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OUR STARTUP INITIATIVES

Swastika Digital Marketing

Swastika Earn While You Learn

Swastika E-learning Institute

Swastika Account Management & Marketing

"The only source of knowledge is experience."
- Albert Einstein

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Boot Camp "The We Factor" at Hotel Sea View



"The We Factor" Boot Camp, held on September 1 and 2, 2023, at Hotel Sea View, Ladyhill, Mangalore, was a dynamic event aimed at fostering teamwork, confidence, and skill enhancement. The inauguration of the program was graced by Ms. Prasadini

K, Deputy Director Land Records, Dakshina Kannada, while Sri C. A. Simon, Superintendent of Police, Mangaluru, honored the occasion as the chief guest. During the ceremony, Sri Pathumudi Sooryanarayana Rao, Proprietor of Hotel Janatha Deluxe, was

recognized and awarded the prestigious Swastika Udyama Rathna Award 2023, underscoring his remarkable contributions. The facilitators of the Boot Camp, JCI Sen. Santhosh Kumar, an International Life Skill Coach & Mentor, and Past National President of

JCI India, alongside JFM Sandhya Varma, ACC-ICF Certified Life Coach and Co-founder of Skill Quest, led the participants through a series of engaging activities. Throughout the two-day program, participants, including enthusiastic freshers, actively engaged in a variety of fun, confidence-building, and skill/memory enhancing activities. The atmosphere was vibrant with energy as attendees immersed themselves in the learning experience, fostering camaraderie and personal growth.

Swastika National Business School took a significant step towards nurturing entrepreneurship with the inauguration of its first entrepreneurial club, Swastika Udyamshala, on October 10, 2023. The ceremony was marked by esteemed guests who contributed to the entrepreneurial ecosystem. Dr. Ananthapadmanabha Achar, Chief Executive Officer of AIC Nitte Incubation Centre, NITTE, inaugurated the club, bringing his wealth of experience and insights to the occasion. Alongside him, Ganesh N. Sharma, Executive Director of BNI Mangalore, added his expertise in networking and

Swastika Udyamshala - Entrepreneurs Club Inauguration



business development. Also present was Dr. Arun M. Isloor, Professor Incharge of NITK STEP and Professor in

the Department of Chemistry at NITK, who shared valuable academic perspectives on

entrepreneurship. Ms. Sameeksha Shetty, Chairperson of Young Indians Mangalore, contributed her leadership insights and support to the initiative. The event took place at Ocean Pearl, Mangalore, creating an atmosphere conducive to collaboration, learning, and the exchange of entrepreneurial ideas. With such distinguished figures at the helm, Swastika Udyamshala is poised to become a hub of innovation and entrepreneurial excellence, fostering the growth of aspiring entrepreneurs.

"SPARK," Intercollegiate Fest - 2023

On June 5, 2023, at Hotel Ocean Pearl in Mangalore, SNBS hosted "SPARK," an Intercollegiate Workshop aimed at igniting creativity and innovation among students. The event featured notable guests Ms. Sameeksha Shetty, Co-Founder & Partner of Hakya, and Ms. Rayo Maben, a distinguished Fashion Designer from Manipal, who inaugurated the workshop. Dr. Raghavendra Holla, Chairman of the institution, graced the occasion as the presiding authority, lending his support and

encouragement to the participants. With his leadership, the event promised to be an enriching experience for all involved. The workshop attracted the participation of 100 students from various colleges, eager to explore new ideas, collaborate with peers, and enhance their skills. Through interactive sessions, discussions, and hands-on activities, SPARK provided a platform for students to unleash their creativity and drive innovation in diverse fields.



Towards a Psychologically Healthy Community

On July 13, 2023, the Department of Social Work organized the Community Outreach Programme series 7, titled "Towards a Psychologically Healthy Community - Fostering Safe Spaces." This event, held in collaboration with Anirvedha, Canara High School Association, and Rotary Mangalore Down Town, took place at the T.V. Raman Pai Convention Centre in Kodialbail, Mangalore.



A key highlight of the event was the honoring of Padmashri Dr. Matha B Manjamma Jogathi, recognizing her significant contributions. The programme aimed to raise awareness about the challenges faced by individuals belonging to the LGBTQ community.

As part of the initiative, a solo-performance play based on the life of Manjamma Jogathi was staged, directed by Dr. Beluru Raghunandhan

and performed by Arun Kumar. This theatrical presentation offered insights into the struggles and triumphs of Padmashri Jogathi, shedding light on issues relevant to the LGBTQ community.

Following the play, an interactive session chaired by Padmashri Jogathi, Dr. Rahul M Rao, Dr. Mahesh BS, and Dr. Shwetha KT provided an opportunity for audience members and the press to engage with the panellists. This session fostered dialogues, addressed questions, and promoted understanding and empathy towards LGBTQ issues.

The inaugural ceremony witnessed the presence of esteemed individuals such as M. Ranghanath Bhat, Secretary of Canara High School Association, Mangalore; Rtn Ganesh Prabhu, President of Rotary Mangalore Down Town; Dr. Shwetha K.T., Director of Anirvedha - Resource Centre for Psychological Wellbeing, Mangalore; and Dr. Malini N Hebbar, Principal of Swastika National Business School, Mangalore. The program highlighted the importance of community collaboration in addressing social issues and promoting inclusivity and mental wellbeing.

Union and Karnataka State Budget - 2023

On March 21, 2023, a session was organized to delve into the Union and Karnataka State Budgets of 2023 and their potential impacts on the Indian economy. The event was inaugurated by CA Shantharam Shetty, Convenor of the DK District BJP Economic Cell, bringing his expertise and insights to the occasion.



As the Chief Guest, CA Gautham Nayak M, Chairman of the Mangalore Branch of the Southern India Regional Council (SIRC) of the Institute of Chartered Accountants of India (ICAI), added valuable perspectives to the discussions.

The session included a comprehensive analysis of the budgets, with CA S S

Nayak, Co-Convenor of the DK District BJP Economic Cell, leading the discussion on the budgetary implications. This analysis aimed to provide attendees with a deeper understanding of the fiscal policies and allocations outlined in both the Union and Karnataka State Budgets, and how these measures might influence

various sectors of the Indian economy.

Overall, the session served as an important platform for stakeholders to gain insights into the economic priorities and strategies outlined in the budgets, facilitating informed discussions on their potential implications for the broader economic landscape.

