? In other words, a school is what makes a better citizen towards technological literacy, innovative leadership, and ethical leadership for the upcoming future of its students in the rapidly modifying ambiance. The promise of leadership in business in a new era could focus on the technology that catalyzes meaningful change if management education can learn to redefine itself for the digital age.

THE JOURNEY OF MOTHERHOOD

"The joy of motherhood comes in moments. There will be hard times and frustrating times. But amid the challenges, there are shining moments of joy and satisfaction." – M. Russell Ballard

The joy of motherhood is a journey that reshapes a woman's identity, perspective on life, and values. A mother is the one who gives us life, our first teacher, protector, and biggest supporter. She stands by us through thick and thin, nurturing us with unconditional love. As the saying goes, "God cannot be everywhere; therefore, he made mothers."

Motherhood has taught me the true meaning of life. It gives purpose to a woman's existence and embodies the essence of love. All love begins and ends with a mother. Motherhood is a life-altering and transformative journey. Being a mom is the hardest job, but the greatest joy lies in it. The experience of motherhood becomes even more precious when love is reciprocated by her children. It is a divine process and a sacred calling. No service compares to the service a mother provides to her children.

I cherish every moment of being a mom. Each second brings a sense of fulfilment and new learning. A mother is the truest friend we can have. No society can thrive without mothers who nurture their young and provide the care essential for their development. A mother loves her children unconditionally, always ready to listen, support, and inspire them.

A mother guides her child through difficult times, protecting them from harm. She is a child's first love and continues to care for them until her last breath. Rarely do we find a mother who is not loving and devoted. Mothers are often compared to the earth for their ability to nurture and sustain life.

While each mother's experience is unique, certain themes resonate universally: the evolution of love, the challenges faced, and the wisdom gained through time. Motherhood can feel like participating in a race without a finish line – slow at times, frantic at others, exhausting yet exhilarating. Regardless of circumstances, blessings come to those who embrace this essential role.

Motherhood is not without its challenges. It is filled with moments of joy, sorrow, growth, and transformation. Whether it's the excitement of expecting a child, the sleepless nights of infancy, or the bittersweet realization that a child has grown up, motherhood is a continuous evolution. Each phase is a testament to a mother's resilience, capacity for love, and ability to adapt to her child's changing needs.

Motherhood shapes not only the mother but also the children, creating bonds that last a lifetime.`

Dr.Manjushri Shetty
Associate Professor
Department Of Management

PSYCHOLOGICAL FACTS ABOUT TEENAGERS

"Teenage the most precious, vulnerable, active, emotions-filled phase in human life! A teenager is a person who is between 13 and 19 years of age. A phase of life-full of dreams, with desires and aspirations to achieve their goals and conquer the world. Teenage life is full of enthusiasm, energetic, fun loving, free from major responsibilities and worries, bonding in social relation.....this is what we positively think, Teenage life is. But is it so in reality? I don't think so. we should know what in reality every teenager undergoes in her/his life.

Some of the facts that need to be known by the teenagers and also by their loved ones are:

- 1. Teenagers who do not have positive relation with their family tend, to face higher risk of depression.
- 2. All teen boys and girls always wish that their parents communicate with them freely and openly.
- 3. Teens become easily obsessed with things, persons, celebrities, tv serials/films.
- 4. The mentality of teenagers is such that they are always ready to take risk.
- 5. The teenagers mind set is " attain the goal" with no hardship but in an easier and shorter way in doing anything
- 6. Teenagers are not good in reading emotions of both adults and children.
- 7. Teenagers have less self-control, they are impulsive.
- 8. About 70-80% of the teenagers avoid normal daily activities e.g. attending schools/college because of lack of self-confidence, lack of interest, personal problems at home, etc.
- 9. During the age between 13 and 19 years, Their anxiety increases.

- 10. About 80% of teens are likely to experience depression during their collage education.
- 11. About 6 out of 10 girls, lack confidence regarding their personality, behaviour, looks, academic performance, family relation and also with their friends.
- 12. Most teens may not get enough sleep or sometimes they go to bed late, this happens because a sleep hormone called Melatonin is secreted at around 10 p.m. due to the body's biological clock, making them sleepy much later in the night.
- 13. A teenager requires 9-10 hours of sleep to overcome moodiness and sleep deprivation.
- 14. Teenagers easily trust people and the downside of this is that they eventually get hurt and in the future they do build trust as easily as before.
- 15. Teenagers are in the middle phase between an adult and a child they are not here nor there. They try their level best to show that they are mature to handle every situation.
- 16. Teen brains are weird; they de dramatic and irrational things.
- 17. Teens deal with a huge amount of social and emotional flux and they are immature to cope with them. They need their parents support, their listening ear and they being a good role model
- 18. Teens desire a life in society which is free from restrictions, rules, problems. They are always against being dominated by others

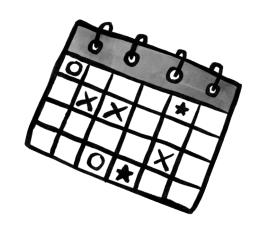
Dear readers, do you agree with the above facts?

