



Dayananda Sagar College of Arts, Science and Commerce

# COMMUNIQUE

Bi-Monthly Newsletter  
Volume 2 | Issue 4 March - April 2023

“Education’s purpose is to replace an empty mind with an open one.” - Malcolm Forbes

## ACADEMIC ACTIVITIES

### Personality Development Program

On March 3, 2023, Disha Bharat in association with Dayananda College of Arts Science and Commerce had organized a One-day Personality Development program for M.COM students. The 60 students enthusiastically participated in the workshop which had yoga session, group counselling, quiz, audio and visual session, desi games and a final take away message on what is true success.



### Industrial Visit to Pyramid Valley

The department of MBA, on 27th March 2023, made an Industrial visit to Pyramid Valley International, Bengaluru International Meditation Centre. The key speaker for the event was Mr. Surya – Pyramid Valley and 30 student and 2 faculty witnessed the event.



### Add On Course

The department of M. Com had signed an MoU with Fin Mark India trainers Pvt. Ltd. Add on course for 30 hours started from 24th March 2023. The speakers for the event were Mr. Shivram Ravindran, Senior Consultant Business Development from Finmark India trainers Pvt. Ltd, Mr. Glen, Director and Mr. Naresh, who shared their expertise with students.



### Comprehensive Sales Force Training Program

A Comprehensive Salesforce training program was conducted by Department of Computer Applications MCA under ICT -Youth Empowerment Program in collaboration with PayPal and it was conducted for the students of MCA 2023 batch from 27th February, 2023 to 24th March 2023. The training program of 134 hours included modules on Salesforce administration, customization, and reporting. Total of 59 students attended the program.



### FDP on Teacher’s Empowerment

One Day FDP titled “Teachers’ Empowerment” was organized by the BBA & B.Com Department on 21st April 2023. Dr. T V Raju, Director Planning, R V Educational Institutions, was invited as the resource person.



### Workshop series on “Industry Driven Approach”

The department of BBA/B.com conducted Three-day Workshop series on “Industry Driven Approach” on 27th, 28th and 29th April, 2023. The Resource persons for the events were Mr. Mukesh Soni, Assistant Professor, DSCASC, Mr.V.R.Rajendra Kumar Assistant Professor, DSCASC and Mrs.CS.Disha.H Assistant Professor, DSCASC.



### Certification course on CRM and Soft skills

In association with ICT Academy and PayPal, the department of BCA, organized conducted a training on " Certificate Course on CRM and Soft Skills" for the VI semester students from 27th March 2023 to 19th April 2023. It was focused on to impart essential knowledge of Certificate Course on CRM concepts provided by PayPal through Valuable Hands-on training.



### Students Success Workshop

'Students Success Workshop' was conducted by the department of M.Com on 5th & 6th April 2023. The workshop was conducted by Dr.Nagaraj Shenoy, the Principal, DSCASC. Setting the right path and following the dreams to be successful in life were the main themes of this workshop.



### Interdisciplinary special lecture

The department of M.Com organized Interdisciplinary special lecture program on "Know your Income Tax" for MCA Students on 24th April, 2023. The resource person was Shri G.Shrishyla M.Com.,LLB.,FCMA, Formerly DGM (Finance) BEML. LTD. Ministry of Defense GOI. The session ended with an exercise making the students to prepare tax return for themselves and assess their own income.



### Comprehensive Sales Force Training Program

A Comprehensive Salesforce training program was conducted by Department of Computer Applications MCA under ICT -Youth Empowerment Program in collaboration with PayPal and it was conducted for the students of MCA 2023 batch from 27th February, 2023 to 24th March 2023. The training program of 134 hours included modules on Salesforce administration, customization, and reporting. Total of 59 students attended the program.



### Training program on Full Stack Web Development

The Department of Computer Applications (BU) scheduled a 40 Hrs training Program on JavaScript & react boot camp from 25th January 2023 to 22nd April 2023 for MCA Students. The expert speaker of the Training Program was Mr. Sandeep Gokhale, Alumni – 2003-06, CEO Techvito. He highlighted the importance of Working of web applications, Web sockets, HTML, HTTP, Developer tools, , ReactJS and Redux Hoisting.