Launch Your Thoughts in Style

A training program was conducted by Mrs. Anuradha Jayachender, National Trainer at JCI India, on the topic "Launch Your Thoughts in Style" on April 17, 2023. Students seized this opportunity with enthusiasm and actively engaged themselves in every aspect of the training program which spoke volumes about its effectiveness.



Orientation Programme for the New Batch of Academic Year - 2023-2024



The seven-day Orientation Programme for the new batch students of Swastika National Business School, held from August 23 to 30, 2023, focused on guiding students along their chosen career paths. The inauguration was graced by Mr. Mohan Singhe from the Department of Social Work, Mangalore University, as the inaugurator, with Dr. Raghavendra Holla, Chairman of Swastika National Business School, presiding over the ceremony. Throughout the orientation, students had the privilege of learning from a diverse array of resource persons, each bringing valuable insights and expertise to the table. Among them were:



•**Ms. Pooja Rao**, Zone Trainer, JCI India, •**Mrs. Vidyalakshmi Shetty**, Lecturer at Swastika National Business School, •**Mrs. Ravikala**, Lecturer at Swastika National Business School, •**CA Kiran Anthony Vasanth**, Chartered Accountant, •**Mr. Praveen Udupa**, Founder of A1 Logics Mangalore and Zone Trainer at JCI Mangalore, •**Mr. Ronald Mascarenhas**, Consultant HR-CSR & Public Relations, •**Ms. Deeksha**, Lecturer at Swastika National Business School, •**Mrs. Divyashree Rai**, Lecturer at Swastika National Business School, •**Dr. Raghavendra Holla N**, Chairman of Swastika National Business School, •**Ms. Vani Shetty**, Associate Manager, HR Operations, •**Mr. Prem Raj**, Production Manager at Fatfox India Pvt. Ltd., •**Mr. Ganesh N Sharma**, Executive Director of BNI Mangalore, •**Dr. Ananthapadmanabha Achar**, Chief Executive Officer of AIC Nitte Incubation Centre, Nitte, Karkala.



Campus Drive



On March 24, 2023, Arya Shikha, HR Executive and Soft Skills Trainer, along with Veena Shetty, HR Executive, both representing KVP Business Solutions, Mangalore, conducted a Campus Drive for the students of Swastika National Business School. The Campus Drive provided an excellent opportunity for the students to interact with

professionals from the industry, gain insights into career opportunities, and potentially secure employment or internship positions with KVP Business Solutions. Arya Shikha and Veena Shetty conducted interviews, assessed candidates' skills and qualifications, and provided information about the company and available job roles. Such initiatives bridge the gap between academia and industry, facilitating the smooth transition of students into the workforce while also allowing companies to tap into young talent and fresh perspectives.

“SAMARPITA”



On April 12, 2023, a unique workshop titled "SAMARPITA" was organized at Swastika National Business School by parents for the students. The workshop aimed to provide valuable insights and guidance to students on personal and career challenges they might encounter. Mrs. Komal Prabhu, Mr. Ajith Kumar, Mr. Virendra Sharma, Mrs. Shobha B. S., and Mr. Ashok Mallya, parents of students, played a pivotal role in enlightening the students during the workshop. Throughout the session, the parents shared their experiences and wisdom, offering practical advice and strategies to navigate various

challenges effectively. Their firsthand insights into personal and career-related hurdles provided invaluable perspectives for the students, empowering them to make informed decisions and overcome obstacles in their academic and professional journeys. "SAMARPITA" served as a platform for fostering dialogue and mentorship between parents and students, fostering a supportive and nurturing environment within the academic community. Such initiatives not only enrich students' learning experiences but also strengthen the bond between parents, students, and educational institutions.

World Environment Day



On June 5, 2023, World Environment Day was observed with a series of impactful activities led by the Chief Guest, Sri. Nalin Kumar Kateel, Member of the Lok Sabha. The day began with enthusiastic NSS volunteers gathering to clean up the beach, emphasizing the importance of maintaining clean coastlines. Following this, mangrove trees were planted,



symbolizing a commitment to coastal conservation. An awareness program was also conducted, educating the local community on waste management and sustainable living practices.

Sarthaka 2023 “Bidding Adieu to Seniors”

On July 11, 2023, I and II-year students, along with staff members, gathered to bid farewell to our beloved III-year students. The event was filled with laughter, fun, and heartfelt memories, as we celebrated the journey that we had shared. As we said goodbye, we reminded ourselves that farewells were not forever. They simply meant we would miss you until we met again. Though our paths might

diverge for now, the bonds we had formed would always remain.



Effective Writing for Social Media

A training program on "Effective Writing for Social Media" was conducted by Ms. Shivali Moda, Head of Communication at the 2050 Climate Group in Edinburgh, Scotland, on April 19, 2023. This training program aimed to equip participants with the necessary skills and strategies to effectively communicate climate-related messages on social media platforms. Ms. Moda's expertise in communication, particularly within the context of climate advocacy, made her an excellent facilitator for this session.



JCI Orientation



On April 29, 2023, JCI orientation was inaugurated by Principal Dr. Malini Hebbar. The event set the stage for an engaging session under the guidance of JCI's Sadananda Navada. Students delved into JCI's global impact and discovered how they could contribute positively to the world and develop their training prerequisites.

Study Tour to Mysore

From May 4 to May 9, 2023, Social Work students and faculty embarked on an enlightening journey to Mysore and BR Hills, immersing themselves in the rich tapestry of tribal life.



This study tour proved to be a transformative experience, offering invaluable insights and fostering meaningful connections. At Vivekananda Girijana Kalyana Kendra (VGKK), nestled in the heart of BR Hills, the group was warmly welcomed into the tribal community. Here, they gained a profound understanding of the daily struggles and cultural richness of these

communities. Direct engagement with tribal members provided first-hand insights into their customs, traditions, and the challenges they face. In Mysore, a visit to Odanadi Seva Samsthe shed light on the organization's efforts in combating human trafficking and supporting vulnerable populations, including tribal groups. Witnessing their dedication left a lasting impression on the participants, reinforcing the importance of advocacy and support for marginalized communities. Swami Vivekananda Youth Movement (SVYM) provided empowering insights into

community-led development initiatives. Their holistic approach to healthcare, education, and sustainable livelihoods inspired the group, highlighting the transformative power of grassroots efforts. Reflecting on their journey, the participants expressed gratitude for the hospitality and guidance of VGKK, Odanadi Seva Samsthe, and SVYM. They returned home with a renewed commitment to social justice, eager to apply their learnings in advocating the rights and dignity of all individuals, especially those from marginalized communities.