The most important people in a child's life are the parents. Both parents and the child should have a special bond which should be inseparable. This will be possible only when there is open, friendly, understanding COMMUNICATION between them, not just once but throughout. This is what every child requires the person with whom they can open up and build up their confidence, to cherish every monsent of their TEENAGE life

Mr. Jince Joseph Councellor











NSS

WORLD NSS DAY

The National Service Scheme (NSS) orientation program was successfully organized at Yenepoya Institute of Arts, Science, Commerce, and Management, Kulur, on 8th August 2024. This event marked an important step in introducing first-year students to the values and objectives of the NSS, encouraging them to participate actively in community service and nation-building activities.

Dignitaries Present:

- Chief Guest: Dr. Prathap Lingaiah, State NSS Officer, National Service Scheme Cell
- President of the Session: Dr. M. Vijayakumar, Hon. Vice Chancellor, Yenepoya (Deemed to be University)
- Guest of Honour: Dr. Sripathi Rao, Pro Vice Chancellor, Yenepoya (Deemed to be University)
- Special Guests:
 - Dr. Ashwini Shetty, NSS Programme Coordinator
 - Mr. Narayan Sumara, Vice Principal
 - Dr. Shareena P, Dean and Vice Principal, Faculty of Commerce and Management
 - Mr. Pavithra Shetty, NSS Programme Officer
- Resource Person: Ms. Seema Prabhu, NSS Programme Officer, Canara College.



Program Overview: The event commenced with the invocation of God's blessings, followed by the NSS theme song, which was melodiously sung by the NSS volunteers, setting a solemn and inspiring tone for the session.

The Chief Guest, Dr. Prathap Lingaiah, delivered a powerful address highlighting the importance of volunteerism within the NSS framework. He emphasized how NSS volunteers play a crucial role in societal development through their selfless service.

Dr. M. Vijayakumar, in his presidential address, spoke passionately about the significance of NSS volunteers and program officers in shaping responsible citizens. He motivated the students to take pride in their role as NSS volunteers.

Dr. Sripathi Rao, as the Guest of Honour, inspired the students by underscoring the personal and community benefits of being an NSS volunteer. He encouraged them to wholeheartedly participate in the activities and make a difference.

A special felicitation was conducted to honor Dr. Prathap Lingaiah for his exemplary service and dedication to the NSS movement.

The resource person, Ms. Seema Prabhu, provided an insightful session on the history and core values of the NSS. She elaborated on the NSS badge, motto, personal benefits, organizational structure, NSS Day, types of activities, the observation of national days, and the awards and certificates that volunteers can earn through their service.

The session was conducted in two groups:

- First Session for B.Com, BBA, BA, and BSC students.
- Second Session at 1:30 PM for first-year BCA students.

The program concluded with a vote of thanks, expressing gratitude to all the dignitaries, organizers, and participants for making the event a grand success.

Outcome: The NSS orientation program was a resounding success, with the first-year students gaining a clear understanding of the importance and impact of their roles as NSS volunteers. The event not only inspired the students to contribute to community service but also instilled in them the values of teamwork, leadership, and social responsibility.



ANTI-RAGGING POSTER COMPETITION



The Anti-Ragging Poster Competition was organized on 14th August 2024 to raise awareness among students about the harmful effects of ragging and to promote a safe and supportive environment within the campus. The competition aimed to provide a creative platform for students to express their thoughts and ideas against ragging through art. Participants showcased their creativity and communicated powerful messages against ragging, emphasizing the importance of respect, kindness, and inclusivity. This event played a vital role in fostering a culture of mutual respect and ensuring that students are aware of the negative impact of ragging on individuals and the overall college

ORGANIC AND FORTIFIED FOOD



On 14th August 2024, the National Service Scheme (NSS) organized an informative talk on organic and fortified foods, delivered by Ms. Navya, Assistant Professor. The session aimed to educate students on the importance of making informed food choices and understanding the implications of various food-related labels and practices. Ms. Navya highlighted the benefits of organic food, which is free from harmful chemicals and pesticides, as well as the significance of fortified foods in addressing nutritional deficiencies. The talk encouraged students to adopt healthier eating habits and become more conscious consumers in their everyday lives.

CYBER CRIME AWARENESS PROGRAMME

The Mangalore City Police recently organized a Cyber Crime Awareness Programme on 15th August 2024, focusing on the safe usage of the internet. This initiative, aimed at educating the public on the potential risks of digital connectivity, featured Mr. Mohit P. Tahiliani, Associate Professor of Computer Science and Engineering at NITK Surathkal, India, as a key speaker.