### Workshop on Python Programming

Department of Computer Applications-MCA, organized Two days Hands-on Workshop on “Python programming” on 10th & 11th April 2023. Mr. Mohit Agarwal, an invited expert and alumnus, and Senior Software Engineer (Lead) spoke about the Python’s introduction, data structures like Lists and Dictionaries String operations, File concepts and Data analytics using Python. ideas were discussed.

### Hands-on Training on “Version Control System - Git and Git-Hub”

Hands-on Session on “Git and Github” for MCA students was organized on 28th April 2023. Ms. Priyanka Vijay, Alumnus – MCA, S/w Engineer, Mindset Pvt Ltd. spoke on the Github profile creation, Usage of Github & Version Control System, Creating repository, Bitbucket, Different Tools and also explained Branch Handling etc concepts during the session.



### FDP on Teacher’s Empowerment

One Day FDP titled “Teachers’ Empowerment” was organized by the BBA & B.Com Department on 21st April 2023. Dr. T V Raju, Director Planning, R V Educational Institutions, was invited as the resource person.



### Workshop series on “Industry Driven Approach”

The department of BBA/B.com conducted Three-day Workshop series on “Industry Driven Approach” on 27th, 28th and 29th April, 2023. The Resource persons for the events were Mr. Mukesh Soni, Assistant Professor, DSCASC, Mr.V.R.Rajendra Kumar Assistant Professor, DSCASC and Mrs.CS.Disha.H Assistant Professor, DSCASC.



### NON-ACADEMIC ACTIVITIES

#### Notice Board Poster Event

Notice Board Posters Event was conducted by the department of M.Com for the 1st Semester students on 16th February 2023. Every week a group of two students were allotted a topic to prepare Poster for Notice Board.



### Visit to “Sai Navajyothi Old Age Home “

The department of MBA on 24th February visited the “Sai Navajyothi Old Age Home “to provide a sense of awareness about the social problems to the students and inculcate a sense of philanthropy in students. 24 students experienced this.



### Women’s day celebration

International Women’s Day was celebrated by the BBA & B.Com department on 8th March, 2023. The Guest speaker for the day was Dr Shantala S, Obstetrician and Gynecologist, Sagar Group of Hospitals. Dr. Shantala gave health tips for working women, addressed their health issues &also explained about work life balance.



### Rangoli competition

On the occasion of Women’s day celebrations, the department of M. Com conducted the Rangoli competition on 4th March 2023. 39 students took part in the event.

### Mehandi competition

The department of M. Com conducted the Mehandi competition on 8th March 2023.

### Awareness program- Embrace equity awareness

The department of M. Com conducted awareness program on the occasion of International Women’s day on 10th March 2023.



### Cooking without fire competition

The department of M.Com conducted the 'cooking without fire' competition on 11th March 2023. 60

### HR Club Activity

The department of BBA & B.Com, HR Club –YUKTHI student coordinators and members organized an HR Activity titled 'Sneak Peek' on 27th April 2023. Participants from the 3rd and 1st Semester BBA/B.Com took an active part in the event.

**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE, AND COMMERCE**  
SHRIVE WALLESHWARA HILLS, KUMARASWAMY LAYOUT, BANGALURU-560078  
DEPARTMENT OF COMMERCE AND MANAGEMENT & COMBBA-UG-902

**IIR Club Yukthi Presents Sneak Peek**

**DATE: April 27**  
**TIME: 3:00PM**  
**VENUE: BUILDING NO. 13**  
**CLASSROOM NO: 202**

**Student organizers:**  
Rishab Joshi  
Raqib Khan GM  
Siya Malpani  
Sahana  
Sanjana P  
Hussain Gadi  
Sachin

**Faculty observers:**  
Prof. Rekha MP  
Prof. Deepika HC  
Dr. Subbulakshmi  
Prof. Chitra

Register Now



### A Visit to Banashankari III Stage Referral Hospital- ISR Activity

The MBA department organized a visit to a hospital at Banashankari III stage on 7th February 2023. A total of three faculties and fifteen students participated in the activity.