Blood Donation Camp

On May 8, 2023, a remarkable event unfolded at the KMC Blood Bank as 35 students and staff showcased their spirit of service by donating blood. Under the dedicated leadership of Dr. Ranjitha Rao, the blood donation camp was organized with the aim of supporting those in need and saving lives. The selfless act of donating blood is a testament to the compassion and generosity of our community.



Each donation has the potential to make a significant impact and bring hope to individuals facing medical challenges.



NSS Annual Camp



From May 17 to 23, 2023, our institution organized the Annual NSS Camp at Hollarabail, Netharakere. This camp served as a platform for youth engagement in community service and social activities, fostering personal and social development among our volunteers. Seventy NSS volunteers actively participated, dedicating themselves to serving the community. The inauguration ceremony was graced by esteemed guests including Shri Prakash B.S., Shri S. B. Kudalagi, Shri Rajesh Baliga, Captain Brijesh Chouta, Shri Pradeepa Kalkura, and Shri Bhakthi Bhushan Guruji. The camp featured diverse activities aimed at holistic development. Mr. Vinod Shetty from Krishnapura provided training in Theatre Art, while Comedy King Prashanth C K entertained with his performance of 'Telikeda Parbha'. A dental camp conducted by A B Shetty Dental College, Deralakatte offered free dental services to the community. Cultural performances added vibrancy to the camp, with the Swastika Yakshavasyam Team presenting 'Dakshayajna', and local youth performing a Tulu skit



titled 'Kushal'. Eminent trainers from JCI imparted valuable insights on Effective Public Speaking. NSS volunteers conducted a Community Survey and participated in 'Shramadhan' (community service) in various areas. The valedictory ceremony was graced by Chief Guests Sri Narayana Holla, Mrs. Komal Prabhu, and Sri Krishna Upadhyaya. The success of the camp was made possible by the unwavering support of Chairman Dr. Raghavendra Holla, the guidance of Principal Dr. Malini N Hebbar, the leadership of NSS Officer Vidyalakshmi, and the coordination of other NSS Camp officers. The active participation of NSS volunteers and the warm reception from the Hollarabailu community contributed to the grand success of the event. This Annual NSS Camp exemplified the spirit of service and community engagement, leaving a lasting impact on all involved.

Orientation Visit

On August 30, 2023, an orientation visit was organised at the LINK Integrated Rehabilitation Centre in Bajal, Mangalore, aimed at understanding its operations and impact. The centre emerged as a pivotal establishment in the fight against addiction, providing holistic support to residents. During the visit, it became

evident that LINK employed a comprehensive approach to rehabilitation. Through tailored programs encompassing detoxification, counseling, therapy, and skill-building activities, residents were equipped with the tools necessary for recovery and reintegration into society.



Skillogical

On June 8, 2023, Swastika National Business School hosted an enriching Program at Hotel BMS, designed to enhance the skillset of students. The program, aptly named SKILLOGICAL, aimed to equip participants with practical skills essential for personal and professional development.

The highlight of the program was the insightful guidance provided by Mr. A V Vamana Kumar, a renowned National Trainer from JCI India. With his expertise and experience, Mr. Kumar adeptly navigated the participants through various aspects of skill development, encouraging them to sharpen their abilities and hone their talents.



Through interactive sessions and engaging activities, participants gained valuable insights into areas such as communication, leadership, teamwork, and problem-solving. Mr. Kumar's guidance not only inspired but also empowered the attendees to leverage their strengths and strive for excellence in their respective fields.

“SWASTIKA YAKSHA PARBHA 2023”



On June 25, 2023, a momentous occasion unfolded as "SWASTIKA YAKSHA PARBHA 2023" marked the First Anniversary of Swastika Yakshavyasam at Geetha S M Shetty Sabhagana, Ramakrishna School, Bunts Hostel, Mangalore.

Distinguished guests graced the event, including Shri Dayanand Kathalsar (Former President, Karnataka Tulu Sahitya Academy) Shri Sarapadi Ashok Shetty (Rajyotsava Awardee), Dr. Priya Harish Shetty (Reporter, Nammakudla Vahini), Mrs. Veena K (Principal, Sri Ramakrishna High School), Ms. Gana Bhat (Cine star and Entrepreneur), Mr. Ravindra Shetty Sargetottu (Founding President, Ratna Vidya



Institution), and Mrs. Poornima Yathish Rai (Kittur Rani Chennamma Awardee). Dr. Malini N Hebbar (Principal, SNBS), Dr. Raghavendra Holla (Chairman, SNBS), and Bhuvan Shetty (Student Coordinator). Swastika Yaksha Parbha highlighted its commitment to promoting cultural richness and artistic talent among students. It served as a moment of pride and inspiration for all those involved, reaffirming the importance of nurturing creativity and artistic expression in education.

INDUSTRIAL VISIT



BASF is a renowned chemical company known for its innovative products and sustainable practices. The industrial visit to BASF in Surathkal on August 29, 2023, was an enlightening experience for the students in getting a firsthand look at its operations and it provided invaluable insights.

GURUPOORNIMA

On July 3, 2023, the essence of the saying "A good education can change anyone. A good teacher can change everything" was beautifully captured as students came together to express their love and gratitude for their teachers. Gurupoornima, a day dedicated to honoring teachers, was celebrated with a meaningful program organized by the students.



The event was a heartfelt gesture, showcasing the deep appreciation students had for their mentors. Through various activities, performances, and heartfelt messages, students expressed the profound impact their teachers had on their lives. From imparting knowledge to instilling values and shaping character, the influence of a good teacher was celebrated and revered.

Faculty Orientation Visit

Faculty members of Swastika National Business School visited AIC NITTE Incubation Centre. It provided valuable exposure to the dynamics of start-up incubation and entrepreneurship. Dr. A P Achar's exchange of views with the faculty members offered them valuable perspectives on the prospects and challenges associated with opening start-ups.



