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"An investment in knowledge pays the best interest."
- Benjamin Franklin

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Swastika Awards Night 2025

The Swastika Awards Night was held on 31 May 2025 at Swastika Waterfront, Sultan Bathery, with the participation of over 160 students. The grand celebration served as a platform to recognize and honour the achievements, talents, and contributions of students across academic, cultural, and leadership domains. The prestigious event was graced by eminent dignitaries including Dr. P. L. Dharma, Vice Chancellor, Mangalore University; Mr. Walter Nandalike, Founder, Daijiworld Media Network; RJ Nayana Shetty of 92.7 BIG FM; Ms. Tanuja Maben, Performance Coach, Mind Trainer, and Therapist; Ms. M. Athmika Amin, Director, JV Group of Companies; Dr. Deepthi Nayak, Administrator, Canara College, Mangalore; Mr. Vineeth Kumar, Actor; Mr. Sharan Chilimbi, The Power House; Dr. Vishal Samartha, Director, MBA

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Rising with Excellence



Success Stories



Mr Shreyas K and Mr Muliya Sathwik of Swastika National Business School secured I Place in the HR & Business Quiz Competition at STUNA-2025, a National-level HR Conference hosted by the School of Social Work, Roshni Nilaya, Mangaluru.



Mr Rajan Sharma, student of Swastika National Business School, Mangaluru, has brought laurels to the institution by securing First Place in Video Making and Second Place in Poster Making at the National Level Social Work Seminar and Social Work Inter-Collegiate Fest, held at SDM College (Autonomous), Ujire, on 15th and 16th April 2025.

A Moment of Pride Mr. Inzil Pinto secured the 9th Rank



Swastika National Business School, Mangalore, proudly celebrates the outstanding academic achievement of Mr. Inzil Pinto, who has secured the 9th Rank at Mangalore University in the Bachelor of Business Administration (BBA) examinations for the 2021-2024 batch. This remarkable accomplishment reflects Mr. Inzil Pinto's consistent hard work, discipline, and commitment to academic excellence. Securing a university rank in a competitive program like BBA is a testament not only to his individual perseverance but also to the strong academic foundation and mentoring provided by Swastika National Business School. The Management, Principal, Faculty members, and Students extend their heartfelt congratulations to Mr. Inzil Pinto for bringing laurels to the institution.

OUR STARTUP INITIATIVE

Swastika Earn While You Learn

Student Earned Income
2021-2025

₹4,00,00,000/-

SPARK 2024 - Intercollegiate Management Fest



Swastika National Business School successfully hosted its intercollegiate management fest SPARK 2024 on April 29, 2024, at Ocean Pearl, Mangaluru. This one-day extravaganza served as a vibrant platform for students to showcase their managerial talents, leadership

skills, and innovative thinking. The inaugural ceremony was graced by Mr. Mahesh Shetty, Lead Mentor at Ariv Education and Allern Enterprises, as the Chief Guest. The event was inaugurated by Sri V. Suryanarayana, CEO of Mangalore SEZ Limited. Dr.

Raghavendra Holla N., Chairman of Swastika National Business School, presided over the ceremony and encouraged students to embrace challenges with creativity and commitment. The fest witnessed enthusiastic participation from various colleges, engaging in a wide range of

competitions designed to test their business acumen, problem-solving abilities, and teamwork.

Events like Best Manager, Marketing Challenge, Finance Game, and HR Strategy drew significant interest and showcased the students' professional preparedness. The Valedictory Ceremony featured Mr. Sharan Chilimbi, a renowned social media influencer and Powerhouse Fame, as the Chief Guest.

The event was efficiently coordinated by the faculty team, including Dr. Malini N Hebbar (Principal), Ms. Pooja Rao (Faculty Convenor), Mr. Mokshan UK, and Ms. Pooja Shetty (Student Convenors), alongside the active involvement of the entire student body.

Success Stories



On 22nd March 2025, **Mr. Muliya Sathwik** participated in the District-Level Viksit Bharat Youth Parliament Program 2025 held at St. Agnes College, Mangaluru. His insightful participation led to his selection for the State-Level Viksit Bharat Youth Parliament Program.



Ms. Deepika Acharya and **Mr. Ashish** secured Second Place in the Taluk-Level Poster Making Competition organized by the Election Commission of India, held on 25 January 2025 at Government First Grade College, Kavoor, Mangaluru.



Ms. Deepika Acharya secured Second Prize in the Poster Making Competition organized by the Karnataka Tulu Sahithya Parishath, held on 26 March 2025 at MAPS College, Mangaluru.



Students participated in the Drawing Competition organized as part of Vigilance Awareness Week, in collaboration with SIDBI, Bengaluru. I Place – Ms. Deepika Acharya; II Place – Ms. Tanushree; III Place – Ms. Mrudula; IV Place – Mr. Karan; V Place – Mr. Akshay.



Mr. Adithya Rao secured the Bronze Medal in Men's Table Tennis at the State-Level Karnataka Krida Koota 2025 held on 19 January 2025. On 23 April 2025, he won Third Place in Men's Table Tennis at the Inter-District Table Tennis Tournament conducted in observance of World Table Tennis Day. On 12 September 2025, he secured Second Place at the Mangalore University Selection Trials, qualifying for the South Zone National-Level Table Tennis Championships.

Parisara Maithri #1 Inaugurated on World Environment Day

Capt. Brijesh Chowta's first event after being elected as MP of D.K. District

On the occasion of World Environment Day, June 5, 2024, students of Swastika National Business School took part in the grand inauguration of "Parisara Maithri", a green initiative dedicated to promoting environmental awareness and sustainability. The programme was inaugurated by Captain Brijesh Chowta, Hon'ble Member of Parliament, Dakshina Kannada, who graced the event with his presence and inspiring words. The initiative aims to encourage eco-friendly practices among youth, including tree planting, waste



reduction, and community environmental outreach. Captain Chowta emphasized the vital role students play as future custodians of the

planet and urged them to be proactive in preserving nature. The event marked the beginning of a series of activities under Parisara Maithri, aligning with



Swastika's vision of creating socially responsible citizens. The celebration reinforced the message: "Our planet, our responsibility."

Faculty Development Programme "Train the Trainer"

On August 28, 2024, 50 PU lecturers participated in a comprehensive Faculty Development Programme hosted by Swastika National Business School, focusing on the theme "Train the Trainer". The event also marked the ceremonial launch of a new academic publication, making it a memorable occasion for the academic fraternity. The programme was graced by esteemed dignitaries including MP Captain Brijesh Chowta, Prof. (Dr.)

Gopal Mugeraya, Vice Chairman, Higher Education Council, Govt. of Goa, Mr. Jayananda N. Suvarna, Principal, Govt. PU College, Shakthinagar, and President, D.K. District PU College Principals Association, Dr. Guru Tej, Director & CAO, Wizdom Education, Dr. Preethi Keerthi Dsouza, Chairperson, Dept. of Commerce, Mangalore University, and Prof. Y. Muniraju, Professor, Dept. of Commerce, Mangalore University. The sessions



focused on innovative pedagogy, student engagement, and the evolving role of educators in shaping 21st-century learners. The presence of diverse academic and leadership voices offered valuable insights, practical strategies, and academic inspiration. The book



launch added scholarly depth to the event, celebrating the contributions of thought leaders in commerce and education. This FDP served as a platform for collaboration, capacity-building, and professional rejuvenation for faculty members.



Mr. Nikhil and **Ms. Krithika** Rao of Swastika National Business School secured First Place in Reels Making at SHRESHTA-2025, a National-Level Inter-Collegiate Management, Cultural and Sports Fest, held on 6th and 7th August 2025 at SDM College of Business Management (PG), Centre for Management Studies and Research, Mangaluru.



Mr. Adithya Rao received the Best Prasahaka Award (Pundu Vesha) at the Inter-College Yakshagana Competition on 1st April 2025.



Mr. Akash Shetty won First Prize in the Poster Designing Competition at Beacons 2025, hosted by the Nitte Institute of Communication, Nitte University, on 21 February 2025.

IQAC Initiative: PTA Inception



On September 5, 2024, 70 parents and staff members of Swastika National Business School came together for the formal inauguration of the PTA, a significant initiative to foster collaboration between parents and the institution. The event was graced by Mr. Walter Nandalike, Founder of Daijiworld Media Network, Mangalore, who inaugurated the session with his inspirational address. Mr. Nandalike emphasized the crucial role of

communication, trust, and mutual support in ensuring the holistic development of students. He also applauded Swastika's efforts in maintaining transparency, quality education, and continuous improvement through IQAC initiatives. The meeting served as a platform to discuss academic progress, student welfare, institutional goals, and avenues for parental involvement in the school's development journey.

Swastika Annual Sports Meet



The Annual Sports Meet of Swastika National Business School was held with great enthusiasm on March 1, 2025, celebrating physical fitness, teamwork, and student energy. The event was inaugurated by Shri M. A. Nataraja, whose encouraging words motivated participants to strive for excellence not only in academics but also in sports and personal discipline. His presence added grace and inspiration to the celebration, which featured a variety of athletic events and games.

The meet brought together students from all streams, participating in track events, team sports, and fun games, creating a day full of active engagement and competitive spirit. With the support and guidance of faculty and management, the Sports Meet became a memorable occasion, reinforcing the importance of sports in education and personal development. Cheers, medals, and a strong sense of unity defined this energetic and inspiring day.

Swasthya Chinthana Counselling Support for Students of Government PU College, Hampankatta, Mangaluru

On September 14, 2024, "Swasthya Chinthana", a pilot project offering professional counselling services was inaugurated and a session on "Mind Bridge - Bridging Gaps with Professional Counselling" was held in Government PU College, Hampankatta, Mangalore. The resource person was Dr. K. T. Shwetha, Director and Clinical Psychologist at Anirvedha Foundation, Jeppu, Mangalore. The session emphasized the importance of mental health, emotional balance, and the need for timely psychological support for young adults navigating academic



and personal challenges. Dr. Shwetha sensitively addressed topics like stress, anxiety, and self-awareness, encouraging students to break the stigma around seeking help.

Graduation Day & Annual Day Celebrations

Swastika National Business School witnessed a proud and vibrant celebration of its Graduation Day and Annual Day on March 13, 2025, bringing together students, faculty, parents, and dignitaries in a spirit of achievement and festivity. Prof. Y.S. Siddegowda, Former Vice Chairman of KSHCEC, Bangalore and Former Vice Chancellor of Tumkur University delivered the virtual keynote address, inspiring graduates to lead with vision, discipline, and social responsibility.



Adding prestige to the celebration were esteemed guests Sri J. Krishna Palemar, Former Minister, Government of Karnataka and MD of Landlinks, Mangalore, and Sri Prashanth Rao Aroor, Executive Director of The Avatar Hotel and Convention, Mangalore. The event also featured a special felicitation for Mr. Inzil Pinto, BBA batch 2021-24, who brought honor to the institution by securing the 9th Rank at the



university level. His achievement stands as a beacon of dedication and academic excellence for future Swastikans. The day concluded with cultural performances, a

reflection of student talent and campus life, creating memories that graduates will carry with them into their professional journeys

Pitch Perfect Two-Days Boot Camp on Sales Mastery



On September 16 and 17, 2024, 180 students and staff of Swastika National Business School participated in a transformative two-day residential camp titled "Pitch Perfect - Boot Camp" at Scouts & Guides Dk District Training Centre, Vamanjoor, Mangalore, focused on Sales Mastery. The program was inaugurated by Sri Krishna J. Palemar, Former Minister, Govt. of Karnataka and Managing Director of Landlinks, Mangalore. Other distinguished speakers included Mr. V. Suryanarayana, CEO, Mangalore SEZ Ltd., Dr. Sr. Sadhana B. S., Principal, Rosa Mystica PU

College, Sri Prakash Rao Kalbhavi, Proprietor and Kalbhavi Consumer Foods Pvt. Ltd., Mrs. Sandhya Verma, ICF Certified Life Coach & Co-founder, Skill Quest, and Mr. Rakesh Nair, Corporate Trainer & Co-founder, Skill Quest. were the eminent trainers of Boot Camp. Through high-impact sessions, role plays, mock pitches, and real-time feedback, students developed persuasive communication skills, strategic selling techniques, and leadership insights necessary for business success.

Student Startup Launch #12

On 16 September 2024, Swastika National Business School, Mangaluru proudly celebrated another significant milestone at Scouts Bhavana, Pilikula, Vamanjoor, with the launch of a student-led entrepreneurial initiative under Udyamshala Student Startup Programme. Golden Drops, a premium coconut oil venture conceptualized and developed by Acquilla Rishal Vaz (II B.Com), stood as a testimony to experiential learning and the entrepreneurial spirit encouraged at Swastika. The venture demonstrated how classroom knowledge was successfully transformed into a real-world business initiative through consistent mentorship and institutional support. The business venture was formally inaugurated by Sri Prakash Rao Kalbhavi, Proprietor, Kalbhavi Consumer Foods Pvt. Ltd., whose presence inspired students to explore sustainable and innovative entrepreneurial pathways.



On September 19, 2024, 100 students and staff of Swastika National Business School participated in the official Inauguration of the Drug-Free Campus Initiative, reinforcing the institution's unwavering commitment to student well-being and a substance-free learning environment.

The event was graced by Mr. Prathap Singh Thorat, Assistant Commissioner of Police, Central Subdivision, Mangaluru City, Dr. Mahabalesh Shetty, Professor & Head of the Department of Forensic Medicine and Toxicology, KS Hegde Medical Academy, and Ms. Bharathi Gowda, Inspector, Urwa Police Station. The dignitaries addressed the harmful

effects of drug use, both physically and mentally, and stressed the importance of early intervention, awareness, and strict enforcement. They lauded Swastika's bold and proactive measure in introducing Compulsory Drug Testing for Students, a rare yet commendable initiative in the education sector. This milestone initiative sets a benchmark for academic institutions striving to provide a safe, healthy, and focused academic atmosphere. Swastika continues to lead by example in creating a nurturing environment for responsible and disciplined youth. The program was inaugurated by Sri Krishna J. Palemar, Former Minister, Govt. of Karnataka and Managing

Drug-Free Campus A Bold Step Toward a Safer Future

Swastika Alumni Association Inaugurated with Joyful Reunion



The inauguration of the Swastika Alumni Association was held on October 13, 2024, marking a new chapter in the institution's journey by fostering lasting connections between past graduates and their alma mater. The event was graced by the vibrant and charismatic RJ Keerthan, popular Radio Jockey at 93.5 Red FM, who lit up the atmosphere with his presence and inspired the alumni with stories of passion, perseverance, and personal growth. The gathering was filled with laughter, memories, and

heartfelt reflections as former students shared their experiences and aspirations. The Alumni Association aims to create a strong network of graduates who can contribute to institutional growth, mentor current students, and remain connected through events and collaborations. This special occasion reaffirmed the deep bond between Swastika and its alumni, with the Association promising to be a vibrant platform for continuous engagement and mutual success

Inauguration of Rangers Crew & Rovers Team



On May 17, 2024, 40 members comprising Rangers, Rovers, along with SNBS staff and students, gathered for the inauguration of the Rangers Crew & Rovers Team. The ceremony was graced by Mr. Srinivas Kini, Assistant District Commissioner and Vice President of Scouts, as well as President of Mangalore City North Scouts and

Guides Local Association. Mr. Kini officially inaugurated the team, inspiring the members to uphold the values of scouting, leadership, and community service. The event marked the beginning of an active phase for the Rangers and Rovers, aiming to foster teamwork, discipline, and social responsibility.

Badge Distribution Ceremony for Rangers & Rovers at Swastika



The Badge Distribution Ceremony of the Rangers and Rovers unit at Swastika National Business School was held on October 25, 2024, honoring members for their commitment, discipline, and active

participation in the unit's various activities. The ceremony celebrated the spirit of teamwork, service, and leadership that the Rangers and Rovers represent.

Annual NSS Camp at Chitrapura

The National Service Scheme (NSS) unit of Swastika National Business School, Mangaluru, organized a seven-day NSS Special Camp at Chitrapura from 12th to 18th January 2025. The camp was inaugurated in the presence of revered dignitaries, spiritual leaders, academicians, and social reformers, with the blessings of Sri Sri Eshwarananda Swamiji. The theme of the camp was "Science and Scientific Approach towards Youth Empowerment" and the aim was to promote holistic development, social responsibility, and community engagement among students. The objectives of the camp were to instill discipline, teamwork, and social service values, to give practical exposure to rural life, to encourage active participation in social reforms, and to align activities with the United Nations Sustainable Development Goals (SDGs). The camp began on 12th January with an inaugural function that coincided with National Youth Day, commemorating the birth anniversary of Swami Vivekananda. On this occasion, Sri Ranjan Bellarpadi delivered a special lecture on "Youth in the Light of Swami Vivekananda", inspiring students to imbibe leadership qualities and dedicate themselves to social service. The second day featured cultural and educational sessions where resource persons such as Sri Ranjith Katipalla, Sri Aasif Iqbal, and Sri Joswin motivated the volunteers with lectures and interactive programs, followed by cultural events in the evening showcasing student talents. On the third day, the focus shifted towards youth empowerment and Kannada culture, with talks by Sri Srikant Rai, Sri Pradeep Pailoor, and Dr. Nisha Yuvraj. A seminar on personality development and employability skills, along with cultural exchanges



by JCI Mangaluru Samrat, added depth to the day's proceedings. The fourth day was dedicated to health and social awareness. Sri Ravichandra and Dr. Mohan Bangera addressed the importance of health, hygiene, and preventive measures, while students also received training in first aid and emergency response. The evening cultural programs highlighted health awareness through skits and performances. The fifth day revolved around sustainability and environmental protection, in line with the Sustainable Development Goals. Sessions by Dr. Basil Alva and other experts stressed the importance of quality education, gender equality, employability, and climate action. Street plays and awareness drives on environmental conservation were organized, drawing active participation from volunteers. On the sixth day, the theme was youth power and social responsibility. Sri Praveen Rai delivered an inspiring talk on the strength of youth and their role in nation-building. The evening was vibrant with Janapada dance and

theatre performances, which celebrated Karnataka's cultural heritage. The camp concluded on 18th January with a valedictory ceremony presided over by Sri M. A. Nataraj, SP, Karnataka Lokayukta, Mangaluru Division, along with other distinguished guests including Sri Devdas Shetty and Sri Phaniraj. Certificates were distributed to all participants, and the camp ended with cultural programs and a vote of thanks. The NSS Special Camp 2024-25 proved to be a remarkable success. Students gained first-hand experience in community service, developed leadership, teamwork, and discipline, and enhanced their awareness of health, environment, youth empowerment, and social responsibility. The camp also reinforced cultural values and inspired students to live by the ideals of Swami Vivekananda. By combining education with service, the camp helped in shaping socially responsible, confident, and dedicated young citizens, thereby fulfilling the true spirit of NSS.

Parisara Maithri #2

On September 25, 2024, students and staff of Swastika National Business School came together for Parisara Maithri #2, an eco-conscious initiative focused on planting saplings in and around the new college campus. This green drive was part of Swastika's ongoing commitment to environmental sustainability and climate action. With enthusiasm and care, students planted a variety of native saplings, contributing not only to campus



beautification but also to improving biodiversity and air quality in the

area. The event served as a practical lesson in ecological responsibility, encouraging participants to nurture nature and act as guardians of the environment. Parisara Maithri #2 echoed the school's values of green thinking, responsible living, and community-driven action. As each sapling found its place in the soil, it symbolized hope for a greener and healthier tomorrow.

Parisara Maithri #3

In celebration of Gandhi Jayanthi, members of the Swastika Green Army participated in Parisara Maithri #3, an environmental awareness initiative titled "Nurturing Green Friendship," on October 2, 2024. The event emphasized Gandhiji's ideals of cleanliness, sustainability, and living in harmony with nature. Participants engaged in activities such as planting saplings, cleaning the campus surroundings, and sharing reflections on eco-conscious living.



The program highlighted the importance of individual responsibility in protecting the environment and encouraged the adoption of green habits in daily life. The event served as a tribute not only to the Father of the Nation

but also to his vision of a clean and green India, reinforcing Swastika National Business School's commitment to building environmentally responsible citizens through active student involvement.

Samveda #14 – Leader Imprints



Pre University students actively took part in Samveda #14, a thought-provoking one-day workshop themed “Leader Imprints”, organized by Swastika National Business School on July 19, 2024. The session was facilitated by Dr. Raghavendra Holla, Author and National Trainer – JCI India, and Chairman, SNBS, along with Ms. Pooja Rao, Zone Trainer – JCI India and Lecturer at SNBS.

The workshop focused on developing leadership identity, self-awareness, and legacy thinking among students. With a blend of real-world examples, role-plays, and experiential learning activities, students were encouraged to explore how their actions today can leave lasting imprints as leaders of tomorrow. “Leader Imprints” emphasized that leadership is not just about titles, but about values, consistency, and the ability to influence positively. The session left a powerful impact, motivating students to take ownership of their journey and become change-makers in their communities.