### NSS activity

NSS Activity was organized by M.Com department on 11th April 2023. 3rd semester students participated in NSS activity and went on a survey on 11th April 2023, around the college locality to find out black spots an unusual and unpermitted garbage dumping. A survey report was prepared and submitted to BBMP of Kumaraswamy layout, Bangalore.







## Faculty Participation in FDP / Webinars

1. Prof. Anitha.A from BBA /B.Com Department has participated International FDP on “Essentials of research and publications organized by Department of Management Studies, Easwari Engineering College, Chennai in partnership with “Infrastructure University, Kuala Lumpur” from 13th March 2023 to 17th March 2023.
2. Prof Ashwini Basavaraju from BBA /B.Com Department participated in Six days Faculty Development program on Research Methodology organized by Department of M.Com from 27th March 2023 to 1st April 2023.
3. Prof C S. Disha H from BBA /B.Com Department participated in National Webinar on Managing Personal Finance & Wealth Creation in collaboration with Association of Mutual Funds in India AMFI on 13th March 2023.
4. Prof CS. Disha H from BBA /B.Com Department participated in National Level Webinar on Prevention of Sexual Harassment at Campus or Workplace on 8th March 2023.  
Prof CS. Disha H from BBA /B.Com Department participated in National Webinar on “Women Power: Breaking New Ground” 6th March 2023.
5. Prof CS. Disha H from BBA /B.Com Department on participated in National Webinar in collaboration with Association of Mutual Funds in India (AMFI) on “Financial Empowerment Through Wealth Creation” 9th March 2023.
6. Prof CS. Disha H from BBA /B.Com Department participated in 5 Days International Webinar Series on “Educating Minds to Foster Sustainable Development Goals” from 27th February 2023 to 7th March 2023.
7. Prof CS. Disha H from BBA /B.Com Department participated in Webinar on appearance before NCLT & Art of Advocacy on 27th March 2023.
8. Prof CS. Disha H from BBA /B.Com Department participated in Webinar on Structured Digital Database on 21st March 2023.
9. Prof CS. Disha H from BBA /B.Com Department participated in Webinar on essentials of conducting secretarial audit and application of ICSI Auditing Standards on 11th March 2023.
10. Prof CS. Disha H from BBA /B.Com Department participated in Webinar on essentials of practice, peer review, quality review and disciplinary mechanism on 15th March 2023.
11. Prof CS. Disha H from BBA /B.Com Department participated in Webinar on strategizing for growth on 20th March 2023.
12. Dr. Deepika Sharma from BBA /B.Com Department participated in Skill nation (Microsoft Power Point) One day Work shop on 11th March 2023.
13. Dr. Suplab Kanti Podder and Prof. Faseeha Begum from BBA /B.Com Department participated in Six days FDP on Research Methodology organized by Dayananda Sagar College of Arts, Science and Commerce from 27th March 2023 to 1st April 2023.
13. Prof Faseeha Begum from BBA /B.Com Department participated in 5 Days International Webinar Series “on Educating Minds to Foster sustainable Development Goals” Organized by the Department of Commerce Krupanidhi Degree College on 7th March 2023.
14. Prof Faseeha Begum from BBA /B.Com Department participated National Webinar on POSH at Campus and workplace organized by SSMRV College on 8th March 2023.
15. Prof Faseeha Begum from BBA /B.Com Department participated in National Webinar “On Indirect Tax for Managers” MQI College of Management on 20th March 2023.
16. Prof Lalitha from BBA /B.Com Department participated in National webinar on “Indirect Tax for Managers” conducted by MQI college of management – MCM on 20th March 2023.