CYBER SECURITY AWARENESS PROGRAMME



The Cyber Security Awareness Programme conducted on August 21, 2024, aimed at educating BBA EIBBA students about the growing threats in the digital world and the importance of safeguarding personal and professional information. The session, led by Dr. Rathnakar Shetty, Associate Professor and In-charge HOD, focused on the types of cyber attacks, their impacts, and strategies for prevention.



WORLD NSS DAY



We proudly celebrate the incredible efforts of the NSS Club at YIASCM on World NSS Day, 24th September! Their dedication to service and community continues to inspire us all. Through their selfless contributions, they're not only making a lasting impact but also building a brighter future for everyone.

Thank you to every member for their commitment to "Service Before Self." Together, we are making a difference!

MEGA NSS BEACH CLEANING EVENT AT TANNIRBAVI BEACH



The mega NSS beach cleaning event took place 02 october 2024 at Tannirbavi Beach, with enthusiastic participation from NSS volunteers from Yenepoya, NITTE, and Mangalore University. Programme officers Mr. Pavithra Shetty, Mrs. Priya, Mrs. Shruthi, Mr. Abdul Rasheed, and Mrs. Colin Janet, along with faculty members Mrs. Razeena and Mrs. Jyothi M.M., actively participated in the initiative. The Regional Director Carthigueane,

Vice-Chancellor Dr. M. Vijaya Kumar, and Sri S.K. Pandey, Undersecretary of the Ministry of Youth Affairs and Sports, congratulated the volunteers for their tremendous efforts and the success of the event, organized as part of the Swachhata Hi Seva campaign.

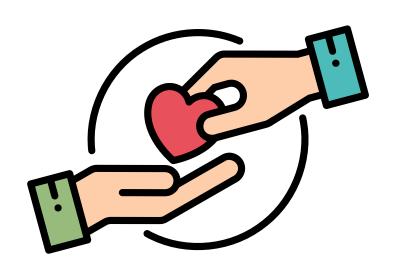
NSS VOLUNTEERS VISIT LAKE GARDEN AT PILIKULA, VAMANJOOR

On November 4, 2024, at 10 a.m., a visit to the lake garden at Pilikula, Vamanjoor, was organized by Value-Added Course faculty members Mr. Mahesh from the Department of Management and Mrs. Colin Janet from the Department of Commerce. This outing provided NSS volunteers with enriching experiences that contributed to their personal growth and enhanced their impact as volunteers.

NSS DONATION INITIATIVE TO SUPPORT EDUCATION IN NELLIKATE

The NSS program officers, Mrs. Colin Janet and Mr. Praveena, recently organized a donation of library books and games to DKZP Higher Primary School in Nellikate, Puttur, on November 6, 2024. This thoughtful initiative aimed to support underprivileged students by providing them with valuable resources for learning and play. Their efforts serve as a commendable contribution to the community, significantly enhancing educational opportunities for children in need.

Would you like me to expand this into a detailed report or make any additional changes?



RED CROSS

DENGUE AWARENESS PROGRAM AT YIASCM



On Wednesday, 31st July 2024, the Youth Red Cross and Yen Parivarthan organized a crucial Dengue Awareness Program at the YIASCM YMK Auditorium, Kulur. The event was graced by the presence of key dignitaries, including Dr. Chaithra Acharya, Principal; Dr. Arun A. Bagwath, Dean and Vice Principal; Dr. Shareena P., Vice Principal; Dr. Jeevan Raj, Vice Principal; and Narayan Sukumar, Vice Principal. The session also saw the participation of Youth Red Cross Program Officer Ms. Jyothi D. and Student Welfare Officer Ms. Deepika.

Vice Principal Dr. Jeevan Raj initiated the program by sharing his valuable thoughts on the importance of dengue prevention. The main speaker, Dr. Chaithra Acharya, delivered an insightful presentation, educating attendees on effective strategies to control and prevent the spread of dengue. The event was hosted by Limra Khan and Keerthana Shettigar, both third-year BCom IMA students, who ensured the session ran smoothly.

Following the informative session, the Youth Red Cross Program Officer, Ms. Jyothi D., along with Asha workers and dedicated volunteers, conducted a larva survey. They visited several households in the community, spreading awareness about dengue prevention by encouraging residents to keep their surroundings clean and eliminate sources of stagnant water, which are breeding grounds for mosquitoes. This hands-on approach emphasized the collective effort required to prevent the spread of dengue and create a healthier environment for all.

ANTI-RAGGING WEEK: ROLE PLAY

presented a skit titled "Shattering the Silence: Cross Volunteers Tackling Ragging in College Corridors and Classrooms" during Anti-Ragging Week on 14th August 2024. The skit depicted the harmful effects of ragging, emphasizing awareness, empathy, and the importance of reporting incidents. Through a compelling performance, the students encouraged a pledge for a ragging-free campus. The event concluded with an interactive session, reinforcing the commitment to fostering a safe and respectful college environment.

