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# THE NDC CHRONICLES

## New Beginnings, Endless Possibilities



- Leadership and Excellence in Education



- Drive to provide excellent educational opportunities that are responsive to the needs of the students: providing quality, responsive education and skill based programmes.
- Equipping the students with the skills necessary to respond to the opportunities and challenges associated with ever-changing societal demographics.
- Empowering the students to meet and exceed challenges as active participants in shaping the future.



## From the Principal's Desk

Greetings,

Our institution is recognised as a platform for students to build their wings and fly beyond the horizon. The college emphasises on developing and maintaining positive relationships which means that we know each student as individual and we lean to provide more personal support and greater access to opportunities in each student's chosen field of interest.

Parents and visitors compliment us on the warm and orderly college atmosphere and our strong sense to community. We encourage all our students to develop high expectations about themselves, their work and their behavior which is an expression to our values of personal best, integrity, respect and responsibility.

Our approach involves working with parents to meet the individual need of every student and supporting them to fulfill their academic and co-curricular goals and dreams. We score a centum on variables such as teacher's effectiveness and empathy stimulated learning, student safety and connectedness to peers. In a world that rewards perseverance, resilience, initiative, problem-solving and co-operation, our students leave well prepared for future challenges. I am proud of the significant accomplishments of our students that reflects us being a better choice in pursuit of excellence.



**Dr. Harish Babu S**

Principal, NDC &  
Director – Management Studies, NGI



Editor in Chief  
**Dr. Harish Babu S.**

Editor  
**Prof. Rajendran Gopal**

Editorial Committee  
**Prof. B. Gayathri / Prof. Lydia Roshini**



## From the Editor's Desk

Greetings,

The Editorial committee wishes to thank our beloved Principal Dr. Harish Babu S for having entrusted us the task of bringing out the news letter. The team has made every effort to include all activities/programs held during July-September 2023.

Writing is an art. The art of writing should be imbibed in the student community. From the forth coming issues, articles from faculty as well as student community on various activities/programs held in our campus would be included. Start writing!



**Prof. Rajendran Gopal**

Assistant Professor, NDC

## Programmes Offered

### UG PROGRAMMES

- B. Com
- BBA
- BCA

### PG PROGRAMMES

- MBA
- MCA
- M.Com

## International Collaboration



## 1. UG Orientation Programme

Orientation Programmes for the Batch of 2023-24 was organised on 27th July 2023 with total strength of 257 students comprising B. Com, BBA and BCA batches. The programme was inaugurated by Dr. Harish Babu S., Principal with his inspirational welcoming speech that gave an insight into the institution's vision and mission.

The orientation programme was divided into two sessions where the first session introduced the campus culture to the students along with the curriculum and opportunities of the future. Whereas the second session encompassed various activities that encouraged students to explore, engage and collaborate with their peers.



## 2. Sambhrama 2023

Sambhrama, an intra-college fest was organised on 28th July 2023. The fest was an accumulation of various competitions and performances in relation to Talent Presentation along with Intellectual Check. It comprised events like mock stock, product launch, treasure hunt, business quiz, web designing, coding, gaming and also cultural specifics such as solo dance, group dance, and fashion show.

Prof. Nanjundappa V. S., Principal – NPUC, being the Guest of Honour inaugurated the fest by lighting the lamp alongside Dr. Harish Babu S., Principal - NDC and HODs of all Departments. The valuable deliverance by the Guest of Honour evoked the insight of the students and energised the crowd.

The fest concluded with the prize distribution and a melodious concert by Sri. Harsha, renowned singer of Kannada Film Industry.





### 3. Teacher's Day Celebration

NGI commemorates its vision and mission on 5th September celebrating Founder's day along with the Teacher's day. As a part of this occasion, Nagarjuna Degree College (NDC) presented a dance-drama called 'Shiva Shakthi'. It was well enacted by NDC staff members and well received and lauded by the audience.



### 6. Project Dissertation Guidance



Nagarjuna Degree College focuses on research and development along with the academic curriculum. Therefore, M. Com Department of NDC hosted a Guest Talk on 'Project Dissertation Guidance' with chief guest Mr. Nagesh N., an esteemed research scholar and professor at Bangalore University on 6th July 2023.

During the session, Prof. Nagesh N. shared his extensive knowledge and expertise regarding the preparation of project dissertations. He emphasised the importance of a well-structured and meticulously researched dissertation and highlighted that a successful project dissertation not only demonstrates academic competence but also

### 4. BCIC Award Function

Nagarjuna Degree College – School of Management sponsored 3rd Edition of Bangalore Chamber of Industry and Commerce - BCIC Women Leadership Award 2023 as Cultural Partner held at Hotel Holiday Inn, Racecourse Road, Bengaluru on 7th July 2023.

### 5. KSCST – Funded Project

Nagarjuna Degree College – School of Management partook in the KSCST Sponsored 46th Series Student Sponsorship Project 2023 and successfully presented the titled project in the event held at Alva's Institute of Engineering and Technology, Moodubidire.

**Title :** Disruptive Technology and Gig workforce: An Empirical Study in Bengaluru City

**Guides :** Dr. Vijayakumar R S and Dr. Harish Babu S

**Students :** S Usha Rani, Chandrika K S, Akash S M and Himaja K R.



serves as a valuable learning experience. He encouraged students to choose research topics that align with their interests and are relevant to the field of commerce.

Prof. Nagesh N. stressed the significance of an in-depth literature review and guided students on how to critically analyse and synthesise existing research. He also provided a brief insight into the process of research that includes research methodology, data collection and analysis, and writing and presentation.

