



DSBA

Dayananda Sagar Institutions (DSI)

Dayananda Sagar Business Academy (DSBA)

Opp: Art of Living International Centre, Kanakapura Main Road, Udayapura, Bangalore 560082.

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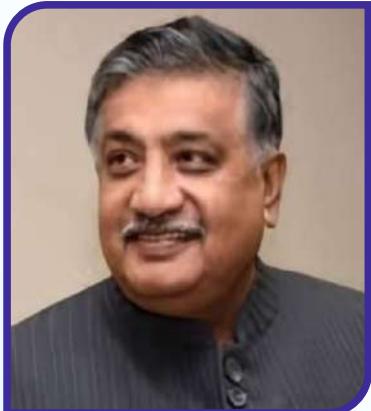


Education Driven By Thinking & Imagination



DSBA

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DSBA



FROM PRINCIPAL'S DESK

Dear Students, Faculty, and Members of the College Community,

It gives me great pleasure to extend warm greetings to you all as we present this edition of our quarterly newsletter. These pages are a testament to the vibrant energy, dedication, and accomplishments of our students, faculty, and staff.

The past few months have been marked by incredible milestones from academic achievements, sports, various club events and cultural celebrations to innovative research and inspiring community outreach programs. Each story featured here highlights the spirit of excellence and collaboration that defines our institution.

As we continue to grow together, I encourage everyone to embrace new challenges, pursue knowledge with passion, and uphold the values that make our college a hub of learning and innovation. Let us strive for even greater heights in the months ahead.

I thank the editorial team for their hard work in curating this newsletter and for providing a platform to showcase the talent and efforts of our college community.

Happy reading, and let's continue to make our college a place of inspiration and success!

Dr. Nikitha Sreekantha MBA., M.Phil., PhD
Principal

HOD'S



Dr. Meera K.L.
HOD, B.Com



Prof. Sanjeev .C
HOD, BBA



Prof. Vasudeva Rao
HOD, BCA

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Founders Day -2024

DSI celebrated the birthday of founder, **Late Shri. R. Dayananda Sagar** as Founders' Day on July 24th, 2024. The event was graced by dignitaries from the Dayananda Sagar Institutions (DSI), including **Dr. D. Hemachandra Sagar**, Chairman, DSI, **Dr. D. Prema Chandra Sagar**, Vice Chairman, DSI, **Sri. Galiswamy**, Secretary DSI, **Ms. Tintisha H Sagar** Joint Secretary, **Ms. Natasha H Sagar** Joint Secretary, **Mr. Rohan Prem Sagar** Joint Secretary and **Mr. Nishan H Sagar** Joint Secretary

The Founders' Day celebration was marked by a ceremonial tribute to **Late R. Dayananda Sagar**, honouring his legacy and contributions to education, inspirational speeches by dignitaries highlighting the importance of education and institutional values, and a cultural program presented by faculties showcasing their talents and creativity.

Founders' Day is a special occasion for DSI to remember and honour the vision and legacy of founder, **Late R. Dayananda Sagar**. Participating in the Founders' Day celebrations was a meaningful experience. It is a reminder of the importance of institution's values and legacy that DSI departs to mould the careers of students.

Kargil Diwas

DSBA commemorated Kargil Diwas on July 27th, 2024, to honour the bravery and sacrifice of Indian soldiers who fought valiantly to defend the nation's sovereignty during the Kargil War in 1999. The event was graced by Capt. **Naveen Nagappa**, a Kargil War Veteran, who shared his inspiring experiences.

The college community came together to pay tribute to the martyrs and their families by lighting the candles followed by patriotic speeches and presentations, a special screening of a documentary on the Kargil War, and a display of patriotic posters and banners created by students. Kargil Diwas is a reminder of the ultimate sacrifice made by our brave soldiers to protect our nation's integrity. We salute their courage and patriotism, and reiterate our commitment to upholding the values of nationalism and service to the Nation.



"The mind is not a vessel to be filled, but a fire to be kindled."

Induction Session

DSBA conducted a comprehensive 3-day induction program for its fresh students, focusing on soft skills and personality development. The program, held from July 6th – 8th 2024, aimed to equip students with essential life skills, enhance their personality, and foster a positive college experience.



Day-1:- Team-Building and Personality Development

Resource Person :- Ms. Praveena, Head of the Training Division at CIL,

The program commenced with a team-building session, where students participated in interactive games and activities designed to promote bonding and teamwork. This was followed by a session on effective communication, emphasizing the importance of verbal and non-verbal cues. Session also focused on personality development, self-awareness, emotional intelligence, and conflict resolution. Students participated in a goal-setting exercise, where they identified their academic and personal objectives. The day of the program centered around soft skills, including time management and leadership qualities. Students ended with career development, and opportunities interactive activity.

Day-2: Head Start Mastering the essentials for Career Success

The program, was led by **Ms. Rani Srinivasan**, Managing Director of Sri Enterprises who shared valuable insights and expertise with the students. The program aimed at equipping students with essential skills, knowledge, and attitudes necessary for achieving success in their academic and professional pursuits. She spoke on effective communication, leadership, career guidance and counselling. It was incredibly informative and engaging.

Inauguration Ceremony for Under Graduate Programs

DSBA warmly welcomed its new batch of students with a grand inauguration ceremony, held on 12.08.2024. The event marked the beginning of an exciting academic journey for the freshers. The ceremony was graced by **Ms. Sandhya Vasudevan** Independent Director ,Strategic Advisor and Start up Supporter Former Managing Director -Deutsche Bank and Thomson Reuters Board Member and Distinguished Professor ASIA.

Dr. Nikitha Sreekantha - Principal extended a warm welcome to the fresh students and their parents. She emphasized the importance of discipline, hard work, and extracurricular activities in achieving academic excellence. Followed by **Ms. Sandhya Vasudevan** - Chief Guest She inspired the students by focusing on how to be curious, innovative, and adaptable in today's fast-changing world. Student got an opportunity to listen to valuable thoughts of **Sri. Galiswamy** Secretary DSI.

The Inauguration ceremony also included the felicitation of meritorious students who excelled in their academic endeavors. Prizes and certificates were distributed to the winners. The program included music and dance performances



"The beautiful thing about learning is that no one can take it away from you."

Navigating The Future-Embracing Artificial Intelligence ,Sustainability, Mental Well Being in Digital World



Resource Person: - Dr. Subhashini -Serial Enterprises

DSBA organized a thought-provoking session on "Navigating the Future: Embracing Artificial Intelligence, Sustainability, and Mental Well-being in the Digital World" for its students. The session, held on August 13th 2024 was led by esteemed guest speaker, Dr. Subhashini. The session aimed at equip students with the knowledge and skills necessary to thrive in an increasingly complex and interconnected world.

Session Highlights

- * Expert insights into the impact of Artificial Intelligence on various industries
- * Discussion on sustainable practices and strategies for reducing carbon footprint
- * Interactive session on maintaining mental well-being in the digital age
- * Q & A session and networking opportunity

Dr. Subhashini's insights into Artificial Intelligence and sustainability was particularly valuable.

A session on Your Duty at Present

Resource Person:- Ms. Sushma Lingraj

Motivational Speaker ,Trainer ,Career Counsellor, Life Coach and Consultant for Soft Skills. DSBA organized a thought-provoking program on "Your Duty at Present". The program, held on 13th August 2024, aimed to inspire and motivate students to take responsibility for their actions and become active contributors to society . The speaker, Ms.Sushma Lingraj made it remarkable for the students .

Session Highlights

- Discussion on civic duty, social responsibility, and professional ethics .
- The role of individuals in shaping the future .
- Personal anecdotes and real-life examples of making a positive impact .

Key Take aways

- Understanding of the importance of civic duty and social responsibility .
- Inspiration to take action and make a positive impact .
- Awareness of the role of individuals in shaping the future .

The program was incredibly inspiring .



"Do not wait for the right opportunity. Create it."



Orientation Program on Professional Courses

CA/CS/CMA

DSBA organized an informative orientation program for first-year B.Com and BBA students on professional courses in Chartered Accountant (CA), Company Secretary (CS), and Certified Management Accountant (CMA). The program was conducted by **Mr. Vamshi**, a renowned expert in the field. The program featured a comprehensive overview of CA, CS, and CMA courses, providing insights into career opportunities and growth prospects. The session offered expert guidance on the admission process, exam patterns, and preparation strategies, and concluded with an interactive Q & A session.

The program enabled students to gain a deeper understanding of the scope and relevance of CA, CS, and CMA courses, as well as awareness of the career opportunities and growth prospects available



Orientation of Clubs

DSBA organized an orientation program for the student's clubs, marking the beginning of a new academic year. The program aimed to introduce students to the various clubs, their objectives, and activities. It introduced students to eight vibrant clubs, namely the **Human Resource Club, Finance Club, Marketing Club, Media Club, Information Club, Entrepreneurship Club, Literary Club & Sports Club**

The program highlighted each club's mission, vision, and objectives, and provided an overview of planned activities, events, and workshops. Students interacted with club members and faculty advisors, and explored opportunities to join clubs that aligned with their interests.

The objective of the program is to enable students to gain the insight into the various clubs and their activities, while discovering opportunities for networking, skill-building, and personal growth. The program encourages students to participate in extra curricular activities and develop new interests. We are proud to offer a range of clubs that cater to diverse interests.

Session on Personal Branding

Resource Person:- Mr. Tony Francis Founder Play

The session on Personal Branding was organized by DSBA focusing on equipping the students with the skills to showcase strong online presence and effectively marketing themselves as a potential employers. The session provided expert insights on the importance of personal branding in the digital era.



Additionally, it offered valuable tips on crafting a compelling personal brand statement, guidance on creating a professional online presence, including LinkedIn profiles and personal websites. Furthermore, interactive exercises were conducted to help students identify their strengths and values.

Moreover, students gained valuable insights into the importance of authenticity and consistency in personal branding.



Session on Artificial Intelligence For Business

Resource Person: - Mr. Vijay Artificial Expert NICT

A session on AI for Business was organized providing students with valuable insights into the applications and implications of Artificial Intelligence in the business world.

The session covered key topics such as the basics of AI, machine learning, and deep learning and applications in business applications in business, including data analysis, predictive modeling, and automation. Mr. Vijay shared real-world examples and case studies, highlighting the benefits and challenges of implementing AI in business.

Through this session, students gained a deeper understanding of the role of AI in business and its potential to drive innovation and growth. They also acquired knowledge of the tools and techniques used in AI and machine learning, as well as the skills required to work with AI in a business context.

A Session on Career Opportunities in Accountancy and Taxation

Resource Person: - Ms. Sowjanya GK - Founder and CEO SGK Skill Solutions, Specifically designed session for final year B.Com and BBA students on Career Opportunities in Accountancy and Taxation was organized by DSBA. The session particularly crafted to provide valuable insights into the various career paths available in the field of accountancy and taxation.

Ms. Sowjanya GK industry expert shared her experiences and knowledge on the various career opportunities available in accountancy and taxation.

Topics covered included:

- * Key skills and qualifications required for a successful career in accountancy and taxation
- * Industry trends and future prospects in the field

Through this session, students gained a comprehensive understanding of the various career opportunities available in accountancy and taxation. They also acquired knowledge of the key skills and qualifications required for a successful career in the field



Bengaluru, Karnataka, India
Udayapura, Kanakapura Rd, Bengaluru

GPS Map Camera

GPS Map

“Take the stones people throw at you, and use them to build a monument.”