17. Prof Lalitha from BBA /B.Com Department participated in National webinar on International Women's Day 2023 conducted by SSMRV College 8th March 2023.
18. Prof Lalitha from BBA /B.Com Department participated in National webinar on Financial Empowerment through Wealth creation conducted by Alliance University on 9th March 2023.
19. Prof Lalitha from BBA /B.Com Department participated in International webinar on Educating minds to Foster Sustainable Development goals conducted by Krupanidhi Degree college from 27th February 2023 to 7th March 2023.
20. Dr. Monica Ranka from BBA /B.Com Department participated in National Webinar on Indirect Tax for Managers on 20th March 2023.
21. Prof Mukesh Soni from BBA /B.Com Department attended Six Days FDP titled 'Research Methodology' conducted by M.Com dept., DSCASC from 27th March 2023 to 1st April 2023.
22. Prof Nagarajeswari M from BBA /B.Com Department participated in National Webinar on Managing Personal Finance & Wealth Creation in collaboration with Association of Mutual Funds in India AMFI on 13th March 2023.
23. Prof Nagarajeswari M from BBA /B.Com Department participated in National Level Webinar on Prevention of Sexual Harassment at Campus or Workplace on 8th March 2023.
24. Prof Parimala R from BBA /B.Com Department Participated in the International Faculty Development on "Essentials of Research and Publications" from 13th March 2023 to 17th March 2023.
25. Prof Parminder Kaur from BBA /B.Com Department participated in National Webinar on Managing Personal Finance & Wealth Creation in collaboration with Association of Mutual Funds in India AMFI 9th March 2023 respectively.
26. Dr. R. Pavithra from BBA /B.Com Department participated in International Faculty Development Program on "ESSENTIALS OF RESEARCH AND PUBLICATIONS" organized by Department of Management Studies, Easwari Engineering College, Chennai in partnership with "Infrastructure University, Kuala Lumpur" from 13th March 2023 to 17th March 2023.
27. Prof Chitra D Rao from BBA /B.Com Department participated in National Webinar on "Indirect Tax for Management" by MQI COLLEGE OF MANAGEMENT – MCM on 20th March 2023.

28.Prof V. R Rajendra Kumar from BBA /B.Com Department participated in Webinar titled "Approach through SPSS" in Srishti College Bangalore on 19th March, 2023

29.Prof Rashmi M Umarji from BBA /B.Com Department participated in "ESSENTIALS OF RESEARCH AND PUBLICATIONS" organized by Department of Management Studies, Easwari Engineering College, Chennai on 13th March 2023.

30.Prof Rashmi S from BBA /B.Com Department participated in Six days FDP on Research Methodology organized by Dayananda Sagar College of Arts, Science and Commerce from 27th March to 1st April 2023.

31.Prof Rekha MP from BBA /B.Com Department on 12.03.2023 Completed online Certification Course on Affiliated Marketing for Beginners under Simply Learn on 12th March 2023.

32.Prof Rekha MP from BBA /B.Com Department participated in Six days FDP on Research Methodology organized by DSCASC from 27th March to 1st April 2023.

33.Prof Sangeetha Datanand from BBA /B.Com Department participated in 1 Day International Webinar "Obstacles are opportunities in Levertov' s Contribution to World Peace through her Anti - War Poems on 27th March 2023.

34.Prof Shalini Kumari Rawani from BBA /B.Com Department participated in One week Faculty Development Program on Research Methodology from 27th March 2023 to 1st April 2023.

35.Dr. Kotresh Savanur Dept. Of Physics from B.Sc. department participated in five days Faculty Development Program on Recent Advancements in Science and Technology, Held in hybrid mode by the Department of science, Alliance University, Bengaluru from 6th to 10th March, 2023

36.Dr Kumudavalli S from BCA department attended Two-week Online Capacity Building Program on "Artificial intelligence and Machine Learning" organized by Indian Institute of Information Technology design and Manufacturing, Jabalpur, India from 10th March 2023 to 23rd March 2023.

38.Prof T.Nayana from MBA department attended International FDP on Essentials of Research and Publications organised by Easwari Engineering College – Department of Management Studies from 13th March 2023 to 17th March 2023.