Samveda #15 – Leading with Impact

50 PUC students of Govt PU College Hampankatta, Mangalore participated in Samveda #15, a transformative one-day workshop titled “Leading with Impact”, hosted at Swastika National Business School on August 7, 2024. The session was conducted by Dr. Raghavendra Holla, Author, National Trainer – JCI India, and Chairman of SNBS, known for his powerful delivery and leadership mentoring. The workshop aimed to ignite leadership qualities in students by focusing on self-awareness, communication, responsibility, and decision-making. Through dynamic activities, real-life examples, and interactive dialogue,

Dr. Holla emphasized how leadership is not about position, but about action, influence, and intention. Students walked away with practical strategies to lead with purpose in their academic and personal lives. Samveda #15 proved to be an inspiring platform that planted the seeds of leadership early, encouraging students to step forward with courage and character.



Samveda #16 – Leading with Impact

70 PUC students of Govt PU College Krishnapura, Suratkal participated in Samveda #16, a high-impact one-day workshop titled “Leading with Impact”, organized by Swastika National Business School on August 30, 2024. The workshop was facilitated by Dr. Raghavendra Holla, Author and National Trainer – JCI India, and Chairman, SNBS, along with Ms. Pooja Rao, Zone Trainer – JCI India and Lecturer at SNBS. The session focused on building essential leadership qualities such as communication, decision-making, confidence, and goal-setting among young learners. With engaging storytelling, real-life examples, and interactive exercises, students were inspired to discover their leadership



potential and take initiative in their academic and personal journeys. Participants left the session with clarity, purpose, and the motivation to lead with responsibility and passion. Samveda #16 proved to be a transformative experience that empowered students to think beyond boundaries and lead with integrity.

Samveda #17 – Goals Unlocked



60 PUC students, Rosa Mystica PU College, Kaikamba participated in Samveda #17, a one-day motivational and skill-building workshop titled “Goals Unlocked” at Swastika National

Business School on September 13, 2024. The workshop aimed to ignite goal-setting clarity and personal growth among pre-university students. The resource team included Dr. Raghavendra Holla, Author and National Trainer, JCI India & Chairman, SNBS, along with Mrs. Preethi Shettigar, Assistant Professor, and Ms. Deeksha, Lecturer, SNBS. The workshop created a space for self-exploration, motivation, and practical tools to stay focused in an age of distractions.

Samveda #18 – Leadership Mastery



A total of 100 students from Government PU College, Kavoor, on October 1, 2024, participated in Samveda #18, a one-day transformative workshop on “Leadership Mastery,” hosted by Swastika National Business School. The workshop aimed to cultivate essential leadership qualities in young students and empower them to grow into confident, responsible individuals. The session featured a dynamic panel of resource persons including Dr. Raghavendra Holla, Author and National Trainer, JCI India &

Chairman, SNBS; Ms. Pooja Rao, Zone Trainer, JCI India and Lecturer, SNBS; Mrs. Preethi Shettigar, Assistant Professor, SNBS; and Ms. Deeksha, Lecturer, SNBS. Through an engaging blend of motivational talks, interactive activities, role plays, and group

discussions, students explored crucial themes such as decision-making, emotional intelligence, team dynamics, and goal setting.

The workshop not only strengthened their leadership potential but also nurtured self-awareness and communication skills.

Samveda #18 received an overwhelming response, standing as a strong testament to Swastika’s commitment to nurturing youth leadership through value-based education.

Samveda #19 – Success Manthra



Students from Vani PU College, Belthangady College participated in Samveda #19, a one-day motivational workshop titled “Success Manthra”, hosted at Swastika National Business

School on November 6, 2024. The session was designed to inspire and empower young minds to set goals and pursue success with determination and clarity. The workshop was led by Dr. Raghavendra Holla, renowned author and National Trainer, JCI India, who captivated the audience with his energetic presentation and thought-provoking insights. His guidance emphasized attitude

building, time management, self-discipline, and nurturing a growth mindset—key factors for both academic and personal success. The event was graced by Mr. Prasad Kumar, Administrative Officer, Vani Educational Institution, and Chairman of Swastika National Business School, who encouraged students to make the best use of such opportunities.

Industrial Visit to Gau Janani

Students from Swastika National Business School embarked on a meaningful industrial visit to Gau Janani, located in Udupi, as part of the Udyamshala initiative on March 30, 2024. The visit aimed to expose students to grassroots entrepreneurship and sustainable agricultural practices rooted in Indian traditions. Gau Janani is an innovative rural enterprise that integrates cow-based farming, organic manure production,

biogas utilization, and vermicomposting. During the visit, students explored how desi cow breeds are reared not only for dairy production but also for environmentally friendly value-added products like gobar bricks, organic fertilizers, and natural pest repellents. The students also observed sapling cultivation techniques and interacted with local entrepreneurs who shared real-world insights into managing



agri-based industries. The experience broadened their understanding of sustainable development, ethical entrepreneurship, and rural economy revitalization.

8:00 PM to 8:00 AM #3 Entrepreneurship Mindset Workshop



Swastika National Business School, Urwastore, Mangalore, in collaboration with Swastika Udyamshala and Sierra Learning Academy, successfully organized the Entrepreneurship Mindset Workshop – 03 on April 13, 2024, at Spotlight Academy, Mangalore. This unique 12-hour overnight workshop, held from 8 PM to 8 AM, focused on nurturing a digital entrepreneurial mindset among students.

The workshop featured an impressive lineup of ten resource persons who delivered impactful sessions on various aspects of digital entrepreneurship. The speakers included Kiran Sham K, a renowned

digital creator; Wilson Glen Pereira, CEO of Adsmart; Vinol Savio D’Costa, a passionate entrepreneur; Shravan, a skilled digital marketer; Kripa Prabhu, a knowledgeable legal advisor; Denzil Sequeira, an inspiring motivational speaker; Brian Fernandes, a branding expert; Rayan Dsouza, a well-versed IT consultant; Kevin Vas, an experienced business coach; and Avil D’Cunha, a career strategist. Each speaker brought unique insights and real-world strategies, equipping students with valuable skills for navigating the digital economy. The workshop was

inaugurated by Mr. Gurudath Bantwalkar, Director of Proto Concepts and Creatives. Mr. Naresh Shenoy, Proprietor of Vivek Traders, served as the Chief Guest, and Mr. Hardik, Founder of Pixel Mecto, was the Guest of Honour. Their presence added immense value to the event and inspired the participants to pursue innovation with confidence.

Under the able leadership of Dr. Raghavendra Holla N., Chairman of the institution; Dr. Malini N. Hebbar, Principal; and Mr. Sanjay Acharya, Secretary of Swastika Udyamshala, the event was meticulously planned and executed.

The workshop provided a platform for aspiring entrepreneurs to network, learn from professionals, and explore practical applications of digital marketing tools and techniques.

The event concluded with enthusiastic feedback from the participants, who expressed their appreciation for the dynamic sessions and the immersive learning experience.

“Price It Right” Workshop

On May 8, 2024, Swastika Udyamshala participated in a session of their ongoing weekly series featuring Mr. Ajith Kamath, Proprietor of Ajith Enterprises. The workshop, titled “Price It Right,” focused on the crucial aspects of pricing strategies in business. Mr. Kamath shared practical insights into how businesses can determine the right pricing to maximize profits while remaining competitive in the market. The interactive session helped members understand market dynamics, cost considerations, and customer perceptions related to pricing. This workshop further strengthened Swastika Udyamshala’s efforts to empower its members with essential entrepreneurial skills through real-world knowledge.

Workshop on Social Media for Business

On May 15, 2024, 20 members of Swastika Udyamshala participated in a session of their ongoing weekly series featuring Ms. Adithi Pai, Head of Marketing & Strategies at ExuBrand. The workshop, titled “Social Media for Business,” explored how digital platforms can be effectively leveraged to promote and grow businesses. Ms. Pai shared insights on creating impactful content, engaging with target audiences, and using analytics to measure success. The session equipped members with practical tools to enhance their online presence and brand visibility in today’s digital marketplace. This workshop continues Swastika Udyamshala’s mission to empower entrepreneurs with up-to-date marketing strategies and business skills.

Session on Customer Relationship

On May 22, 2024, 15 members of Swastika Udyamshala participated in their weekly series featuring Mr. Sunil Dath Pai, a RERA-approved realtor. The session focused on the importance of Customer Relationship in building and sustaining successful businesses. Mr. Pai shared practical strategies on effective communication,

trust-building, and maintaining long-term client satisfaction. The session helped members appreciate the value of strong customer bonds as a foundation for business growth. This program continues Swastika Udyamshala’s efforts to provide its members with essential skills for entrepreneurial success.

Exploring Market Dynamics at Bunder

On the early morning of June 7, 2024, enthusiastic members of Swastika Udyamshala embarked on an insightful industrial visit to Bunder, Mangalore, a hub known for its bustling trade and traditional business operations. The visit



provided students with a closer look at local market systems, logistics operations, and supply chain practices involved in fisheries

and wholesale trading. Interacting with traders and observing real-time business transactions gave the students practical exposure to entrepreneurial decision-making, customer relations, and market adaptability. The experience was a valuable step toward understanding ground-level commerce and building entrepreneurial sensitivity.

Swastika Udyamshala Launches Honesty Digital Shop

Staff, Students and members of Swastika Udyamshala witnessed the inspiring inauguration of the “Honesty Digital Shop” on July 21, 2024, a unique entrepreneurial initiative built on the core value of trust. The event was inaugurated by Mrs. Deepa Kamath, Proprietor, Fieldstar Engineering Works, and Mr. Mahesh Kamath, Proprietor, Mahesh Engineering Works. The “Honesty Digital Shop” operates on a self-service and trust-based model, encouraging ethical business practices among students. With a



mission to promote accountability and self-discipline, the initiative is a practical example of Swastika’s commitment to value-driven education and real-world entrepreneurship. In their address,

the guests appreciated the innovative concept and urged students to carry forward such values into their future ventures. The inauguration marked a proud moment for Swastika Udyamshala.

Swastika Students Launch Startups #9, #10, #11



Swastika National Business School, under the banner of Swastika Udyamshala, celebrated a landmark achievement by officially launching student-led startups on 22nd June 2024 at Hotel Ocean Pearl, Mangalore. The event highlighted the entrepreneurial potential of young minds from the institution and marked a significant milestone in the college’s commitment to innovation and business education. The program was graced by distinguished guests. Mr. Nataraja M.A., Superintendent of Police, Lokayuktha, Mangaluru, served as

the Chief Guest, and Mr. Naveenchandra Kumar, Assistant Professor, Department of Electronics, Mangalore University, inaugurated the event. Mr. Prasanna, Proprietor of Madhuban Printers, was the Guest of Honour, who appreciated the students’ efforts in transforming ideas into ventures. Three student startups The Go Web by Shreyas (I BBA), Suyoga by Gurukiran (I BBA) and Dune Prints by Muliya Sathwik (I B.Com) were unveiled during the ceremony. The event was presided over by Dr.



Raghavendra Holla N., Chairman of Swastika National Business School. Dr. Malini N Hebbar, Principal, and Mr. Sanjay Acharya, Secretary of Swastika Udyamshala, were present to encourage the budding entrepreneurs. This initiative is part of Swastika’s broader vision to instill practical business knowledge, entrepreneurial spirit, and real-world experience among its students. The success of this venture launch reinforces Swastika’s role as a catalyst for youth-led innovation and economic development.

Industrial Visit to Coimbatore



On July 22 and 23, 2024, members of Swastika Udyamshala embarked on a two-day industrial visit to Coimbatore, a city known for its entrepreneurial ecosystem and thriving industries. The visit aimed to expose students to practical business operations, production systems, and the spirit of innovation that defines industrial success. During the tour, members visited multiple manufacturing units and startups, interacting with industry professionals and gaining firsthand knowledge about supply chains,

automation, quality control, and business sustainability. The visit highlighted the importance of technology, discipline, and adaptability in modern industries. The experience was both educational and inspiring, enabling Udyamshala members to bridge classroom concepts with industry practices. The visit to Coimbatore enriched their understanding of entrepreneurship and laid a stronger foundation for their future ventures.

Business Beyond Borders



On August 22, 2024, 35 members of Swastika Udyamshala participated in an insightful weekly session titled “Business Beyond Borders”, led by Mr. Ganesh, Health & Business Coach, Certified Trainer in Yoga Prana Vidya, and International Distributor for Enagic (Kangen Water Systems).

Mr. Ganesh shared his inspiring journey of blending wellness with entrepreneurship and building a global network in the health-tech space. He emphasized the importance of mindset, discipline, and holistic well-being as key drivers of sustainable business growth in a competitive world.

Session on Personal Finance



On August 28, 2024, students of Swastika National Business School participated in a valuable session under the Udyamshala weekly series, led by Mrs. Sapna Shenoy M., Investment Services Professional and Financial Educator. The session was centered on the theme “Personal Finance”, empowering students with the knowledge to manage their money wisely. Mrs. Shenoy explained the fundamentals of

budgeting, saving, investing, and understanding financial instruments suitable for young earners. She stressed the importance of starting early, avoiding debt traps, and developing financial discipline for long-term security. The interactive session demystified financial planning for students and encouraged them to take ownership of their financial future.

A Journey from Employee to Entrepreneur

Swastika Udyamshala members gathered on June 13, 2024, for a captivating session in their ongoing weekly series. The event featured Mr. Mahesh Mayya of Ganesh Oil & Flour Mill, Bantwal, who shared his inspiring journey of transforming from an employee to a successful entrepreneur. Mr. Mayya’s talk

provided valuable insights into the challenges, mindset shifts, and strategic decisions involved in entrepreneurship. His experience resonated deeply with attendees, motivating many to explore their own potential in business ventures.

AICTE Officer's Interaction with Udyamshala Young Entrepreneurs



Swastika Udyamshala, under its ongoing weekly series, hosted an inspiring session on the theme "Innovation for Entrepreneurship" on September 25, 2025. The resource person for the session was Mr. Abhishek Ranjan, Innovation Officer at the Ministry of Education Innovation Cell, Government of India.

Mr. Ranjan highlighted how innovation forms the backbone of modern entrepreneurship. He

elaborated on government initiatives supporting student startups, the importance of idea validation, and the potential for young innovators to turn local challenges into successful business ventures.

The session infused new energy into the entrepreneurial spirit at Swastika, motivating members to pursue original ideas and create solutions with meaningful social and economic impact.

Inauguration of Student Startup #13 – MyPoojaShop.com

Swastika National Business School, on October 9, 2024, witnessed the grand inauguration of its 13th student-led start-up, MyPoojaShop.com. The event was graced by Ms. Athmika Amin, Director of JV Group, Mangalore, and Chairperson of Young India, Mangalore Chapter, who officially launched the venture and inspired participants with her entrepreneurial journey. MyPoojaShop.com is an innovative online platform conceptualized and managed by student entrepreneurs to provide pooja essentials, kits, and customized religious items. The startup seeks to



bridge tradition and technology by delivering spiritual needs to customers in a convenient and accessible manner. The event celebrated student innovation and Swastika's commitment to nurturing

young entrepreneurs through Swastika Udyamshala. Ms. Athmika Amin commended the initiative and encouraged students to think creatively, take risks, and build solutions rooted in Indian culture.

Udyamshala Weekly Series A Practical Insight into Digital Marketing

The weekly entrepreneurship development session of Swastika Udyamshala, on October 17, 2024, focused on the dynamic field of Digital Marketing.

The session was facilitated by Mr. H. Varun Prabhu, Provisional Zone Trainer, JCI India, who shared valuable insights and practical knowledge with aspiring

entrepreneurs.

Mr. Prabhu introduced participants to the fundamentals of digital marketing, including social media strategies, SEO, content creation, and brand visibility. Using real-time examples and interactive discussions, he explained how startups can leverage digital tools to promote their products and

services effectively. The session inspired participants to view the digital space as a powerful platform for business growth and engagement.

It proved to be both informative and motivating, adding another strong building block to the entrepreneurial foundation nurtured by Swastika Udyamshala.

Wisdom Meets Aspiration Udyamshala Weekly Meet with Prof. Siddhegowda



Swastika Udyamshala, on September 28, 2024, engaged in an enriching weekly meeting with Prof. Siddhegowda, Former Vice-Chancellor of Tumkur University. The session turned into an inspiring exchange of ideas, where academic excellence met entrepreneurial enthusiasm. Prof. Siddhegowda shared his vast experience in leadership, education policy, and institutional development, encouraging students to think critically and act with purpose. He emphasized the importance of ethical

entrepreneurship, value-driven innovation, and the pivotal role of young minds in shaping a progressive India.

The interaction left students with a renewed sense of direction, reminding them that success lies not only in ideas but also in discipline, humility, and lifelong learning. Swastika Udyamshala continues to foster meaningful connections between thought leaders and aspiring entrepreneurs, nurturing the spirit of innovation on its campus.

Udyamshala Weekly Series "Build Relationships, Build Business"

Members of Swastika Udyamshala, on October 2, 2024, participated in a powerful and engaging session under the weekly entrepreneurial series. The session, titled "Build Relationships, Build Business," was led by JCI Sen. Subhash Bangera, Promoter of Shlokaa Enterprises and Iconic National Trainer, JCI India. Mr. Bangera shared valuable insights

on how meaningful relationships and strong networks form the foundation of successful businesses. Emphasizing trust, communication, and long-term connection building, he encouraged participants to view business not merely as transactions, but as partnerships rooted in mutual respect and value.

Udyamshala Weekly Series "Walk with Mallya" Inspires Young Entrepreneurs



An inspiring session titled "Walk with Mallya" was conducted on October 23, 2024, as part of Swastika Udyamshala's weekly entrepreneurial development series.

The session was led by Mr. Ananth P. Mallya, CEO & Founder of Quantech Origin, Bangalore, and Director at BMS University, Bangalore. Mr. Mallya shared his entrepreneurial journey, offering valuable insights on innovation, perseverance, and strategic thinking. He emphasized the importance of building businesses with purpose and resilience, encouraging participants to embrace

challenges as opportunities for growth. The session blended practical advice with motivational storytelling, leaving participants with renewed clarity and confidence in their entrepreneurial pursuits. "Walk with Mallya" stood out as a powerful conversation bridging industry experience and student ambition. This inspired young Entrepreneurs towards their goal.

Udyamshala Weekly Series Session on Time Management & Productivity

Members of Swastika Udyamshala actively participated in a dynamic session under its weekly entrepreneurial development series on November 14, 2024. The session was led by Mr. Suhasa A. P. S. Marike, Proprietor of Savayava Malige and Marike Natural Ice Cream, who delivered an inspiring talk on "Time

Management & Productivity." Mr. Suhasa shared practical strategies for balancing multiple responsibilities, setting priorities, and cultivating habits that enhance focus and efficiency. Drawing from his personal entrepreneurial journey, he encouraged students to take charge of their time and adopt a disciplined

approach toward achieving both business and academic goals.

The session not only deepened participants' understanding of time as a vital resource but also reinforced Swastika Udyamshala's commitment to nurturing entrepreneurial mindsets through real-world learning experiences

Market Insights through Field Visit

Members of Swastika Udyamshala visited Market Hub, Bunder, Mangalore, on November 29, 2024, as part of their entrepreneurial learning and exposure initiative. The visit aimed to provide practical insights into real-world business environments, particularly in wholesale trade, logistics, and supply

chain operations. During the visit, students observed key commercial activities such as product sourcing, inventory handling, and customer interactions. They also engaged in informal discussions with vendors and small-scale traders, gaining an understanding of challenges related to pricing, competition, and daily

market operations. The experience enriched their knowledge of grassroots-level commerce and highlighted the significance of market research, customer behavior, and business adaptability. It served as a valuable bridge between classroom learning and practical entrepreneurial exposure.

08:00 PM to 8:00 AM #4 - Entrepreneurship Mindset Workshop



Members of Swastika Udyamshala participated in a full-day immersive session on Entrepreneurship Management on November 30, 2024. The program brought together an inspiring panel of accomplished entrepreneurs, professionals, and experts from diverse fields to provide holistic learning and

mentorship to aspiring student entrepreneurs.

The session featured eminent speakers including Dr. Molly Chaudary (Director, Manel Srinivas Nayak Institution of Management), Mr. Rajesh Shetty (Senior Divisional Controller, KSRTC Mangalore), CA S. S. Nayak (Co-opted Member of MSMEs & Startup Committee,

SIRC of ICAI), Mr. Ajith Kamath (Proprietor, Ajith Enterprises), and Dr. Sachin Nadka (Chief Consultant, Vedamarogya Ayurveda). Other distinguished speakers included Mr. Baba Alankar (Asha Intra Developers), Ms. Andrea Natasha Gonsalves (Market Bird), Ms. Sapna Shenoy (Financial Educator), Mr. B. N. Girish (Ocean

Pearl Group), Mr. Aravindh Prabhu (Amog Garments), Ms. Riddhi Vasani (Vistra Media Networks), and Dr. Raghavendra Holla N (COO, Swastika Consultancy).

Covering diverse themes such as startup ideation, business ethics, funding strategies, market trends, branding, and financial literacy.

Udyamshala Weekly Series Business Challenges and Global Careers

On August 28, 2024, students of Swastika National Business School participated in a valuable session under the Udyamshala weekly series, led by Mrs. Sapna Shenoy M., Investment Services Professional and Financial Educator. The session was centered on the theme “Personal Finance”, empowering students with the knowledge to manage their money wisely. Mrs. Shenoy explained the fundamentals of budgeting, saving, investing, and understanding financial instruments suitable for

young earners. She stressed the importance of starting early, avoiding debt traps, and developing financial discipline for long-term security. The interactive session demystified financial planning for students and encouraged them to take ownership of their financial future. Real-life examples, practical tools, and relatable case studies made the session engaging and highly impactful.