Such visits can be instrumental in fostering a culture of innovation and entrepreneurship within an educational institution. They provide faculty members with first-hand knowledge of the start-up ecosystem, which they can then impart to their students, thereby encouraging them to explore entrepreneurial opportunities.

Teachers' Day

Swastika National Business School celebrated Teachers' Day with enthusiasm on September 5, 2023. Students organized fun activities, cultural performances, and heartfelt tributes to make the day memorable for their teachers. The event fostered a sense of gratitude and appreciation among students and teachers, strengthening the bond between them.



Samrudhi 2K23

Swastika National Business School organised Samrudhi 2K23 - Student Senate Inauguration & Freshers Day Celebration on September 18, 2023. Shri Sudheer Shetty Kannur, Mayor, Mangalore City Corporation Inaugurated the programme, presided by Dr. Rghavendra Holla, Chairman Swastika National Business School Mangalore. Qualified union leaders and class representatives had the investiture ceremony and the Freshers exhibited their talent. As a reciprocal gesture, the II and III year



students showcased their talent in a cultural program and fun games as a part of Freshers Day.

A workshop on Set your Vision



On Gandhi Jayanti October 2, 2023 the NSS volunteers gathered for a transformative session titled "Set Your Vision" led by JFM Sandhya Varma, an ACC-ICF Certified Life Coach, and inaugurated by Mrs. Hardika Chethan Shetty,

Entrepreneur and Dance Choreographer, the event aimed to inspire and empower the student community. Through interactive activities and insightful discussions, volunteers delved into their aspirations, guided by Sandhya Varma's expertise. Mrs. Hardika Chethan Shetty's motivating words added fervour to the session, encouraging volunteers to pursue their dreams with passion.

Swastika Udyamshala - Visit to AIC Nitte:

In a bid to cultivate entrepreneurial spirit and innovation among its students, Swastika National Business School's first entrepreneurial club, Swastika Udyamshala, embarked on an enriching visit to the AIC NITTE Incubation Center, a hub for innovation and entrepreneurship, on October 16, 2023. Mr. Puneeth Rai, Manager at AIC Nitte, graciously hosted the students and provided them with invaluable insights into the process of setting up new start-ups. During the orientation session, Mr.



Puneeth Rai shared his expertise on various aspects of entrepreneurship, including ideation, business planning, funding, and scaling. His guidance was instrumental in empowering students to take their first steps towards realizing their entrepreneurial dreams

Sparkling Scholars - Weekly Series



On September 6, 2023 Swastika National Business School organised "Sparkling Scholars" weekly series of Business Administration Department on the topic "Root Cause Analysis - Isikava Diagram", for BBA students. CA M.N Pai, Chartered Accountant, Mangalore inaugurated the weekly series and Mr. Vinod Nayak, Director, Bharathaksha Foundation was the Resource person.



On March 19, 2024 weekly series "Sparkling Scholars" of Business Administration Department was organized on Advertising Skills. Ms. Ashwini Prabhu G., Lecturer from the School of Social Work, Roshni Nilaya was the resource person. Ms. Ashwini Prabhu G. brought her expertise to the forefront, guiding students through the intricacies of advertising skills. The session aimed to enhance students' understanding of advertising concepts, strategies, and techniques vital for success in the dynamic field of business.



Department of Business Administration organised a weekly series of workshop, "Sparkling Scholars" on October 6, 2023 on the topic "Business Social Responsibilities" by Dr Rashmi Kodikal, Professor, MBA Department (Technology Enabled Learning), Graphic Era Dehradun.

Samvada Weekly Series



Department of Commerce organised a weekly series workshop SAMVADA on the topic HR Performance by Mr Anantha Sharma, an experienced professional and Ex. Vice President, Emerson on December 12, 2023.

Swastika Udyamshala 8PM to 8AM Entrepreneurship Mindset Workshop - 01



Swastika Udyamshala, an initiative by Swastika National Business School, is a pioneering platform dedicated to nurture entrepreneurial spirit among students. Our flagship program focuses on honing essential entrepreneurial skills and fostering innovative thinking to empower students to embark on their entrepreneurial journey with confidence.

Through engaging and interactive online sessions from 8:00 PM to 8:00 AM, we provide a dynamic learning environment where students can explore diverse business concepts, receive mentorship from industry experts, and gain invaluable insights into the intricacies of starting and running a successful business from various eminent resource persons.

Book Launch



On April 1, 2023, the Language Association of Swastika National Business School organized the launch of Srinivas Jokatte's book. U K. Kumaranath, a Senior Journalist and Dr. Raghavendra Holla, Chairman of Swastika National Business School jointly unveiled the books. In this event Samyuktha Karnataka Positional Editor Mr. Ramakrishna R was honoured.

Aakshitha Wins Karnataka Women's A Division League Football Tournament

Participation in sports instills essential values such as discipline, perseverance, and teamwork. Athletes learn to set goals, work hard, and overcome challenges, developing a strong work ethic. Ms. Aakshitha, The proud student of Swastika National Business School has represented Mangalore University and United FC Kodagu Team and won the Karnataka Women's A division league Football tournament.



Mindful Equality: Mental Health as a Universal Human Right

Swastika National Business School, in collaboration with Anirvedha Resource Centre for Psychological Well Being and Rotary Mangalore Downtown, embarked on a yearlong endeavour to promote mental health as a fundamental human right. The inaugural ceremony of the "Mindful Equality" project took place on October 7, 2023, marking the beginning of a concerted effort to raise awareness and foster support for mental well-being.

Distinguished guests, including Mr. D Vedavyas Kamath, MLA Mangalore City South, Dakshina Kannada, and Dr. Ravish Tunga, Consultant Psychiatrist from Manaswini, Mangaluru, graced the occasion with their presence. Their



participation underscored the significance of addressing mental health concerns in our communities.

Through collaborative efforts and strategic partnerships, the project aims to destigmatize mental health issues and promote access to quality care for all individuals, regardless of background or socio-economic status. By advocating mental health as a universal human right,

Swastika National Business School, Anirvedha Resource Centre for Psychological Well Being, and Rotary Mangalore Downtown reaffirm their commitment to creating a more inclusive and compassionate society.



Office Inauguration and Business Launch Santhrupthi - Byadgi Chilly and Elevate 360 Marketing Venture

On December 8, 2023, an auspicious occasion unfolded with the inauguration of Santhrupthi Byadgi Chilly and Elevate 360 Marketing Venture at II Floor, Nithyananda Complex, Mangalore.