78th Independence Day Celebration

DSBA celebrated the 78th Independence Day with great fervor, marked by a grand NCC Parade. The event was attended by the Principal - Dr. Nikitha Sreekantha, Vice Principal - Dr. Nandini, faculty members, and students.



The NCC Parade was a highlight of the event, with cadets from the NCC unit showcasing their discipline and patriotism. The Principal and Vice Principal took the salute, and the students enthusiastically cheered on their peers as they marched past.

The celebration also included the hoisting of the national flag, followed by the singing of the national anthem. The Principal and Vice Principal addressed the gathering, emphasizing the importance of independence and the role that each citizen plays in building a stronger nation. The event concluded with a sense of national pride and unity, with students and faculty members alike feeling inspired to contribute to the nation's growth and development.

Session on Career Opportunities in the field of Computer Applications, Commerce and Management

Resource Person:- Prof. Vallabh Mahale- Principal Jyothi Evening College

A session on Career Opportunities in the fields of Computer Applications, Commerce, and Management was conducted for students by DSBA. The session aimed to provide students with valuable insights into the various career paths available in these fields and to guide them for career opportunities.

Career Opportunities in Computer Applications

- * Software development,
- * Data science and analytics, and cybersecurity.
- * Creating innovative software solutions,
- * Analyzing data to inform business decisions,
- * Protecting computer systems from cyber threats.

Career Opportunities in Commerce and Management

- * Analyzing Business Operations
- * Managing Financial Resources
- * Developing Marketing Strategies to promote product and services.
- * Developing strategic plans to achieve business goal
- * Recruiting and developing employees
- * Overseeing Business operations



"Learning is a treasure that will follow its owner everywhere."

A session on key take aways from Orientation and Bridge Programmes, presented By Students

As part of our ongoing efforts to support student success, a session was recently held to reflect on the key takeaways from our Orientation and Bridge Programmes. What made this session unique was that it was presented by our students themselves, who shared their personal experiences and insights gained from the programmes.



The session provided a platform for students to articulate their thoughts on the following key takeaways:

* **Importance of Time Management:** Students emphasized the need to prioritize tasks, create schedules, and avoid procrastination to achieve academic success.

* **Effective Communication:** Students highlighted the significance of developing strong communication skills, including verbal and written communication, active listening, and conflict resolution.

* **Goal Setting and Planning:** Students shared their experiences of setting SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) goals and creating action plans to achieve them.

* **Building Relationships and Networks:** Students stressed the importance of building relationships with peers, mentors, and faculty members to create a supportive network that fosters academic and personal growth.

* **Embracing Challenges and Feedback:** Students reflected on the value of embracing challenges, seeking feedback, and using it as an opportunity to learn and grow.

The session was a huge success, with students actively engaging with their peers and sharing their thoughts and experiences. It was a testament to the impact of our Orientation and Bridge Programmes in shaping the minds and attitudes of our students. We are proud of our students for taking the initiative to share their insights and experiences.



Bengaluru, Karnataka, India
Udavapura, Kanakapura Rd, Bengaluru



Bengaluru, Karnataka, India
Udavapura, Kanakapura Rd, Bengaluru

“Education is not preparation for life; education is life itself.”

Orientation on Elective Courses

A comprehensive orientation session on elective courses was conducted for final year B.Com and BBA students at DSBA. The session was expertly delivered by:

- Dr. Nikitha Sreekantha Principal
- Mr. Sanjeev.C Head of Department (HOD)
- Mrs. Renuka, Faculty Member
- Mrs. Rajani, Faculty Member



The session aimed to provide students with a thorough understanding of the elective courses offered in their final year, enabling them to make informed decisions about their academic path.

Session Highlights

- * Overview of elective courses offered in final year B.Com and BBA programs
- * Course objectives, outcomes, and syllabus
- * Career prospects and industry relevance of each elective course
- * Assessment and evaluation criteria
- * Tips for selecting the right elective courses based on individual interests and career goals

"Alumni Round Table" - Employability Skills and Career Opportunity

DSBA hosted an Alumni Round Table, bringing together a panel of distinguished alumni to share their insights and experiences on employability skills and career opportunities. The discussion was moderated by Mr. Sareen Rajendra

Panel Members

The esteemed panel consisted of:

- Mr. Sunil Kumar
- Mr. Prajwal
- Ms. Pratyusha
- Mr. Chandan Adhuri
- Mr. Shubham Vernekar

During the discussion, the panel members shared valuable insights on the following topics:

- The importance of developing soft skills, such as communication, teamwork, time management & to enhance employability.



- * The need for students to be adaptable and open to learning new skills and technologies
- * The significance of building a strong professional network and leveraging alumni connections
- * The various career opportunities available in different industries and sectors
- * The importance of staying updated with industry trends and developments

The Alumni Round Table was highly appreciated by the students, who found the discussion to be informative, engaging, and inspiring. Students appreciated the opportunity to interact with the alumni and gain valuable insights into the industry.

A session on Forex Trading in India for Beginners

DSBA community recently witnessed an engaging session on *Forex Trading in India for Beginners*, exclusively designed for M.Com and B.Com students. The session was conducted by **Dr. Meera K.L.**, a renowned expert in the field of finance and commerce. **Dr. Meera K.L.** provided an overview of forex trading, covering topics such as:

- * Introduction to forex trading and its significance in the global economy
- * Basics of forex trading, including currency pairs, exchange rates, and trading platforms
- * Forex market structure and participants
- * Trading strategies and risk management techniques for beginners
- * Regulatory framework and laws governing forex trading in India.

We look forward to organise more such sessions to empower our students with financial knowledge and skills

Session on Women Self Defence and Safety

Resource Person :- Nanda Kumar- Yoga Wellness Instructor, Voluntary Certification of Yoga Professionals, Ministry of AYUSH, Government of India. Shri Anil. N -wellness Instructor. A self-defence training session was conducted for girls in DSBA with the aim of empowering students with confidence and safety.

The session was a huge success, with enthusiastic participation from the students. It covered various aspects of self-defence-

- * Basic self-defence techniques, such as punches, kicks, and blocks
- * Strategies for avoiding and escaping potentially threatening situations
- * Building confidence and assertiveness through verbal and non-verbal communication
- * Understanding personal boundaries and learning to say "no"

The session was conducted by a certified self-defence instructor, who provided expert guidance and support to the students. The students who attended the session were extremely positive about the experience





Yoga Training and Practice

Resource Person :- Nanda Kumar- Yoga Wellness Instructor, Voluntary Certification of Yoga Professionals ,Ministry of AYUSH ,Government of India. Shri Anil. N -wellness Instructor.

In an effort to promote physical, mental, and emotional well-being among the students, DSBA organized a yoga training and practice session. The session was conducted by Mr. Nanda Kumar, a certified yoga expert with extensive experience in teaching yoga to students. The yoga training and practice session covered various aspects of yoga such as

- * Basic yoga postures (asanas) and breathing techniques (pranayama)
- * Yoga philosophy and its application in daily life
- * Stress management and relaxation techniques
- * Importance of yoga for physical and mental health

A session on Statutory Laws and Adherence

Resource Person:- Mr. Venkatesh -Inspector – Kaggalipura

An awareness session on traffic rules, drug abuse, and anti-ragging was organized for the student. Mr. Venaktesh shared valuable insights and information on these critical issues. The session covered the following topics:

- * Traffic rules and regulations, including road safety and responsible driving practices
- * The dangers of drug abuse, including the physical, mental, and social consequences of substance abuse
- * Anti-ragging laws and policies, including the importance of maintaining a ragging-free campus environment

"Students are the future of our country, and it is essential that they are aware of the laws and regulations that govern our society," said Police Inspector **Mr. Venkatesh**

Students found the session to be informative, engaging, and thought-provoking.



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7.514371°



"The beautiful thing about learning is that no one can take it away from you."

Orientation On NSS

DSBA organized an orientation session on the National Service Scheme (NSS) for first-year BBA, B.Com, and BCA students. The session was delivered by **Prof. Rajani**, NSS Coordinator, providing comprehensive overview of the NSS program and its



The highlights

- * Introduction to the National Service Scheme (NSS) and its history
- * Objectives and benefits of participating in the NSS program
- * Types of NSS activities, including community service, blood donation, and environmental conservation
- * Roles and responsibilities of NSS volunteers
- * Opportunities for personality development and skill-building through NSS.

Orientation on NCC

The orientation session on the National Cadet Corps (NCC) was delivered by **Prof. Manoj Kumar**, NCC Coordinator, who provided a comprehensive overview of the NCC program and its objectives.

During the session, Prof. Manoj Kumar covered the following topics:

- * Introduction to NCC and its history
- * Objectives and benefits of participating in NCC
- * Types of NCC activities, including military training, community service, and adventure activities
- * Roles and responsibilities of NCC cadets
- * Opportunities for personality development, leadership skills, and career advancement through NCC.

'The NCC program is an excellent way for our students to develop their leadership skills, discipline, and sense of patriotism.

Student led activity by Design Talent By Technomatic- IT Club

DSBA witnessed a creative and innovative student-led activity, "Design Talent", organized by Technomatic, the IT Club. The event was managed by **Prof. Vasudevarao**, Faculty Coordinator of the IT Club, and executed by the students. "Design Talent" was a platform for students to showcase their design skills and creativity. The activity consisted of a series of design challenges and competitions, where students were required to design and develop innovative solutions using various design tools and software.

The primary objectives of the activity were to provide students with a platform to showcase their design skills, foster creativity and innovation, and develop problem-solving and critical thinking skills. The event received overwhelmingly positive feedback.



"It's not the load that breaks you down, it's the way you carry it."

Happiness Project on Student Empowerment

Resource Person:- Ms. Ashreen F- Psychologists

Ms. Anjali. -Psychologists

DSBA organized a workshop on empowering students to build safer and respectful communities. The workshop was conducted by Ms. Ashreen and Ms. Anjali licensed psychologists with expertise in student counseling and community building. The workshop focused on the following key areas:

- * Understanding the importance of creating a safe and respectful community
- * Identifying and challenging negative behaviors and attitudes
- * Education is not the filling of a pail, but the lighting of a fire."
- * Developing empathy towards others
- * Building healthy relationships and communication skills
- * Strategies for preventing and responding to bullying and harassment.



The workshop was highly interactive, with Ms. Ashreen and Ms. Anjali using a range of engaging activities, discussions, and role-plays to convey their message. Students were encouraged to share their thoughts, feelings, and experiences, creating a safe and supportive environment for all participants. The students who attended the workshop were overwhelmingly positive about the experience.

Session on Personality Development- Holistic Uplift by Disha Bharath

DSBA organized a session on Career Progression and Personality Development, titled "Holistic Lift," conducted by Disha Bharath. The session focused on the following key areas:-

- * Understanding the importance of personality development in career progression
- * Identifying and overcoming personal barriers to success
- * Developing a growth mindset and embracing lifelong learning
- * Building effective communication and interpersonal skills
- * Strategies for achieving a holistic balance in life

Disha Bharath's engaging and interactive approach made the session a huge success. Students were inspired by its personal anecdotes and motivated to take action towards their own personal and professional growth.