Udyamshala Weekly Series B2B Strategies



The Entrepreneurship Club of Swastika National Business School continued its dynamic Weekly Series on Udyamshala with an enriching session on March 6, 2025, held at Café Gandhi Square, Mannagudde. The session featured Mr. Raghavendra Rao, Proprietor of Agari Enterprises, as the resource person, who shared valuable insights on B2B (Business-to-Business) Strategies. Drawing from his practical experience in the business

world, Mr. Rao highlighted key aspects of building strong client relationships, understanding market demands, and crafting long-term growth plans. Students were actively engaged in the interactive session, gaining real-world knowledge and entrepreneurial mindset development. The initiative was organized under the leadership of Mr. Sanjay Acharya, Secretary of Udyamshala, with the guidance and support of Dr. Raghavendra Holla, Chairman, and Dr. Malini N Hebbar, Principal. Udyamshala continues to be a powerful platform for inspiring future business leaders through experiential learning and expert mentoring.

Net War Volleyball & Throwball Tournament



On May 11, students and staff members of Swastika National Business School came together to participate in the thrilling Volleyball & Throw ball Tournament titled “Net War.” The event fostered sportsmanship, teamwork, and healthy competition among the participants. The tournament was supported by prominent local business leaders, including Naveen Nayak, Founder of Abhimo

Technologies Pvt. Ltd., Thokottu, Mangalore, and Nandan Mallya, Partner at Modern Industrial Pvt. Ltd. Their encouragement highlighted the importance of extracurricular activities in student development. “Net War” was an energetic event that contributed to building camaraderie and physical fitness within the SNBS community.

Thudar Trophy 2024



The much-awaited Thudar Trophy – a spirited interclass sports competition featuring Volleyball and Throw Ball – was held on October 30, 2024, at Swastika National

Business School. The event began with great energy as teams from various classes showcased their athleticism, teamwork, and competitive spirit. The matches were filled with thrilling moments, loud cheers, and impressive displays of discipline and coordination. With active participation from both boys and girls, the event was inclusive, vibrant, and engaging.

Swastika Premier League



The Swastika Premier League (SPL) brought another wave of energy and excitement to the students of Swastika National Business School on March 8, 2025, at the Pragathi Sports Club, Bengre. The event was graced by JC HGF Yatheesh K. S, President of JCI Mangalore Samrat,



who inaugurated the league with words of encouragement on leadership, collaboration, and fitness. The SPL match featured a thrilling face-off between the four house squads- Samyuktha, Samyoga, Samsiddhi, and Samskrithi, each showcasing

remarkable teamwork, determination, and competitive spirit. The tournament served not only as a sporting contest but as a celebration of student unity, discipline, and sportsmanship. With vibrant participation and enthusiastic support from faculty and peers, the event exemplified the values that Swastika stands for. The Swastika Premier League continues to strengthen the holistic development of students through such vibrant co-curricular engagements.

Swastika Kicks off Football Match Season-1

Swastika National Business School hosted its first-ever 6-A Side Inter-Squad Football Match – Season-1 on March 10, 2025, at the vibrant City Arena, Mangalore. The much-anticipated sporting event was inaugurated by Sri Suresh Shenoy, Manager of Abharan Jewellers, Mangalore, who encouraged students to embrace sportsmanship, teamwork, and healthy competition. The event brought together the dynamic house squads –



Samshodhi, Samyoga, Samskruti, and Samyukta – in a thrilling series of football clashes that showcased agility, strategy, and camaraderie. With roaring cheers



and a high-energy atmosphere, the tournament served as a perfect blend of physical activity and team bonding for Swastikans.

Voter Awareness Campaign



On April 6, 2024, the National Service Scheme (NSS) Unit of Swastika National Business School, Urwa Store, Mangalore, organized a Voter Awareness Campaign to promote active and informed electoral participation among students and the local community.

The session was led by Dr. Praveen K, Associate Professor and Head of the Department of Political Science, Shri Mahaveera College, Moodabidri. In his address, Dr. Praveen K emphasized the importance of voting rights, the responsibility of youth in upholding democracy, and the need for ethical voting practices. The campaign focused on educating first-time voters about the voting process, the power of a single vote, and the impact of informed decision-making in a democratic society.

NSS Volunteers Lead Beach Cleaning

NSS volunteers from Swastika National Business School actively participated in a Beach Cleaning Drive on December 1, 2024, as part of a civic awareness initiative. The program was organized in collaboration with the Dakshina Kannada District Administration and supported by key dignitaries. The event was graced by IPS Siddarth Goel, Commissioner of Mangalore, and Mr. Srinivas Nayak, President of South Canara District Legal Services Committee, whose presence inspired the youth to embrace community service with responsibility and commitment.



This hands-on initiative not only promoted environmental cleanliness but also fostered a strong sense of social responsibility among the volunteers.

National Science Day



Swastika National Business School commemorated National Science Day with a special Oath Taking Ceremony on February 28, 2025, highlighting the importance of scientific thinking and ethical responsibility in today's world. The event honoured the legacy of Dr. C.V. Raman and his groundbreaking discovery of the Raman Effect, which continues to inspire learners and researchers across the nation. Participants took a solemn oath to uphold scientific values, think rationally, and contribute to societal progress through innovation and integrity. The celebration fostered curiosity, critical thinking, and awareness of science's role in nation-building. Faculty and student leaders shared inspiring messages, emphasizing the relevance of science in daily life and the importance of applying knowledge for societal betterment.

Interview Skills Workshop

On April 12, 2024, Swastika National Business School organized a workshop titled “Unlocking Success: Interview Mastery and Effective Communication” for III year students. The session aimed to prepare students for job interviews and improve their

communication skills—both crucial for career readiness. The workshop was facilitated by Ms. Shavina Soans, a seasoned Soft Skills Trainer. She covered aspects of interview preparation and professional etiquettes



BSW Students' Visit to Spandana Trust



Students of 1st Year BSW from Swastika National Business School visited Spandana Trust, located in Jeppu, Valencia, on November 5, 2025, as part of their field exposure program. The visit aimed to provide

real-world insights into the functioning of social service organizations and to deepen their understanding of community-based care and rehabilitation. During the visit, students interacted with the staff and beneficiaries of the Trust, gaining valuable knowledge about the services offered to the differently-abled, elderly, and mentally challenged individuals. The staff shared details about daily operations, challenges, and the emotional strength required in the field of social work.

BSW Students' Visit to Ave Maria Palliative Care Centre



Students of 1st Year BSW from Swastika National Business School visited Ave Maria Palliative Care Centre, Vamanjoor, on November 7, 2024, as part of their field exposure program. The visit aimed to introduce them to the principles and practices of palliative care while sensitizing them to the emotional and physical needs of terminally ill patients.

During the visit, students interacted with healthcare professionals and caregivers, gaining first-hand insights into the compassionate support extended to patients and their families. The experience underscored the importance of empathy, dignity, and emotional care in the field of social work.

BSW Students Tribal Study Tour to Ooty

The Department of Social Work organized a six-days Study Tour and Tribal Visit to Ooty from January 3 to 8, 2025, as part of the BSW field exposure programme. Participants visited the Tribal Museum & Tribal Research Center, gaining insights into the traditions, history, and living conditions of various tribal groups in the Nilgiris. Visits to the Rural Development Organization in Coonoor and the Nilgiri Adivasi Welfare Association (NAWA) in Kotagiri provided exposure to how NGOs work on the ground to enhance access to education, healthcare, and livelihood



opportunities. A key highlight of the tour was the interaction with tribal families and community leaders, offering a real-time perspective on the challenges faced by these communities. The visit to tea estates in Kotagiri further enabled participants to observe the working conditions of tribal laborers and understand their contributions to the regional economy.



BSW Students' Visit to Namma Bhumi

The BSW students of visited Namma Bhumi, an NGO in Hattiangadi, Kundapura, on February 13, 2025. The organization is dedicated to the education and empowerment of children from economically disadvantaged backgrounds, offering a valuable platform for students to understand the role of non-profits in child welfare and rural education. During the visit, students engaged



with the children, staff, and coordinators, gaining firsthand insights into the challenges and efforts involved in ensuring inclusive and quality education for underprivileged communities.

MBA Genesis #1 & #2

Exploring Future Possibilities through University Visits



Students of Swastika National Business School undertook an insightful academic visit to Bangalore under the banner of MBA Genesis from February 16 to 19, 2025. As part of this exposure and career guidance initiative, they visited two reputed

institutions — Alliance University and Chanakya University — to explore higher education opportunities and understand the academic and professional prospects of pursuing an MBA. Both universities extended a warm



welcome and conducted detailed orientation sessions that highlighted their MBA programs, admission procedures, campus facilities, international collaborations, and career support services.

BSW Students' Visit to Hasiru Dala

The students of Swastika National Business School participated in an orientation visit to Hasiru Dala, an NGO in Bejai, Mangalore, on February 17, 2025. The organization is renowned for its impactful work in environmental conservation and waste management, and the visit aimed to provide insights into sustainable living practices and the role of community-based organizations in preserving nature. Hasiru Dala's efforts in empowering waste workers and



promoting zero-waste models offered a meaningful learning experience. Participants observed how the organization functions at the grassroots level, managing urban waste, encouraging recycling, and supporting eco-friendly livelihoods.

Industry Visit to Bindu Factory



The 1st year students of Swastika National Business School embarked on an enriching industry visit to Bindu Factory, Puttur, on February 17, 2025, as part of their experiential learning curriculum. The visit aimed to provide

firsthand knowledge of industrial operations, production processes, and quality management systems in a real manufacturing setup. During the visit, participants explored various departments, including raw material processing, packaging, and logistics. They gained insights into supply chain functioning, employee roles, and safety practices in the food manufacturing sector.

BSW Students' Visit to District Disabled Rehabilitation Centre

The III Year BSW students of Swastika National Business School undertook an observation visit to the District Disabled Rehabilitation Centre (SPID) on February 24, 2025. The visit aimed to provide practical exposure to the functioning of organizations working with persons with disabilities. Guided by faculty members, participants observed the



centre's structure, services, and rehabilitation strategies for individuals with various disabilities.

Trip to Madikeri



On the early morning of June 10, 2024, final year students of Swastika National Business School set out at 4:30 a.m. for an exciting educational trip to Madikeri, a scenic hill station known for its rich cultural heritage and natural beauty. The trip aimed to

provide students with a refreshing break from their academic routine, while also offering opportunities to learn about regional history, geography, and tourism industry dynamics.

Industry Visit to Udupi and Manipal



On August 17, 2024, 65 students of Swastika National Business School embarked on an enriching industrial visit to Bell O Seal Valves Private Ltd., Santhekatte, Udupi, and Manipal Media Limited, Manipal. The visit provided students with firsthand exposure to industrial operations, business practices, and professional work environments. At Bell O Seal Valves Pvt. Ltd., students witnessed the manufacturing process of industrial valves and learned about precision engineering, quality control, and production workflow. The team explained how advanced technology and safety standards are integrated into their operations.

At Manipal Media Limited, students explored media management, publishing processes, and marketing strategies. The interaction helped bridge theoretical concepts with real-world applications, enhancing students' understanding of industrial and media ecosystems.

Samartha #9 Carbon Footprint



On May 30, 2024, 30 students of Swastika National Business School participated in the "Samartha #9" session, featuring Ms. Megan D'Souza. The focus of the session was on Carbon Footprint and its impact on the environment. Ms. D'Souza explained the concept of carbon footprint, ways to measure it, and practical steps individuals and organizations can take to reduce their environmental impact.

Cyber Security Workshop



Swastika National Business School organized an insightful Cyber Security Workshop on March 30, 2024, aimed at educating students on the importance of digital safety in today's technology-driven world. The session was conducted by Mr. Jayashankar, a seasoned expert in the field of cyber security.

Through engaging examples and real-life incidents, Mr. Jayashankar highlighted the rising threats in the digital space, including phishing, identity theft, online fraud, and data breaches. He explained the critical

need for personal vigilance and secure online behavior, especially for students who spend considerable time online for academic and social purposes.

The workshop provided practical tips on setting strong passwords, recognizing suspicious links, protecting personal data, and using social media responsibly. Mr. Jayashankar also discussed the legal aspects of cybercrime, encouraging students to report incidents and be aware of their rights under cyber law.

This session was part of Swastika's ongoing efforts to prepare students for the digital age by equipping them with essential life skills. The students responded enthusiastically and gained a deeper understanding of how to safeguard themselves and others in the online world.

Corporate Preparedness Grooming For Success

On the morning of June 7, 2024, students of Swastika National Business School participated in an engaging workshop titled Corporate Ready: Grooming For Success. The session aimed to equip students with essential soft skills and workplace readiness strategies to thrive in today's competitive corporate environment. The workshop featured distinguished resource persons including Dr. Manjunath S Revankar, Chairman & CEO of Suraj Educational Charitable Trust; Ms. Mamatha Sunil, HR Head at Big Bags Pvt Ltd.; Ms. Thanuja Maben, a renowned Performance Coach and Mind Trainer; and Ms. Shavina Soans, an expert Soft Skill Trainer. Their insightful presentations covered topics such as professional



etiquette, communication skills, confidence building, and mental wellness. Students gained practical tips on personal grooming, effective interaction, and stress management, preparing them for a successful transition into the professional world. This initiative reflects SNBS's commitment to nurturing well-rounded, industry-ready graduates through experiential learning programs.

Samartha #10 Friendship Forum



On June 1, 2024, Samartha #10, a vibrant and reflective session titled "Friendship Forum", conducted by Dr. Madhumala K., Professor, Department of Social Work, Alva's

College, Moodabidri. The session explored the emotional and social significance of friendships in shaping personality, enhancing well-being, and building a supportive college culture. Dr. Madhumala engaged students through interactive discussions and real-life scenarios, helping them understand the values of empathy, trust, and healthy communication in relationships.

Faculty Development Programme Writing Research Papers



Staff members of Swastika National Business School participated in a Faculty Development Programme focused on enhancing research writing skills on June 24, 2024. The session was conducted by Dr. V. Basil Hans, MA, MPhil, PhD, Research

Professor at the Institute of Commerce and Management, Srinivas University, Mangalore. Dr. Hans provided valuable inputs on the techniques and best practices for writing effective research papers, guiding faculty members to improve their academic contributions and scholarly communication. This programme reflects SNBS's commitment to faculty excellence and continuous professional development.

Sparking Scholars The Art of Acquiring Talent



On April 27, 2024, final year students of Swastika National Business School participated in an insightful "Sparking Scholars" session focused on The Art of Acquiring Talent. The session was conducted by Mr. Joe Ashwin Correa, L & O Lead at MPS Limited. The program offered students a

comprehensive understanding of recruitment and selection processes, highlighting effective strategies to attract, evaluate, and retain the right talent in organizations. Through real-world examples and interactive discussions, Mr. Correa equipped students with practical knowledge on talent acquisition, essential for human resource management roles. This session provided valuable industry perspectives, enhancing the students' readiness to enter the professional world with a clear grasp of hiring dynamics.

Sparking Scholars The Sale of Goods Act, 1930

On May 18, 2024, Students of Swastika National Business School participated in the "Sparking Scholars" session focusing on The Sale of Goods Act, 1930. The session was conducted by Mrs. Veena



Tax Sense ITR Filing Workshop

On May 14, 2024, 43 final year BCom and BBA students participated in a Samvada session focused on income tax return (ITR) filing, titled "Tax Sense." The workshop was conducted by Mr. Suhas Marathe, a freelance accountant from Mangalore.

The session provided practical guidance on understanding the income tax system, preparing accurate tax returns, and complying with legal requirements. Students gained clarity on tax procedures, important deadlines, and common challenges faced during ITR filing.

Yadapadithaya. The discussion provided an in-depth understanding of the legal framework governing the sale of goods, covering essential provisions, rights, and duties of buyers and sellers under the Act.

Orientation Programme for the Academic Year 2024-25

Day 1 - 2 September 2024

The programme began with an orientation session titled "Mirror Image", aimed at helping students understand the importance of self-awareness,

self-confidence, and personal values in shaping their academic and professional journey. The session was conducted by Ms. Pooja Rao, Zone Trainer, JCI India, who served as the Resource Person for the day.

Day 2 - 3 September 2024

The programme featured a special session titled "Elevate Your Image - A Session on Grooming", aimed at enhancing students' professional appearance, confidence, and personal presentation. Mrs. Vidyalaxmi P Shetty, Lecturer, Swastika National Business School delivered a session on the field of Commerce. The resource person for the session was Ms. Chethana S, Proprietor of Chethana Beauty Lounge, Mangaluru. She provided valuable insights into personal grooming, hygiene, body language, communication skills, and professional etiquette required in academic and corporate environments. The resource

person for the session was Ms. Chethana S, Proprietor of Chethana Beauty Lounge, Mangaluru. She provided valuable insights into personal grooming, hygiene, body language, communication skills, and professional etiquette required in academic and corporate environments.

Day 3 - 4 September 2024

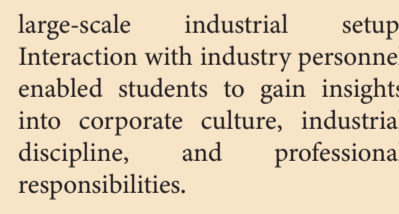
The industrial visit was arranged to KIOCL Limited in association with the Kanara Industries Association. The primary objective of the visit was to provide students with practical exposure to industrial operations and to bridge the gap between theoretical learning and real-world business practices. During the visit, students were introduced to various aspects of organizational structure, production processes, safety measures, and management practices followed in a

large-scale industrial setup. Interaction with industry personnel enabled students to gain insights into corporate culture, industrial discipline, and professional responsibilities.

Day 4 - 5 September 2024

The programme featured sessions by Dr. Raghavendra Holla N, Chairman, Swastika National Business School, who addressed the students on the importance of business ethics, leadership, discipline, and professional responsibility in management education. His session motivated students to adopt a focused approach towards academic excellence and career planning. The second session was handled by Ms. Preethi Shettigar, Lecturer, Swastika National Business School, from the field of Social Work. She highlighted the significance of social responsibility, emotional intelligence, community engagement, and values-based education, encouraging students to develop empathy and social awareness alongside professional growth.

A key attraction of Day 4 was the Corporate Fashion Show, presented by the first-year students. The event showcased formal corporate attire and emphasized professional grooming, confidence, teamwork, and presentation skills. The activity provided students with a practical understanding of corporate culture and workplace professionalism.



Orientation Session Skill Up – Rise Up



On August 16, 2024, students of Swastika National Business School attended an engaging Orientation Programme titled “Skill Rise – Up to Up”, conducted by Mrs. Preethi Shettigar, Assistant Professor at SNBS. The session focused on preparing students for a meaningful academic journey through skill development and personal transformation.

Mrs. Shettigar emphasized the importance of identifying individual strengths, building core competencies, and staying adaptable in a fast-changing world. Through thought-provoking discussions and motivating real-life examples, she encouraged students to pursue excellence with discipline and purpose.

“Skill Rise – Up to Up” was not just an orientation but a call to action—reminding students that with the right attitude and continuous effort, they can rise from where they are to where they aspire to be.

Curating Your Resume



On August 23, 2024, 34 final-year students of Swastika National Business School participated in a focused Workshop on Resume Writing titled “Curating Your Resume”, facilitated by Dr. Malini N. Hebbar, Principal, SNBS. The session aimed to equip students with the tools and techniques

to craft professional, impactful resumes that reflect their strengths, skills, and career goals. Dr. Hebbar emphasized the importance of structure, clarity, and personalization in resume writing, highlighting how a well-prepared resume can open doors to opportunities.

English is Fun

A Lively Language Session by the Principal



A vibrant and engaging session titled “English is Fun” was conducted for students of Swastika National Business School on November 22, 2024. The session was led by Dr. Malini N. Hebbar,

Principal of SNBS, known for her dynamic teaching style and creative approach to language learning. The session aimed to break the fear around English learning and make it enjoyable through interactive methods such as word games, storytelling, role plays, and real-life conversations.

Verbal Clash

Intra-College Debate Competition



An exciting debate competition titled “Verbal Clash” was organized at Swastika National Business School on November 29, 2024, engaging students in a spirited exchange of ideas and arguments. The event was inaugurated and overseen by Dr. Malini N. Hebbar, Principal of SNBS, who encouraged

participants to embrace debate as a tool for critical thinking and expression.

Students debated on contemporary and socially relevant topics, showcasing their analytical skills, public speaking abilities, and presence of mind.

Sparkling Scholars #16 “Mind Masters” Explores Gamification in Learning

September 4, 2024, second and third-year students of Swastika National Business School took part in an engaging session under the Sparkling Scholars Series #16, titled “Mind Masters”. The session was conducted by Mr. Dawn Prakash, Assistant Professor at SDM College, Mangalore, and a seasoned Freelance Corporate Trainer known for his innovative teaching methods. “Mind Masters” introduced students to the concept of gamification in learning—the application of game-design elements



in non-game contexts to enhance engagement and motivation. Mr. Prakash used interactive techniques, real-time activities, and simulations to show how learning can be made more effective and enjoyable.