## Faculty Paper Presentation / Publication

1. Prof. Prof. Ashwini Basavaraju from BBA /B.Com Department published a research paper titled "A Literature Survey on Role of Self Help Groups and Women Empowerment in Primax International Journal of Commerce and Management Research, Volume No.10, Issue No.4, January- March 2023.
2. Dr. Salini Suresh from BCA department presented a paper on "An Overview of the use of AI to Agriculture to Manage Weeds and Pests" arranged by National Conference on Contemporary Research Advancements in Computer Technology in association with ICT Academy on 17th March 2023.
3. Prof. Srivatsala from BCA department presented a paper on "Big Data Data bases: SQL VS NOSQL VS NEWSQL" organised by Jain University on 24th March 2023.
4. Prof. Srivatsala from BCA department presented a paper on "Big DATA- A Perspective on Security and Solutions and Technology" in International Conference "Recent Developments in Science, Technology, Engineering and Management" ICRDSTEM 2023.
5. Prof. Srivatsala from BCA department presented a paper on "Flipper Zero- A Multi – Functional Hackers' Tool" in International Conference "Recent Developments in Science, Technology, Engineering and Management" ICRDSTEM 2023 on 24th March 2023.
6. Dr. Kotresh Savanur Dept. Of Physics from B.Sc. department Presented the research paper titled "Synthesis, Characterization and Alternating Current Studies on ZnFe<sub>2</sub>O<sub>4</sub>/Nb<sub>2</sub>O<sub>5</sub> nano-composite at Room Temperature" at International Conference on "Advances in Materials, Ceramics and Engineering Sciences (AMCES-2023)" organized by Department of Aeronautical, Biotechnology, Civil, Chemical, Chemistry & Mechanical Engineering, Dayananda Sagar College of Engineering, Bengaluru, from 13th March 2023 to 15th March 2023.
7. Prof. Aruna Devi C from BCA department presented a paper on "Consequences of hacking using OMG cables and security issues" organised by Jain University on 24th March 2023.
8. Dr. Kumudavalli S from BCA department presented a paper on "Consequences of hacking using OMG cables and security issues" organised by Jain University on 24th March 2023.
9. Dr. Kumudavalli S from BCA department presented a paper on "Noise to Voice a Denoising attempt to enhance the audio for regional music" organised by Jain University on 24th March 2023.
10. Prof. Yogeshwari H V from BCA department presented a paper on "IOT Security Emerging Trends and Future Directions" in International Conference "Recent Developments in Science, Technology, Engineering and Management" ICRDSTEM 2023 24th March 2023.
11. Dr. Suplab Kanti Podder from the department of BBA /B.Com presented a paper titled "Impact of Innovative HRM practices on Sustainable Business Operations – A study on India's Transformation in the New Millennium" on 28 April 2023.

12. Dr. Deepika Sharma from the department of BBA /B.Com presented a paper in National level conference Seshadripuram Academy of business studies on 28 April 2023.
13. Prof. Lalitha from the department of BBA /B.Com presented a paper on "A Study on cashless transactions and its challenges and opportunities with special reference to Bengaluru" in National Level Conference on India's Transformation in the new Millennium organised by Seshadripuram college on 28th April 2023.
14. Prof. Sadiya Firdose R Z from the department of BBA /B.Com presented a paper in One Day national Level Conference at SABS on "BlockChain Technology The upcoming future of Accounting" on 28th April 2023.
15. Prof. Meghana C from the department of BBA /B.Com in April 2023 published a paper titled "A study on green banking among graduates in Bengaluru" (TIJER – International Research Journal).
16. Prof. Sudarshan S. Savanoor from the department of BBA /B.Com presented paper in One Day National Conference on Topic 'Feasibility of Implementation of Virtual ID of UIDAI in Public Governance and Administration: An Attempt Towards Sustainable Development' organized by Indira College of Commerce and Science, Pune on 12th and 13th April, 2023.
17. Prof. Deepika H C from the department of BBA /B.Com presented a paper titled "A Study on cashless transactions and its challenges and opportunities with special reference to Bengaluru" in National Level Conference on India's Transformation in the new Millennium on 28th April 2023.

### **Certification Courses by Faculty**

1. Prof. Anitha.A from BBA /B.Com Department has completed an online course on "Soft Skills" and "Human Resource Concept" on 19th March 2023.
2. Dr. Deepika Sharma from BBA /B.Com Department Completed one Short online course on "Human Resource Management" by Home study center" on 28th March 2023.
3. Prof. Shalini Kumari Rawani from BBA /B.Com Department completed online certification course in Introduction to Data Analytics on 23rd March 2023.
4. Prof. Vidhya Shree S from BBA /B.Com Department completed Online Certification Programme on Digital Marketing 101 at Skillup on 24th March 2023.
5. Prof. Hemant Uppala from BCA department attended Short Term Training Programme organized by National Forensic Sciences Five days online Short Term training Programme on Artificial Intelligence for Cyber Security from 14th March 2023 to 18th March 2023.
6. Prof. Ranjini K S from BCA department completed course on "Data Science in Mathematics" in Great learning by Great Learning on 6th March 2023.
7. Prof. Diwakara Vasuman M S from BCA department completed a course on Fundamental of Data Analytics course by Future Skills Prime (NASSCOM) on 18th March 2023.
8. Dr. Kumudavalli from the department of BCA from Jan-Mar attended a Faculty Development Program on Programming, Data organised by IIT Madras.