Workshop on Research Methodology and Statistical Tools -SPSS/Research Project / Dissertation

Resource Person:- Dr. Sajjad Ahmad
Associate Professor-TO CBM

DSBA organized a comprehensive workshop on Research Methodology and Statistical Tools, specifically focusing on SPSS, Research Projects, and Dissertations, for M.Com, B.Com, and BBA students. The workshop was delivered by Dr. Sajjad Ahmad, a renowned expert in research methodology and statistical analysis.

The workshop covered a comprehensive range of topics, encompassing research methodology and design, data collection and analysis techniques, introduction to SPSS and its applications, research project and dissertation writing guidelines, and statistical tools and techniques for data analysis.

Dr. Sajjad Ahmad shared his expertise and provided valuable insights. He emphasized the importance of rigorous research and accurate data analysis in producing high-quality research projects and dissertations. The workshop was extremely helpful for students in understanding research methodology and statistical tools.

5 - Day Faculty Development Program on Innovative Approaches to Technology-Driven Quality Enhancement

DSBA organized a 5-day Faculty Development Program (FDP) on Innovative Approaches to Technology-Driven Quality Enhancement. The program aimed to equip faculty members with the latest trends, tools, and techniques in technology-driven education, enabling them to enhance the quality of teaching and learning. The FDP was inaugurated with a welcome speech by Prof. Ramya, who emphasized the importance of innovative approaches in education. Dr. Nikitha Sreekantha - Principal presented a token of appreciation to the resource persons.

Day 1: Setting the Stage for Innovation

The program commenced with a session delivered by Ms. Pooja Vasudevan, who set the tone for the FDP by introducing the concept of technology-driven quality enhancement. She emphasized the importance of innovative approaches in education and provided an overview of the program's objectives followed by vote of thanks by Prof. Rajani

Day 2: Leveraging Technology for Effective Teaching

On the second day, Dr. Suma Singh took the stage, sharing her expertise on Leveraging Technology for Effective teaching. She discussed various digital tools and platforms that can be used to enhance student engagement and to improve learning outcomes. Prof. Sudeep thanked her for her valuable insights



Day 3: Innovative Pedagogies for the Digital Age

Ms. Pooja Vasudevan returned on the third day to deliver a session on innovative pedagogies for the digital age. She explored various teaching methods and strategies that can be used to promote active learning, critical thinking, and problem-solving in the digital classroom. The session ended with an overview by Prof. Sulkashana



Day 4: Data-Driven Decision Making in Education

On the fourth day, Dr. Sumitra Devi delivered a session on data-driven decision making in education. She discussed the importance of using data analytics to inform teaching practices, improve student outcomes, and enhance institutional effectiveness, followed by Vote of Thanks by Prof. Manoj

Day 5: Emerging Trends in Educational Technology

The final day of the FDP saw Mr. Suman Nandy delivering a session on emerging trends in educational technology. He explored the latest advancements in ed-tech, including artificial intelligence, blockchain, and the Internet of Things (IoT), and discussed their potential applications in education. The FDP received overwhelmingly positive feedback from the participants, who appreciated the comprehensive coverage of topics, the expertise of the Education is not the filling of a pail, but the lighting of a fire. "resource persons, and the opportunities for interaction and networking. The session concluded with the Vote of Thanks and appreciation by Prof. Ramya

Alumni Corporate Gathering and Panel Discussion on Evolving Corporate Ecosystem Challenges and Opportunities

DSBA organized an Alumni Corporate Gathering and Panel Discussion on the theme "Evolving Corporate Ecosystem: Challenges and Opportunities." The event brought together distinguished alumni, industry experts, and students to share insights and experiences on navigating the changing corporate landscape. The panel discussion featured a diverse group of experts, including:

- * Mr. Jitu Moni Das, who shared his expertise on leadership and management in the corporate world
- * Ms. Lavanya Krishna, who discussed the importance of innovation and entrepreneurship in driving business growth
- * Mr. Aditya Raghuraman, who provided insights on the impact of technology on the corporate ecosystem
- * Ms. Devishree Mk, who shared her experiences on navigating the challenges of the corporate world as a woman leader
- * Ms. Shaistha Fathima, who discussed the importance of adaptability and resilience in the face of changing market conditions.

The takeaways from the discussions. *The need to be adaptable and agile in a rapidly changing corporate environment

*The importance of developing a growth mindset and embracing lifelong learning.

*The role of innovation and entrepreneurship in driving economic growth and development.

* The significance of building strong professional networks and relationships. The event received overwhelmingly positive feedback from the students



"Every problem has a gift for you in its hands."

MOU with eStores

DSBA is pleased to announce the signing of a Memorandum of Understanding (MOU) with eStores, a leading e-commerce platform. The MOU was signed by Dr. Nikitha Sreekantha - Principal marking a significant milestone in the college's efforts to foster industry-academia collaboration. The MOU aims at internship and job placement opportunities, joint research and development projects, faculty development programs, curriculum development, and entrepreneurship and innovation initiatives.



MOU with Harvard Business Publishing Education (HBPE)

DSBA has signed a Memorandum of Understanding (MoU) with Harvard Business Publishing Education (HBPE), a renowned global leader in business education.

This strategic partnership aims to enhance our institution's business education offerings, providing our students and faculty with access to HBPE's world-class resources, including:

- Harvard Business Review (HBR) articles and case studies
- HBPE's online learning platforms and simulations
- Customized business education solutions.



This collaboration will enable our institution to strengthen its business curriculum with cutting-edge content, enhance student learning outcomes through interactive and immersive experiences, and foster faculty development and research opportunities. We are excited about the prospects of this partnership and look forward to working closely with HBPE to achieve our shared goals.

MOU with Disha Bharath

DSBA has signed a Memorandum of Understanding (MoU) with Disha Bharat, a renowned organization dedicated to empowering students and shaping their futures. This strategic partnership aims to provide our students with access to Disha Bharat's expertise, resources, and networks, enabling them to:

- Enhance their skills and knowledge
- Develop their personalities and character
- Pursue their passions and interests
- Contribute to the community and society



Through this collaboration, our DSBA and Disha Bharat will work together to design and deliver programs, workshops, and initiatives that promote student empowerment, leadership development, and social responsibility.

We are excited about the prospects of this partnership and look forward to working closely with Disha Bharat to create a positive impact on our students and the community.

MOU with Naisargika Vana

DSBA has signed a Memorandum of Understanding (MoU) with Naisargika Vana, a renowned organization dedicated to promoting environmental awareness, conservation, and sustainability.

This strategic partnership aims to promote ecological balance, conservation, and sustainable practices among our students, faculty, and staff. Through this collaboration, we will work together to:

- Develop and implement environmental education programs
- Conduct workshops, seminars, and awareness campaigns on environmental issues
- Promote sustainable practices and reduce our carbon footprint
- Support conservation efforts and community development projects

We are excited about the prospects of this partnership and look forward to working closely with Naisargika Vana to create a positive impact on our environment and community.



MOU With Printson Smart Engineers

DSBA has signed a Memorandum of Understanding (MoU) with Printson Smart Engineers, a leading organization specializing in innovative engineering solutions. Through this collaboration, we will jointly develop and implement cutting-edge engineering programs and projects, conduct workshops and training sessions on emerging technologies, provide access to Printson Smart Engineers' expertise and resources, and foster a culture of innovation, entrepreneurship, and research in engineering.

We are excited about the prospects of this partnership and look forward to working closely with Printson Smart Engineers to create a vibrant ecosystem of innovation and skill development.



MOU with ExcelR

ExcelR is a global leader delivering a wide gamut of management and technical training over 40 countries. They are a trusted training delivery partner of 400+ corporate clients and universities/educational institutions across the globe with 150,000+ professionals trained across various courses.

ExcelR helps individuals and organizations to excel by providing courses based on practical knowledge and theoretical concepts.

They offer the best value in training services combined with the support of creative minds to establish a solution that suits learning needs. They help in building careers and shaping up the future leaders.



MOU WITH EXCELR EDTECH

Future-Ready Skills for Faculty and Students

"The best way to find yourself is to lose yourself in the service of others."



MOU with Ewol Now Private Limited

DSBA has signed a Memorandum of Understanding (MoU) with Ewol Now Private Limited, a leading provider of innovative digital solutions. This strategic partnership aims to leverage Ewol Now's expertise in digital transformation to enhance our institution's digital capabilities, improve operational efficiency, and provide our students with cutting-edge skills and knowledge. Through this collaboration, we will work together to:

- * Develop and implement digital transformation initiatives
- * Provide training and development programs for students and faculty
- * Conduct workshops, seminars, and research projects on emerging technologies
- * Foster innovation, entrepreneurship, and industry-academia collaboration

Orientation on Global Immersion Program (GIP)

DSBA organized an orientation session for the Global Immersion Program, an initiative designed to provide our students with a unique opportunity to explore international cultures, economies, and societies.

The orientation session, attended by students, faculty members, and staff, aimed to familiarize participants with the program's objectives, structure, and expectations. The session also provided a platform for students to interact with program coordinators, ask questions, and gain valuable insights into the immersive experience that awaits them. Through the Global Immersion Program, our students will have the opportunity to explore new cultures and ways of life, develop valuable skills in global citizenship, leadership, and communication, build a network of international connections and friendships, and enhance their career prospects and global employability. DSBA is looking forward to witness students growth and development as global citizens.



Inter -Class Sports Event

DSBA organized an Inter Class Sports Event for first-year students of B.Com, BBA, and BCA. The event was a huge success, with enthusiastic participation from students and meticulous planning by the Student Coordinators and Faculty Coordinators, Prof. Prakasha and Prof. Manoj.

The Inter Class Sports Event featured a range of exciting competitions, including cricket, basketball, volleyball, table tennis, and badminton, designed to promote teamwork, sportsmanship, and healthy competition among students. The winners and runners-up of each event were awarded prizes and certificates of appreciation. The overall championship trophy was awarded to Class for their outstanding performance in the events. A platform for students to develop their teamwork and leadership skills, while also promoting physical fitness and well-being."



Student led Activity by Vitthavichar- Finance Club

The Finance Club of DSBA recently conducted an exciting "Escape Room" activity for students, which was planned by Faculty Coordinator Prof. Hemavathi. The event aimed to challenge students' problem-solving skills, teamwork, and creativity in a fun and interactive way. Students were divided into teams and "trapped" in a themed room. They had to work together to solve a series of puzzles, clues, and challenges to escape the room within a set time limit. The activity promoted collaboration, critical thinking, and time management skills, while also fostering a spirit of healthy competition among teams. The event was highly appreciated platform for students to develop their teamwork and leadership skills, while also promoting physical fitness and well-being."



Best Sales Pitch By Avsihkaar -Marketing Club

The Marketing Club of DSBA under the guidance of Faculty Coordinator Prof. Sudeep Shetty, recently organized a thrilling "Best Sales Pitch" competition, titled "Avsihkaar". The event aimed to provide students with a platform to showcase their creativity, persuasive skills, and marketing acumen. The competition saw enthusiastic participation from the students presenting a sales pitch for a product or service of their choice. The participants were judged on their creativity, presentation skills, and

Avsihkaar emerge as an excellent platform for students to develop their persuasive skills, think creatively, and learn from each other's experiences."



"Empower yourself with knowledge, and you can change the world."