Re-Skills Learning App



On September 23, 2024, 180 students and staff of Swastika National Business School participated in a dynamic and empowering session titled “Re-Skills”, facilitated by Mrs. Sandhya Verma, ACC ICF Certified Life Coach and Co-founder of Skill Quest. The session focused on reskilling and upskilling—the need to continuously adapt and evolve with changing times. Mrs. Verma highlighted the importance of self-awareness, emotional intelligence, adaptability, communication, and critical thinking as essential life skills

for the modern workforce. Through interactive activities and reflective discussions, participants were guided on how to identify skill gaps and create a personal growth roadmap. The session also encouraged students to stay open to lifelong learning, preparing them to thrive in both academic and professional landscapes. “Re-Skills” was more than just a session—it was a call to action, inspiring the Swastika community to become resilient, growth-oriented, and future-ready individuals.

Drug Awareness

Students’ Interaction with RSS Representatives



On September 24, 2024, 20 members of the Student Senate and staff of Swastika National Business School participated in an insightful interactive session with delegates from Rashtriya Swayamsevak Sangh (RSS). The

session was led by Mr. Suresh, a representative of RSS, and focused on the critical issue of drug addiction and awareness. The interaction served as a platform for an open dialogue on the dangers of substance abuse, its rising prevalence among youth, and the role educational institutions must play in prevention. Mr. Suresh emphasized the importance of personal discipline, community vigilance, and moral responsibility in creating a drug-free society.

Write Your Way to Success

A Unique Session on Handwriting Analysis



A fascinating session titled “Write Your Way to Success” was held on October 18, 2024, at Swastika National Business School, led by Dr. Noothan Rao, an expert graphologist, counsellor, and coach. The session explored handwriting analysis as a tool for self-awareness and personal

development. Dr. Rao explained how handwriting reflects personality traits, emotional patterns, and behavioral tendencies. Participants were intrigued to discover how subtle strokes, spacing, and writing styles could reveal insights into their mindset and areas for improvement.

CAPP Meeting

On September 23, 2024, 25 Senet members of Swastika National Business School participated in a focused CAPP Meeting (Chairmanship & Parliamentary Procedures), led by Dr. Raghavendra Holla, Author, National Trainer – JCI India, and Chairman of SNBS. The session revolved around the theme “How to Conduct a Professional Meeting”. The interactive training provided practical insights into planning, organizing, and executing formal meetings with efficiency and clarity. Dr. Holla emphasized key elements such as agenda-setting, time management, documentation, etiquette, and the importance of leadership roles during meetings.

Samvada#15

Competitive Exams for Government Careers



Swastika National Business School, on October 4, 2024, hosted Samvada #15, an enriching session on “Competitive Exams for Central & State Government Jobs.” The resource person for the session was Prof. Ronald Pinto, Director of the Institute for Individual Development and a renowned mentor for government exam aspirants. Prof. Pinto guided participants on various career opportunities in the public sector and elaborated on the structure, syllabus, and preparation strategies for competitive exams such as UPSC, SSC, KPSC, Banking, and Railway recruitments. His talk highlighted the importance of goal setting, time management, and disciplined study routines. The session proved highly motivating and informative, providing clarity on career paths and resources for exam preparation. Samvada #15 added immense value to Swastika’s academic environment by equipping learners with direction and confidence to pursue careers in public service.

Workshop on “Redefine Your Style”



Swastika National Business School organized a transformative workshop titled “Redefine Your Style” on February 1, 2025, led by dynamic Soft Skill Trainer Mr. Karthik Alva. Known for his engaging sessions and practical approach, Mr. Alva guided participants on enhancing personal presentation, grooming, body language, and effective communication.

Two-Days Workshop on Effective Public Speaking



A two-day workshop on Effective Public Speaking was conducted for first-year students of Swastika National Business School on November 17 and

18, 2024. The program aimed to build communication confidence and stage presence, preparing students for academic, professional, and social success. The sessions were led by distinguished JCI India National Trainers—Mrs. Akshathe Shetty and Dr. Raghavendra Holla, who is also a renowned author. Their dynamic and interactive training emphasized voice modulation, body language, structuring speeches,

overcoming stage fear, and persuasive communication techniques. Through practical exercises, individual presentations, and feedback-driven learning, the workshop enabled students to overcome public speaking anxiety while strengthening their clarity and confidence in expression. The training was enthusiastically received, marking a valuable milestone in their personal development journey.

Sparkling Scholars: Success Attitude



The 17th session of the Weekly Series on Business Administration at Swastika National Business School was held on February 22, 2025, featuring Mr. Karthik Alva, a renowned Soft Skill Trainer from Attitude Edge. In this highly

interactive session, Mr. Alva addressed attitude building, communication skills, and emotional intelligence — essential components for personal and professional success in the corporate world.

Career-Orientation Session by SAN IT Solutions



An informative session on Computer Courses was conducted on October 25, 2024, at Swastika National Business School by Mrs. Kiran and Mrs. Niveditha from SAN IT Solutions Pvt. Ltd. The session aimed to create awareness about the diverse range of career-oriented computer and

technical courses available for learners. The resource persons provided valuable insights into trending programs such as data analytics, programming languages, software development, digital marketing, and certification-based skill development.

Samvada#16

Empowering Young Minds through Projects and Internships

An insightful interactive session was conducted for final-year students of Swastika National Business School on December 7, 2024. The resource person, Mr. Joe Ashwin Correa, a seasoned HR professional, engaged participants on the theme “Empowering Young Minds Through Projects and Internships.” Mr. Correa highlighted

the importance of hands-on learning in building career readiness. Sharing real-world examples and HR insights, he explained how internships and academic projects can serve as gateways to employment and skill development. His talk motivated students to take initiative, pursue meaningful opportunities, and

approach projects with professionalism and purpose. The session concluded with an interactive Q&A that offered clarity on aligning academic efforts with industry expectations. It served as a valuable platform to bridge the gap between classroom learning and the professional world.

Sarthaka 2024



Students of Swastika National Business School gathered on June 17, 2024 to warmly bid farewell to their final year seniors during the special event titled “Sarthaka 2024.” The occasion was filled with heartfelt speeches,

memorable moments, and expressions of gratitude, celebrating the journey and achievements of the graduating batch. Junior students took this opportunity to honor their seniors’ contributions and seek blessings as they prepared to embark on new professional paths. “Sarthaka 2024” exemplified the strong camaraderie and lasting bonds nurtured at SNBS, marking a memorable milestone in the lives of both the outgoing and remaining students.

Teachers’ Day Celebration



On September 5, 2024, 190 students and staff of Swastika National Business School came together to celebrate Teachers’ Day, honoring the dedication and impact of educators who shape lives and futures. The event was filled with warmth, gratitude, and joyful performances that reflected the strong bond between teachers and students.

The celebration featured cultural performances, student-led speeches, creative activities, and expressions of appreciation that brought smiles and emotions to the fore. Students took the lead in organizing the event, presenting thoughtful gestures and messages that acknowledged the tireless efforts of their mentors. The program beautifully captured the spirit of Dr. Sarvepalli Radhakrishnan’s legacy, reminding everyone of the noble role teachers play in society. It was a memorable occasion that strengthened the values of respect, learning, and leadership at Swastika.

Swastika Yaksha Parba 2024



Swastika National Business School and Ramakrishna School gathered for vibrant one-day celebration marking the Second Anniversary of Swastika Yakshavasyam Swastikayaksha Parba 2024 on June 9, 2025. The event was graced by eminent dignitaries including Shri Swaraj Shetty, Dr. Prakhyat Shetty, Smt. Roopa, the Vice Principal of Ramakrishna School



Mangalore, Shri Kadri Navaneeth Shetty, Shri Ramesh Kulasekara, Dr. Ashajyothi Rai Maladi, President of Janara Charitable Trust Mangalore, Dr. Malini N Hebbar, Principal, and Dr. Raghavendra H N, President of Swastika National Business School Mangalore. Smt. Vidyalakshmi Shetty coordinated the successful event.

Samrudhi 2K24



On September 12, 2024, 180 students and staff of Swastika National Business School came together to celebrate Samrudhi 2K24, a vibrant event that combined Freshers’ Day celebrations with the inauguration of the Students’ Senate. The event was marked by energy, elegance, and enthusiasm as new beginnings were embraced with

open arms. The occasion was graced by Sri M. A. Nataraj, Superintendent of Police, Lokayuktha Police, Mangalore, and Rtn. Vishal Salian, Founder of Polyshakthi, who inspired students with their words of wisdom on leadership, integrity, and purpose-driven living. The Freshers’ Day segment welcomed first-year students into the Swastika family with cultural performances, fun introductions, and festive camaraderie. The Students’ Senate Inauguration formally introduced student leaders committed to representing their peers and enriching campus life through responsible governance.

Guru Poornima Celebration



On July 21, 2024, students and staff gathered to celebrate Guru Poornima.

The event was graced by Mrs. Deepa Kamath, Proprietor, Fieldstar Engineering Works, who addressed the gathering with heartfelt reflections on the transformative role of gurus in shaping lives. The celebration featured traditional rituals, student performances, and moving tributes to teachers, acknowledging their unwavering commitment and wisdom.

Swastika Celebrates Independence Day

On August 15, 2024, students and staff gathered with pride and enthusiasm to celebrate the 78th Independence Day of India. The event was graced by Rtn. Ganapathy Shenoy, President of Rotary Mangalore Downtown, who hoisted the national flag and delivered an inspiring address on the value of freedom and the role of youth in nation-building. The celebration began



with the hoisting of the tricolour, followed by the national anthem and a cultural program that included patriotic songs, speeches, and skits by students. Rtn. Shenoy emphasized the importance of preserving democratic values, promoting civic responsibility, and being proud ambassadors of India’s growth.

Uthsava 2K25 by Chavadi



The vibrant spirit of art and culture came alive at Swastika National Business School on February 8, 2025, during the grand inauguration of the Fine Arts Club and the much-awaited inter-class variety competition, Uthsava 2K25 Chavadi. The event was inaugurated by esteemed guests Dr. Reshma Ullal, Manager – Corporate Communication & CSR Branding, SEZ Mangalore, and Shri Vijaya Kumar Kodialbail, renowned Director and Author of Tulu Chithra Ranga. Both guests highlighted the significance of arts in holistic education and applauded Swastika's

initiative in fostering student talent beyond academics. The stage came alive with vibrant performances, including music, skits, dance, and humorous acts — each reflecting the creativity and enthusiasm of Swastika students. With the official launch of the Fine Arts Club, a new platform has been created for students to express themselves, explore artistic passions, and celebrate cultural heritage. Uthsava 2K25 Chavadi not only blended fun and learning but also set a high benchmark for creativity and collaboration across classes.

Deepa Sambrama 2024



The grand cultural and institutional celebration “Deepa Sambrama” was held on October 30, 2024, at Swastika National Business School, marking a moment of immense pride for the institution—the receipt of the National Award for Best New Business School. The celebration was graced by eminent personalities including JC Karthikeya Madhyastha, National Vice President, JCI India; JC Abhilash, Elect Zone President, Zone XV, JCI India; and Sri Ganesh Kulal, Corporator,

Mangalore City Corporation. Their presence added prestige to the occasion and inspired the gathering with messages on leadership and excellence. The event featured a symbolic lighting of lamps, cultural performances, and the official announcement of the national award. It was a proud moment for the Swastika fraternity, recognizing its rapid growth, innovation in education, and commitment to student empowerment.

Career Launch Programme



Swastika National Business School, organized a special programme titled “Career Launch” on 26th March 2025 at 9:30 a.m. The event focused on Corporate Etiquette and Short-Term Job Placement Drive for the 2025–2026 Batch – 1 student. The main objective of the programme was to prepare students for professional success by equipping them with essential corporate skills and knowledge required for job placements. The session featured esteemed speakers including JCI Sen

Dr. Raghavendra Holla N, National Trainer at JCI India, Ms. Preethi Shettigar, Life Skill Trainer, and Mr. Karthik Alva, Corporate Grooming Coach. Each speaker shared valuable insights on communication, presentation, and professional behavior that play a vital role in career development. A special highlight of the event was the Direct Interview Opportunities with hiring companies, offering students a chance to secure short-term job placements.

Reflect & Review

Viva for Graduating Students

On June 13, 2024, final year students of Swastika National Business School took part in a comprehensive viva session titled “Reflect & Review” held at 10:00 a.m. The event provided a valuable platform for students to present their learnings, clarify doubts, and receive constructive feedback from esteemed faculty and trainers. The viva was conducted under the guidance of Ms. Shavina Soans, Soft Skill Trainer; Dr. Raghavendra Holla, Chairman of SNBS; Dr. Malini N Hebbar, Principal of SNBS; and Ms. Pooja Rao, Lecturer at SNBS. Their insightful evaluations and encouragement helped students to critically analyze their academic progress and prepare for upcoming professional challenges. This initiative underscores SNBS's commitment to nurturing confident and well-prepared graduates ready to excel in their careers.

Swastika Saptah



In the spirited lead-up to the Annual Day, Swastika National Business School hosted a vibrant Swastika Saptaha — a seven-day celebration of student creativity, talent, and cultural diversity — beginning on March 7, 2025. The campus buzzed with enthusiasm as students showcased their skills in a variety of competitions including Collage Making, Face Painting, Singing,

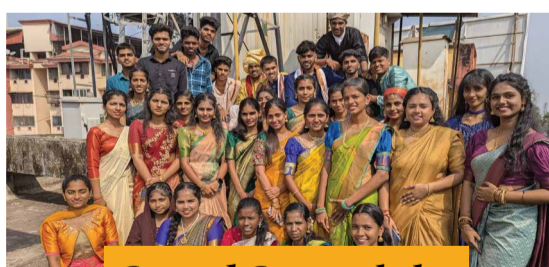
Cooking, Mock Press, and Dancing. Each event offered a platform for students to express their creativity and confidence while fostering a spirit of healthy competition. The week also featured themed celebrations like Traditional Day, Women's Day, and a dazzling Fashion Show, which highlighted both cultural pride and modern flair.

Budget Analysis 2024–25

On July 29, 2024, a team of five faculty members from Swastika National Business School—Dr. Raghavendra Holla, Mrs. Vidyalakshmi, Ms. Pooja Rao, Ms. Ashwini, Ms. Bhagya, and Ms. Aakshitha—participated in a prestigious event organized by the Confederation of Indian Industry (CII), Mangalore Division, focused on Post Budget Analysis for the Financial Year 2024–25.

The session offered deep insights into the Union Budget, with expert commentary on fiscal policies, tax reforms, capital expenditure plans, and implications for various sectors. The interactive forum allowed participants to engage with economists, industry leaders, and policymakers.

Traditional Day Vibes



Squad Samyuktha



Squad Samskrithi



Squad Samyoga



Squad Samsiddhi



Community Outreach Programmes

Personal Hygiene



May 9, 2024
@ Nehru Nagar community
Conducted by
Ms. Sabiya and
Mr. Anivarthi Mayya
(III BSW)

Beach Cleaning & Turtle Conservation



November 16, 2024
@ Tannirbavi Beach,
Mangalore
in Collaboration with
Karnataka Forest Department
Coastal and Marine Ecosystem Unit, Mangalore

POCSO Awareness



May 26, 2024
@ Iruvail community
Conducted by
Mrs. Ashalatha Kotian
Outreach Coordinator,
Inchara Foundation (R), Shivabhadra, Mangalore

Digital Etiquette



November 21, 2024
@ Balmy English Medium
School
Conducted by
Mrs. Preethi Shettigar
Assistant Professor,
Swastika National Business School

Menstrual Wellness



May 26, 2024
@ Bolar community
Conducted by
Mrs. Preethi Shettigar
Assistant Professor,
Swastika National Business School

Child Rights



November 27, 2024
@ St. Joseph Higher Primary
School, Bajal
Conducted by
Mrs. Premi Fernandes
Social Worker & Activist

Beach Clean-Up Drive



September 25, 2024
@ Tannirbavi Beach,
Mangalore

POCSO Act Awareness



November 30, 2024
@ Ladyhill Kannada Higher
Primary School, Mangalore
Conducted by
Mrs. Sujatha Shetty
Trainer & Member of Sanchanala

Wake Up to Wellness



October 1, 2024
@ Urdu Government Primary
School, Ganjimata
Conducted by
Ms. Jyothi K. R. and
Ms. Varsha B. S.
(III BSW)

POCSO Act Awareness



November 30, 2024
@ Ladyhill Victoria Composite
PU College, Mangalore
Conducted by
Mr. Venugopal
Assistant Sub-Inspector of Police,
Urwa Police Station, Mangalore

Unplugging Mobile Addiction



November 7, 2024
@ Government Higher
Primary School, Haleyangadi
Conducted by
Ms. Varshitha
(III BSW)

Health First: Free Blood Test Camp



February 7, 2025
@@ Swastika National
Business School
in collaboration with
**White Glove Diagnostics &
Clinics, Mangalore**

Community Outreach Programme: The Hygiene Code



Coordinator at Inchara Foundation (R.), Mangalore, who delivered an engaging and informative presentation. Through interactive activities, demonstrations, and discussions, she highlighted the importance of cleanliness, hand hygiene, and preventive health care practices.

Swastika National Business School, Mangalore, conducted a Community Outreach Programme titled "The Hygiene Code" on 1 April 2025 in collaboration with DKZP Higher Primary School, Munnur. The session was led by Ms. Sowjanya, Programme

The programme was effectively organized by BSW students Nayana, Dhanush, and Ganavi, reflecting Swastika National Business School's commitment to community service, social responsibility, and experiential learning.

Eco Friendship Talk



The National Service Scheme unit of Swastika National Business School, Mangalore, organized an Eco Friendship Talk – An Interactive Session under the initiative "Parisara Maithri: Nurturing Green Friendship", in association with the Global Green Eco Foundation, on 3 April 2025 at the college campus. The session featured Dr. R. K. Nair, widely known

as the Green Hero of India, who delivered an inspiring and insightful talk on the importance of environmental conservation and sustainable living. The programme concluded with an interactive discussion, providing students an opportunity to share thoughts, ask questions, and reflect on their role in environmental stewardship.

Community Outreach Programme: The Bridge Camp

Department of Social Work in association with Spandana Trust, Jeppu, organized a two-day summer camp titled "Cross the Bridge to New Horizons" on 7 and 8 April 2025. The camp aimed to provide students with experiential learning opportunities and personal development through interactive sessions and activities.

The inaugural ceremony was graced by Rtn. Ganapathy Shenoy, President of Rotary Mangalore Downtown, who served as the Chief Guest. The Guests of Honour were Sr. Floriane Pias, Administrator of Spandana Trust, and Mr. Naveen Paul, CEO and Co-founder of DrawMyCareer, Mangalore. The camp featured Mrs. Preethi Shettigar, Life Skill Trainer



and Assistant Professor at Swastika National Business School, and Ms. Deeksha Devdiga, Soft Skill Trainer and Lecturer at Swastika National Business School, as the resource persons. They conducted engaging and insightful sessions that helped participants develop essential skills and boost their confidence.



Swastika Yakshaparba 2025



Swastika Yakshavasyam organised Swastika Yakshaparba 2025 on 5 April 2025 at Swastika WaterFront, Sultan Bathery, Mangalore. The Yakshagana "Shree Devi Mahatme" was performed by the students of the Swastika Yakshavasyam team, beautifully showcasing the rich cultural tradition of Karnataka through powerful dialogues,

expressive dance, and devotional music.

The outcome of the event was highly positive, offering students an enriching cultural experience. It reflected Swastika National Business School's dedication to promoting art, culture, and traditional values alongside academic excellence.

SPARK 2025:

A Seamless Blend of Festive Flavours and Future-Ready Minds

Swastika National Business School hosted SPARK 2025 – Inter-Collegiate Management Fest on April 21, 2025, at the scenic Swastika WaterFront, Sulthan Bathery, Mangalore. The event brought together students from various institutions for a day filled with learning, leadership, creativity, and spirited competition.

The fest was formally inaugurated by Kalladka Prabhakar Bhat, President, Vivekananda Vidyavardhaka Sangha®, Puttur. Ravindra Alva, Director, Sooryeshwar Enterprises Pvt. Ltd., graced the occasion as Chief Guest, and Raju B. S, General Manager – Operations, Karnataka Bank Pvt. Ltd., joined as Guest of Honor. Their inspiring messages encouraged students to embrace innovation, professionalism, and ethical leadership as essential traits for future managers.

Following the inauguration, the campus came alive with the vibrant Spark Spice – Food Fest 2025. The riverside venue buzzed with diverse culinary stalls, enthusiastic students, and visitors from the community. Amidst the festive energy, an impactful Input Session on "Disruptor's Mindset" was conducted. Led by two esteemed resource persons from JCI India—Mr. Venu G, Behavioral Training Facilitator and National



Trainer, and Mr. Varun Prabhu, CEO of ExuBrand and Zone Trainer—the session offered powerful insights into innovation, strategic disruption, and adaptive thinking. It equipped participants with a forward-thinking outlook essential for modern business leadership and set the tone for the competitive events that followed. The day culminated with SPARK 2025: The Ultimate Management Challenge, featuring a series of

thoughtfully curated rounds that tested participants' skills in strategy, marketing, finance, HR, and problem-solving. Teams demonstrated impressive teamwork, creativity, and critical-thinking abilities as they competed before an expert panel. A Live DJ and Boating session at the WaterFront added a refreshing recreational element, blending learning with leisure and enhancing the overall experience for participants.