Shri Deepak Kotian, President of DKCOA, graced

the event as the Inaugurator, adding prestige to the ceremony. Joining as the Chief Guest was Ms. Komal Prabhu from Hotel Maharaja, Mangalore. The event marked not only the opening of a new office but also the launch of a promising new business venture ready to



make its mark in the world of marketing.

2 Days - Effective Public Speaking Workshop



To build confidence and overcome stage fear, we organised two days EPS program for first year students on November 25 and 26, 2023. Three trainers - Dr Raghavendra Holla, Ms Pooja Rao and Mrs Akshatha Shetty engaged students for two days. The event was hosted by JCI Mangaluru Samrat and inaugurated by Sri Girish S P, Zone President, Zone XV, JCI India, Social Media Influencer - Mr Sharan Chilimbi, popularly known as Power House, interacted with students.

Campus visit by Dr. Ramakrishna Rao

On November 4, 2023, Dr. Ramakrishna Rao, the All India President of Vidya Bharathi and a member of the NEP (National Education Policy) Advisory Board, honored our college campus with his presence. He addressed our faculty team on the challenges and opportunities associated with the adaptation of the National Education Policy. Dr. Rao's insights and expertise provided invaluable guidance to our faculty members as



they navigated the transitions and reforms introduced by the NEP. His visit undoubtedly enriched our understanding and commitment to embracing the changes required for the betterment of education in our institution.

Swastika Premier League -3

On December 4, 2023, the Balmatta Church Ground witnessed an exciting exhibition of cricket skills as the much-awaited "Swastika Premier League -3" unfolded. The event was graced by the esteemed presence of Chirag Ariga, CEO of Hotel BMS Mangalore, who served as the Chief Guest, adding prestige to the occasion.

The team Samyuktha won the

championship title, receiving loud cheers and applause from the excited crowd.



Celebrating the Business Launch of Student Ventures

On December 28, 2023, a momentous occasion unfolded at Hotel Ocean Pearl, Navabharath Circle, Mangalore, as three students embarked on their entrepreneurial journeys. Yajna, Pallavi, and Adithya, second-year students from B.com and BBA, launched their respective businesses - Kadal, Suniska, and Avinash. The event was inaugurated by Ms Athmika Amin esteemed guests, including Shri Shantharaj, MD of JV Group Mangalore, Shri Shubhaschandra Prabhu, Partner of Day to Day Digital Mangalore, and Ms. Aysha Rasha, Proprietor of D.O.E.S Event Planner Mangalore. Their presence added



prestige and encouragement to the aspiring entrepreneurs.

The inauguration and business launch served as a testament to the spirit of innovation and entrepreneurship among the youth. It marked the beginning of a promising journey for Yajna, Pallavi, and Adithya, as they ventured into the world of business with determination and enthusiasm.

Launching Sanjay's Venture at Vertex One, Ballalbhagh, Mangalore

On February 10, 2024, Sanjay, a second-year B.Com student, proudly launched his business at Vertex One, Ballalbhagh, Mangalore. The event saw the presence of notable individuals, including Shri Shantharaj, MD of JV Group Mangalore, who inaugurated the ceremony, and Deepa Kamath, Owner of Field Star Engineering Mangalore. Ms. Divya Rai, Owner of Raise Spices, and Tanuja Maben, Performance Coach, Mind Trainer, and



Therapist, made the occasion even more special.

These experts provided valuable insights and guidance to students, enriching their knowledge and skills across different areas of business and entrepreneurship.

Inauguration of Fine Arts Association

The inauguration of the Fine Arts Association, Chavadi, was a significant event held at the Rotary BalBhavan in Mannagudda, Mangalore, on October 30, 2023. The event also featured an Interclass Variety Competition called Utsav. Shri Giridhar Shetty, the Proprietor of Sagar Properties, had the honor of inaugurating the function.



Among the distinguished guests present were Smt. Sumangala Rathnakar, the Director of Natyaaradhana and Yaksharadhana Kalakendra, and Rtn. K Krishna Shetty, a Past District Governor of Rotary. Their presence added prestige to the occasion, highlighting the importance of promoting fine arts and cultural activities within the community.



Street Play - "Say No to Drugs"



An Initiative by NSS Volunteers of Swastika and Urwa Police Station in a collaborative effort aimed at combating drug abuse. The NSS Volunteers of Swastika partnered with the Urwa Police Station, Mangalore, to organize a street play on December 20, 2023. Through vibrant performances and compelling narratives, the officers of the Police Department conveyed a powerful message urging the community to say no to drugs. This initiative not only raised awareness but also emphasized the importance of collective action in addressing societal challenges and ensuring the well-being of all citizens.

Inauguration of Language Association



On December 5, 2023, the inauguration of the Language Association took place, marking a significant event for students. Mrs. Khushboo Bansal was the inaugurator, and she addressed the students about the importance of learning languages. Following the inauguration, a quiz was held, with 20 teams participating. Out of these, three teams qualified for the final round. Team Samyuktha emerged victorious, showcasing the knowledge and expertise of its members.

Swastika Annual Sports Meet - 2024

On March 8, 2024, Mangala Stadium came alive with energy and enthusiasm as students gathered for a thrilling Sports Day event. Under the leadership of Physical Director Mr. Prathim Kumar, a variety of sports events were organized, showcasing the students' athletic prowess and team spirit. Numerous sports events were held, and the students actively participated, displaying their passion for sports and healthy competition.



The Annual NSS Camp held at the Science Centre, Pilikula, Mangalore from February 21 to February 27, 2024, provided a remarkable platform for our youth to actively engage in community service and social activities, fostering both personal and social development. With the enthusiastic participation of 80 NSS volunteers from our institution, the camp exemplified dedication and commitment to serving the community.

Distinguished guests including Shri Praveen Nayak, Shri Anil Kumar, Smt Babitha Shetty, Shri Shivaram Malli, Shri Ghanshyam Shenoy, and Shri Rakesh Lobo graced the inauguration ceremony, setting a tone of inspiration and motivation for all participants.

Throughout the duration of the camp, various events and activities were organized, ranging from informative talk shows with renowned

Annual NSS Camp 2024

personalities to engaging training sessions by experts. Notable highlights included a talk show in collaboration with Rotary Mangalore Downtown featuring Aravind Bolar, a Tulu comedy actor, and Walter Nandalike, proprietor of Daijiworld Media Private Limited.