Bizzgyaan Quiz 2024 by Suprayoga Club- Entrepreneurship Club

The Suprayoga Club, the Entrepreneurship Club of DSBA, recently organized the Bizzgyaan Quiz 2024, an exciting event aimed at testing students' knowledge and skills in entrepreneurship and business. The activity was planned by Prof. Ramya Janardhan, Faculty Coordinator of the Suprayoga Club. The Bizzgyaan Quiz 2024 saw enthusiastic participation from students, who were quizzed on various aspects of entrepreneurship, business, and management. The quiz consisted of multiple rounds, including a written test, group discussions, and a final presentation round.

The winners of the quiz were awarded prizes and certificates of appreciation. The event provided a platform for students to showcase their knowledge, skills, and creativity in entrepreneurship and business. "The Bizzgyaan Quiz 2024 turned out to be an excellent initiative.

platform for students to develop their teamwork and leadership skills, while also promoting physical fitness and well-being."

Student led Activity Together Triumph by Yugma HR Club

Prof. Arpitha, Faculty Coordinator of the HR Club along with students organized "Together Triumph". It is a team-building exercise designed to foster collaboration, communication, and problem-solving skills among students by HR Club. The activity consisted of a series of challenges and games that required students to work together to achieve a common goal. The primary objectives of the "Together Triumph" activity is to encourage teamwork and collaboration, develop problem-solving and communication skills, foster camaraderie and shared responsibility, and provide a platform for students to showcase their leadership skills. The event received overwhelmingly positive feedback from the students, who appreciated the opportunity to participate in a fun and interactive team-building exercise.



Student led Activity by Vayusha- Media Club

DSBA witnessed a dynamic and engaging student-led activity, "Media Matrix", organized by Vayusha, the Media Club. The event was meticulously planned by Student Coordinator Mr. Likith and Faculty Coordinator Prof. Deepika, and executed by the students. "Media Matrix" was a comprehensive media-related activity that aimed to provide students with a platform to showcase their creative skills, knowledge, and passion for media. The activity consisted of various events, including a photography contest, a short film-making competition, and a media quiz.



"Adversity often brings out the best in people."

Investiture Ceremony -2024 Nava Spandana -Freshers Day

DSBA organized a grand Investiture Ceremony 2024 and Nava Spandana - Freshers' Day celebration, marking the beginning of a new academic year. The event was meticulously planned by Faculty Coordinator **Prof. Vasu Dev**, **Prof. Renuka** and **Prof. Manoj Kumar** witnessed enthusiastic participation from students, faculty members, and dignitaries. The ceremony commenced with a welcome speech delivered by Prof. Renuka, setting the tone for the event. Dr. Nikitha Sreekantha (Principal) then presented badges to the newly elected student council members, marking the beginning of their leadership journey.

The Freshers' Day celebration, Nava Spandana, was a vibrant and entertaining program organized by the second-year students. The event featured a range of exciting performances, including dance and singing activities, which were thoroughly enjoyed by the first-year students. The highlight of the event was the announcement of Mr. and Ms. Fresher, which was judged by Prof. Sanjeev and Prof. Ramya. The winners were awarded prizes and recognition for their outstanding performances. The ceremony concluded with a vote of thanks delivered by Prof. Manoj, expressing gratitude to all the participants, organizers, and dignitaries who made the event a grand success.



Session on Big Data Analytics

Resource Person:- Dr. Yethiraj NG Associate Professor and PG Co-Ordinator

DSBA organized a session on Big Data and Data Analytics for its students, to equip them with knowledge and insights into the rapidly evolving field.

The session provided an overview of Big Data and its applications in various industries. Dr. Yethiraj shared insights into the tools and techniques used in Data Analytics, including data visualization and machine learning. Students enjoyed hands-on experience with real-world case studies and interactive exercises. They also acquired knowledge of the tools and techniques used in the field, as well as the skills required to succeed in this rapidly evolving industry including data visualization and machine learning.



Graduation Day -2024

DSBA celebrated a momentous occasion, the Graduation Day, marking the successful completion of academic programs by students of BCA, BBA, and B.Com. The ceremony was graced by College Chairman **Dr. D. Hemachandra Sagar**, Vice Chairman **Dr. D. Premachandra Sagar**, Sri Galiswamy Secretary Mr. Rohan Prem Sagar Joint Secretary **Dr. Nikitha Sreekantha**, who awarded graduation certificates to the proud graduates



The ceremony also witnessed special recognition for students who excelled academically. **Ms. Vybhavi Gowda**, who secured the first rank in Bangalore University, was awarded a gold coin for her outstanding achievement. Similarly, **Ms. Tejawini & Ms. Shreya** who also secured the first rank in Bangalore University, was awarded a silver coin for her exceptional performance. The Graduation Day ceremony was a memorable occasion, marked by the awarding of graduation certificates to BCA, BBA, and B.Com graduates, special recognition for academic excellence with gold and silver coins, inspiring speeches by College Chairman Dr. D. Hemchandra Sagar, Vice Chairman, Dr. D. Prem Chandra Sagar and Principal Dr. Nikitha Sreekantha, and emotional moments of nostalgia and celebration among graduates and their families. This achievement is a testament to their hard work, dedication, and perseverance.

Parents Teachers Meeting

DSBA organized a Parent-Teacher Meeting (PTM) for B.Com, BBA, and BCA students on October 18th, 2024. The meeting provided a platform for parents, teachers, and students to come together and discuss the progress of the students. The primary objectives of the Parent-Teacher Meeting (PTM) were to provide parents with an update on their child's academic performance, discuss individual strengths and weaknesses, set goals and expectations for the upcoming academic year, and foster a collaborative relationship between parents, teachers, and students. The Parent-Teacher Meeting was well-attended by parents, who actively engaged with teachers in one-on-one interactions to discuss their child's academic performance, attendance, and extracurricular activities, set goals and expectations for the upcoming academic year, and receive progress reports.



French Classes

In our efforts to enhance the employability and global competitiveness of our students, we are pleased to announce that French training classes are being conducted for final year B.Com, BCA, and BBA students.

These classes, led by experienced instructors, aim to equip our students with basic French language skills, cultural awareness, and communication techniques. By acquiring French language proficiency, our students will gain a competitive edge in the global job market, particularly in industries that operate internationally.

The French training program will cover a comprehensive range of topics, including basic French grammar and vocabulary, conversation and communication skills, cultural insights and business etiquette, as well as job-specific language skills and terminology.



Mock Model United Nations Program

DSBA has initiated the Mock Model United Nations (MUN) program for all students. This innovative program aims to foster critical thinking, diplomacy, and leadership skills among our students.



The Mock MUN program is designed to simulate the United Nations experience, where students will represent different countries and engage in debates, discussions, and negotiations on pressing global issues. This program will provide students with a unique opportunity to develop their research, public speaking, and problem-solving skills. Prof. Ramya and Prof. Renuka will serve as the coordinators of the program, guiding and mentoring students throughout the experience. The objectives of the Mock MUN program are:

- * To educate students about global issues, international relations, and diplomacy
- * To develop critical thinking, research, and public speaking skills
- * To foster leadership, teamwork, and negotiation skills
- * To encourage students to think creatively and develop innovative solutions to global challenges.

This program will enrich the students' academic experience, broaden their perspectives, and prepare them for successful careers in international relations, diplomacy, and global leadership.

Internship

As a part of our endeavour to provide students with Active industry interactions and to bridge the gap between theory and practice, we ensure our final year students gear up to take that experiential learning plunge in their careers. DSBA has partnered with several leading organisations to offer internships to our students. These internships will provide students with hands on experience in various fields, including finance, marketing, Human Resource and more.



Blood Donation

For students at DSBA (Dayananda Sagar Business Academy) a significant way to learn "kindness", "empathy" and "sensitivity" towards humankind is to "just do it" yourself.

DSBA, organized blood donation camp for the needy. A huge gesture reaffirming our commitment to community service and social responsibility.

The event witnessed an overwhelming response with students and faculty coming forward to contribute to this noble cause.

MoU with Chanakya University

In a significant milestone, Dayananda Sagar Business Academy (DSBA) has entered into a Memorandum of Understanding (MOU) with Chalukya University. This strategic partnership aims to foster academic excellence, research, and innovation in various fields.

The MoU was signed by **Dr Nikitha Srikantha** Principal, DSBA, and Vice-Chancellor, Chalukya University, in the presence of esteemed faculty members and officials from both institutions.

This collaboration will enable:-

- *Joint research initiatives and publications
- *Faculty exchange programs and guest lectures
- *Student exchange programs and internships
- *Organization of conferences, seminars, and workshops

The partnership is expected to enhance the academic and research capabilities of both institutions, ultimately benefiting students and the wider academic community.



Orientation on Rural Development

DSBA hosted an Orientation on Rural Development for its 3rd-semester BBA students. The resource person, **Mr. Dhananjay**, PDO Officer, shared valuable insights on rural development strategies and challenges.

Key Highlights

1. **Interactive Session:** **Mr. Dhananjay** engaged students in an interactive session, discussing rural development's significance and current initiatives.
2. **Rural Development Challenges:** He highlighted challenges faced by rural communities, including infrastructure, education, and economic empowerment.
3. **PDO Officer's Perspective:** As a PDO officer, **Mr. Dhananjay** shared his experiences and expertise in implementing rural development projects.
4. **Student Engagement:** Students actively participated in discussions, asking questions and sharing ideas on sustainable rural development.

Objectives

1. To raise awareness about rural development issues.
2. To understand government initiatives and policies.
3. To foster critical thinking and problem-solving skills.

The orientation program successfully achieved its objectives, providing students with a comprehensive understanding of rural development. DSBA's efforts in integrating experiential learning and community engagement will empower future leaders to drive positive change.



Exciting Announcement: Elevating Learning with Harvard Business Publishing Education (HBPE) E-Resources!

Exciting Announcement: Elevating Learning with Harvard Business Publishing Education (HBPE) E-Resources! Dayananda Sagar Business Academy (DSBA) is thrilled to announce a transformative addition to our academic resources! As part of our commitment to providing world-class education, we have introduced Harvard Business Publishing Education E-Resources across all programs—BBA, BCom, and BCA. This initiative opens the doors to an extensive collection of online certifications, industry-leading case studies, and cutting-edge business simulations. These resources will empower our students to develop critical thinking, problem-solving skills, and global perspectives, preparing them for success in today's competitive world. By integrating these globally recognized tools into our curriculum, we aim to bridge the gap between theory and practice, providing our students with opportunities to learn from real-world scenarios and gain credentials that will enhance their career prospects. Let us make the most of this exciting opportunity and take our learning journey to the next level!

Harvard Manage Mentor (HMM) - Interactive Online Courses: Harvard ManageMentor (HMM) interactive courses transform students into career-ready professionals. HMM helps students develop the skills employers seek.



Simulations:

Online simulations engage students with real-life management situations that require them to make critical decisions while challenging assumptions. Students are placed in realistic business scenarios where they can practice applying concepts, theories, and frameworks to learn through experimentation and explore the impact of multiple variables within each simulated scenario.



Student Achievements- Sports

* We are thrilled to announce that **M. Rahul**, a student of the BCA program, has won a Gold Medal in Taekwondo at the Bangalore University Inter-Collegiate Sports Competition!

Rahul's impressive performance demonstrates his exceptional skills, dedication, and passion for the sport. His achievement is a testament to the institution's commitment to fostering a culture of excellence in academics and extracurricular activities. We congratulate **M. Rahul** on his outstanding achievement and wish him continued success in his future endeavors!