ONE DAY WORK SHOP: HOLISTIC FEMALE HEALTH

The one-day workshop on "Holistic Female Health: Enhancing Awareness and Empowerment through Education", held on August 28, 2024, at YMK Auditorium, Kulur, was an enlightening event organized in collaboration with the NSS and Youth Red Cross Volunteers Scheme.

The session commenced with an inaugural ceremony graced by the presence of Principal Dr. Arun A. Bhagwath, Vice Principals Dr. Shareena, Dr. Jeevan Raj, and Narayan Sukumar, as well as Heads of various departments and faculty members.

The workshop featured expert-led sessions, including an informative discussion on the female reproductive system by Ms. Shreya Vikrant Kumar and an impactful session on health and hygiene by Dr. Ashwini Shetty, whose presentation emphasized the importance of proactive health management among women. Dr. Sumana Bolar also contributed significantly by discussing the broader implications of health education on women's empowerment. The workshop successfully heightened awareness and fostered a sense of empowerment among participants. We extend our deepest gratitude to Dr. Ashwini Shetty for her invaluable contribution; her commitment to promoting female health through education has left a lasting impression on everyone in attendance. This event not only educated but also inspired, marking a significant step forward in empowering women through knowledge.

WALKATHON ON WORLD PEACE DAY



On September 21, 2024, the Indian Red Cross Society, Dakshina Kannada District Branch, and Youth Red Cross of Mangalore University hosted a walkathon from Pilikula Main Circle to the Regional Science Centre to celebrate World Peace Day. The event saw enthusiastic participation from Youth Red Cross volunteers, including students from YIASCM Kulur.

The walkathon began with an opening ceremony that emphasized the importance of peace. Participants walked a scenic route, proudly displaying banners with messages of harmony. Upon reaching the destination, they engaged in activities promoting peace-building and community service. The event successfully fostered camaraderie and a strong commitment to peace. The organizers extend heartfelt thanks to all participants and volunteers for making it a memorable and impactful experience.

OLD AGE HOME VISIT: WISDOM SHARING DAY

On September 27, 2024, students from the NSS and Youth

Red Cross of YIASCM Kulur held "Wisdom Sharing Day" at the Leonard Cheshire Disability Old Age Home. This initiative fostered intergenerational connections, allowing elderly residents to share their experiences with the youth. The day featured engaging games, music, and dance activities, creating a vibrant atmosphere that strengthened bonds and promoted mutual respect. Overall, it was a fulfilling experience that underscored the importance of intergenerational dialogue, with both students and residents

expressing gratitude and discussing future collaborations.

SWATCH BHARATHA ABHIYANA: BLOOD DONATION DRIVE



A joint initiative by the Youth Red Cross and Hindu Nagarika Vedike, in association with the Lion Club Kuluru, organized a Blood Donation Camp and Swachh Bharat Abhiyan on 27th September 2024. The event was actively participated in by the students of YIASCM Kulur, under the guidance of Program Officer Jyothi D.

The Blood Donation Camp witnessed a large turnout of student volunteers who donated blood to support local blood banks, emphasizing the spirit of humanitarian service. Medical professionals supervised the event, ensuring a safe and hygienic environment for the donors.

Following the camp, the students took part in the Swachh Bharat Abhiyan, contributing to the cleanliness drive by cleaning public spaces in and around Kulur. Their efforts aimed to raise awareness about cleanliness and community hygiene, reinforcing the message of responsible civic behavior.

Both events were a resounding success, reflecting the commitment of the youth towards community welfare and national initiatives.



INTERNSHIP AT WENLOCK HOSPITAL, MANGALORE.



The students' experience on 16th and 17th December 2024 at Wenlock Hospital, Mangalore, was enriching, as they gained firsthand exposure to various medical and administrative departments. Over these two days, they worked in departments such as Reception, X-ray, Orthopaedics, Ultrasound, Surgery, Emergency, Token and Insurance services, Pediatric Referral, and Disability services.

Students assisted in patient registration, observed diagnostic procedures, helped organize surgical instruments, and managed patient tokens. They also learned about hospital protocols, patient care, and emergency response. This practical exposure allowed them to understand the intricacies of hospital operations, medical technologies, and patient management.

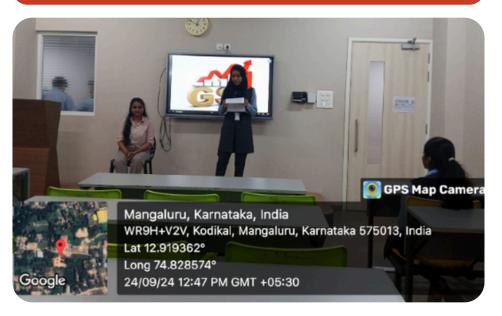
In addition to observing professionals at work, the students were able to assist in multiple functions, enhancing their skills and knowledge in the healthcare field. This internship is a significant step in preparing students for future careers in healthcare and medical fields, providing invaluable insight into the day-to-day workings of a hospital.