Community Outreach Programme: Earth Rescue

Earth Rescue

Community Outreach Programme was organised under the titled "Earth Rescue" on 14 April 2025 at DKZP Higher Primary School, Mangalore. The programme was coordinated by Mrudula and Nayana, students of II BSW, who conducted interactive sessions on the importance of protecting the environment and adopting eco-friendly habits. A variety of activities, including drawing, group discussions, and awareness games, were organized to engage the school children and help them understand



My Journey in My Way #7

Mr. Pradeep Kalkura

A motivational session titled "My Journey in My Way #7" was organised on 24 April 2025 for its students. The resource person for the session was Mr. Pradeep Kalkura, former District President of Kannada Sahitya Parishat, D.K., and Secretary of Sharadha Group of Institutions. He shared his inspiring life experiences, struggles, and achievements, motivating students to stay focused and determined in

their academic and career pursuits. The session was hosted by Dr. Raghavendra Holla N, Chairman of Swastika National Business School.



Community Outreach Programme: Women and Children's Rights

In association with Yedapadav Grama Panchayath, III BSW students organized a Community Outreach Programme on Women and Children's Rights on 25 April 2025 at Yedapadav Grama Panchayath. The initiative aimed to raise awareness among the local community about gender

equality, child protection, and legal rights. The session was conducted by Ms. Sowjanya, Programme Coordinator at IncharA Foundation, Shivabagh, Mangalore. The programme was coordinated by Varshitha, Madhumita, Divya, and Laxmi of III BSW.

SAMARTHA #11: Red Signals of Relationship



The Department of Social Work organized weekly series SAMARTHA #11, titled "Red Signals of Relationship: A Session for Adolescent Girls", on 26 April 2025 at Swastika WaterFront.

The program aimed to equip young women with essential life skills to identify warning signs in relationships and navigate complex social situations to ensure personal safety. The event was

inaugurated by Mrs. Sumana Polali, Technical Manager at Even India Pvt. Ltd.

The session featured two expert resource persons: Ms. Manjula (PSI, Urwa Police Station), who addressed legal frameworks and safety protocols, and Mrs. Preethi Shettigar, Assistant Professor at Swastika National Business School, who discussed psychological aspects of relationships.

Soft Skill Development Program

The Department of Commerce and Management of Poornaprajna College (Autonomous), Udupi, organized a Soft Skill Development Program for the first-year B. Com and BBA students of Swastika National Business School on 16 May 2025. The session aimed to strengthen essential interpersonal and communication skills, fostering professional confidence and employability among students. The program was conducted under the guidance of peer educators — Adithya M. C. Bhat, Prathvi Nayak,



Jyothisna S. Kotian, Akash Prasad, and Jayashankar K. S. These young facilitators engaged the participants through interactive activities, role plays, and group discussions focused on teamwork, time management, leadership, and effective self-presentation.

Workshop on Communicate to Impact



Swastika National Business School hosted a motivational workshop titled Communicate to Impact on 30 April 2025 at Swastika Waterfront. The session focused on enhancing professional communication skills for improved effectiveness and strategic clarity in the workplace. The workshop was conducted by

Ms. Vidya Shenoy, Certified PoSH Trainer, who delivered an engaging and insightful session on purposeful communication. She highlighted practical approaches to making communication impactful in professional environments, emphasizing clarity, confidence, active listening, and effective expression.

Sparkling Scholars EduPreneur: Journey from School to Startup



The Department of Business Administration organized the nineteenth session of its weekly series Sparkling Scholars on 17 May 2025. The session focused on the theme "EduPreneur: Journey from School to Startup." The resource person for the session was Ms. Niveditha Vikas, a dynamic entrepreneur and Zone Trainer of JCI India. She shared her inspiring journey of transforming educational

experiences into entrepreneurial achievements and emphasized the importance of creativity, confidence, and continuous learning in building a successful enterprise. The session aimed to motivate young business students to explore their entrepreneurial potential and recognize how their educational journey can serve as a strong foundation for innovation and startup development.

Exploring Gujarat – Educational Tour

Swastika National Business School organized an educational exposure titled Exploring Gujarat from 1 May to 6 May 2025. The study tour was conducted under the guidance of Dr. R. K. Nair, popularly known as the Green Hero of India. A total of 28 final-year students and two faculty members went on the visit.

The primary objective of the programme was to provide students with practical exposure to urban forestry, environmental sustainability practices, and the green initiatives implemented in the State of Gujarat. The tour aimed to integrate classroom learning with real-world experiences through the observation of ecological projects, urban green spaces, and cultural heritage sites that reflect sustainable management.

The flag-off ceremony of the tour was held at Mangalore Junction Railway Station at 9:00 p.m. on 1 May 2025. The event was graced by Mr. Srinivas Nayak Indaje, President



of the Dakshina Kannada District Working Journalists Association, and Mr. P. B. Harish Rai, President of the Mangalore Press Club. Both guests appreciated the institution's efforts in promoting experiential learning and environmental awareness among management students.

During the six-day visit, participants explored various sites across Gujarat known for their environmental and cultural significance. The programme



included expert interactions and field observations, which enhanced students' understanding of sustainable urban development, ecological balance, and community-driven environmental initiatives.

Samvada #18 Blockchain Technology: Understanding Cryptocurrency and Other Digital Assets

The Department of Commerce and Management of Swastika National Business School organized the eighteenth edition of its interactive series "Samvada" on 21 May 2025. The session focused on the theme "Blockchain Technology: Understanding Cryptocurrency and Other Digital Assets." The experts,

Mr. Sumanth N. Bhat and Mr. Upendra V. Shenoy, provided in-depth insights into the rapidly evolving digital financial landscape. They explained the fundamentals of blockchain technology, its applications in accounting and finance, and the functioning of cryptocurrencies and various other digital assets

Faculty Development Programme – CRAFT #2



Swastika National Business School organized Faculty Development Programme CRAFT #2 – Creating a Resourceful, Accomplishing, and Fascinating Teaching and Learning Experience, on 16 May 2025 at Swastika Waterfront, Sultan Bathery, Mangaluru. The FDP aimed to

equip faculty members with innovative pedagogical tools, effective instructional strategies, and adaptive teaching methods to enhance classroom engagement and student learning outcomes. The event was inaugurated by Mr. Brian Fernandes, Director of

Spearhead Pvt. Ltd. and Chairman of the ISTD Mangalore/Udupi Chapter. The Chief Guest, Sri Ranjan Bellarpady, Chief Coordinator of Ramakrishna Mission – Swaccha Mangaluru Abhiyana, spoke about the role of educators as catalysts for social transformation and ethical leadership. The resource person for the workshop was JFS Santhosh Kumar P., an International Life Skill Coach and Mentor, and 2010 JCI India National President. With over 27 years of experience and more than 2300 training sessions conducted globally, he facilitated engaging sessions on creative pedagogy, leadership communication, and integrating life skills into teaching.

Samvada #17 Future of Digital Careers in Marketing

The Department of Commerce organised SAMVADA #17 on Saturday, 19 April 2025. The session focused on the theme "Future of Digital Careers in Marketing", addressing the evolving trends and opportunities in the digital marketing landscape. The programme featured Mr. Mohammed Faiz Saneen, CMO – Stakque Digital, Mangalore, as the Resource Person. He provided valuable insights into emerging digital career paths, essential skills for aspiring marketing professionals, and the growing impact of technology-driven marketing strategies.

Kasa Samvada

A program titled "Kasa Samvada" was organized on 22 May 2025 at Harekala Malar Anganwadi Centre, Harekala. The objective of the initiative was to create awareness among the community about waste management, recycling, and environmental protection at the grassroots level.

The session was facilitated by Mr. Nagaraj Bajal, Manager, Hasiru Dala, Mangaluru. He explained various methods of waste segregation, the harmful effects of plastic usage, and techniques for preparing compost from household organic waste.

8:00 PM to 8:00 AM #5 Workshop on “Innovation for Business”

The members of Swastika Udyamshala participated in an engaging overnight workshop titled “Innovation for Business” held on 24 May 2025 at Swastika WaterFront, Sultan Bathery. The session, conducted from 8:00 p.m. to 8:00 a.m., was designed to inspire creativity, promote entrepreneurial thinking, and encourage the development of innovative business solutions among participants.

The workshop brought together industry experts and successful entrepreneurs who shared their experiences, insights, and practical strategies for applying innovation in business operations. Through interactive sessions, discussions, and



real-world examples, participants explored how innovation can serve as a driving force in achieving sustainable growth and competitive advantage. The program emphasized the importance of technology,

creativity, and adaptability in modern business environments. Participants were encouraged to identify challenges within their ventures and design innovative solutions that align with emerging market trends.

Community Outreach Programme: ECO Revival

The students participated in a meaningful Community Outreach Programme titled “ECO Revival” on 27 May 2025 at Saripalla Bartholomea Memorial Hall, Saripalla. The session was led by Mr. Nagaraja Bajal, Managing Director of Hasirudala, Mangaluru, and brought together students, faculty, and community members to explore sustainable environmental practices and eco-friendly living. The programme aimed to raise awareness on environmental conservation, waste management, and the importance of individual and collective responsibility

in preserving natural resources. Through an insightful presentation, Mr. Bajal discussed the concept of ecological revival and shared real-life examples demonstrating how community-led initiatives can contribute to a cleaner, greener environment.



Community Outreach Programme: ECO Ethics

The students of Swastika National Business School organized a Community Outreach Programme titled “ECO Ethics” on 27 May 2025 at Shri Krishna Bajana Mandira, Krishnapura, Surathkal. The session was coordinated and presented by Ms. Madhumitha and Ms. Laxmi, final-year BSW students. The programme aimed to promote environmental awareness and encourage ethical responsibility toward ecological conservation within

the community. The session focused on understanding environmental ethics — the moral relationship between human beings and the natural world.



Udyamshala Hosts Session on Entrepreneurial Practice

The members of Swastika Udyamshala, the entrepreneurship club of Swastika National Business School, held their Weekly Review Meeting on 6 July 2025.

The session featured guest speaker Vishva Uchila Shishir, Founder Director of Section Infin-8 Foundation (SI-B). He addressed the students on the practical realities of launching and scaling a business, offering valuable insights into critical startup phases, challenges, and effective problem-solving approaches.

Reinforcing the theme of the meeting, he remarked, “Entrepreneurship is neither a science nor an art. It is a practice.” His message highlighted the importance of hands-on learning, experimentation, and consistent action over theoretical understanding alone.

The session aligned with Udyamshala’s vision of building a pragmatic, action-driven startup ecosystem within the campus, encouraging students to develop real-world entrepreneurial competencies.

I Am a Senior

Workshop titled I Am a Senior for the final-year students of the 2025–26 was organised on 2 July 2025 at Swastika Waterfront, Sulthan Bathery. The programme focused on preparing students for their final year by enhancing confidence, leadership skills, and a sense of responsibility. The session was conducted by Dr. Raghavendra Holla N, Chairman of Swastika National Business School and an experienced trainer. Through interactive discussions and engaging activities, he guided students on self-awareness, goal setting, teamwork, and professional conduct.



Guru Poornima Celebration



Swastika National Business School, Mangalore, celebrated Guru Poornima with devotion and reverence on 10 July 2025 at the college campus. The programme was organized to honour teachers and express gratitude for their invaluable role in shaping students’ academic and personal growth. The celebration highlighted the significance of the Guru-Shishya tradition and emphasized values such as respect, humility, and gratitude. Students marked the occasion by offering flowers, performing traditional rituals, and seeking the blessings of their teachers. The campus resonated with warmth and respect as students conveyed heartfelt messages and acknowledged the continuous support and guidance provided by their mentors.

Community Outreach Programme: Lead to Inspire

Community Outreach Programme titled “Lead to Inspire” was organised on 27 May 2025 at LINK, Bajal, Mangaluru. The session featured Mr. C. R. Pradeep Kumar, Senior Health Inspector, Taluk Health Office, Mangaluru, as the resource person. The programme aimed to inspire leadership, promote community responsibility, and encourage youth participation in public health and social welfare

initiatives. The session highlighted the importance of leadership at the grassroots level and emphasized the role of youth in driving meaningful social change.



Community Outreach Programme: Empower Your Choices

The Department of Social Work organized a Community Outreach Programme titled “Empower Your Choices” on 26 May 2025 at Tripta Foundation De-Addiction and Rehabilitation Centre, Kankanady, Mangaluru. Conducted in association with Tripta Foundation, the initiative aimed to promote awareness on decision-making, personal empowerment, and positive lifestyle choices among the residents of the centre. The session was facilitated by Ms. Varshitha, a III BSW student, who



delivered an engaging and insightful presentation on the importance of self-awareness, resilience, and informed choices in overcoming addiction and leading a balanced life. The programme was coordinated by Shivani, Dhanuja, and Gagan, students of BSW, under the guidance of the Social Work faculty.

Farewell Party “Saarthaka 2K25”

The Farewell Party titled “Saarthaka 2K25” was held on 31 May 2025 at Swastika National Business School to bid a warm and heartfelt goodbye to the graduating batch. Organized by junior students under the guidance of faculty members, the event served as a celebration of



achievements, gratitude, and reflection, marking the completion of an important academic chapter. The programme began with a cordial welcome to the outgoing students, followed by cultural performances, engaging games, and emotional tributes. Juniors expressed their appreciation for the seniors’ guidance, teamwork, and contributions to the institution’s growth.



World Environment Day at MRPL Celebrating Environmental Champions



On 5 June 2025, MRPL (Mangalore Refinery and Petrochemicals Ltd.) observed World Environment Day with a special program featuring renowned environmentalist Dr. R. K. Nair, widely known as India’s Green Hero. In his inspiring address, Dr. Nair encouraged participants to adopt sustainable lifestyles, reduce pollution, and support urban forestry initiatives, while also emphasizing the significance of Mission LiFE (Lifestyle for Environment). The event also became a moment of pride

for young achievers. The Exploring Gujarat Team took part in an article-writing competition conducted by Dr. Nair to mark the occasion. The winners from Swastika National Business School were: Prajwal Kamath – First Place, Yajna – Second Place, Prabhushankar – Third Place. Their thoughtful articles strongly reflected the event’s message of reducing plastic waste and adopting environmentally responsible practices. The celebration underscored the shared commitment of MRPL and academic institutions to nurture environmentally conscious youth and inspire them to lead meaningful, sustainable initiatives within their communities.

Faculty Knowledge Exchange Visit to LEAD College, Palakkad

Faculty Knowledge Exchange Visit was organised to LEAD College (Autonomous), Palakkad, Kerala, one of the leading B-Schools in the region, on 5 July 2025. The visit aimed to foster academic collaboration, share best teaching practices, and strengthen institutional ties between reputed business schools in South India.

During the visit, faculty members engaged with the academic and administrative teams of LEAD College to discuss innovative teaching methodologies, curriculum design, research initiatives, and student development programmes. The interaction offered valuable insights into evolving trends in management



education and effective pedagogical approaches.

The visit provided a meaningful platform for mutual learning and opened avenues for future collaborations in areas such as faculty development, joint research,

and student exchange initiatives. Faculty members appreciated the warm hospitality extended by LEAD College and found the experience enriching and professionally rewarding.

Vision Quest: Turning Initiative into Vision

A workshop titled "Vision Quest: Turning Initiative into Vision" was organised at Swastika Waterfront, Sulthan Bathery, Mangalore on 21 July 2025 as part of its ongoing efforts to promote leadership and personal development among students. The programme was inaugurated by Mr. Bindusara Shetty, Principal of Sarojini Madhusudhan Kushe PU College, Mangalore, who encouraged students to dream big and convert their aspirations into actionable visions.

Mrs. Seema Prabhu S, HOD of Business Administration, Canara College, Mangalore, graced the occasion as the Guest of Honour and highlighted the importance of clarity, focus, and consistency in achieving long-term success.

The session was led by Mr. Shubash Bangera, Entrepreneur, Soft Skills Facilitator, and Performance Advisor, who delivered an inspiring and interactive presentation on building initiative, effective



goal-setting, and transforming ideas into practical outcomes. Drawing from real-life experiences and engaging activities.

Faculty Development Programme on NAAC Accreditation

Internal Quality Assurance Cell (IQAC), organized a Faculty Development Programme (FDP) on "NAAC Accreditation - Framework and Fundamentals" on 24 July 2025 at the college premises. The programme aimed to enhance faculty awareness and understanding of the NAAC accreditation process and its significance in ensuring institutional quality and excellence. The session

was conducted by Dr. Deepti R. Nayak, Administrator at Canara College, Mangalore, who delivered an insightful presentation on the NAAC framework, assessment criteria, and quality benchmarks.



Samveda #21 Effective Communication

Swastika National Business School, Mangaluru, in association with JCI Mangaluru Samrat and Rotary Mangalore Downtown, organized Samveda #21, a workshop on Effective Communication for the students of Government Pre-University College for Women, Balmatta, Mangaluru, on 28 July 2025. The session was facilitated by JC Preethi Shettigar, Life Skill

Trainer and Assistant Professor at Swastika National Business School. The workshop focused on helping students understand the importance of effective communication, enhance clarity of expression, improve listening skills, and build confidence for academic and personal development.

Aatidonji Dina Celebration

IRich cultural heritage of Tulunadu through the vibrant festival Aatidonji Dina on the college campus. The programme highlighted traditional food, folk art, and regional customs, offering students a meaningful and immersive cultural experience.

The celebration was inaugurated by Tuluva Bolli Shri Dayananda Kathalsar, Past President of the Tulu Sahithya Academy. In his address, he emphasized the importance of preserving Tulu traditions and encouraged students to value and uphold the cultural identity of Tulunadu.



TEDx AIET

Students participated in TEDx AIET on 16 August 2025 at Alvas Education, Moodbidri. The event provided an opportunity for students to engage with innovative ideas, inspiring talks, and thought-provoking discussions. During the event, students attended multiple sessions featuring keynote speakers and panel discussions on contemporary topics such as technology, leadership, and social impact. They actively listened, took notes, and reflected on ideas applicable to their academic development.

Samveda #20 Success Mantra

Swastika National Business School, in association with Rotary Mangalore Downtown, organized SAMVEDA #20, a motivational session titled "Success Mantra", on 16 July 2025 at Swastika Waterfront, Mangalore. The programme was specially designed for Pre-University students with the objective of helping them understand the true meaning of success and encouraging them to set purposeful goals for their academic and personal growth. The session was inaugurated by Dr. Guru Tej, Founder and Managing Director of WIZdom Ed, who shared valuable insights on cultivating a positive mindset. Rtn. Sathyajith S. Rao, President of Rotary Mangalore Downtown, graced the occasion as the Guest of Honour and addressed the gathering with an inspiring message highlighting the

importance of hard work, ethics, and leadership. The workshop featured enriching sessions by the Resource Persons Dr. Raghavendra Holla N, Author and National Trainer, JCI India, and Chairman, Swastika National Business School; Mrs. Preethi Shettigar, Life Skill Trainer and Assistant Professor, Swastika National Business School; and Ms. Deeksha Devadiga, Lecturer, Swastika National Business School. The speakers shared practical insights on personal growth, goal setting, essential life skills, and effective strategies for academic and professional success. The sessions were highly interactive and motivating, enabling students to gain clarity about their aspirations and identify meaningful pathways toward achieving their goals.



CII Mangaluru Infrastructure & Logistics Summit



Students and faculty members of Swastika National Business School, Mangalore, actively participated in the CII Mangaluru Infrastructure & Logistics Summit organized by the Confederation of Indian Industry (CII) on 24 July 2025 at Hotel Vivanta, Mangalore. The summit was held under the theme "Pathways to Progress: Enhancing Infrastructure & Connectivity for a Resilient Future." The programme focused on key areas such as transforming

Mangalore through next-generation infrastructure, development of coastal cargo corridors, building smart coastal cities, and strengthening connectivity through road, rail, air, and maritime networks. Participation in the summit provided valuable industry exposure to students and faculty, offering real-world insights into infrastructure planning, logistics management, and regional economic growth.

Industrial Visit to KMF Nandini

Swastika National Business School, Mangalore, organized an industrial visit to KMF Nandini - Dakshina Kannada District Co-operative Milk Producers Societies Union Limited on 25 July 2025. Students, accompanied by faculty members, took part in the visit as part of experiential learning and industry exposure.

The visit aimed to provide practical insight into the functioning of a large-scale co-operative organization. Students were introduced to the various stages of milk processing, quality control, packaging, and distribution.



Industrial Visit to CAMPCO Chocolate Factory

Swastika National Business School, Mangalore, organized an industrial visit to the CAMPCO Chocolate Factory on 26 July 2025. Students, accompanied by faculty members, participated in the visit as part of experiential and industry-oriented learning. The visit aimed to provide practical exposure to chocolate production processes and to help students understand the functioning of one of India's prominent co-operative organizations. During the visit, students were guided through various stages of chocolate manufacturing, including cocoa

processing, refining, moulding, and packaging. Factory officials also explained quality control measures, safety standards, and the role of innovation in maintaining high product quality.



Samveda #22 Empowering Self Through Team

Swastika National Business School, Mangaluru, in association with Rotary Mangalore Downtown and the Commerce Club of Government Pre-University College, Hampankatta, organized Samveda #22, a workshop for students on 31 July 2025. The programme was themed "Empowering Self Through Team" and focused on helping students understand how teamwork contributes to individual growth, confidence, and success.

The session featured Dr. Raghavendra Holla N, Author, National Trainer – JCI India, and Chairman of Swastika National Business School, as the Keynote Speaker. The workshop was

facilitated by Mrs. Preethi Shettigar, Ms. Deeksha Devadiga, and Ms. Ashwini Meti, who engaged students through interactive activities, discussions, and motivational inputs.