* We are thrilled to announce that **Monisha K S** and **Indu**, students of the BCA program, have won a prestigious Silver Medal at the inter-collegiate fest conducted by Jyothi College. This outstanding achievement demonstrates the exceptional talent, teamwork, and dedication of our students. The inter-collegiate fest provided a platform for students from various colleges to showcase their skills and compete in various events.

DSBA congratulates **Monisha and Indu** on their remarkable achievement and appreciate their hard work and commitment to excellence. Their success is a testament to the institution's emphasis on fostering a culture of innovation, creativity, and competition.



Students' Academic Achievements

Three of our students have achieved outstanding success in the Bangalore University exams, bringing laurels to our institution.

Gold Medal Winners:-

* Ms. Vybhavi Gowda from B.Com has secured a Gold Medal in the Bangalore University exams.

* Ms. Tejaswini Raju from BBA has achieved a remarkable Gold Medal in the Bangalore University degree exams.

* Ms. Shriya K from BCA has excelled by securing a Gold Medal in the Bangalore University degree exams.

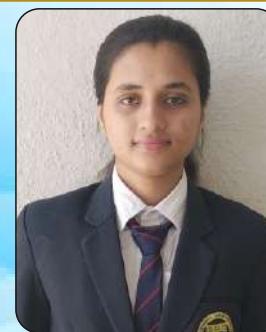
These exceptional achievements demonstrate the academic excellence, hard work, and dedication of our students



Ms. Vybhavi Gowda
B.Com



Ms. Shriya K
BCA



Ms. Tejaswini Raju
BBA



NASSCOM

An insightful roundtable discussion, *Tech for All: Talent Readiness for Cross-sectoral Digital Transformation*, will explore understanding sector-specific digital needs, bridging the talent gap, fostering cross-sectoral collaboration for skill development, and the critical role of academia and industry in preparing talent. It will also focus on building a resilient talent pipeline and shaping policies and frameworks to drive cross-sectoral digital transformation.



Leadership in Education Award by Education Heros

We are delighted to announce that **Dr. Nikitha Sreekantha**, Principal has been conferred with the prestigious Leadership in Education Award by Education Heros.

This esteemed recognition is a testament to **Dr. Nikitha Sreekantha**, exceptional leadership, dedication, and commitment to excellence in education. Under her guidance, DSBA has achieved numerous milestones and has become a hub for innovative learning.

We congratulate **Dr. Nikitha Sreekantha**, on this remarkable achievement and express our gratitude for her tireless efforts in shaping the minds of future leaders.



DSBA Hosts Thrilling Battalia Intercollege Sports Fest

The DSBA community came together to organize a spectacular two-day Battalia Intercollege Sports Fest. The event, held on [8th & 9th Nov-2024], witnessed enthusiastic participation from various colleges.

The festivities began with an inauguration ceremony at 10 am on the first day. **Dr. Nikitha Sreekantha**, Principal, graced the occasion with a ceremonial toss for the Throw ball game.

The Throw ball match was played on the basketball court, with external umpires ensuring a fair game. Post-lunch, the Badminton tournament commenced, with Education Sir overseeing the allocation of pitches. **Mr. Veeneth** judged the Badminton matches.

The Cricket match, played on the cricket ground, was officiated by two external umpires. The excitement was palpable as the teams competed in each sport.

Winners

*Badminton: ABBs College

*Cricket: Government First Grade College, Ramanagara

*Overall Champions: Government First Grade College, Ramanagara

The Battalia Intercollege Sports Fest was a resounding success, fostering camaraderie, teamwork, and sportsmanship among the participants. We congratulate the winners and thank all participants for their enthusiastic involvement.



"Believe in your dreams and make them a reality."

Kannada Rajyotsava



DSBA Celebrates Kannada Rajyotsava with Grandeur On November 27th, 2024, DSBA proudly hosted the Kannada Rajyotsava celebrations, commemorating the formation of Karnataka. The event was graced by two esteemed chief guests:

Dr. Srinivasa C, Registrar of Bangalore University, and renowned Kannada poet, Dr. Bellur Raghunandhan. The program commenced with the lighting of the lamp by the Principal, Chief Guests, and DSATM Principal, Dr. Ravi Shankar. Ms. Sangeetha, a 5th-semester B.Com student, skillfully anchored the event.

Principal addressed the gathering, highlighting the significance of Kannada Rajyotsava. Prof. Prakasha introduced Dr. Srinivasa C, while Prof. Mahalinga Prabhu presented the profile of Dr. Bellur Raghunandhan. A notable aspect of the event was the recognition of government school students who participated in the NSS games conducted by the NSS Cell. Prizes and certificates were distributed to the deserving students.

Both chief guests shared insightful thoughts on the importance of the Kannada language in today's competitive world. Their words inspired the audience to appreciate and promote the rich cultural heritage of Karnataka. The formal program was followed by a vibrant cultural extravaganza, showcasing the talents of DSBA students. The event concluded with a vote of thanks delivered by Prof. Rajani, expressing gratitude to the chief guests, participants, and organizers.

The Kannada Rajyotsava celebrations at DSBA served as a testament to the institution's commitment to preserving and promoting Karnataka's vibrant culture.



Industry Visit @ TVS Industry

DSBA recently organized an industry visit to TVS Industry for its final-year BBA and BCom students. The visit provided students with invaluable insights into the operations and management of a leading automotive company.

Prof. Ramya and Prof. Vishnu accompanied the students, facilitating discussions and clarifying doubts.

The visit aimed to:

1. Enhance students' understanding of industry operations.
2. Foster industry-academia collaboration.
3. Develop students' analytical and problem-solving skills.

Gram Panchayat Survey @ Kaggalipura

DSBA's commitment to experiential learning recently took students to Kaggalipura, where they conducted a rural development survey alongside Gram Panchayat members. This initiative showcased the institution's dedication to bridging theory and practice.

The survey provided students with a unique opportunity to engage with local communities, collect data and insights, and develop practical skills. By exploring rural development challenges firsthand, students gained a deeper understanding of the complexities involved.

We congratulate our students on this outstanding initiative and look forward to more such experiences.



DSBA Alumna Shines at International Conference

We are proud to announce that **Ms. Harini & Ms. Meghana** a distinguished alumnus of DSBA, recently presented a research paper at an international conference. Under the guidance of Prof. Renuka, demonstrated exceptional academic excellence and research skills.

The conference provided a global platform for **Ms. Harini & Ms. Meghana** to share her research findings and engage with renowned scholars. This achievement showcases DSBA's commitment to fostering innovative thinking and academic.



Empowering Future Leaders through Next Generation Activity

The HR Club of DSBA organized a Next Generation Activity for all B.Com and BBA students. This initiative aimed to foster leadership skills, teamwork, and innovative thinking among students.

Faculty Coordinator, **Prof. Arpitha**, and Student Coordinators worked tirelessly to ensure the event's success. The activity provided students with a platform to:

1. Develop problem-solving skills.
2. Enhance communication and collaboration.
3. Explore future career opportunities.

The HR Club's efforts demonstrate DSBA's commitment to holistic student development.



NSS Cell Celebrates Ekta Diwas

The NSS Cell of DSBA organized Ekta Diwas, a commemorative event to promote national unity and integrity. The program aimed to foster a sense of patriotism and unity among students.

The event featured:

Inspiring speeches on national unity and integrity

- Cultural performances showcasing India's diversity
- Interactive activities promoting unity and harmony

The NSS Cell's efforts demonstrated DSBA's commitment to promoting social responsibility and community engagement.



Entrepreneurship Club Hosts E-Mela

The Entrepreneurship Club of DSBA organized E-Mela, a vibrant entrepreneurial fair, at the Basketball Court. The event brought together graduates from various disciplines to showcase their innovative ventures and products.

Highlights of the event:

- Innovative product displays and demonstrations
- Interactive sessions with entrepreneurs and industry experts
- Networking opportunities for students and entrepreneurs
- Exciting prizes and recognition for outstanding entrepreneurs



The E-Mela provided a platform for budding entrepreneurs to showcase their talents, gain valuable feedback, and connect with like-minded individuals.

NSS Cell Organizes Nature Walk

As part of the Environment Education Programme, the NSS Cell of DSBA organized a Nature Walk for all graduates. The event aimed to promote environmental awareness, conservation, and sustainability among students.



Highlights of the event:

- Guided tour through nearby natural trails
- Interactive sessions on environmental conservation
- Opportunities for bird-watching and nature photography
- Discussion on sustainable practices and eco-friendly habits

The Nature Walk encouraged students to appreciate and respect the natural world, while also inspiring them to become environmentally responsible citizens.

MS- Access:- RDBMS

Resource Person :- Prof. Vasudeva Rao

DSBA organized an expert session on MS-Access RDBMS for final year BBA students. The session aimed to equip students with practical knowledge of database management systems.

Mr. Vasudeva Rao, shared his expertise on MS-Access RDBMS, covering topics such as:

- *Database design and development
- *Data modeling and normalization
- *Querying and reporting

The interactive session provided students with hands-on experience and insights into the application of RDBMS in real-world business scenarios.

TECH-Odyssey

The IT Club of DSBA organized a Tech-Odyssey session exclusively for final year BCA students. This engaging event aimed to foster innovation, creativity, and technical expertise among students.

The session covered a range of topics, including:

- Emerging trends in IT and software development
- Innovative technologies and their applications
- Career opportunities and industry expectations

The Tech-Odyssey session provided a platform for students to interact with industry experts, clarify doubts, and gain valuable insights into the IT industry.



Flash MOB Energizes Campus

In a vibrant display of energy and enthusiasm, students of DSBA organized a flash mob on campus. The sudden and synchronized performance caught everyone's attention, spreading joy and excitement throughout the premises.

The flash mob, which featured a medley of popular songs, was a testament to the students' creativity, teamwork, and spirit. The event brought together students from various disciplines, fostering a sense of community and camaraderie.