YENFAS CLUB & INVESTOR CLUB

GUEST TALK ON GST AWARENESS FOR FINAL-YEAR BCOM IAF STUDENTS



A guest talk on GST Awareness was conducted for the finalyear BCom IAF students on 24th September 2024. Sukshitha Kerodian, who has successfully cleared the CA CPT, provided valuable insights into taxation, focusing on indirect taxes and the various types of taxes subsumed under GST.

The discussion covered key topics such as the registration process for GST, special rates applicable, and the cancellation of GST registrations. The session was highly engaging, with students demonstrating great enthusiasm and eagerness to learn from her expertise.

YENFAS AND INVESTORS CLUB SHINE AT BUSINESS EXPO 2024



The students of the Yenfas Club and Investors Club showcased remarkable enthusiasm and active involvement at the Business Expo held at TMA Pai Hall, Mangalore, on 21st September 2024.

PUBLIC PROVIDENT FUND



An awareness programme on the Public Provident Fund (PPF) was conducted on 25th September 2024. The aim of the programme was to educate students and participants from the Science, Management, and Commerce streams about the benefits and importance of PPF as a long-term savings scheme.

INVESTORS AWARENESS DRIVE AT YIASCM

The Investors Awareness Drive was successfully organized by the Investors Club in collaboration with the YENFAS Club on 24th and 25th September 2024 at the YIASCM campuses in Kulur and Balmatta. The initiative aimed to raise awareness about financial literacy and investment practices among students from BCom, BBA, BSc, and BCA programs.

The event was led by Mr. Cassin Rodrigues, the Investors Club coordinator, alongside Mrs. Razeena and Mrs. Colin Janet from the YENFAS Club. Student volunteers played a pivotal role in ensuring the smooth conduct of the drive, including Mohammed Siddiq Hussain, Abdurrahman Kola, Avnith Hareeshan, Rafa Haneef, Ranah Padatha Peediyakkal, Ayesha Nimra Kanza, Mohammed Ayan, Kathija Zamya, Sanjana Raj, Alfiya Abdul Kareem, Avva Shereen, Sandra K, and Aaliya Tanweer.

This drive successfully reached 3800 students across 80 classes at the Kulur and Balmatta campuses, fostering financial literacy and investment awareness within the student community.

FINANCE AND INVESTMENT AT YIASCM



On 26th September 2024, YIASCM hosted a One-Day Workshop on Finance and Investment in collaboration with the Investor Club and YENFAS Club. The session featured Mr. Leo Amal from Franklin Templeton, who shared valuable insights on topics such as savings, stocks, and bonds. His expert guidance provided participants with a deeper understanding of personal finance and effective investment strategies.

The workshop concluded with a recognition ceremony for contributors, marking the event as a successful and enriching experience for all attendees.

INVESTOR AWARENESS



The second speaker, Mr. Leo Amal, Senior Branch Manager at Franklin Templeton Pvt. Ltd., focused on mutual funds as a viable investment option for young professionals. He explained the different types of mutual funds, their risk factors, and how they can cater to various financial goals. His insights into market trends and diversification strategies were particularly helpful for students unfamiliar with the stock market.

The session concluded with an interactive Q&A segment, where students clarified their doubts regarding investment plans, tax-saving options, and career opportunities in the financial sector.

The event was a success, providing students with essential knowledge to manage their finances effectively in the future. A total of 450 students and 80 faculty members benefited from the program.

On 15th October 2024, the Investors Club, Microzeal, and Yenfas Club jointly organized a Financial Literacy Awareness Program targeting students from the BSc FSN, Microbiology, and Forensic Science departments.

The session aimed to educate students on the importance of financial planning and investment strategies. Mr. Naveen Rego, a SEBI-registered investment advisor, delivered an insightful talk on investment fundamentals, covering topics such as financial discipline, the power of compounding, and the benefits of long-term investments for wealth creation. He also highlighted various SEBI-regulated investment products, emphasizing safety and transparency in financial planning.

This program provided valuable knowledge to students, equipping them with the tools to make informed financial decisions.

AWARENESS ON SVC COOPERATIVE BANK LTD & INVESTMENT PLANS PROVIDED BY HDFC LIFE



The Yenepoya Institute of Arts, Science, and Commerce, Infobeluru, hosted a financial awareness session on February 19, 2024. The session was led by Mr. Suraj Shet from SVC Cooperative Bank Ltd and Mr. Praveen from HDFC Life. The primary focus was to educate both teaching and non-teaching staff members about various financial products and services, empowering them to make informed decisions for their financial well-being.

STUDENT'S ACHIEVEMENT



We are pleased to inform everyone that our team, YIASCM, has won both the Winner and Runner-up trophies, emerging as the champions of the Independence Day Football Cup 2024 for all degree boys at Nehru Maidan, Mangalore. Congratulations to all the medal winners and the entire team for this remarkable achievement!