The camp also emphasized health and wellness initiatives, with Mr. Ranjith Katipalla providing training for NSS volunteers in street plays and a comedy show by the esteemed stand-up comedian Shri Vittal Nayak Kalladka. Additionally, a general medical camp conducted by AJ Hospital in association with JCI Samrat, catered to the healthcare needs of the local community. Cultural enrichment was a key aspect of the camp, with performances by the Swastika Yakshavasyam Team, adding vibrancy to the evenings. Educational excursions, such as the visit to the planetarium at Pilikula, further enhanced the learning experience for students.

NSS volunteers actively engaged in community surveys, shramadhan activities, and cleanliness drives, leaving a tangible



impact on the Pilikula region. Their efforts extended to organizing street plays and cultural events, fostering awareness and social cohesion.

The valedictory ceremony, graced by esteemed guests Sr. Anitha, Shri Ronald Mascarenhas, celebrated the achievements of the camp. Notably, the Swastika Sevarathna Award was bestowed upon Shri Giridhar Shetty for his exemplary contributions to business and social services.

The success of the NSS camp was made possible by the unwavering support of Chairman Dr. Raghavendra Holla, the guidance of Principal Dr. Malini N Hebbar, and the leadership of NSS Officer Vidyalakshmi P Shetty. The active participation of NSS volunteers and the Pilikula community underscored the spirit of collaboration and service, resulting in a truly memorable and impactful event.

Beach Cleaning at Iddya Beach, Surathkal

On December 16, 2023, Swastika NSS volunteers joined hands with the Karnataka Forest Department for a beach cleaning initiative at Iddya Beach, Surathkal. This collaborative effort aimed to not only clean up the beach but also raise awareness among the community about the importance of preserving



the turtle population. The volunteers worked hard to clean up the beach, picking up trash and garbage. Additionally, they actively



interacted with local residents, educating them about the significance of protecting turtle breeds that inhabit the area.

Industrial Visit to Kalbavi Cashews and Gurucharan Industries, Baikampady



On December 9, 2023, final year BCom/BBA and first-year BSW students embarked on an industrial visit to Kalbavi Cashews and Gurucharan Industries, located in Baikampady.

Representatives from both industries provided insights into the framework and operations of their respective companies. The visit offered students valuable exposure to real-world industrial environments, enhancing their understanding of business practices and operations.

International Women's Day

On March 9, 2024, Swastika embraced the spirit of International Women's Day with tremendous enthusiasm and zeal. Various games and activities were organized, serving as avenues for fostering camaraderie and empowerment among the women teams of Swastika. The celebrations were a proud affair, resonating with the collective achievements and contributions of women from diverse backgrounds. Dr. Malini N Hebbar, in a thought-provoking talk, aligned with the theme of



International Women's Day; imparted wisdom and inspiration to all attendees. Dr. Raghavendra Holla, the esteemed chairman of the institution, played a pivotal role in commemorating this significant day.

He honoured the women's team with heartfelt appreciation and gratitude, symbolized by thoughtful gifts that underscored the institution's commitment to recognizing and empowering its female members.

Swastika Annual Day & Graduation Day 2024

Swastika celebrated its Annual Day and Graduation Day with grandeur and pomp, marking a significant milestone in the academic journey of its students. The event, held on March 13, 2024, brought together students, faculty, staff, and esteemed guests to commemorate the achievements and successes of the graduating class.



Dr. P L Dharma, the esteemed Vice Chancellor of Mangalore University, delivered the graduation address; Dr. Ushaprabha Nayak, Co-Founder and Vice Chairperson of Expert Group of Institutions, graced the occasion as the chief guest; alongside Shri BHV Prasad, Executive Director of Projects and Marketing at MRPL; and Dr. Mohan Singhe, Associate Professor

in the Department of Social Work at Mangalore university. Following the formalities, a graduation day ceremony was held for the outgoing students. Rank holders, achievers and various winners of competitions were honoured. The event was further enriched with cultural



performances. Attendees included current students, alumni, parents, and well-wishers, making the day memorable and meaningful for all.

NIPM Foundation Day Celebration 2024



On March 16, 2024, The NIPM Foundation Day Celebration took place at the prestigious Kudmul Ranga Rao Purabhavana Town Hall in Mangaluru. The event was honored by the presence of distinguished guests, including Shri Anthony S. Mariyappa, IFS, Deputy Conservator of Forests, Government of Karnataka, who graced the occasion as the Chief Guest.

Swastikans had the opportunity to engage in insightful discussions and networking sessions, reflecting the spirit of collaboration and innovation that defines the NIPM community.

The event served as a platform for professionals to gain valuable insights and reaffirm their commitment to excellence in the field of management.

NSS Workshop - Swachchatha Andholan

On March 22, 2024, the National Service Scheme Unit organized a workshop in collaboration with the Ramakrishna Mission team on the Swachchatha Andholan. Students from the Ramakrishna Mission visited various areas in the Mangalore region to create awareness about waste management and the importance of cleanliness. Through surveys conducted



during the workshop, valuable insights were gathered to assess the current state of cleanliness and identify areas for improvement.

Career Guidance Programme - Chanakya University Bangalore



On March 26, 2024, Swastika National Business School hosted a Career Guidance Programme conducted by Chanakya University Bangalore. The session focused on providing

insightful knowledge about pursuing Master's degrees.

Mr. Suresh Raju, Trainer & Head of Outreach for Value Added Programs at Chanakya University, imparted valuable information to the final year students. The session aimed to assist students in making informed decisions about their academic and professional pursuits.

8pm to 8am Entrepreneurship Mindset Workshop - 02



On February 10, 2024, Swastika Udyamshala organized an 8pm to 8am Session at Vertex One, Ballalbhagh Mangalore, providing a unique learning opportunity for its members. The session featured a diverse

line-up of resource persons from various fields.

Throughout the night, esteemed resource persons shared their expertise and insights, guiding the members of Swastika Udyamshala on their continuous learning journey, covering various aspects of marketing, personal development, entrepreneurship, content creation, and more.