Know Your Collegemates

Mentor-Mentee Team Outing Swastika 360° Dashboard Initiative

Swastika National Business School organized a unique Mentor-Mentee Team Outing titled "Know Your Collegemates" on 2 August 2025 as part of its innovative 360° Dashboard Initiative. The programme was designed to strengthen mentor-mentee relationships, encourage peer interaction, and foster a supportive and inclusive learning environment. Students participated enthusiastically across multiple mentor-led teams, each visiting different locations such as Guthu House & Heritage Village, Pilikula; Tannirbavi Beach and Sulthan Bathery; Shree Krishna Dhyana Kendra, Mudipu; D Square Beach, Someshwara; Rani Abbakka Tulu Adhyayana Kendra, BC Road; Kadri Park, Mangalore; and the Helipad and Kavour Lake. These outings provided opportunities for informal interaction, collaboration, and shared experiences beyond the classroom. The initiative enabled students to build meaningful connections, engage in team-based activities, and create joyful memories with their mentors and peers. Students expressed



appreciation for this refreshing initiative that blended fun with purposeful relationship-building and holistic development.

2-Day Residential Training Train The Trainer #3

2 Day Residential Training Programme – Train The Trainer #3 for students on 9 and 10 August 2025 at Swastika Waterfront, Sulthan Bathery. The programme was designed to develop advanced training, facilitation, and leadership competencies among participants. The training programme was inaugurated by Rtn. Dr. Ravishankar Rao, Assistant Governor, Zone-3, Rotary International, District 3181. The event was further enriched by the presence of JC HGF Veena K, Zone Trainer, JCI India; JC Deepa Rao, Zone Trainer, JCI India; Mrs. Shanthi Kumari, Health and Wellness Coach and Entrepreneur; and Mrs. Preethi Shettigar, Life Skill Trainer and Assistant Professor, SNBS. The programme was led by Dr. Raghavendra Holla N, Author and

National Trainer, JCI India, who served as the pilot trainer.

The primary objective of the training was to equip participants with effective teaching and facilitation skills while strengthening leadership qualities. The sessions focused on presentation skills, communication techniques, workshop management, motivation strategies, and the ability to guide and inspire others.



Swastika National Business School, in association with the Mangaluru City Police (Urwa Police Station), CEN Police Station, and K S Hegde Medical Academy, NITTE (Deemed to be University), organized a "Drug Free Campus" awareness and compulsory drug-testing programme on 4 August 2025 at the college campus.

The programme was inaugurated by Mr. Harish Rai, President of the Press Club Mangaluru. The Chief Guest, Mr. Raveesh S. Nayak, Assistant Commissioner of Police, Cyber Economic and Narcotics Crime Police Station, addressed the students on the increasing menace of drug abuse and stressed the need for vigilance and responsible behaviour within educational institutions.

A special session on drug addiction was delivered by Dr. Mahabalesh Shetty, Professor and Director of

Student Affairs, K S Hegde Medical Academy, NITTE (DU). He explained the physical, psychological, and social consequences of substance abuse and highlighted preventive measures to help students make informed and healthy choices.

The programme was presided over by Dr. Raghavendra Holla N, Chairman of Swastika National Business School, who emphasized the role of educational institutions in ensuring a safe, disciplined, and healthy campus environment. The presence of Mr. Shyam Sunder H. M., Inspector, Urwa Police Station; Dr. Malini N. Hebbar, Principal; Mrs. Niveditha Harish, Student Welfare Officer; and Mrs. Vidyalakshmi Shetty, NSS Programme Officer, added significance to the event.

reinforcing the institution's firm commitment to maintaining a drug-free campus. The programme created strong awareness among students about the dangers of substance abuse and underscored the importance of responsible decision-making, aligning with the goal of promoting Good Health and Well-Being (SDG Goal 3).



Orientation Programmes for First-Year Students

Swastika National Business School, Mangalore, conducted a comprehensive series of Orientation Programmes and Activities for first-year students from 4 August to 9 August 2025. The orientation series commenced on 4 August 2025 with a formal inaugural programme graced by Dr. Preethi Keerthi D'Souza, Chairperson and Associate Professor, Department of Commerce, Mangalore University.



The programme was presided over by Dr. Raghavendra Holla N, Chairman, Swastika National Business School, who emphasized the importance of discipline, values, and holistic education. On the same day, a Drug Test and Awareness Programme was conducted to create awareness about substance abuse. The session was inaugurated by Mr. Harish Rai, President, Press Club Mangalore, with Mr. Raveesh S. Nayak, Assistant Commissioner of Police (Cyber, Economic and Narcotics Crime Police Station), as the Chief Guest. A special talk on drug addiction was delivered by the Professor and Director of Student Affairs, K S Hegde Medical

Academy, NITTE (DU).

On 5 August 2025, students attended a session titled "The Self Code", facilitated by Mrs. Preethi Shettigar, Life Skill Trainer and Assistant Professor, SNBS, focusing on self-awareness, emotional intelligence, and personal growth. The following day, 6 August 2025, featured sessions on "My Career Path", conducted by Mrs. Vidyalakshmi P. Shetty, Vice Principal, SNBS; Ms. Sangeetha, Faculty, SNBS; Mrs. Suchithra S. Rao, Founder and Director, Vikasity Vidya/Ease My Compliance; and Mr. Prajwal Karkera, Market Lead, Microdegree. These sessions provided valuable insights into career planning, skill development, and industry expectations.



The programme on 7 August 2025, titled "The Professional Edge", focused on professional grooming and workplace readiness. The session was led by Ms. Athmika Amin, Director, JV Group of Companies; Mr. Karthik Alva, Founder, Thrust Academy and Grooming Coach, SNBS; and Mrs.

Nidhi Praveen, Freelance Makeup Artist and Grooming Educator. On 8 August 2025, students participated in "My Career Path #2", conducted by Ms. Deeksha Devadiga, Faculty, SNBS, reinforcing career clarity and personal goal setting.



The orientation programme concluded on 9 August 2025 with an Industrial and Social Agency Visit to Kalbavi Consumer Foods Pvt. Ltd., Deccan Plast Industries, Anirveda Resource Centre for Psychological Wellbeing®, and Spandana Trust, Jeepu, Mangalore.



Samvada #19

A Practical Guide to Academic Project Work

Samvada #19 on 9 August 2025 at the college campus. The session was attended by second- and third-year students of SNBS and focused on equipping students with practical knowledge and skills required for effective academic project work. The session was conducted by Dr. Suresh Raghuvan, an experienced academician and industry professional, who brought rich academic and practical insights to the programme. The primary objective of the session was to guide students in systematically planning and executing academic projects while strengthening

their research and analytical capabilities.

During the interactive session, Dr. Raghuvan covered key aspects such as project topic selection, research methodology, time management, data analysis, and report preparation. Case studies and real-time examples were used to enhance understanding, and students actively participated by raising questions and seeking clarifications related to their academic projects.

The session proved to be highly beneficial, as students gained clarity

on the complete project lifecycle and developed greater confidence in handling research work in a structured manner.



Know Your Samvidhan

Session on "Know Your Samvidhan" was organised on 12 August 2025 at the college campus. The session commenced at 9:50 a.m. and was attended by students of SNBS. The programme was conducted by Dr. P. Anantha Krishna Bhat. The primary objective of the orientation was to educate students about the Indian Constitution, their rights and duties, and the importance of upholding democratic values. The session aimed

to enhance students' awareness of legal and civic responsibilities while fostering respect for constitutional principles. During the programme, Dr. Bhat engaged students through interactive discussions, case studies, and practical examples demonstrating the relevance of the Constitution in everyday life. Students actively participated, asking questions and clarifying doubts related to legal and civic matters.

Community Outreach Programme on Happy Habits

Community Outreach Programme was organised on 14 August 2025 at DKZP Higher Primary School, Kulai Fisheries. The programme was facilitated by Ms. Shivani, Soft Skill Trainer from Swastika National Business School.

The programme aimed to help students develop self-discipline, optimism, and constructive daily routines that contribute to personal growth. During the session, Ms. Shivani engaged students through

interactive activities, discussions, and fun exercises, emphasizing the importance of maintaining a cheerful attitude, healthy habits, and social responsibility. Students participated enthusiastically, sharing their experiences and practices.



Freshers Day "Samruddi 2025"



Swastika National Business School, Mangalore, organized Freshers Day – Samruddi 2025 on 18 August 2025 at Swastika Waterfront, Sulthan Bathery. The programme was graced by Dr. Raghavendra Holla N as the Chief Guest. The celebration aimed to introduce freshers to campus culture, inspire active participation in academic and co-curricular activities, and build camaraderie among peers. During the programme, students

engaged in cultural performances, games, and interactive sessions. The event also featured speeches, introductions, and activities that allowed freshers to showcase their talents and connect with senior students and faculty members. Freshers felt welcomed and motivated, and the programme effectively strengthened the sense of community and school spirit at Swastika National Business School.

SIDBI Conducts Drawing Competition during Vigilance Awareness Week 2025

As part of Vigilance Awareness Week 2025, the Small Industries Development Bank of India (SIDBI) organised a Drawing Competition on Vigilance at Swastika National Business School on Wednesday, 29 October 2025. The competition aimed to promote the values of integrity, transparency, and accountability, encouraging participants to creatively express their

views on ethics and good governance through drawing and sketching. As an integral part of the programme, the students collectively took the Vigilance Awareness Oath, reaffirming their commitment to honesty, ethical conduct, and accountability in their academic and future professional lives.



Launch of "Swastika 360° Growth Dashboard"

Swastika National Business School, Mangalore, organized a Special Launch Event for the Swastika 360 Growth Dashboard on 13 August 2025 at Dharmasthala. The launch was graced by Dr. Veerendra Heggade, Dharmadhikari of Dharmasthala. Swastika 360 Growth Dashboard, a platform designed to enhance student learning, monitor academic progress, and facilitate holistic development. The initiative provides students with a structured tool for self-assessment, skill tracking, and performance improvement. During the event, Dr.

Veerendra Heggade officially inaugurated the dashboard and highlighted its importance in fostering academic excellence and personal growth. Students were oriented on the features and functionalities of the platform, enabling them to effectively utilize it for goal setting, skill development, and continuous progress monitoring. The initiative reflects Swastika National Business School's commitment to innovation, student empowerment, and continuous holistic growth through modern educational tools.



Swastika Udyamshala Weekly Series on Networking for Business

The Entrepreneurship Club of Swastika National Business School, under the banner of Swastika Udyamshala, organised a session as part of its Weekly Series on the topic "Networking for Business" on Thursday, 14 August 2025. The session was conducted in alignment with SDG 8 – Decent Work and Economic Growth, emphasizing the role of

professional networking in sustainable business development. The session was led by Mrs. Tanuja Maben, a renowned Performance Coach, Mind Trainer, and Therapist, who shared insightful perspectives on the importance of building meaningful professional connections in today's competitive business environment.

Samveda #23 Success Mantra

Swastika National Business School, Mangalore, organized Samveda #23 on 19 August 2025 at Ramakunjeshwara PU College, Kadaba, Dakshina Kannada. The session commenced at 2:00 p.m. and was attended by the students of the college. The programme was conducted by Dr. Raghavendra Holla N, Author and National Trainer, JCI India. The primary objective of the session was to inspire and motivate students by sharing practical strategies and insights for achieving success in academics and personal life. The programme aimed to develop goal-setting skills, self-confidence, and a positive mindset among participants. During the session, Dr. Raghavendra Holla N engaged students through interactive discussions, real-life examples, and motivational storytelling. Students were encouraged to identify their strengths, overcome challenges, and pursue their ambitions with determination and perseverance. The session proved highly effective, as students actively participated, reflected on their personal goals, and gained valuable insights into the principles of success.

79th Independence Day Celebration & Parisara Maithri #7

in Collaboration with  **Rotary MANGALORE DOWNTOWN**
(R. I. District 3181 Zone 3 Charter No 51077)

79th Independence Day Celebration & Parisara Maithri #7 was held on 15 August 2025 at Swastika Waterfront, Sulthan Bathery. The flag hoisting ceremony was performed by Rt. MPHF Satish Bolar, Assistant Governor, Rotary International, District 3181. During the event, students actively took part in the flag hoisting ceremony, sang the national anthem and environmental awareness activities. Speeches and interactive sessions highlighted the significance of freedom, civic responsibility, and sustainable



practices for a greener future.

Community Outreach Programme on Exam Preparation

Community Outreach Programme on 19 August 2025 at Shree Bharathi English Medium High School, Uruvalu. The session commenced at 2:00 p.m. and was attended by 50 students of the school. The programme was conducted by Ms. Namratha S, Soft Skill Trainer from Swastika National Business School. The primary objective of the session was to guide students on effective exam preparation strategies, time management, and stress management.



The programme aimed to help students develop confidence, improve focus, and enhance their performance in academic

assessments. During the session, Ms. Namratha S engaged students through interactive discussions, practical tips, and exercises for managing study schedules efficiently. Students were encouraged to adopt systematic preparation techniques, prioritize topics, and approach exams with a positive mindset. The session proved highly effective, with students actively participating and gaining practical insights to improve their exam readiness.

Yoga Competition for PUC Students D.K

Yoga Competition was organised on 21 August 2025 at Swastika Waterfront, Sulthan Bathery. The competition was inaugurated by Sri Gopalkrishna Delampady, Yoga Rathna, Delampady Yoga Prathistana. The Chief Guest was Sri Premanath Shetty, District Sports Officer, Dakshina Kannada, and the Guest of Honour was Sri Radhakrishna, President, District Physical Education Directors

Association, Dakshina Kannada. Smt. Rajesheari H H, Deputy Director, Department of Secondary Education, Dakshina Kannada, also graced the occasion. The event was coordinated by Mr. Prathim Kumar KS, Physical Director. During the competition, participants showcased their skills in various yoga asanas, demonstrating flexibility, balance, and control. The competition was highly successful,

with students displaying commendable proficiency and enthusiasm.



Session on Creative Thinking

Swastika National Business School, Mangalore, organized a Training Session on "Creative Thinking" on 22 August 2025 at Vani Pre-University College, Kalekote, Belthangady. The resource person for the session was Ms. Anuksha, Soft Skill Trainer from Swastika National Business School.

The primary objective of the session was to encourage students to think innovatively, explore new ideas, and enhance their problem-solving abilities through creativity. The programme focused on developing lateral thinking, imagination, and adaptability—skills essential for academic and personal growth.

During the session, Ms. Anuksha engaged students through interactive discussions, brainstorming exercises, and creative tasks that stimulated curiosity and originality. Students were motivated to view challenges from different perspectives and apply creative approaches in

learning and daily life. The session was highly successful, with students actively participating, confidently expressing their ideas, and demonstrating enhanced creative thinking skills. The training effectively inspired participants to think beyond conventional boundaries, reflecting Swastika National Business School's commitment to holistic education and skill development



Session on Healthy Habits and Hygiene

Swastika National Business School, Mangalore, organized a Training Session on "Healthy Habits and Hygiene" on 22 August 2025 at Government Upper Primary School, Shiralau. The programme was facilitated by Ms. Anuksha, Soft Skill Trainer from Swastika National Business School.

The programme emphasized the significance of healthy daily routines, cleanliness, and the role of hygiene in preventing diseases and promoting overall well-being. During the session, the resource person engaged students through interactive discussions, demonstrations, and fun activities.

Samveda #24 Success Mantra

Government Pre-University College for Balmatta, Mangaluru, in collaboration with Swastika National Business School, organized Samveda #24 – Team Building. The session was conducted by Ms. Deeksha Devadiga, Lecturer, who guided students on the importance of teamwork and collaborative skills. The session aimed to develop students' teamwork, communication, and problem-solving abilities, helping them work effectively



in group settings. Interactive activities, discussions, and practical exercises made the session engaging and insightful.

Syllabus Workshop for BBA

Swastika National Business School, Mangalore, organized a Syllabus Workshop for BBA (SEP) on 30 August 2025 at Swastika Waterfront, Sulthan Bathery. The workshop was inaugurated by Mrs. Vathika Pai, Proprietor of Nirmala Travels, Mangalore, and presided over by Dr. Raghavendra Holla N, Chairman of Swastika National Business School. Faculty members and students actively participated, making the session engaging and insightful.

The workshop aimed to review and refine the third-semester BBA (SEP) syllabus to align it with contemporary industry trends and skill requirements. Discussions focused on practical learning, case-based teaching, and

curriculum innovation to prepare students for professional challenges. The outcome was highly productive, resulting in valuable suggestions for curriculum enhancement and improved academic delivery. The event highlighted the institution's commitment to continuous academic excellence and industry-relevant education.



Teachers' Day Celebration

Teachers' Day was celebrated with great enthusiasm on 5th September 2025 at Swastika Waterfront, Sulthan Bathery. The event saw the participation of 200 students from various departments, who came together to honor and appreciate the dedicated faculty members of the institution.

The celebration aimed to recognize the invaluable contributions of teachers in shaping students' lives and inspiring them toward excellence. Students organized cultural performances, interactive activities, and heartfelt tributes to express their gratitude and admiration for their mentors.



Two-Day Residential Training on Effective Public Speaking

Swastika National Business School organized a Two-Day Residential Training Program on "Effective Public Speaking" for First-Year B.Com, BBA, and BSW students on 23 and 24 August 2025. The programme was inaugurated by Dr. Sheshappa Amin, Assistant Professor, Department of Sociology and NSS Programme Coordinator, Mangalore University, along with Mr. Roshin Bobby, Business Head, New Textile Centre, Mangalore.

The sessions were led by Dr. Raghavendra Holla N, Chairman of Swastika National Business School,

and co-faculty Ms. JC Queenie Mariya D'costa. The primary objective was to develop students' public speaking and communication skills, enhance self-confidence, and prepare them for professional and social interactions.

The training included interactive activities, role plays, and practical exercises that helped students overcome stage fear and express their ideas effectively. The two-day residential program provided an engaging platform for experiential learning, teamwork, and personality development.



Student Forum Inauguration



Student Forum Inauguration was held on 5 September 2025 at Swastika Waterfront, Sulthan Bathery. The forum was inaugurated by Mr. Roshan Castelino, Senior Manager – HR, MRPL, Mangalore, and the Guest of Honour was Mr. P.

S. Prakash, CEO of Hosa Diganta. Dr. Raghavendra Holla N, Chairman of Swastika National Business School, presided over the event and addressed the gathering with inspiring insights.

Samveda #25 Understanding Commerce

Ladyhill Victoria Composite PU College, in collaboration with Swastika National Business School. The session was conducted by Ms. Ashwini Meti, Manager at Swastika National Business School, who shared valuable insights on the relevance and application of commerce in everyday life. The session aimed to enhance students' understanding of commerce concepts and their practical significance, with



emphasis on financial literacy, decision-making, and economic awareness. Interactive discussions and real-life examples made the program engaging and informative.

Rotary Club Orientation Program

Swastika National Business School, Mangalore, organized an Orientation Program for students on 29 August 2025 at the college campus, conducted with the support of the Rotary Club. The session was led by Rtn Yateesh Baikampady and Rtn Yashomathi Marla, who guided students on professional development and personal growth. The program aimed to familiarize students with the institution's values, academic

expectations, and co-curricular opportunities, helping them transition smoothly into their academic journey. Interactive discussions, motivational talks, and practical insights made the session engaging and informative.



Session on Dreams and Aspirations

Swastika National Business School organized a Training Session on "Dreams and Aspirations" on 22 August 2025 at Government Higher Primary School, Thurkalike, Belthangady. The programme was facilitated by Ms. Manyashree, Soft Skill Trainer.

The trainer engaged students through stories, interactive activities, and discussions, encouraging them to think positively, overcome challenges, and stay focused on their ambitions.

The session received enthusiastic participation, with students confidently expressing their dreams and future aspirations.

Training Session on Concentration and Behaviour

Government Upper Primary School, Barendaya, Belthangady, in collaboration with Swastika National Business School, organized a Training Session on Concentration and Behaviour. The session was conducted by Ms. Arpitha, Soft Skill Trainer at Swastika National Business School. The session aimed to enhance students' focus, discipline, and positive behaviour, equipping them with essential life skills for academic and personal success.



Inauguration of Swastika Market Plus Club

Swastika National Business School, Mangalore, organized the Inauguration of Swastika Market Plus on 30 August 2025. The event was inaugurated by Ms. Chetana Salian, Beauty Cosmetologist and Makeup Artist, and presided over by Dr. Raghavendra Holla N, Chairman of Swastika National Business School. Mrs. Sandhya Varma, ACC-ICF Certified Life Coach and Co-Founder of Skill Quest, graced the occasion as a special guest. The initiative aims to enhance students' marketing skills, creativity, and entrepreneurial



thinking by providing practical exposure to market dynamics and business operations. The outcome of the event was highly encouraging, as students gained valuable insights into product presentation, customer engagement, and marketing strategies.

My Journey in My Way #8 Dr Rohan Monteiro

My Journey in My Way #8 was organised on 5 September 2025 at Swastika Waterfront, Sulthan Bathery. The session featured Dr. Rohan Monteiro, Founder & CEO of Rohan Corporation, as the distinguished guest, and was hosted by Dr. Raghavendra Holla N, Chairman of Swastika National Business School. The event witnessed the active participation of 200 students from various streams. Dr. Monteiro shared

valuable insights on leadership, resilience, and success drawn from his personal journey, motivating students to overcome challenges and aim high in their careers.