We are pleased to inform everyone that our team, YIASCM, has won both the Winner and Runner-up trophies, emerging as the champions of the Independence Day Football Cup 2024 for all degree boys at Nehru Maidan, Mangalore. Congratulations to all the medal winners and the entire team for this remarkable achievement!

y Football Cup 2024 for all degree boys at Nehru Maidan, Mangalore. Congratulations to all the medal winners and the entire team for this remarkable achievement! We are pleased to inform everyone that our team, YIASCM, has won both the Winner and Runner-up trophies, emerging as the champions of the Independence Day Football Cup 2024 for all degree boys at Nehru Maidan, Mangalore. Congratulations to all the medal winners and the entire team for this remarkable achievement!



We are delighted to announce that Jithu Chandran from the Hospitality Department has won a bronze medal in the Tanding Reframe category at the All India Pencak Silat Championship 2024 held in Srinagar, Kashmir.

Congratulations to Jithu for this remarkable achievement! His dedication and skill in martial arts continue to inspire others.



We are thrilled to announce that Jithu Chandran, a student from the Hospitality Department, has won a bronze medal in the Tanding Reframe category at the All India Pencak Silat Championship 2024, held in Srinagar, Kashmir.

This remarkable achievement reflects Jithu's dedication, skill, and determination in martial arts. His success continues to inspire and motivate others to pursue excellence in their chosen fields.

Congratulations, Jithu, on this well-deserved accomplishment!





We are thrilled to announce that Jithu Chandran, a student from the Hospitality Department, has won a bronze medal in the Tanding Reframe category at the All India Pencak Silat Championship 2024, held in Srinagar, Kashmir.

This remarkable achievement reflects Jithu's dedication, skill, and determination in martial arts. His success continues to inspire and motivate others to pursue excellence in their chosen fields.

Congratulations, Jithu, on this well-deserved accomplishment!



Congratulations to Shifa Muskaan, a talented student of BBA Aviation and Logistics at the Yenepoya Institute of Arts, Science, Commerce, and Management, for being honored with the prestigious National Youth Brilliance Award by the Kanyadaan Foundation, Delhi.

Dr. Namratha B., Assistant Professor in the Department of Chemistry, secured first place in the story writing competition organized by the Udupi District Kannada Sahitya Parishat, Udupi Taluk Unit, in honor of the late poet and author Meti Mudiyappa. She was awarded a cash prize of 5000 rupees and a citation during a ceremony held at the Infosys Foundation Yakshagana Development, Training, and Research Center (IYC) in Udupi on May 26, 2024.



Santhosh Kumar, a 2nd-year BCA student specializing in Cybersecurity, Digital Forensics, and Ethical Hacking at Yenepoya University, for earning prestigious Hall of Fame recognitions from global giants like IBM, Australian Government, NASA, Flipkart, Cisco Meraki, Bureau of Indian Affairs, Bureau of Reclamation, Lenovo, Monash University, Cisco AppDynamics, and Citigroup for his exceptional contributions in ethical hacking and cybersecurity research.

Santhosh's dedication to securing digital infrastructures and responsible vulnerability disclosure has brought pride to our institution and inspired many aspiring tech enthusiasts



STUDENT COUNCIL BODY FOR THE YEAR 2024-25

VICE PRESIDENT



HRISHIK C SHETTY BBA (LPM)

PRESIDENT



VISMAYA SANJEEVE DAS B.SC (MICROBIOLOGY)

VICE PRESIDENT



SHIVANI M.

B.SC

(FOOD SCIENCE, NUTRITION

AND DIETETICS)

GENERAL SECRETARY

HIZAN RAHMAN

BCA (IOT,EH AND CS)

TREASURER

MUKTHAR AKMAL

B.COM (A&L)

JOINT SECRETARY

JOSNITA RODRIGUES

BS.C (FORENSIC SCIENCE) KANZ NAZAKATH NP

IBS.C (IBM)

JOINT TREASURER

TEYMOUR SULTAN

B.SC HM(A/T&T) **RUQIYA FAZILA**

BA (PSYCHOLOGY AND COUNSELING)

CULTURAL SECRETARY

MOHAMMED RUWED

BBA (A&L)

ANISHA ANDRADE

BCA (METAVERSE,GAMING,GRAPHIC DESIGN, AR,VR)

JOINT CULTURAL SECRETARY

SHAMIL

BCA (AICCD) SANIA IBRAHIM SHEIKH

BCA (COMMUNICATION & DESIGN)

SPORTS SECRETARY

JOINT SPORTS SECRETARY

DAWOOD HAKEEM

B.COM (FTA) **MISHBAH**

BCA (BDA,CC,CS) **MOHAMMED SHAN K**

BCA (CSEH & DF) LINCHANA D.D

BS.C (MICROBIOLOGY)

DISCIPLINE SECRETARY

WAFA MUSTAFA

BBA (LSCM)

HIBA FATIMA

BBA (ATT) **ALAN T VARGHESE**

BCA (BD,CC & CS) **UBAIS PU**

B.COM (IAF)