Faculty Achievement's

- ◆ **Dr. Nikitha Sreekantha**, Principal - DSBA has been nominated as a member by the honorable Vice Chancellor of Bangalore University for Board of Studies in Management, highest decision making body with respect to academics related to the MBA program of Bangalore University. She was invited to BOS in Management which will be held on 9th October 2024 at 2pm in CBSMS to discuss and scrutinize the Ph.D guideship applications submitted by Research Centers for the grant of guideship and also to approve the panel of examiners for MBA and Ph.D for the year 2024-25
- ◆ **Prof. Arpitha and Prof. Hemavathi** faculty members of DSBA, have published their research papers, in the prestigious Annals of the Bhandarkar Oriental Research Institute, a UGC CARE LIST - GROUP 1 journal. The research paper, titled "**A Study on Nexus between Gold Prices**," showcases the faculty members' expertise and scholarship in their field. Publication in a UGC CARE LIST journal is a testament to the high quality of their research and its contribution to the academic community.
- ◆ **Dr. Meera K L** presented a research paper at the International Conference on "NEXT GEN Supply Chain" organized by IIM Jammu on November 23, 2024. Titled "Integrating Blockchain Technology in Financial Supply Chains For Sustainable Development." **Dr. Meera's** paper showcased innovative solutions for leveraging blockchain technology to enhance sustainability in financial supply chains. This achievement demonstrates **Dr. Meera's** expertise and thought leadership in cutting-edge areas of business and management.
- ◆ **Dr. Meera K L** has been invited to review a research paper for the esteemed Asian Journal of Computer Science. This honor recognizes Dr. Meera's expertise and scholarship in the field of computer science. Her contribution to the journal's peer-review process ensures the publication of high-quality research that advances knowledge and innovation.
- ◆ **Dr. Meera K L and Dr. Nikitha Srikantha**, have co-authored a research paper titled "AI-Driven Policy Simulations for Global Economic Stability." This paper has been published in the prestigious Frontiers in Health Informatics, a SCOPUS indexed Q4 journal. This achievement demonstrates the faculty members' expertise and scholarship in leveraging AI-driven policy simulations to promote global economic stability. The publication in a SCOPUS indexed journal is a testament to the high quality and impact of their research.
- ◆ **Prof. Vasudevarao**, has made a significant contribution to the field of medical research with the publication of his paper titled "Classification and Discovery of Brain Tumor Using Ensemble Deep Learning." This innovative research was presented at the prestigious International Conference on Network, Multimedia and Information Technology (NMITCON). Prof. Vasudevarao's work showcases the potential of ensemble deep learning techniques in accurately classifying and discovering brain tumors.
- ◆ **Prof. Manoj**, has made a significant contribution to the academic community with the publication of book chapters in "WORDS TO WORLDS - I" (ISBN: 978-81-979472-3-0). This esteemed publication is designed for students of all courses under the Faculty of Science, Commerce, Arts, Management, and Computer Applications. **Prof. Manoj's** contributions will undoubtedly enhance the learning experience for students and inspire future generations.
- ◆ **Prof. B V R Vishnu Tej** has achieved outstanding achievement in the NCC ANO Training program. **Prof. B V R Vishnu Tej** won the gold prize for his presentation during NCC ANO Training Camp. Furthermore, He received a "Bravo" rating for total training, proving his commitment and skill.



Placements

We congratulate our 2021-24 batch students on their successful placements and appreciate the efforts of Prof. Srilalitha TS in facilitating these opportunities.



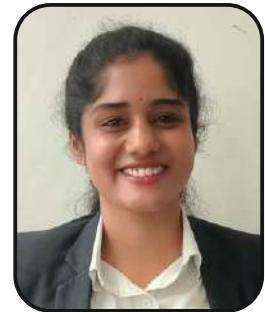
Dhakshyani
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Happequity-13 LPA



Prowathi Chetry
Banki Technology
8.9 LPA



Aditha M S
BBA
Playto - 7.5 LPA



Ambika Bai
BCA
Dell - 7.12 LPA



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Commonwealth Bank
6 LPA



Harshan J
BCA
Academor
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Vedha
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DSBA

Alumni Spotlight: Prajwal – BBA Graduate, Class of 2020



Prajwal
BBA Batch: 2017-20

Greetings to all new and current students of Dayananda Sagar Business Academy! I'm Prajwal, a proud BBA graduate from DSBA, class of 2020. It's an absolute pleasure to welcome you all to this amazing institution. I can confidently say that Dayananda Sagar is a fantastic place to learn and grow, with a beautiful campus and excellent facilities that I've personally experienced. During my time at DSBA, we were fortunate to have access to well-equipped auditoriums, a spacious library, and a vibrant canteen – all contributing to a great college life experience. What I loved the most about DSBA, however, was the perfect balance between academics and extracurricular activities. The college doesn't just focus on academic growth; it fosters a well-rounded environment where cultural and sports activities are also encouraged. One of my fondest memories was being part of the cultural events organized by the college, especially the annual fest. The music, dance, and variety of performances made those moments unforgettable. It was truly a holistic experience, where learning went beyond the textbooks. Sports also played a significant role in my journey. With an in-house basketball court and many other facilities, the sports culture at DSBA was something I greatly appreciated. A memory that still stands out for me is when I first joined the college and participated in the Fresher's Day. Winning the title of "Mr. Fresher" was a huge highlight for me, and it helped me stand out as an individual. DSBA is a place that truly recognizes and nurtures talent, helping students shine in their respective areas. To all the new students, I wish you the best of luck in your

Alumni Spotlight: Shubham Vermaker B.Com Graduate, Class of 2023



Shubham Vermaker
B.Com Batch: 2021-23

Hello, everyone! I'm Shubham Vermaker, a proud BBA graduate from the 2019-2022 batch of Dayananda Sagar Business Academy (DSBA). I'd like to take a moment to share a few thoughts with you all. Firstly, my advice to all current students is to focus on your academics and always strive to do your best. Don't hesitate to interact with your teachers—they are a great source of knowledge, and engaging with them will help you grow. Make the most of the opportunities that DSBA offers; there's so much to gain from being part of this institution. For me, the best memories from DSBA are all about the people—the friends I made, the teachers who guided me, and the overall experience of being part of this great campus. The infrastructure and the time spent at DSBA are memories I will always cherish. I'm incredibly grateful for the support I received from the faculty and professors. Their guidance played a vital role in shaping my journey, and it's an honor to be invited back for this alumni meet. The help and encouragement I received from them were invaluable, and I truly appreciate it. I wish you all the very best for your academic and personal journeys at DSBA. Make the most of every

Alumni Spotlight: Pratyusha – B.Com Graduate, Class of 2023

Hello everyone!

I'm Pratyusha a proud B.Com graduate from Dayananda Sagar Business Academy, class of 2023. I'd like to share a few thoughts with all the current students. My advice to you is to take full advantage of the opportunities that come your way during your time in college. You don't want to look back and regret not trying something or missing out on an experience. However, it's important to also prioritize and find a balance. Don't try to do everything all at once, but at the same time, don't neglect the things that truly matter. Strive for an overall balance in both academics and extracurriculars. One of my fondest memories at DSBA is leading and organizing various fests and events. The experience taught me so much, not just in terms of event management, but also in leadership and team coordination. It was a great learning journey, and I'm truly grateful for the opportunity to develop these skills. I wish all of you the best as you navigate your journey at DSBA. Make the most of your time here, grow both personally and professionally, and create memories that will last a lifetime.



Pratyusha
B.Com Batch: 2021-23



Location

officesupport@dsba.edu.in | academics@dsba.edu.in



www.dsba.edu.in

"You have to be willing to take risks, to step out of your comfort zone."



DSBA

Dayananda Sagar Institutions (DSI)

Dayananda Sagar Business Academy (DSBA)

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Issue - II

Jan to June - 2025

PRATIBIMB



Education Driven By Thinking & Imagination



Our Founders who crafted our Institution



Late Shri. R. Dayananda Sagar

Dayananda Sagar Institution is named in honour of its founder president Late Shri R Dayananda Sagar. He was a great, confident leader who saw no reason why, as an Indian, he could not provide education for all sections of society. Best known for his pivotal role in setting up the Mahatma Gandhi Vidya Peetha Education Trust (MGVP), Late Shri R Dayananda Sagar also played an important role in the education sector of the emerging India.



Late Smt. Chandramma Sagar

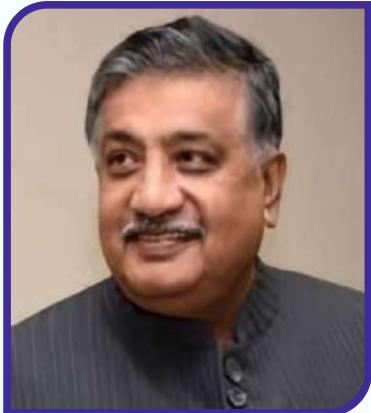
Wife of the founder, Late Smt. Chandramma Sagar was a Doctor by profession - a Triple FRCS from London, Edinburgh and Glasgow. She was in the panel of Doctors for the President of India.





DSBA

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DSBA



FROM PRINCIPAL'S DESK

Dear Students, Faculty, and Members of the College Community,

It gives me great pleasure to extend warm greetings to you all as we present this edition of our quarterly newsletter. These pages are a testament to the vibrant energy, dedication, and accomplishments of our students, faculty, and staff.

The past few months have been marked by incredible milestones from academic achievements, sports, various club events and cultural celebrations to innovative research and inspiring community outreach programs. Each story featured here highlights the spirit of excellence and collaboration that defines our institution.

As we continue to grow together, I encourage everyone to embrace new challenges, pursue knowledge with passion, and uphold the values that make our college a hub of learning and innovation. Let us strive for even greater heights in the months ahead.

I thank the editorial team for their hard work in curating this newsletter and for providing a platform to showcase the talent and efforts of our college community.

Happy reading, and let's continue to make our college a place of inspiration and success!

Dr. Nikitha Sreekantha MBA., M.Phil., PhD
Principal

HOD'S



Dr. Meera K.L
HOD, B.Com | BBA



Prof. Vasudeva Rao
HOD, BCA

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Team Building Activity: A Fun-Filled Celebration

DSBA Celebrates Team Spirit! On January 1, 2025, DSBA organized a fun-filled Team Building Activity, meticulously planned and executed by the HR Club. The event aimed to foster camaraderie and collaboration among the teaching and non-teaching staff.



Activities Galore!

1. **Guess the Song:** A music-based game that tested participants' knowledge of popular songs.
2. **Super Minute Game:** A fast-paced, time bound challenge that required teams to complete tasks within a minute.
3. **Treasure Hunt:** An exciting, interactive game that encouraged teams to work together to solve puzzle and find hidden treasures.

The grand finale of the event culminated in a prize distribution ceremony, presided over by Principal Dr. Nikitha Sreekanthaswamy. The winners of each activity were felicitated with prizes amidst enthusiastic applause and cheers.

The DSBA Team Building Activity was a resounding success, thanks to the tireless efforts of the HR Club. The event not only fostered teamwork and collaboration but also provided a much-needed break for the staff.

Academic Council Meeting

Key Highlights of the Meeting

- * **Attendance Policy:** Strategies to ensure regular attendance and meet attendance requirements.
- * **Internal Assessment:** Evaluation criteria and timely submission of internal assessment marks.
- * **Balancing Academics and Extracurricular Activities:** Promoting holistic development through co-curricular and extracurricular activities.
- * **Student Feedback Mechanism:** Channels for soliciting student feedback to enhance the academic experience.
- * **Internship Opportunities:** Facilitating experiential learning through internship avenues.

The Academic Council meeting was productive and fruitful, with several key decisions taken to enhance the academic experience at DSBA. These decisions will have a positive impact on the institution's overall environment, supporting the growth and development of students and faculties. This was a significant step towards ensuring academic excellence at DSBA.



"Learning gives creativity, creativity leads to thinking, thinking provides knowledge, and knowledge makes you great."

SWAYAM-NPTEL Orientation

DSBA Organized SWAYAM-NPTEL Orientation Program On January 2, 2025, aimed at introducing students to the benefits of online learning through SWAYAM-NPTEL.



Key Highlights

The comprehensive orientation program covered the following key topics:

1. **Introduction:** A brief overview of the SWAYAM-NPTEL platform and its objectives.
2. **About SWAYAM:** An in-depth look at the SWAYAM platform, its features, and its benefits.
3. **Courses Offered:** A detailed presentation on the various courses offered by National Coordinators, including NPTEL, UGC, AICTE, IGNOU, and IIM.
4. **Course Enrollment and Selection:** A step-by-step guide on how to enroll and select courses on the SWAYAM-NPTEL platform.
5. **Select and Register Process:** A detailed walkthrough of the registration process, ensuring participants were well-equipped to get started.