Rovers and Rangers Residential Camp

Residential Camp for Rovers and Rangers was organised from 6th to 7th September 2025 at Swastika Waterfront, Sulthan Bathery. A total of 31 students actively participated in the camp. The camp was inaugurated by Mr. Srinivas Poojary, Assistant District Commissioner, Bharat Scouts and Guides, D.K. The Guest of Honour, Mr. Bharathraj K, Assistant State

Organising Commissioner, Bharat Scouts and Guides, Dakshina Kannada District, inspired participants with motivational words. Throughout the two days, participants engaged in team-building activities, practical training sessions, and experiential exercises designed to enhance leadership qualities, self-reliance, and collaborative skills.



PTA Meeting & Fun Fiesta

Parents-Teachers' Association Meeting and Fun Fiesta was held on 7 September 2025. The event was attended by 90 parents and featured Dr. Tukaram Poojary, Retired Professor, Department of History, and President of Rani Abbakka Tulu Adhyayana Kendra, Bantwal, BC Road, as the Guest Speaker. The objective of the meeting was to strengthen collaboration between parents and teachers. The Fun Fiesta created a relaxed and enjoyable atmosphere, allowing parents, teachers, and students to interact informally and build community spirit.



Samveda #26 Effective Public Speaking

Swastika National Business School, Mangalore, organized Samveda #26 on 7 September 2025 at Kuthar Ashram. The session was attended by 40 students of Kuthar Ashram. The program was conducted by Dr. Raghavendra Holla N, Author and National Trainer, JCI India, on the topic "Effective Public Speaking." The objective of the session was to develop participants' confidence in public speaking.



Boot Camp Team Auction

Experiential learning activity titled "Team Auction" on 5 September 2028 at Swastika Waterfront, Sulthan Bathery was organised as a pre-task initiative for the Leadership Boot Camp. The event witnessed the enthusiastic participation of 240 students from various academic

streams. As a preparatory exercise for the Leadership Boot Camp, the Team Auction helped participants understand the importance of collaboration, planning, and critical thinking before entering intensive leadership training sessions.

ELVERA Trophy Volleyball & Throwball Tournament

Swastika National Business School, Mangalore, organized the ELVERA Trophy - Volleyball and Throwball Tournament on 5 September 2028 at Swastika Waterfront, Sulthan Bathery. The event witnessed the enthusiastic participation of students from various departments, showcasing remarkable sportsmanship and energy. The

tournament aimed to promote team spirit, physical fitness, and healthy competition among students.



ELVERA 2 Days Leadership Boot Camp



Swastika National Business School, Mangaluru, successfully organized three major events on 11th and 12th September 2025 at Swastika Waterfront, Sulthan Bathery, marking a significant milestone in leadership development, entrepreneurship, and student empowerment. The two-day ELVERA - Leadership Boot Camp #4 featured renowned trainers JFS Santhosh Kumar, International Life Skill Coach & former JCI India National President, and JCI Sen Rakesh Nair, Corporate Trainer and Co-Founder of Skill Quest. The facilitators conducted impactful sessions on personal transformation, communication, leadership mindset,



and goal setting, equipping participants with practical skills to enhance confidence, vision, and leadership abilities. Overall, the events exemplified the institution's vision of nurturing leaders and entrepreneurs, empowering students with skills, inspiration, and real-world opportunities for holistic growth. Swastika Udyamarathna 2025 As part of ELVERA Leadership Boot Camp the institution proudly honored Mr. Vincent Cutinha, Director, Provit Foods Pvt. Ltd., as Swastika Udyamarathna 2025, recognizing his outstanding contributions to industry and leadership.



Workshop on Effective Public Speaking

Government Pre-University College, Hampankatta, Mangalore, organized a Workshop on Effective Public Speaking on 15 September 2025 in collaboration with Swastika National Business School. The session was conducted by Mr. Jithesh, Soft Skill Trainer from Swastika National Business School.

The workshop aimed to build students' confidence and enhance communication skills. Mr. Jithesh highlighted the importance of clear expression, body language, and audience engagement. Students were guided on structuring speeches, presenting ideas effectively, and overcoming stage fear. The trainer also provided personalized feedback and evaluation, helping participants identify their strengths and areas for improvement.

MoU with Yaticorp

Swastika National Business School (SNBS), Mangaluru, marked a significant milestone by signing a Memorandum of Understanding (MoU) with Yaticorp, Mangaluru, on 11 September 2025 at Swastika Waterfront, Sulthan Bathery. This strategic collaboration supports SNBS's vision of transforming into an AI-Enabled Campus through meaningful industry-academia partnerships. The MoU aims to facilitate AI-driven training programs, skill development initiatives, internships, workshops, guest lectures, and collaborative projects, providing students with hands-on exposure to emerging technologies and real-world business applications. The partnership will also contribute to integrating artificial intelligence into teaching methodologies.



Rising Student Startups #14, #15, #16

On 11 September 2025 at Swastika Waterfront, Sulthan Bathery, Mangaluru, Swastika National Business School, Mangaluru (Affiliated to Mangalore University), proudly marked another milestone by showcasing the launch of promising student-led business ventures, reaffirming its commitment to experiential learning and entrepreneurial excellence.

The event highlighted three innovative ventures conceptualized and developed by enterprising students—Blink Visuals by Mr. Akash Shetty (III B.Com), Deep Art by Ms. Deepika Acharya (II B.Com), and Ashtech Systems by Mr. Ashwath Gowda (I BBA). Each venture reflected creativity, market awareness, and the practical application of business



concepts nurtured through academic guidance and institutional support.

The programme witnessed the enthusiastic presence of the Management, Principal, faculty members, and students, who extended their best wishes to the young entrepreneurs. The occasion stood as a proud testament to Swastika National Business School's vision of transforming students into confident entrepreneurs and future-ready professionals.

Abhyudaya Celebration 100 Women Achiever Stories

The Karnataka Rajya Mahavidyalaya Shikshak Sangha (District Unit, Mangaluru), in association with Swastika National Business School, Mangaluru, organized the programme "Abhyudaya @500 – Celebration of 100 Women Achievers' Stories, Edition 45" on 8 September 2025. The event celebrated the extraordinary achievements of 100 women leaders across social, cultural, educational, and national spheres. It aimed to honor women's strength, leadership, and accomplishments, motivating students and faculty to draw inspiration from their journeys. The programme was inaugurated by Sri K.P. Vasudeva Shetty, renowned writer and thinker, who emphasized the importance of recognizing women's



contributions in shaping society and inspiring future generations. The Chief Speaker, Sri Lathief Bhatkal, social worker and member of the Abhila Bharatiya Sahitya Parishat (D.K. District), delivered an insightful session on the struggles and successes of India's leading women achievers, highlighting how their perseverance and courage continue to guide and inspire today's youth.

Faculty Development Program Recharge & Reimagine

Faculty Development Program titled "Recharge & Reimagine: Teaching Beyond Classrooms" was held on 11th September 2025 at Swastika WaterFront, Sulthan Bathery. The program aimed to refresh teaching approaches, promote innovative classroom practices, and enhance the professional skills of faculty members. The session was

facilitated by Mrs. Sandhya Varma, ACC-ICF Certified Life Coach and Co-Founder of Skill Quest. Through interactive activities, discussions, and experiential learning, she guided faculty members on effective teaching methods, student engagement, emotional well-being, and adapting to modern learning needs.

MoU Signing between

Swastika National Business School and KCCI

Swastika National Business School, Mangaluru, signed a Memorandum of Understanding (MoU) with the Kanara Chamber of Commerce and Industry (KCCI), Mangalore on 15 September. The ceremony took place at the KCCI Office, Mangalore. The event was graced by Dr. Raghavendra Holla N, Chairman of Swastika National Business School, and Ms. Sangeetha, Faculty Member of the institution. Representing KCCI

were Sri P. B. Ahmed Mudassar, Vice President, and Sri Mytreya, COO of KCCI. The MoU aims to strengthen industry-academia collaboration, provide practical exposure for students, and support various training, internship, and development initiatives. Both institutions expressed their commitment to fostering mutual growth and student empowerment through collaborative efforts.

Community Outreach Programme on RIGHTLINE: Secure Childhood

In collaboration with DKZP Government Higher Primary School, Tharikariya, social work students organized a meaningful Community Outreach Programme titled "RIGHTLINE: Secure Childhood" on 19 September 2025. The initiative focused on promoting safe childhood practices and creating awareness among young students about personal safety, confidence building,

and emotional well-being. The session was conducted by Ms. Nayana, Soft Skill Trainer from Swastika National Business School, who engaged the children through interactive activities, simple demonstrations, and age-appropriate learning methods. The event was coordinated by Shashikanth, III BSW, as part of his community engagement initiative.

Samveda #29 Synergy for Success

Swastika National Business School, Mangaluru, in association with Kittle Memorial PU College, Gorigudda, Mangalore, organized Samveda #29 on 17 September 2025. The session centered on the theme "Synergy for Success." The programme was conducted by Mrs. Preethi Shettigar, Life Skill Trainer and Assistant Professor at Swastika National Business School. She

engaged students through interactive activities, real-life examples, and motivational insights, focusing on teamwork, collaboration, and cultivating a positive attitude. The objective of the session was to help students understand how leveraging individual strengths collectively leads to greater success in both academic and personal pursuits.

Samveda #27 Outbound Training Programme for BBA Students of Government First Grade College, Sullia

Swastika National Business School, Mangaluru, organized an Outbound Training Programme for the BBA students of Government First Grade College, Sullia, on 12 September 2025 at Swastika Waterfront, Sulthan Bathery, Mangaluru. The training was facilitated by Mrs. Preethi Shettigar, Life Skill

Trainer & Assistant Professor, and Dr. Usharani, Soft Skill Trainer, from Swastika National Business School. Both trainers engaged the students in interactive tasks, outdoor team activities, and motivational exercises, designed to build confidence and improve interpersonal skills.



Samveda #28 Effective Public Speaking

Swastika National Business School, Mangaluru, in association with JCI Vittal, organized Samveda #28, a special Workshop on Effective Public Speaking for students. The programme was conducted on 13 September 2025 at Janatha Pre-University College, Adyanadka. The session was led by Dr. Raghavendra Holla N, renowned author and National Trainer of JCI

India. The workshop focused on building students' confidence, enhancing stage presence, and overcoming the fear of public speaking. Through practical demonstrations, interactive exercises, and motivational guidance, students learned to communicate clearly, structure speeches effectively, and engage audiences.

Samartha #12 Eco Justice



The Social Work Forum organized Samartha #12, a weekly series on social work topics, on 20 September 2025. The theme for this session was "Eco Justice – Social Work for a Sustainable Future."

The programme was led by Mr. Nagaraj R Anchan, Project Manager at Hasiru Dala, Mangaluru, who shared valuable insights on environmental justice, waste management, climate responsibility, and the role of social workers in promoting sustainable community development. He emphasized the interconnection between ecological well-being and social well-being and highlighted the importance of responsible consumption, recycling, and active community participation.

Blood Donation Camp

Blood Donation Camp was organized on 17 September 2025 for the students of the institution. The programme was jointly coordinated by the Student Forum and NSS Unit of Swastika National Business School, in association with ABVP Mangaluru City and supported by the Indian Red Cross Society, Mangaluru. The event was inaugurated by CA Shantharam Shetty, District President of the Indian Red Cross Society (D.K.), who emphasized the importance of voluntary blood donation and appreciated the enthusiastic



participation of students. Dr. Raghavendra Holla N, Chairman of Swastika National Business School, presided over the programme and encouraged students to actively contribute to social welfare initiatives.

Community Outreach Programme on SCREEN TRAP

Swastika National Business School, Mangaluru, conducted a Community Outreach Programme on the theme "SCREEN TRAP: Beware of Mobile – Do's and Don'ts" for the students of DKZP Government Higher Primary School, Kulai Fisheries on 19th September 2025. The session aimed to create awareness about safe and responsible mobile usage among school children. The programme was led by Ms. Nayana, Soft Skill Trainer from Swastika National Business School. Using interactive activities

and simple examples, she educated the students on the effects of excessive screen time, online safety, and responsible mobile use. Key points included balancing studies with digital habits and understanding the essential Do's and Don'ts of mobile usage to remain focused, safe, and responsible. Students actively participated, shared their experiences, and learned practical strategies to avoid mobile addiction.

Stepping Into Digital Marketing Udyamshala Weekly Series

The Entrepreneurship Club of Swastika National Business School, Mangaluru, under the initiative Swastika Udyamshala, organized a weekly session titled "Stepping into Digital Marketing" on 18 September 2025. The session aimed to introduce students to the fundamentals of digital marketing, a crucial skill in today's technology-driven business landscape. Students were briefed on SEO, social media marketing, online branding, and content strategies, with a focus on effectively leveraging digital tools to enhance business visibility and reach. The initiative aligns with SDG 8: Decent Work and



Economic Growth, reflecting the institution's commitment to equipping students with modern entrepreneurial skills. The event was organized under the guidance of Dr. Raghavendra Holla N, Chairman; Dr. Malini N Hebbar, Principal; and Ms. Namratha S, Secretary of Swastika Udyamshala

Beach Cleaning @Tannirbhavi Tree Park



Beach Cleaning Drive was held on 20 September 2025 at Tannirbhavi Tree Park and Beach with the aim of promoting environmental responsibility and community participation among students. The event witnessed enthusiastic involvement from students, who actively engaged in collecting plastic waste, bottles, wrappers, discarded cloth materials, and other non-biodegradable items from the beach area. The activity highlighted the harmful effects of pollution, the importance of preserving marine ecosystems, and the role of youth in protecting natural resources. Business School. Using interactive activities

Samveda #31 Effective Presentation Skill

Swastika National Business School, in association with Rotary Mangalore Downtown, successfully organized Samveda #31, a skill-enhancement workshop for students on the topic “Effective Presentation Skill”. The event was held on 20 September 2025 at Sri Sharada Central School, Shimanthoor, Mulki.



The session was facilitated by Dr. Raghavendra Holla N, Author and National Trainer, JCI India, and Ms. Varsha Shetty, Soft Skill Trainer, Swastika National Business School. The resource persons delivered an engaging and insightful workshop covering essential presentation techniques, audience engagement, content structuring, confidence-building, and the effective use of visual aids. The workshop aimed to develop students’ communication abilities and



enhance their public speaking and presentation skills, which are critical for academic and professional success. Students actively participated and benefited from practical tips, demonstrations, and interactive exercises.

Samveda #32 Explore Opportunity

Swastika National Business School, in association with Rotary Mangalore Downtown, organized Samveda #32, a motivational workshop aimed at helping students identify and explore opportunities for academic and personal growth. The event was held on 20 September 2025 at Sarojini Madhusudhan Kushe PU College, Mangaluru. The session was conducted by Dr. Raghavendra Holla

N, Author and National Trainer, JCI India. He delivered an inspiring and interactive session, encouraging students to think beyond limitations, recognize their strengths, and leverage opportunities around them. Through real-life examples, success stories, and engaging activities, he highlighted the importance of positive thinking, goal-setting, and proactive initiative.

Onam Celebration



The Student celebrated Onam with great enthusiasm and cultural fervour on 22 September 2025 at the college campus, bringing together students, faculty members, and staff to honor the rich cultural heritage of Kerala. The celebration featured vibrant decorations, traditional attire, and engaging cultural

performances. Students actively participated in activities including songs, dances, and traditional games, reflecting the spirit and joy of Onam. A special highlight of the event was the depiction of King Mahabali, symbolizing prosperity, unity, and happiness.

Weekly Series – Udyamshala Expand Business with Creativity

The Entrepreneurship Club of Swastika National Business School organized a session under the Weekly Series on Udyamshala on 26 September 2025. The theme of the session was “Expand Business with Creativity”, aimed at encouraging students to think innovatively and develop creative approaches for business growth.

The session was conducted by Mr. Ananth P. Mallya, Founder & CEO of Quantech Origin and Strategic Industry Liaison at BMSIT, Bangalore. He shared valuable insights on how creativity drives business expansion, enhances problem-solving, and enables entrepreneurs to stand out in competitive markets.

Swastika Kabaddi League 2K25 Team Auction

Kabaddi League 2K25 Team Auction was held on 27 September 2025 under the Student Forum. The event created a lively and competitive atmosphere with active participation from students and team owners. Four teams—Roaring Panthers, Team Kaliyugam, Team Hawks, and Team Yuvashakthi—participated, each represented by their respective owners.

Participants actively bid for players, formed teams, and engaged in competitive discussions, demonstrating organizational skills and collaborative decision-making.

The main objective of the auction was to promote leadership, strategic thinking, teamwork, and sportsmanship among students.



Speak Up #1



SPEAK UP #1 Workshop was held from 28 September to 1 October 2025 for the students. A total of 35 students actively participated in this four-day programme, which focused on enhancing communication skills, personality development, and professional competence. The workshop was conducted by Mrs. Shivani Baliga,

an experienced Image Consultant and Soft Skills Trainer. Under her guidance, students learned techniques to improve verbal and non-verbal communication, build self-confidence, and present themselves effectively in both professional and social settings. The sessions included interactive activities, group discussions, and practical exercises, enabling students to immediately apply the skills they learned. The workshop aimed to prepare students for academic, professional, and personal success by strengthening their overall personality and communication abilities.

Community Outreach Programme Healthy Habits for a Happy Life

Swastika National Business School, Mangaluru, conducted a Community Outreach Programme on 29 September 2025 at A.S.B.S Ichlampady School, Kalathur. The programme aimed to create awareness among students about maintaining healthy habits for a happy and balanced life.

and simple activities to help them understand the importance of personal hygiene, balanced nutrition, physical activity, and mental well-being.

The session was led by Ms. Anuksha, a 1st-year BBA student of Swastika National Business School. She engaged the school students through interactive discussions, practical demonstrations,



Clean-Up Drive at Bapuji Nagar

Students organized a Clean-Up Drive on 13 September 2025 at Bapuji Nagar, Urwa Store, Mangalore as part of its commitment to community engagement and environmental responsibility.

Students actively participated in cleaning the surrounding area, promoting awareness about cleanliness, hygiene, and sustainable living. The drive aimed to encourage civic responsibility and highlight the importance of maintaining a clean and healthy environment.



Samveda #30 Effective Public Speaking

Swastika National Business School, Mangaluru, in association with Rotary Mangalore Downtown and Unite for Good, organised SAMVEDA #30 – a Workshop for Students on “Effective Public Speaking” on Thursday, 18 September 2025, at Government PU College, Kavoor, Mangaluru. The programme, aligned with SDG 4 – Quality Education, aimed at enhancing students’ communication and presentation skills essential for academic and professional success. The session was conducted by Dr. Raghavendra Holla N, Author and National Trainer, JCI India, who shared practical techniques to overcome stage fear, structure impactful speeches, and communicate with confidence and clarity. Through interactive activities and real-life examples, the workshop empowered students to express their ideas effectively and build self-confidence.

One Day NSS Camp

A One Day NSS Camp was organized on 16 October 2025 at Swastika Waterfront, Sulthana Bathery, with the objective of instilling social responsibility, civic awareness, and service-oriented values among students. The camp was inaugurated by Mr. Jagadish Shetty, Immediate Past Corporator, Bolor, and Treasurer and Trustee of Sanidhya Residential School & Training Centre for the Mentally Challenged. In his address, he emphasized the importance of community service, empathy, and inclusive development, motivating students to actively contribute to the welfare of society. The programme included awareness sessions, service-oriented activities, and the distribution of pamphlets announcing an upcoming health camp in the Urwa community.

100% AI Enabled Campus Launch

The AI Enabled Campus Initiative was launched on 03 October 2025 through a strategic collaboration with Yathicorp India Private Limited, aimed at strengthening industry-academia engagement and enhancing experiential learning opportunities for students. The initiative focuses on integrating advanced technologies and real-world exposure into academic learning to

prepare students for evolving industry demands.



As part of the collaboration, Mr. Yatheesha K. S., Director, Yathicorp

India Private Limited, will support the initiative through guest lectures, workshops, training programmes, internships, and mentoring sessions. The partnership emphasizes bridging the gap between theoretical knowledge and practical application while fostering leadership qualities, entrepreneurial thinking, and technological competence among students.



Inauguration of JJC Wing



The Inauguration Ceremony of the JJC Wing was held on 03 October 2025 at Swastika Waterfront, Sulthan Bathery, marking the formal launch of the wing with the aim of promoting leadership development, civic responsibility, and active youth engagement among students. The event set the tone for encouraging students to become responsible leaders and socially conscious individuals.

The programme was inaugurated by Ms. Soujanya Hegde, JCI PPP, Member – Government Relations Committee, Past Zone President, and Past GLC – JCI India, who graced the occasion as the Chief Guest. In her address, she highlighted the significance of youth leadership, community service, and professional ethics in shaping future leaders. RPP Dharshith R. Shetty, Zone Director, JJC Wing, Zone 15, JCI India, attended as the Guest of Honour and shared valuable insights on how JJC



nurtures leadership skills, teamwork, and social awareness among young members.

The ceremony emphasized the vision and mission of the JJC Wing and encouraged active student participation in leadership initiatives, community development programmes, and personality enhancement activities. It also created awareness about the benefits of JJC membership and concluded with an enthusiastic response from participants, reflecting strong interest in leadership development, networking, and service-oriented learning through the JJC platform.