Rotary, Anirvedha and Spandana Trust Collaborate with Swastika for 3 Days "Mindful Equality: Mental Health as a Universal Human Right", Empowering 534 Women



On March 18, 2024 Swastika National Business School, in collaboration with Rotary Manglore Downtown Anirveda Resource Center for Psychologically Well Being and Spandana Trust, organized a session titled "Mindful Equality: Mental Health as a Universal Human Right" at the Spandana Trust Jeppu, Mangalore. The session, part of an ongoing year-long project,

focused on "Empowerment Through Mindful Wellness." For the month of March, Swastika, Rotary Anirveda, and Spandana Trust collaborated to include participants from women's self-help groups in Mangalore, facilitated by the Spandana Trust. Greeshma Nayak, a counselor at Anirvedha, served as the resource person, providing insightful knowledge on

mental health. The session aimed to raise awareness about mental health as a fundamental human right and promote mindfulness as a tool for empowerment and well-being.

The event brought together participants from diverse backgrounds, fostering discussions and sharing valuable insights to support mental health and well-being in the community.

A total of 534 women benefited from this collaborative initiative, highlighting its significant impact on promoting mental health equality and well-being among women in Mangalore

Orientation Visit for BSW Students



Date: October 26, 2023
Visited: Ave Maria Palliative Care in Vamanjoor



Date: October 30, 2023
Visited: Padi Valored in Bendorewell



Date: November 28, 2023
Visited Spandana Trust and Prashanth Nivas in Mangalore



Ms. Ashwini
II B.Com



comprehending diverse business strategies.

However, it was the inception of the Udyamashala Entrepreneurship Club that truly catalysed my entrepreneurial journey.

In November 2023, I introduced the brand "Santhrupthi" with a mission to distribute quality red chillies and red chilli powder across different cities in Dakshina Kannada. What

commenced with the sale of a modest 30 KGs of chillies has now flourished to a remarkable 700 KGs per month. Santhrupthi has garnered a diverse clientele, including restaurants, catering services, retail shops, and individual households. As a result, I have been able to generate a monthly business revenue of Rs. 2,50,000.

This venture has not only bolstered my self-confidence but also instilled within me a profound sense of respect and self-reliance. I am confident that the journey ahead holds boundless opportunities for growth and success.

Currently pursuing my II B.Com at Swastika National Business School, I am elated and honoured to have become the institution's first female entrepreneur, establishing my own brand. Throughout the initial three semesters, I engaged in various projects aimed at



Ms. Pooja Shetty
III B.Com

understanding simultaneously.

Whether it's through internships, part-time jobs, or collaborative projects with industry partners, or any other channel, the opportunities provided under this program are truly limitless.

Teachers expertise, dedication, and passion for teaching have been instrumental in shaping my academic and personal growth. I am grateful for the unwavering support from Holla sir. One aspect that truly stands out at Swastika is the culture of collaboration and inclusivity. Here, we are not just individuals pursuing degrees; we are a community bound by shared goals and aspirations. The campus buzzes with creativity, innovation, and diversity, creating an enriching environment for learning and development. Participating in extracurricular activities, organizing events, or volunteering for social causes, there's always something happening that brings us together.

Thank you Swastika for shaping me into the confident and capable individual that I am today.

My journey at Swastika National Business School has been nothing short of transformational. As Pooja Shetty, a proud student of Swastika National Business School, I am honoured to share my experience, particularly highlighting the innovative 'Earn While Learn' concept and the exceptional support of our Faculty and Chairman. First and foremost, the 'Earn While You Learn' program It's not just about attending classes and studying textbooks; it's about applying what we learn in real-world scenarios while earning a living.

This concept not only reduces financial burden but also fosters a sense of responsibility and practicality among students. Personally, it has allowed me to gain invaluable professional experience, manage my expenses, and enhance my academic



Ms. Kaveri
III BSW

unwavering guidance provided me with the encouragement needed to overcome my insecurities. It was within this nurturing environment that I found the motivation to challenge myself and embrace new opportunities.

Participation in various activities and workshops, such as Effective Public Speaking, Boot Camp, and the NSS Annual Camp, played a pivotal role in shaping my character. These immersive experiences not only honed my skills but also instilled in me a sense of confidence and purpose. Through dedicated practice and perseverance, I witnessed a remarkable

evolution in my abilities, both personally and professionally.

One of the most significant milestones in my journey was assuming the role of NSS Secretary, a position that allowed me to exercise and further develop my leadership skills. Additionally, being recognized as the Outstanding Swastikan of BSW served as a testament to the progress I had made and the impact I had within the Swastika community.

I am profoundly grateful to Swastika National Business School for the invaluable lessons learned and the countless opportunities that have paved the way for my continued success.

My journey at Swastika stands as a pivotal chapter in my life. Prior to enrolling in this esteemed institution, I grappled with a profound fear stemming from my inadequate communication abilities. However, upon stepping into the halls of Swastika, a transformative journey began.

Under the tutelage of supportive educators, I embarked on a voyage of self-discovery and growth. Their



Mr. Sanjay
III B.Com



9,80,741 until March 2024, SGV Enterprises has been a significant milestone in my entrepreneurial journey. Additionally, I ventured into the field of engineering marketing with Fieldstar Engineering, where I have been working for the past 16 months. This experience has provided me with invaluable knowledge and insight into various roles within the industry. Recently, I launched my second venture, Ebizgroww, a platform offering e-commerce solutions. With a dedicated team of four members, we have successfully completed six projects and have three ongoing projects, generating a turnover of 1,04,500 within two months. Being a part of the Swastika Parivar has been a blessing, and I look forward to continued growth and success with their unwavering support.

I am Sanjay, Founder and CEO of Ebizgroww, Proprietor of SGV Enterprises, and Founder Secretary of Udyamshala. Currently, I am a second-year B.Com student at Swastika National Business School. Despite having the aspiration to become an entrepreneur, I lacked the platform to pursue my dreams. I joined Rishabh Enterprises, an Amazon Partner, as a catalogue creator for their e-commerce website, where I gained valuable experience. In the midst of my corporate journey, I founded my first venture, SGV Enterprises, which specializes in Coffee and Tea powder under the brand name Queen Raiser. With an annual turnover of



Mr. Deeptham
III BBA

and customer satisfaction. Transitioning to the dynamic realm of online supermarkets, I served as an all-rounder for two years, gaining valuable insights into e-commerce and customer service.