## Faculty Achievements

1. Dr. Subbulakshmi .S from BBA /B.Com Department was invited at Academy of Management for Annual Meeting Reviewer for 2023 on 10th March 2023.
2. Dr. Sumera from MBA department bagged Best Paper Award in the Finance track for the research paper titled – “Identifying stock market bubbles and evaluation with momentum index and consumer confidence index” at 8th Global Leadership Research Conference 2023 on the theme & Architecting New Tenets for Future of Business & held at Amity Business School, Noida, India on 13th and 14th March, 2023.
3. Dr. Deepika Sharma from BBA /B.Com Department authored a book titled “Rural Marketing” with ISBN no.978-93-5693-102-2 (VISION BOOK HOUSE PUBLICATION).
4. Dr. Kumudavalli S from BCA department chaired the session in Two Days International Conference "Recent Developments in Science, Technology, Engineering and Management" ICRDSTEM 2023 organised by Jain University on 24th March 2023.
5. Dr. C B Venkata Prasad from the department of MBA chaired the Technical Session – I Business Development, Analytics International Business, Banking and Finance during National Conference on Multidisciplinary Approach to Innovation Prospects and Challenges in Modern Business Landscape on 29th April 2023.
6. Dr. Deepika Sharma from the department of BBA /B.Com from Jeeva Raksha basic care life support (BCLS) was Certified as an emergency life care Doctor for 5 Years on 19th March 2023.

## Students Achievements

1. Gunav from BCA department presented a paper on “Consequences of hacking using OMG cables and security issues” in 2 International Conference "Recent Developments in Science, Technology, Engineering and Management" ICRDSTEM 2023 on 24th March 2023.
2. Gunav from BCA department presented a paper on “Flipper Zero- a Multi – Functional Hackers’ Tool” In 2nd International Conference "Recent Developments in Science, Technology, Engineering and Management" ICRDSTEM 2023 on 24th March 2023.
3. Aditya Singh from BCA department presented a paper on “ IOT Security Emerging Trends and Future Directions ” in 2 International Conference "Recent Developments in Science, Technology, Engineering and Management" ICRDSTEM 2023 on 24th March 2023.
4. Yuktha D from VI SEM BBA A published a paper titled “A study on green banking among graduates in Bengaluru” (TIJER – International Research Journal).
5. Bhoomika Bothra from 4 BBA completed CERTIFICATION ON Interview Skills from 14th April 2023 to 19th April 2023.





## Dayananda Sagar College of Arts, Science and Commerce

*live the dream*

Shavige Malleshwara Hills  
Kumaraswamy Layout  
Bangalore 560 111  
Karnataka, India

**Phone:**

+91-9741882324/9741889394/741214448

+91-80-42161709, 42161750, 42161751

**Fax:** +91-80-26660789

**Email :** admissions@dayanandasagar.edu

**Web:** dscasc.edu.in

Programs @ DSI

Arts, Science & Commerce

Dental Sciences

Diploma

Engineering - DSCE

Engineering - DSATM

Architecture - DSCA

Business Academy

PGDM

MBA VTU

MBA VTU (Autonomous)

International School

PUC

## Editorial Committee

Dr. Nagaraj Shenoy, Principal

Prof. Hemanth Uppala, Vice Principal

Prof. Sangeetha Dayanand, Assistant Professor, DSJBS

Prof. Mukesh Soni, Assistant Professor, DSJBS

Prof. Usha CR, Assistant Professor, DSJBS

Prof. Vaibhav Patil, Assistant Professor, MBA

Prof. Leo Lawrence, Assistant Professor, BCA

Mr. Dharmendra Rao Jadav V, Sr. Manager, IQAC