DISCIPLINE JOINT SECRETARY

SAYYED ATHAUALLA HIBBAN

BBA (EBA) **LIMRA KHAN**

B.COM (IMA)

FATHIMA FIDA

B.SC (FOOD SCIENCE, NUTRITION & DIETETICS) **ADWAITH RAJ**

B.SC (FORENSIC SCIENCE)

STUDENT COUNCIL MEMBERS

THRISHA H

B.SC (MICROBIOLOGY) **MICHELLE TERESA VINOD**

B.SC (FORENSIC SCIENCE)

MOHAMMED THAMEEM

BCA (DS,AI,BIGDATA)

KATHIJA ZAMYA

DEON CLAVEN LOBO

BBA (HAMT) BBA (HAMT)

NSS SECRETARY

PRANAV S

FATHIMATHUL RISA T.P

BBA (LPM)

(AIML ROBOTICS & IOT)

HOSTEL COMMITTE PRESIDENT

INVESTORS CLUB
PRESIDENT

MICROZEAL PRESIDENT

LAHIK ABDULLA

BCA
(AIML ROBOTICS)

MOHAMMED AYAN

BBA (LPM) SHUAIZA

B.SC (MICROBIOLOGY)

NITROGENE ASSOCIATION PRESIDENT

SUZAIFA

B.SC (FOOD SCIENCE, NUTRITION & DIETETICS)

GENDER SENSITIZATION
CELL SECRETARY

RINO THOMAS ROY

BBA
(ENTREPRENEURSHIP,
INTERNATIONAL BUSINESS
AND BUSINESS ANALYTICS)

YHITE YIASCM SECRETARY

VARSHA V

B.SC (FORENSIC SCIENCE)

LEO CLUB SECRETARY

SHEIK MOHAMMED ZEESHAN

BBA (A&L)

ROVER & RANGERS
SECRETARY

SHARANYA SHRIYAN

BCA (IOT,EH AND CS)

HUMANITIES CLUB
PRESIDENT

SINCHANA K N

BA (FASHION DESIGN)

ECO CLUB
SECRETARY

DEVAPRIYA P

BCA (ROBOTICS)

YENFAS SECRETARY

AALIYA TANWEER

B.COM (IMA)

YENOVA IT CLUB
SECRETARY

AHZAAF S

B.SC (CF,DA,CS) SECRETARY

YOUTH RED CROSS

ALMAN HUSSAIN

B.COM (A&L)

CULINARY CLUB
SECRETARY

NARESH U

B.SC (CULINARY ARTS)

ROTRACT CLUB
SECRETARY

AAEDH AHMED

B.COM (IAF)

MELODICA CLUB
SECRETARY

ADITHYAN K RAJESH

BCA
(AIML ROBOTICS)

LITERARY CLUB
SECRETARY

BS MOHAMMED FAIZAL

B.COM (A&L)

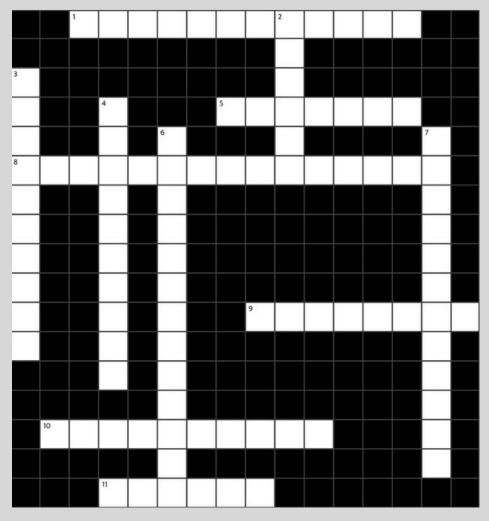
ARDOUR NEWSLETTER
SECRETARY

NITESH

BCA (IOT. CS. EH WITH IBM)

CROSSWORD

CROSSWORD



ACROSS

- 1.A long research paper submitted for an academic degree, often at the doctoral level.
- 5. a conference or other meeting for discussion or training.
- 8. Activities outside of regular academic classes.
- 9. Outline of a course of study.
- 10. Presenting someone else's work as your own.
- 11. A system of permanent employment for university professors.

DOWN

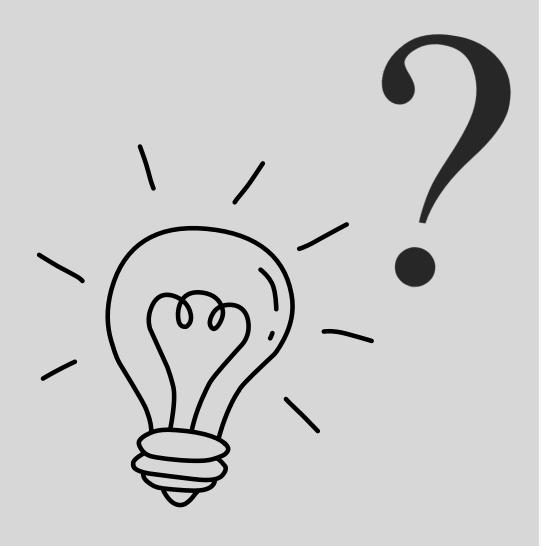
- 2. Former students of a university.
- 3. Temporary position that provides practical experience in a field.
- 4. Course of study offered by a university.
- 6. Official recognition of a university's quality.
- 7. A course that must be completed before taking another.