Essay Writing Competition



An Essay Writing Competition was organized on 09 October 2025 with the aim of enhancing students' writing skills, critical thinking, and creative expression. The event provided a platform for students to articulate their ideas logically and effectively on given themes, encouraging originality and independent thinking. Students from various disciplines actively

participated, demonstrating clarity of thought, creativity, and strong subject understanding. Essays were evaluated based on relevance, content quality, originality, organization, and language usage. The competition successfully achieved its objectives by improving language proficiency, strengthening analytical and research skills, and building confidence in structured written communication. The programme contributed to students' academic and personality development and reinforced a strong commitment to nurturing effective communication and critical thinking skills.

Pili Porlu

a traditional Tiger Dance cultural programme, was organized on 19 October 2025 at Swastika Waterfront, Sulthan Bathery, Mangaluru, with the objective of promoting and preserving the rich cultural heritage of the region. The event showcased a vibrant Tiger Dance performance by students, highlighting this energetic folk tradition that symbolizes strength, unity, and celebration in coastal Karnataka. The performers displayed remarkable enthusiasm, coordination, and dedication, reflecting deep respect for regional culture.

The programme aimed to create awareness of local traditions, foster cultural pride among students, encourage participation in performing arts, and promote unity and inclusiveness through cultural expression. The event received enthusiastic appreciation from the audience and significantly enhanced students' cultural awareness, confidence, and team spirit, reinforcing a strong commitment to cultural preservation and holistic development through co-curricular activities.



Community Outreach Programme Clean Bus Stand

A Cleanliness Programme was conducted on 10 October 2025 at Urwastore Main Bus Stand, Mangaluru, with the objective of promoting cleanliness, hygiene, and civic responsibility among students and the general public. The initiative focused on creating awareness about the importance of a clean environment and encouraging community participation in public cleanliness drives. Students actively took part in cleaning the surroundings and spreading awareness on proper waste disposal and sanitation practices. The programme received a positive response from both students



and the public, enhancing awareness of environmental hygiene and strengthening community engagement. It also instilled a strong sense of social responsibility, teamwork, and environmental consciousness among students, reflecting a continued commitment to sustainable practices and public well-being.

My Journey in My Way #9

Padmashree Dr. Matha B. Manjamma Jogathi

"My Journey In My Way #9" was organized on 18 October 2025 with the objective of inspiring students through real-life success stories and experiential learning. The programme featured Padmashree Dr. Matha B. Manjamma Jogathi as the distinguished resource person, who shared her remarkable personal and professional journey. In her address, she emphasized perseverance, cultural identity, self-belief, and dedication as essential elements of success, motivating students to overcome challenges, respect diversity, and pursue their aspirations with confidence. The session was effectively hosted by Mrs. Preethi Shettigar,



Assistant Professor, ensuring active engagement throughout the programme.

Community Outreach Programme Cyber Shield



A Community Outreach Programme titled "Cyber Shield" was conducted on 23 October 2025 in association with Priyadarshini Mahila Mandali, Shivanagara, Kodakal, with the objective of creating awareness on cyber safety and digital security. The programme was designed to educate women on cyber threats, safe online practices, and responsible use of digital platforms. Ms. Poornima Naveen, II BSW student, served as the resource person and delivered an informative session on cyber frauds,

online scams, social media safety, password protection, and precautionary measures to safeguard personal and financial information.

The programme aimed to empower women with digital awareness, prevent cyber crimes, and build confidence in using digital technologies securely. The interactive session encouraged participants to share their concerns and experiences related to cyber issues. The programme received positive feedback and successfully enhanced cyber security awareness, reinforcing a strong commitment to social responsibility, community engagement, and inclusive education.

Community Outreach Programme Wellness on Your Plate



A Community Outreach Programme titled "Wellness on Your Plate" was conducted on 23 October 2025 for the members of Gurupura Grama Panchayat, Gurupura, with the objective of creating awareness about healthy eating habits, nutritional well-being, and lifestyle management.

The session was led by Ms. Nikitha, III BSW student and Soft Skill Trainer, who served as the resource person. She delivered an informative talk on balanced diets, nutritious food choices, healthy cooking practices, and the importance of mindful eating for overall physical and mental well-being, highlighting simple and practical dietary changes suitable for daily life. The programme aimed to promote nutritional awareness, encourage healthy lifestyle practices, and prevent lifestyle-related health issues.

Community Outreach Programme Threat of Substance Abuse



A Community Outreach Programme was conducted on 23 October 2025 for the students of Noble English Medium School, with the objective of creating academic awareness and promoting healthy life choices among school students. The session was led by Ms. Rithika and Ms.

Dhanyashree Acharya, III BBA students, who served as the resource persons. They highlighted the importance of the 10th standard examination in shaping academic and career pathways, emphasizing goal setting, discipline, and effective study habits. The programme also sensitized students to the threat of substance abuse, outlining its harmful effects on health, academic performance, and personal life.

Swastika Kabaddi League 2K25

The Swastika Kabaddi League 2K25 was organized on 8 November 2025 at Swastika Waterfront, Sulthan Bathery, with the aim of promoting sportsmanship, teamwork, and leadership among students. The league featured four energetic teams—Roaring Panthers, Team Kaliyugam, Team Hawks, and Team Yuvashakthi—who displayed exceptional skill, coordination, and competitive spirit throughout the matches.

The event witnessed enthusiastic participation and a lively audience, creating an atmosphere of unity and excitement. The league was efficiently coordinated by the Sports Club team with strong student leadership, making the event a grand success and reinforcing the importance of physical fitness and team spirit.



SDG Connect

Swastika National Business School, Mangaluru, in association with the Rovers Crew and Rangers Team and the National Service Scheme (NSS) Unit, organized the SDG Connect Programme on 17 October 2025 at the campus with the objective of creating awareness about the United Nations Sustainable Development Goals (SDGs) among students. The programme aimed to educate, engage,

and empower students about SDGs. The session was conducted by Mrs. Preethi Shettigar, Assistant Professor Department of Social Work.



Samveda #33 Emotional Intelligence

SAMVEDA #33, a Student Development Programme on Emotional Intelligence, was conducted on 25 October 2025 for the students of Ladyhill Victoria Composite PU College. The programme aimed to enhance emotional awareness, self-regulation, and interpersonal effectiveness among students. The session was led by Dr. Raghavendra Holla N, Author and National Trainer, JCI India, who emphasized the role of emotional intelligence in academic success, leadership, stress management, and personal growth. Through practical examples and interactive discussions, students were guided on understanding emotions, developing empathy, improving communication, and building healthy relationships. The programme focused on developing emotional awareness, self-control, empathy, and interpersonal skills to help students manage academic and personal challenges effectively.

Chavadi – Utsava 2025



“Utsava 2025” was organized on 27 October 2025 under the banner of Lalitha Kala Sangha Chavadi with the objective of promoting art, culture, and traditional performing arts while encouraging active student participation.

The programme was graced by Ms. Wencita Dias, Founder, Wenz Modeling Academy, Mangaluru. The event was inaugurated by Mr. Dheeraj Rai Sampaje, Entrepreneur and Yakshagana Bhagavatha, who emphasized the importance of preserving Karnataka’s rich folk traditions. The cultural festival featured vibrant performances that showcased artistic talent and reflected the spirit of unity, heritage, and creativity.

Samveda #34 Leadership Mastery

SAMVEDA #34, a Student Development Programme on Leadership Mastery, was conducted on 28 October 2025 for the students of Narayana Guru PU College, Mangaluru. The session aimed to nurture leadership qualities, confidence, and decision-making skills among pre-university students. The programme was led by Dr. Raghavendra Holla N, Author and National Trainer, JCI India, who emphasized self-awareness, communication, goal setting, teamwork, and ethical leadership through interactive discussions and real-life examples. The programme focused on enhancing leadership potential, improving interpersonal skills, and preparing students to face academic and personal challenges with confidence.

24 Hours Shramadhan NSS Camp

A 24 Hours Shramadhana – One Day NSS Camp was organized from 1 November 2025 (10:00 AM) to 2 November 2025 (10:00 AM) at Chitrapura Math, Mangaluru, with the aim of instilling the spirit of community service, teamwork, and social responsibility among students. The inaugural ceremony was graced by Dr. Shesappa, Programme Coordinator, NSS, Mangalore University, as the Chief Guest, and inaugurated by Sri Sri Vidyendra Theertha Sripadaru, who inspired students on the importance of cleanliness, dedication, and service to society. Under the guidance of faculty members and the NSS Coordinator, volunteers actively participated in cleanliness drives, plantation programmes, and awareness campaigns. The camp provided valuable exposure to teamwork, leadership, and social responsibility, making it a memorable and impactful experience for all participants.



SAMPARKA SANCHARA #1 1 Day | 50+ Outreach Programmes | From Classroom to Community

Swastika National Business School, Mangaluru, organised SAMPARKA SANCHARA #1, a large-scale community outreach initiative, on Friday, 21 November 2025. The programme witnessed the active involvement of students from BBA, B Com and BSW, who carried out 50+ community outreach programmes in a single day. The initiative reflected Swastika’s commitment to social responsibility, compassion, and meaningful community engagement. Through diverse outreach activities, students connected with various sections of society, spreading awareness,



offering service, and fostering positive change. SAMPARKA SANCHARA #1 stood as a testament to the institution’s vision of nurturing socially conscious and responsible citizens through experiential learning and community involvement.

Student Startup #17 Launch

A significant milestone was achieved with the launch of the 17th student startup under the entrepreneurship initiative of Swastika Udyamshala on 8 November 2025 at Swastika Waterfront, Sulthan Bathery. The event marked the official unveiling of “Try Masala”, a business venture by Ms. Rashmi Shetty, a first-year BBA student, with the tagline “The Magic in Every Dish.”

The venture focuses on offering high-quality spice blends that bring authentic flavours to households. The launch reflected a strong commitment to nurturing student entrepreneurship and innovation. The success of Try Masala served as an inspiration for fellow students to pursue creativity, self-reliance, and entrepreneurial aspirations.



Samartha #13 LinkedIn Mastery



SAMARTHA #13, a Skill Development Programme on LinkedIn Mastery, was organized on 29 October 2025 for BSW students with the objective of enhancing professional networking

and digital personal branding skills. The programme featured Mr. H. Varun Prabhu, Co-Founder and CEO of ExuBrandD, who guided students on creating effective LinkedIn profiles, personal branding, content strategy, networking etiquette, and leveraging LinkedIn for career opportunities using practical examples.

The programme aimed to strengthen digital employability skills, improve professional networking competence, and prepare students for career growth in the digital era.

Community Outreach Programme Mini Leaders Meet

The Mini Leaders Meet was conducted on 30 October 2025 for the students of DKZP Government Higher Primary School, Tharikeriya, Gurupura, with the objective of nurturing leadership qualities, confidence, and communication skills among young learners. The session was led by Ms. Nikitha, III BSW student and Soft Skill Trainer, who engaged students through interactive activities and



discussions focusing on leadership basics, self-confidence, teamwork, discipline, and positive behaviour.

Community Outreach Programme Mobile Addiction

A Community Outreach Programme on “Mobile Addiction” was conducted on 03 November 2025 in association with DKZP Higher Primary School, Jeppinamogaru, to create awareness about the harmful effects of excessive mobile phone usage. The session was led by Ms. Ganavi K. N., II BSW student, who explained how mobile addiction affects concentration, physical health, academic performance, and relationships, while sharing practical tips on limiting screen time. The session was interactive and engaging, with students actively sharing their experiences.

Deepa Sambrama Festival of Lights

Deepa Sambrama, a festive cultural celebration, was organized on 27 October 2025 at Swastika Waterfront, Sulthan Bathery, to celebrate the spirit of Diwali and promote cultural harmony, unity, and student participation. The event featured the ceremonial lighting of lamps and cultural activities symbolizing positivity, knowledge, and prosperity. Students participated enthusiastically, showcasing creativity, teamwork, and respect for cultural traditions. The programme aimed to preserve traditional values, encourage student involvement in cultural activities, and foster inclusiveness

and joy within the campus. The celebration was warmly appreciated by students and faculty, enhancing cultural awareness, strengthening bonds among students, and reinforcing a commitment to holistic development through cultural and co-curricular activities. academic success,



Samveda #35 Build Your Successful Career

SAMVEDA #36, a workshop titled “Build Your Successful Career,” was organized on 06 November 2025 at Shree Gujarati English Medium High School, Mangaluru, in association with the Rotary Club of Mangalore Downtown. The session was conducted by Dr. Raghavendra Holla N, Author and National Trainer, JCI India, who

shared valuable insights on career planning, goal setting, self-awareness, and personal development through real-life examples. The workshop was highly interactive and motivated students to develop a positive mindset and disciplined approach towards their future.

Community Outreach Programme Study Spark

The Community Outreach Programme titled “Study Spark” was conducted on 6 November 2025 in association with DKZP Higher Primary School, Addoor, with the objective of motivating school students towards effective learning. The session began with active participation from students and teachers. The programme was led

by Ms. Nayana, a Soft Skill Trainer, who guided students on building positive study habits, time management, and focus. Through interactive activities and discussions, students were encouraged to set goals, maintain concentration, and develop a disciplined approach to academics.

Community Outreach Programme Stop Wasting Food and Mobile Awareness

In association with Government Primary School, Koikude, Pakshikere, organized a Community Outreach Programme titled “Stop Wasting Food and Mobile Awareness” was held on 8 November 2025. The programme aimed to sensitize students on the

importance of reducing food wastage and adopting responsible mobile phone usage. The session was conducted by Mr. Chaitanya and Ms. Disha, I B.Com students, through interactive discussions and practical examples.

Community Outreach Programme Path to Politeness

In association with Ladyhill Kannada Higher Primary School, BSW students organized a Community Outreach Programme titled “Path to Politeness” on 10 November 2025. The programme aimed to instil values of respect, courtesy, and good manners among school students. The session was conducted by Ms. Mrudula J and Ms. Shivani, III BSW students and Soft Skill Trainers. Through engaging activities and discussions, students



were encouraged to practice kindness, positive communication, and respectful behaviour at school and home.

Community Outreach Programme Safe Steps

In association with St. Joseph Higher Primary School, Mangaluru, and Lions Club Mangalore Netravathi, BSW students organized a Community Outreach Programme titled “Safe Steps” on 11 November 2025. The programme aimed to educate students on road safety rules and accident

prevention. Ms. Mrudula J, III BSW student and Soft Skill Trainer, served as the resource person. The session highlighted the importance of pedestrian crossings, traffic signals, and the use of helmets and seat belts.

Samveda #36 Be a Role Model

In association with Rotary Mangalore Downtown SAMVEDA #36 was organised on the topic “Be a Role Model” on 11 November 2025. The programme was held at Government Pre-University College. The session was conducted by Dr. Raghavendra Holla N, Author and National Trainer, JCI India, and Chairman, Swastika National Business School. Through an engaging and thought-provoking

session, he emphasized the significance of personal responsibility, ethical leadership, and positive influence in shaping one’s character and society. The workshop inspired students to embrace self-discipline, integrity, and purpose, encouraging them to become role models in their academic, professional, and personal lives.

8:00 PM to 8:00 AM #6 Entrepreneurship Mindset Workshop



The Entrepreneurship Mindset Business – Elevating Entrepreneurship.” The workshop aimed to nurture entrepreneurial thinking, innovation, and digital business awareness among students.

The event commenced at 8:00 PM with the formal inauguration by Mr. Mohan Raj, Managing Director of Bright HR Pvt. Ltd., who highlighted the role of creativity, resilience, and technology in modern entrepreneurship. The Chief Guest, Mrs. Chethana Salian, Founder of Chethana’s Beauty Lounge and Education Foundation, shared her inspiring entrepreneurial journey and motivated students to pursue their ideas with confidence and perseverance. The programme encouraged students to embrace innovation and develop an entrepreneurial mindset for future ventures.

Mentor	Teams
Mrs Vidyalaxmi P Shetty	
Mrs Poornima Kumari B	
Ms Deeksha Devadiga	
Mrs Niveditha	
Mrs Preethi Shettigar	
Ms Sangeetha Salian	
Mrs Bhagyashree	

Workshop Unlock the Leader Within



A leadership development workshop titled “Unlock the Leader Within” was conducted on 14 November 2025 for faculty members and students. The session was led by Mr. Dawn Prakash, Assistant Professor and Corporate Trainer, SDM Mangaluru, and focused on leadership skills, personal growth, and self-awareness. The workshop emphasized communication, confidence, decision-making, and leadership mindset. Aligned with Sustainable Development Goal 4 – Quality Education, the session motivated participants to identify their inner potential and apply leadership qualities in academic and professional settings.

Samveda Reflections



Ms Ahana
Ladyhill Victoria PU College

Attending the sessions at Swastika National Business School was an enriching and memorable experience. The talks were informative, interactive, and engaging, highlighting the importance of communication and its role in personality development as well as personal and professional life. The sessions on confidence building and memory techniques were especially helpful, offering simple methods that can be applied in daily life and studies.



Ms Anita
Shree Gujarati English Medium High School

I found the public speaking workshop at Swastik Institution to be truly inspiring and enriching. The sessions were well-organized, engaging, and conducted in a positive and supportive environment. The knowledgeable and encouraging trainers made participants feel comfortable expressing themselves, and the activities and discussions motivated me to step out of my comfort zone and approach public speaking with confidence.



Ms Dhrithi G
Government PU College, Hampankatta

I participated in Samveda one day workshop on the topic Empowering Self through Team organised by Commerce club of our college in association with Swastika National Business School, Mangaluru on 31 July 2025. The training program was meticulously planned and implemented according to our requirements. The trainers kept us engaged throughout by introducing us to a variety of skills required for our self development.

Yakshagana Talamaddale



Students of Swastika National Business School witnessed a vibrant cultural programme jointly organized by Sri Natyanjali Kala Academy (R), Surathkal,

and Natyanandana Kala Kendra (R), on 20 November 2025. The event featured the 23rd annual Yakshagana performance, presenting the play "Sri Rama Darshana" by the renowned Halasinahalli Narasimha Shastri Troupe. The programme commenced with a divine invocation by Shri Damananda Kodical, Shri Samarth Udupa Kallianpur, and Shri Dheeraj Acharya. The event was presided over by Shri Ganesh Shetty, Yakshagana artist and Director of Esumangala Theatre, Mangaluru.

Mental Health Awareness Campaign

A Mental Health Awareness Campaign was organized on 14 November 2025 in association with Mind and Matter Charitable Trust, Madikeri, and the Department of Psychiatric Social Work, NIMHANS, Bengaluru. The campaign aimed to promote mental well-being and raise awareness about mental health among students through interactive sessions and expert talks. The programme addressed stress

management, emotional well-being, early identification of mental health concerns, and support systems. Aligned with Sustainable Development Goal 3 - Good Health and Well-Being, the campaign concluded with a pledge to foster a supportive and mentally healthy environment. The initiative received positive participation from students and faculty.



Udyamashala Weekly Series Learn the Art of Macrame Mazzing

The Entrepreneurship Club of Swastika National Business School, Mangaluru, organized a session under its Weekly Series of Udyamashala titled "Learn the Art of Macrame Mazzing" on 15 November 2025. The session aimed to introduce students to creative entrepreneurship and skill-based business opportunities. The resource person for the programme was Mrs.

Sandhya Rani, Founder of S Rani Creation. Mrs. Sandhya Rani demonstrated various macrame techniques and shared her inspiring journey of transforming her artistic passion into a successful enterprise. Students actively participated in hands-on activities and learned to create attractive macrame designs. The session highlighted the



importance of creativity, patience, and innovation in building small-scale enterprises

Inauguration of Swastika Auditorium



By Sri Kalladka Prabhakar Bhat on 21 April 2025 at Swastika WaterFront, Sulthan Bathery, Mangaluru

Best Research Paper Awarded to Preethi Shettigar



Mrs. Preethi Shettigar presented a research paper titled "Community-Based SDG Initiatives: The Role of Scouts and Guides", under the co-authorship

and guidance of Dr. Vidya Vinutha Dsouza, at the 13th Indian Social Work Conference 2025, held at Centurion University, Odisha, from 6 to 8 November 2025 and received the Best Research Paper - Poster Presentation Award. The conference theme was "Technology, Innovation and Society: Challenges and Opportunities for Ecosocial Work and Sustainable Development."

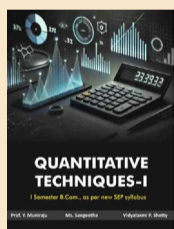
Congratulations Mr. Muliya Sathwik



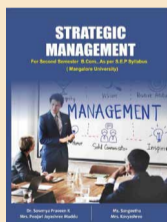
Elected as President of ABVP Supported All College Students Union 2025-26 Mangalore Division.



FACULTY PUBLICATIONS



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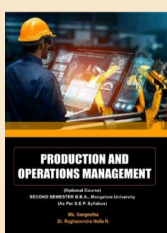
Strategic Management
 Authored by: Dr. Sowmya Praveen K, Ms. Sangeetha, Mrs. Poojari Jayashree Muddu & Mrs. Kavyashree



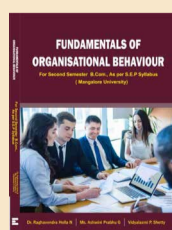
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