Resource Person

The orientation program was conducted by **Mis. Renuka Babladi**, who provided valuable insights and clarified doubts, making the session interactive and engaging. The SWAYAM-NPTEL orientation program was a resounding success, with participants expressing enthusiasm and appreciation for the platform. The SWAYAM-NPTEL orientation program was an informative and engaging experience.

Project & Internship Orientation for BCA Students

On January 2, 2025, the BCA Department of DSBA organized a comprehensive Project & Internship Orientation program for BCA V-Semester students. The event aimed at providing students with valuable insights and guidance on project and internship opportunities.

Resource Person

The orientation program was conducted by **Mr. Vasudev Rao**, a seasoned professional with extensive experience in industry and academia.



“Education is the most powerful weapon with which you can change the world.”

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Key Highlights

During the orientation program, Prof. Vasudev Rao covered the following key topics:

- 1. Project Guidelines:** An overview of project guidelines, objectives, and evaluation criteria.
- 2. Internship Opportunities:** Information on internship opportunities, application procedures, and selection criteria.
- 3. Industry Expectations:** Insights into industry expectations from students, including skills, knowledge, and attitude.
- 4. Project Proposal and Report:** Guidance on preparing project proposals and reports, including formatting, content, and presentation.
- 5. Internship Selection Process:** A walkthrough of the internship selection process, including resume building, interview preparation process.

Research and Development Cell

On January 7, 2025, DSBA announced the establishment of its Research and Development Cell (R&D Cell), a significant milestone in the institution's pursuit of academic excellence.

Inauguration

The R&D Cell was inaugurated by [Principal Dr. Nikitha Sreekanthaswamy](#), who emphasized the importance of research and innovation in the institution's growth and development.

The R&D Cell aims to

- 1. Promote Research Culture:** Foster a research-oriented environment that encourages faculty and students to engage in innovative projects.
- 2. Encourage Innovation:** Support the development of new ideas, products, and processes that can benefit society.
- 3. Facilitate Collaboration:** Provide a platform for interdisciplinary collaboration among faculty, students, and industry partners.
- 4. Secure Funding:** Explore funding opportunities for research projects and facilitate the submission of proposals.

The establishment of the R&D Cell marks a significant milestone in DSBA's journey towards academic excellence. The institution is committed to providing a supportive ecosystem for research, innovation, and entrepreneurship, and the R&D Cell will play a vital role in achieving this vision.



Art Exhibition Cum Sale Event: A Celebration of Creativity and Entrepreneurship

From January 11 to 14, 2025, DSBA's Suprayoga- Entrepreneurship Development Cell organized a spectacular Art Exhibition Cum Sale Event at Chitrakala parishath Foundation. The event, led by Ms. Satya and Ms. Saranya, brought together talented artists, entrepreneurs, and art enthusiasts for a unique celebration of creativity and innovation.



5 - Day Faculty Development Program on AI-Driven Research: Crafting High-Quality Publications

The Internal Quality Assurance Cell (IQAC) and Research Cell of DSBA organized a 5-day workshop on "AI-Driven Research: Crafting High-Quality Publications for Scopus and Beyond" from January 13 to 17, 2025. The FDP aimed to equip researchers with the skills to leverage AI tools for producing high-quality research papers.

Inaugural Session

The FDP commenced with a welcome speech by Prof. Renuka, followed by an address by Principal **Dr. Nikitha Sreekanth Swamy**. The inaugural session set the tone for the workshop, emphasizing the importance of AI-driven research in today's academic landscape..

Session Highlights

Day 1: Mastering Qualitative Research Papers Using AI Tools

The first session focused on leveraging AI tools for qualitative research. Participants learned how to streamline their research processes, improve paper structuring, and enhance writing clarity. The session concluded with a formal **Vote of Thanks** by Prof. Rajani.

Day 2: Bibliometric Analysis – Exploring Research Trends and Gaps

On the second day, participants were introduced to bibliometric analysis techniques. The session covered citation analysis, trend identification, and gap analysis using AI-driven tools. **Dr. Nikitha Sreekantha swamy Principal** delivered the **Vote of Thanks** for the day.

Day 3: Data Extraction, Mining, and Analysis Using AI Applications

The third day delved into AI-driven data extraction and mining techniques. Attendees explored how to utilize AI for data collection, processing, and analytical insights. The session ended with a **Vote of Thanks** by **Prof. Chaitra**.



"Excellence is a continuous process and not an accident."

Day 4: Writing Quantitative Research Papers Using AI Tools

This session guided participants through AI-assisted quantitative research writing, focusing on AI-based statistical analysis, data visualization, and effective presentation of quantitative findings. Vote of Thanks was delivered by [Prof. Nazeer Pasha](#).

Day 5: Effective Reporting and Referencing for High-Impact Publications

The final day covered strategies for effective reporting and AI-powered referencing techniques to enhance publication standards. The session emphasized tools for citation management and adherence to high-impact journal guidelines. The event concluded with a Vote of Thanks by [Prof. Nazeer Pasha](#).

The IQAC and Research Cell of DSBA deserve accolades for organizing this enriching experience, which will undoubtedly enhance the research capabilities of participants

Internship Project Guidelines for Faculties

On January 22, 2025, the Department of Commerce and Management at DSBA conducted a comprehensive workshop on [BBA/BCOM Internship Project Guidelines for faculties](#). The event was co-ordinated by [Mrs. Rashmi M. G](#) and [Mrs. Ramya J](#).

The primary objective of the workshop was to equip faculties with the knowledge and skills required to guide students in their internship projects.

The workshop provided valuable insights into the following key areas:

- * Clarification on the objectives and significance of the internship project in the curriculum, ensuring students understand its importance and relevance.
- * Detailed project guidelines were discussed, covering scope, methodology, and evaluation criteria, to facilitate a comprehensive understanding of project requirements.
- * The roles and responsibilities of faculties in guiding and evaluating student projects were emphasized, highlighting their crucial role in mentoring and supporting students.
- * The process of project evaluation and assessment was deliberated, ensuring that faculties are equipped to assess student projects effectively and provide constructive feedback



Parakram Diwas: Honouring Netaji Subhas Chandra Bose's Legacy

On January 23, 2025, the NCC Cell of DSBA organized a commemorative event to celebrate Parakram Diwas, marking the 128th birth anniversary of Netaji Subhas Chandra Bose. The event, led by Lt. Vishnu Tej, NCC Cell Coordinator, was a tribute to Netaji's indomitable spirit and contributions to India's freedom struggle.



Event Highlights:

- 1. Inaugural Ceremony:** The event began with a ceremonial inauguration, followed by a brief introduction to Netaji's life and legacy.
- 2. Pledge Ceremony:** Students and faculty members took a pledge to uphold the values of patriotism, courage, and self-discipline, inspired by Netaji's ideals.
- 3. Cultural Programs:** Students showcased their talents through various cultural programs, including songs, dances, and skits, highlighting Netaji's contributions to India's freedom struggle.
- 4. Quiz Competition:** A quiz competition was organized to test students' knowledge about Netaji's life, Indian history, and national movements.

The Parakram Diwas celebration was a resounding success, fostering patriotism, raising awareness of Netaji's contributions, and inspiring students to embody his ideals of bravery and dedication. His legacy continues to motivate us to strive for excellence and serve the nation with unwavering commitment.

75th Republic Day with Patriotic Fervor

On January 26, 2025, DSBA celebrated the 75th Republic Day with great enthusiasm and patriotic fervor. The event was jointly organized by the Department of Commerce and Management, Department of Computer Applications, NSS, and NCC units.

Inaugural Ceremony

The celebrations began with the hoisting of the national flag by HOD Prof. Vasudev Rao, accompanied by NCC Head Lt. Vishnu Tej, NSS Head Prof. Rajani, and other dignitaries.

March Past by NCC Students

The highlight of the event was the impressive march past performed by NCC students, showcasing their discipline and patriotism.

Cultural Programs

The event also featured a range of cultural programs, including patriotic songs, dance and skit, presented by students from various departments.

Prof. Rajani, NSS Head, delivered a speech emphasizing the importance of national unity and social responsibility.

Lt. Vishnu Tej, NCC Head, inspired the students to uphold the values of patriotism and self-discipline.

The event concluded with a vote of thanks by HOD Prof. Vasudev Rao, expressing gratitude to all participants, organizers, and dignitaries. The 75th Republic Day celebrations at DSBA were a grand success, fostering a strong sense of national pride and unity among students, faculty, and staff. The event served as a powerful reminder of India's rich history and cultural heritage,



ISRO's 100th Satellite Launch

DSBA Celebrates ISRO's Milestone Achievement On January 29, 2025, the Department of Commerce and Management and Department of Computer Applications, in association with the NCC Cell, organized a special event to commemorate Indian Space Research Organisation's (ISRO) historic 100th satellite launch. The event was attended by final-year BBA and BCA students.



Keynote Address

The event featured a keynote address by Prof. Vasudev Rao, who shared insights into ISRO's remarkable journey, highlighting its achievements and contributions to India's space exploration program. Prof. Rao's engaging presentation sparked enthusiasm among students, inspiring them to pursue careers in science, technology, engineering, and mathematics (STEM).

Celebrating Innovation and Excellence

The event celebrated ISRO's commitment to innovation and excellence, demonstrating how the organization's groundbreaking achievements have transformed India's space program. Students were encouraged to draw inspiration from ISRO's success story, embracing the values of hard work, teamwork, and determination.

Global Immersion Program Orientation

On January 29, 2025, DSBA conducted an orientation for final-year BBA and BCA students, introducing them to the Global Immersion Program, a transformative experience that fosters global perspectives and understanding.

The orientation highlighted DSBA's partnerships with esteemed foreign universities, providing students with opportunities to study abroad, participate in internships, or engage in research projects, thereby enhancing their employability and career prospects.

The Global Immersion Program offers students a myriad of benefits, including cultural immersion, language skills development, and networking opportunities with international Faculty and alumni, empowering them to succeed in an increasingly globalized world.



Pre-Departure Meeting Report: Global Immersion Program – Malaysia

On January 29, 2025, the Global Immersion Program students gathered for a pre-departure meeting, marking the final countdown to their exciting study trip to Malaysia. **Resource Person: Mr. Rishab Jain, Director of Ewol Now Private Limited**
Meeting Objective: To prepare students for the upcoming study trip to Malaysia by providing essential information and addressing their questions.

Agenda Items and Discussion Summary:

1. Welcome and Introductions: The meeting commenced with a welcome address by the Program Coordinator & Faculty Lead, followed by introductions of the attending students and the resource person, Mr. Rishab Jain.

2. Program Overview and Objectives: A recap of the program's aims and expected learning outcomes in Malaysia was presented. The itinerary and planned activities were reviewed, providing students with a clear understanding of the program structure.

3. Travel Logistics and Practical Information: This section covered essential travel details, including visa requirements and necessary documentation. Flight and airport information, accommodation details, packing essentials, currency exchange guidance, and local transportation options in Malaysia were discussed.

4. Health and Safety: Medical precautions and safety tips were shared, along with cultural awareness guidelines to ensure students' well-being and respectful interaction with the local community.

5. Cultural Orientation: A brief overview of Malaysian culture, customs, and etiquette was provided. Emphasis was placed on respectful communication and appropriate dress code guidelines.