A shift to the hospitality sector led me to Hotel BMS, where I assumed the multifaceted responsibilities of a supervisor, accountant and cashier for eight months. This role not only enhanced my organizational and financial acumen but also instilled in me a strong sense of accountability and leadership.

My tenure at Feildstar

Engineering as a Marketing Executive further enriched my professional journey, allowing me to delve into the intricacies of marketing strategies and client relations over two years. These experiences have equipped me with a diverse skill set and a deep understanding of business operations across different industries.

Joining Swastika has been a pivotal moment in my career, opening doors to new opportunities and avenues for growth. I have actively participated in various sessions and workshops, leveraging each opportunity to expand my knowledge and refine my skills.

I am currently pursuing final year of Bachelors in Business Administration. My journey through academics has been accompanied by significant hands-on experiences in various professional roles, shaping my understanding of the business world.

My career began with Insta Basket, where I enhanced my skills in store maintenance, ensuring smooth operations

Community Outreach Program - Department of Social Work

Women and Mental Health



📍 Govt. Pre University College for Girls, Balmatta, Mangalore.
 👤 Mrs. Manjula Sunil and Mrs. Pavithra, Samvada Youth Resource Centre, Mangalore
 📅 June 28, 2023



Mental Health in Everyday Life

📍 Mangalore Beauty Association Members
 👤 Ms. Benzita Roshal Ferrao, Psychologist, Anirvedha, Mangalore
 📅 February 25, 2023

The Warning Signs of Anti-social Behaviour



📍 Tripta Foundation, Nagori
 👤 Ms. Deeksha Devadiga, Lecturer, Swastika National Business School
 📅 July 4, 2023

Mental Health among Police Professionals

📍 CEN Police Station, Mangalore.
 👤 Mr. Manish S, Dept. of Psychology, Yenepoya Deemed to be University, Deralakatte, Mangalore.
 📅 March 30, 2023



Towards a Mentally Healthy Community



📍 Auto drivers of Marigudi community at Ganesha Mantapa, Urwa, Mangalore.
 👤 Dr. Mahesh B S, Clinical Psychologist, Anirvedha, Mangalore
 📅 June 18, 2023

Work-Life Balance



📍 Haleyangadi Grama Panchayath, Mangalore
 👤 Mrs. Divyashree B, Lecturer, Swastika National Business School
 📅 July 7, 2023

Youth Mental Health for Wellbeing

📍 Kesari Sabhabhavana, Kumpala
 👤 Dr. Mahesh B S, Clinical Psychologist, Anirvedha, Mangalore
 📅 October 14, 2023



Power of Habit



📍 D. K. Zilla Panchayath Higher Primary School, Uchila, Someshwara.
 👤 Mr. Manjunath U & Mr. Manjunath T, III BSW, Swastika National Business School
 📅 July 8, 2023

Self-Care & De-Addiction

📍 Tripta Foundation, Naguri, Mangaluru
 👤 Ms. Benzita Roshal Ferrao, Psychologist, Anirvedha, Mangalore
 📅 November 9, 2023



Know The Limit



📍 Kaneerthotta Anganawadi Kendra, Kolya.
 👤 Mrs. Lidia Lobo, Administrator, LINK, IRCA, Mangalore
 📅 July 8, 2023

Do's & Don'ts of Social Media



📍 Lady Hill Higher Primary School, Mangalore
 👤 Mr. Manjunath U, III BSW, Swastika National Business School
 📅 July 10, 2023



Time Management

📍 St. Joseph Higher Primary School
 👤 Mr. Bhuvan Shetty, II BBA, Swastika National Business School
 📅 July 12, 2023

Girls' Biology



📍 St. Joseph Higher Primary School, Bajal, Mangalore.
 👤 Mrs. Preethi S, Assistant Professor, Swastika National Business School
 📅 July 10, 2023

Time Mastery



📍 Dakshina Kannada Higher Primary School, Brahmarakutlu, Kallige, Bantwal
 👤 Mr. Bhuvan Shetty, III BBA, Swastika National Business School
 📅 November 1, 2023

Personal Hygiene



📍 Government Primary School, Pedumale, Batrakodi, Neermarga
 👤 Mr. Bhuvan Shetty, III BBA, Swastika National Business School
 📅 November 16, 2023

Mannerly Mind



📍 Govt. Higher Primary School, Kumpala
 👤 Mrs. Vidyalakshmi Shetty, Assistant Professor, Swastika National Business School
 📅 December 9, 2023



On-site Corporate Training for Faculties



Swastika Squads



SAMSKRITHI



SAMYOGA



SAMYUKTHA



SAMSIDDHI



Ms. Pooja Rao *Department of Commerce*



Science Pvt Ltd was truly unique. At our institution, both students and teachers have the opportunity to gain practical experience in HR, finance, and other fields. During my time at CPL, I was responsible for maintaining

accounts, preparing ledger books, and updating transactions using accounting software such as Marg Software and Tally ERP. Additionally, I had the privilege of supporting the sales and marketing teams. Being part of the accounts team at Canara Life Science Pvt Ltd was a wonderful and enriching experience.



Ms. Deeksha Devadiga *Department of Social Work*



Terminal Pvt. Ltd. in their HR Department. This experience has been incredibly enriching, providing me with both theoretical lectures and invaluable practical exposure. Throughout my time here, I've explored various aspects of HR applications, including the thorough process of

contractor recruitment, document collection, and bill processing and many more. This immersive experience has not only deepened my understanding of HR practices but also instilled in me a profound appreciation for the real-world applications of my academic learnings. It's been a truly transformative experience, one that I'm immensely grateful for.

Inter Collegiate Achievements



SECOND PLACE WIN IN THE ICE BREAKER EVENT



Over all Runner -Up at Nitte NU- CHROME 2024

Mr. Bhuvan Shetty

- II best individual performer - S.D.P.T First Grade College Kateel Yakshagana competition
- Best performer in team- Patla foundation Yakshagana Competition
- Best performer in team- Govindasa College Yakshagana Competition



EMPOWERING VISIONARIES, BUILDING LEADERS



YOUR GATEWAY TO SUCCESS



CO-CURRICULAR ACTIVITIES ▼

Soft Skill Training Clubs

Fine Arts Association

National Service Scheme

Management Association

Sports Association

Commerce Forum

Street Play Club

Literary Association

Students Association

Skill Development Clinic

Swastika Yakshavyasam

Rovers & Rangers



SWASTIKA PARIVAR

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