Across :1.Dissertation 5.Seminar 8. Extracurricular 9.Syllabus 10.Plagiarism 11. Tenure

Down: 2.Alumni 3.Internship 4. Curriculum 6. Accreditation 7. Prerequisite

QUIZ

- 1. Who's the Current President [2025]?
 - A. Manu
 - B. Vismaya Sanjeeve Das
 - C. Shivani M
- 2. Since which Batch was NEP implemented in Yenepoya?
 - A. 2020 batch (graduated)
 - B. 2022 batch (3rd year)
 - C. 2023 batch (2nd year)
- 3. Who is the Yenepoya University BCA student recognized by IBM, NASA, and others for ethical hacking and cybersecurity research in **2nd year**?
 - A. Ahzaaf S
 - B. Kiran Singh Rajput
 - C. Santhosh Kumar

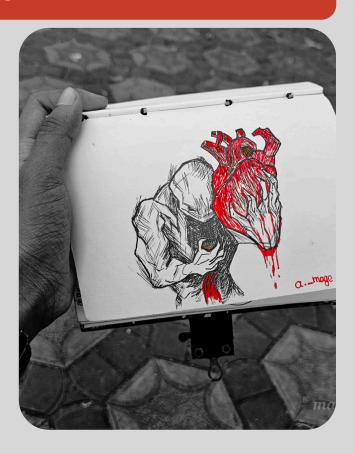


I. Vismaya Sanjeeve Das, 2. 2022 Batch, 3. Santhosh Kumar

GALLERY OF ARTWORKS











SIMAN BSC (MICROBIOLOGY)



SADATH ALI BCA (AIML ROBOTICS)













NITHESH BCA (IOT,EH,CS)WITH IBM

ALUMNI TESTIMONIALS



My college years were a period of immense growth and enjoyment, filled with numerous opportunities that allowed me to explore a variety of fields. One of the highlights of my time there was being part of the college newsletter, Ardour. It was particularly special because we were the inaugural team, setting the foundation for something that would continue to flourish and represent the voice of the student body. Working on Ardour was a unique experience that taught me a great deal about teamwork, communication, and creativity.

I owe a significant portion of my success and the realization of my potential to our faculty members. Their guidance was instrumental in helping me to navigate the challenges and uncertainties that came my way. They not only provided academic support but also encouraged me to step out of my comfort zone and embrace new experiences. Their support was a cornerstone of my college journey, and I am profoundly grateful for their unwavering support and encouragement.

Moreover, college was not just about academics and extracurricular activities; it was also about forming lasting friendships. The friends I made along the way were a vital part of my experience, providing companionship, support, and countless memorable moments. Together, we created a network of support that made the challenges manageable and the achievements even more rewarding.

Reflecting on my college journey, I am filled with gratitude and pride. It was a time of discovery and development, both personally and professionally. Being part of the college newsletter, Ardour, and having the privilege of working with great team of peers, are the experiences that truly shaped my

path. I cherish the friendships I formed and the countless memories made. College was an unforgettable chapter of my life, one that will always hold a special place in my heart.

Deepraj
Batch of 2020-23.
Flight manager (Officer Ramp),
Interglobe Aviation Ltd. (Indigo)



"My time in the BSc Hospitality Science department was truly enriching, thanks to the exceptional guidance the dedicated faculty member. Their expertise and support fostered my passion for hospitality and prepared me for industry challenges. Being part of NSS added a fulfilling dimension, allowing me to contribute meaningfully to our community. I deeply appreciate the hard work of our ground staffs and the inclusive atmosphere they created. Special thanks to Principal Arun Bhagwath Sir for his visionary leadership. Together, they made my college experience at its best, filled with learning, growth, and fond memories.

Vikas K Anchan D'LIFE SALES AND PROJECTS ADMINISTRATIVE OFFICER

ARDOUR NEWSLETTER TEAM

FACULTY COORDINATORS

SHALINI SEQUEIRA

HOD
DEPT. OF LINGUISTIC STUDIES

DIVYA ANCHAN

ASSISTANT PROFESSOR DEPT. OF MANAGEMENT

REVIEW TEAM

SIMAN

II SEM
BSC (MICROBIOLOGY)

KATHIJA ZAMYA

II SEM BBA (HAMT)

GRAPHIC DESIGNERS

NITHESH

IV SEM BCA (IOT IBM)

MOHAMMED YASEEN

III SEM
BCA (AIML ROBOTICS)

SCAN ME!