The session concluded with an engaging Q&A where students had the opportunity to seek clarification and guidance on their individual dissertation projects.



## 7. Industrial Visit

An Industrial visit to KMF Mother Dairy in Yelahanka, Bangalore was arranged for final year B. Com students which started off at 10.00 A.M. and progressed till 12.30 P.M. The students had an enriching experience during the visit as they learnt various types of production facilities that showcased the essence of managing productivity with the available resources.

## 9. Inter-Class Tournament

### a. Throw Ball and Volleyball Tournament

Sports being the integral part of developing one's personality, NDC focuses on the perfect balance between the academics and sports activities. Therefore, the institution had organised inter-class throwball and volleyball tournament on 7th July 2023 at NPUC Campus Ground.

The tournament was inaugurated by Dr. Harish Babu S., Principal, NDC alongside Master Vismay Ram Y R, the youngest rider of India who was the chief guest of the event.

The winners and runner ups of throw ball were second semester B Com A3 girls team and the second semester BBA A1 respectively. Whereas, in volleyball, sixth semester B Com C4 boys team were the winners and the sixth semester B. Com C3 students were the runners up.

Dr. Raghavendra, Coordinator distributed the prizes during the valedictory ceremony of the tournament.



## 8. ICT Training Programme

ICT Training Programme was conducted for the 2nd Year BCA Students (Batch 2022-24) for 15 days completing total 100 hours starting from 1st to 15th August 2023. This programmes was divided into two sessions that included technical session on POWER BI by Mr. Srinivas Veerabhathini, an expert with 14+ years experience. Whereas the second session was primarily about personality development conducted by Mrs. Roopa, a personality development trainer.



### b. Sports Day

Department of Physical Education and Sports in association with Department of MBA organised Masters Cup 2023, an inter-class cricket & throw-ball tournament for the PG Students of 2022-23 on 19th August 2023 at Nagarjuna Vidyaniketan Campus Ground.



## 10. Achievements

NDC Students Mr. Ashwath and Ms. Bhoomika from BBA secured 1st and 2nd place respectively in the 3rd State Level Karate Championship held at Shivamogga.





## 11. Cultural Week

Nagarjuna Degree College – School of Management in association with Department of MBA organised Cultural Week from 4th to 9th September 2023 at NDC Campus. Every day of the cultural week was associated with a colour signifying a respective thought/idea the institution values and stands by. Some of the colour coded days along with their significance is as follows:

1. Green Day: Signifying the importance of the environment and nature.
2. White Day: Representing the significance of Peace.
3. Black Day: Bringing awareness against the social evils.
4. Ethnic Day: Celebrating the tradition and ethnicity of our Nation.



## 12. Awareness Programme - World Suicide Prevention Day

Nagarjuna Degree College in association with SA-MUDRA Foundation and NIPM Karnataka chapter organised World Suicide Prevention Day - Awareness Programme on 23rd September 2023 at 10.00 a.m. in the college Amphitheatre.

Mr. Sunder Veena, eminent actor, Mr. Dinesh A. U., Director of HR - Rittal and Mrs. Bharathi Singh, Founder & CEO of SA-MUDRA foundation graced the occasion.

On this occasion, the institution hosted a collage competition with the topic "Why I love my life" for UG and PG students. The students actively participated in the competition and expressed their thoughts on positive thinking and no self-harm. A street play titled "I Love Life" was also organised & performed, which was directed by Abhimanyu Bhupati depicting the positive side of life.





### 13. Faculty Development Programme

The Faculty Development Program (FDP) on the topic “Mentor’s Responsibility Towards Grooming Young Minds” was organised on 31st August 2023 at College campus. This FDP aimed to address the critical role of mentors in shaping the future of young minds, discussing effective mentoring strategies, and fostering a nurturing learning environment. The program witnessed the participation of 45 faculty members. The FDP commenced with an inaugural session, which was presided over by the Speaker Mrs. Jeevitha Mahendra, an accomplished academican, who emphasised the significance of mentoring in the educational ecosystem. She discussed the evolving role of mentors in the modern educational landscape and also the need for mentors to adapt to changing student dynamics, foster critical thinking, and offer support beyond academics. She delved into the cognitive and emotional needs of students and the positive impact mentors can have on their personal development.



### 14. Start-Up Mela

As a part of experiential learning, the Entrepreneur Development Cell of NDC had organised a ‘Start-up Mela’ on 24th July 2023. The mela comprised of total 30 stalls implementing different ideas and strategies. Some of the stalls were on games stall, food, accessories, clay, pesticides, among the others.

This unique mela was inaugurated by Dr. Harish Babu S., Principal – NDC. The highlight of the event was the glimpses of leadership, planning, teamwork and overall management skill showcased by the students. In every stall, the associated team was asked to explain the product, investment and sales of the day. The best entrepreneur was considered on the basis of criteria decided by the judges, Prof. Kavitha and Prof. Ranganath. The criteria included the total investment, strategies applied, profit made, and the price fixed by the respective stalls.

It enhanced the understanding of the aspects acquired through theoretical knowledge and the managerial skills which eventually benefits in the future endeavours of the student.



### 15. Training and Placement Cell

#### a. Training Sessions for the year 2022-23

- Corporate skills training for all final year students
- Workshop on importance of discipline and attitude in students’ life
- Corporate and personal grooming
- Aptitude sessions for all final year students

#### b. Placements

- Job placements: 120 students
- Internship placements: 65 students