6. Academic Expectations with University of Wollongong: The academic requirements and expectations during the program at the University of Wollongong were reviewed, ensuring students were aware of their academic responsibilities.

7. Q&A Session: An open forum was held, allowing students to ask questions and clarify any doubts they had regarding the program, logistics, or any other related matter. Mr. Rishab Jain and the Program Coordinator addressed the students' queries.

Faculty Achievements

*Kudos to Prof. Arpitha: KSET 2024 Achiever

Prof. Arpitha, has cleared the Karnataka State Eligibility Test (KSET) in 2024. Prof. Arpitha's achievement is a testament to her hard work, dedication, and commitment to academic excellence. We congratulate Prof. Arpitha on this outstanding achievement.



*Kudos to Prof. Sulakshana: KSET 2025 Achiever

Prof. Sulakshana has achieved a remarkable milestone by clearing the Karnataka State Eligibility Test (KSET) 2025. Her dedication, perseverance, and passion for academic excellence have earned her this prestigious recognition. Congratulations, Prof. Sulakshana!



Student Achievement

1. We are thrilled to announce that Ms. Jhanvi, a 3rd-semester BCOM student, has cleared the prestigious Kuchipudi (KU) senior examination with distinction. Conducted by Karnataka State Dr. Gangubai Hangal Music and Performing Arts University, this achievement showcases Jhanvi's exceptional talent, dedication, and hard work.

The DSBA community congratulates Jhanvi on this outstanding accomplishment and wishes her continued success in her artistic pursuits and beyond!



2. At Dayananda Sagar Business Academy, we foster a community that encourages discipline, creativity, and leadership. We are proud to announce that JVO Dushyanth M, a 5th-semester BCOM student (Batch 2022-25), has been selected to represent 6/2 COY DSBA at the esteemed Republic Day Camp (RDC) in New Delhi under the Cultural Category. This achievement embodies the values DSBA stands for, and we are thrilled to provide opportunities for our students to shine on national platforms and beyond. Congratulations, Dushyanth M! We wish you all the best for this incredible journey.



Research and Publication Progress Meeting

The Research Development Cell and Internal Quality Assurance Cell (IQAC) convened a meeting on February 4, 2025, to review the research and publication progress of faculty members.

The Meeting was Led by Dr. Meera K L, IQAC Coordinator, and Mrs. Renuka Babladi, Member Research Development Cell. The meeting yielded in key takeaways, including:-

The importance of H-Index for accreditation, ranking, and appraisals

- * Registration and profile creation on research platforms which are those
- * Verification of research metrics and journal validity
- * Obtaining membership in reputed research associations
- * Introduced of a research and publication tracker using Google Sheets

Meeting highlights included Dr. Meera's emphasis on the significance of research and development in academic institutions, Mrs. Renuka's demonstration of the research and publication tracker, and the encouragement of faculty members to regularly update their research data with a special focus on Scopus indexed publications.

The meeting concluded with a renewed commitment to strengthening the institution's research culture, with the Research Development Cell and IQAC assured the continued support from management for faculty members in their research endeavours.



PwC Academy(Exploring Industry-Aligned Certification Programs: A Collaborative Initiative

Dayananda Sagar Business Academy (DSBA) hosted a meeting with representatives from PwC Academy and Stock Market Institute to discuss potential collaboration opportunities. The objective was to explore the possibility of offering industry-oriented certification courses to DSBA students, focusing on finance, accounting, and stock market analytics.



pwc



"Education is not the learning of facts, but the training of the mind to think"

Key Discussion Points:

- * DSBA's academic structure and focus on skill-based learning, industry exposure, and employability enhancement.
- * PwC Academy's professional certification programs, including financial accounting, risk management, and data analytics.
- * Stock Market Institute's specialized training programs in stock market analysis, investment strategies, and financial trading.

PwC Academy and Stock Market Institute will submit a formal proposal outlining course specifics, delivery modes, eligibility criteria, and collaboration models. DSBA will review the proposal to assess feasibility and student benefits before proceeding further.

The meeting marked the beginning of a collaborative initiative aimed at enhancing DSBA students' employability and industry readiness. Both parties expressed interest in working together, and further considerations will be based on the submitted proposal.

Pre-Departure Meeting Sets Stage for Global Immersion Program

The Department of Commerce and Management, and Department of Computer Applications, organized Pre-Departure Meeting-2 for B.Com, BBA, and BCA III-year students. The meeting aimed to prepare students for their upcoming Global Immersion Program to the University of Wollongong Malaysia (UOWM).

Key Highlights:

- * Mr. Rishab Jain, industry expert from Ewol Now Private Limited, shared valuable insights and practical guidance.
- * Students were made into groups, each led by a designated student coordinator, to ensure smooth coordination during the trip.
- * A detailed briefing on cultural norms, safety measures, and essential travel guidelines was provided.
- * Interactive discussions covered industry expectations, skill development, and future career opportunities.

Impact and Learning Outcomes:

- * Mr. Rishab Jain, industry expert from Ewol Now Private Limited, shared valuable insights and practical guidance.
- * Students were made into groups, each led by a designated student coordinator, to ensure smooth coordination during the trip.
- * A detailed briefing on cultural norms, safety measures, and essential travel guidelines was provided.
- * Interactive discussions covered industry expectations, skill development, and future career opportunities.

Distinguished Attendees:

- * Dr. Nikitha Sreekantha, Principal * Mr. Vasudev Rao, HOD, BCA * Mrs. Srilalitha, Assistant Professor

The Pre-Departure Meeting-2 prepared students for their global immersion experience, equipping them with essential knowledge, relevance, aim, and objective industry insights.



"The only source of knowledge is experience."

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Orientation on Add-on Programs by Campus Technology

DSBA hosted an insightful session featuring Ms. Pooja Vasudev, Vice-president Service Delivery and Operations at Campus Technology. The session aimed to introduce class representatives and faculty members to various add-on programs, internship opportunities, and procedural aspects of registration, syllabus structure, and exam clearance.

The session provided an overview of Campus Technology's add-on programs, designed to enhance students' skills and make them industry-ready. **Ms. Pooja Vasudev** emphasized the significance of these programs in bridging the gap between academic learning and practical application.

The discussion reflected on internships in professional growth and available opportunities, application procedures, and benefits of hands-on experience in real-world industry settings.

The event included a step-by-step explanation of the registration process, module-wise syllabus overview, and exam preparation strategies.

Ms. Pooja Vasudev provided valuable insights into skill enhancement and career development opportunities, with attendees expressing appreciation for the detailed guidance. The college looks forward for future collaborations with Campus Technology to provide enriching learning experiences for students and faculties.





Faculty Sports Meet 2025: -A Resounding Success

DSBA hosted the "Faculty Sports Meet 2K25" on February 8, 2025, at the Venue's Basketball Court and Badminton Court. This event aimed to foster a spirit of camaraderie, teamwork, and healthy competition among Teaching and Non teaching Faculty members, while promoting fitness and mental wellbeing

The cricket tournament, played in a knockout format, witnessed four teams vie for top honors, with Team B emerging victorious in the thrilling final match. Meanwhile, the badminton tournament featured 12 teams competing in a doubles knockout format, with Prof. Vaibhav and Prof. Chaitra N S Murthy demonstrating exceptional skills and coordination to claim the top spot. The Faculty Sports Meet was a resounding success, providing a much-needed recreational break for faculty members. The organizing committee, volunteers, and participants are commended for their efforts in making the event a grand success. We look forward for hosting more sporting events in the future, and we encourage all faculty members to participate and showcase their sporting talents.

Industrial Visit to Titan: A Learning Experience for 4th Semester BBA Students



On February 8, 2025, Dayananda Sagar Business Academy (DSBA) organized an industrial visit to Titan, a renowned watch and jewelry manufacturer, for 4th semester BBA students. Students were accompanied by Prof. Sanjeev, Prof. Arpitha and Prof. Deepika and they embarked on a learning journey to gain insights into the company's operations and management practices. This visit provided students with a unique opportunity to observe and understand the internal operations of a successful organization. Here they were exposed to various aspects of the business like production, quality control, marketing, and sales. Through interactive sessions and presentations, the students gained valuable knowledge about Titan's history, mission, and values. They also had the chance to interact with the company's employees, asking questions and clarifying doubts.

The visit is a testament to DSBA's commitment for providing experiential learning opportunities that complement academic curriculum for students. We are grateful to Titan for hosting us and providing our students with a memorable learning experience.



Inter collegiate Sports Meet

Dayananda Sagar Business Academy (DSBA) successfully hosted the **th, "Bangalore University Best Physique Competition"** on February 11, 2025, in the Auditorium. The event was organized in collaboration with the Sports Club "Chakravyuha" and witnessed enthusiastic participation of 20 participants from 16 colleges.

The inaugural ceremony commenced with a presentation showcasing the institution's history, achievements, and contributions to academia and extracurricular activities. This was followed by a soulful invocation song by the college choir, setting a serene and auspicious ambiance.

The dignitaries, including the chief guests and faculty members, participated in the traditional lighting of the lamp, symbolizing the pursuit of knowledge and enlightenment. **Dr. Nikitha Sreekantha**, Principal extended a warm welcome to the guests, highlighting the significance of the event and emphasizing the institution's commitment to holistic education and physical well-being.

The guests of honor, **Ms. Natasha H. Sagar**, Joint Secretary, Dayananda Sagar Institutions, and **Sri Galiswamy**, Secretary, Dayananda Sagar Institutions, delivered inspiring speeches, underscoring the importance of discipline, perseverance, and dedication in academics and extracurricular pursuits.

Dr. P.C. Krishnaswamy, Director-Physical Education, Bangalore University, shared valuable insights on the importance of physical fitness and its role in shaping a balanced and successful life. The dignitaries were felicitated with mementos and shawls as a token of respect.

The "Bangalore University Best Physique Competition" commenced after a brief intermission, with participants competing in multiple rounds, including compulsory poses, endurance challenges, and fitness demonstrations. The panel of judges evaluated the contestants based on their physique, presentation, and performance in different categories.

The competition concluded with a felicitation ceremony for the esteemed panel of judges and the awarding of trophies, medals, and certificates to the winners. The event reinforced the values of discipline, dedication, and holistic development among students and reaffirmed the institution's commitment to promote both academic excellence and physical fitness.



"I have no special talent. I am only passionately curious."

Aero India 2025: Empowering Future Leaders in Defense and Aerospace

The NCC Unit at Dayananda Sagar Business Academy (DSBA) successfully participated in Aero India 2025, held from February 10 to 14, 2025, at Yelahanka Air Force Station, Bengaluru. This prestigious event, themed "The Runway to a Billion Opportunities," aimed to showcase aerospace advancements, promote indigenous manufacturing, and foster global defense collaborations.

Led by ANO Lt. BVR Vishnu Tej, 30 NCC cadets attended the event, engaging in insightful discussions with defense personnel, pilots, and aerospace industry leaders. They gained valuable knowledge about India's defense capabilities and technological advancements, exploring career opportunities in the defense sector.

The cadets witnessed breathtaking aerobatic displays by the Surya Kiran Aerobatic Team and Sarang Helicopter Display Team. They also visited exhibition stalls featuring indigenous aircraft, such as the LCA Tejas MK 1A and HTT-40 trainer, as well as global fighter jets like the Su-57 and F-35 Lightning II. These experiences provided them with a comprehensive understanding of aircraft technology and defense manufacturing.

The participation of NCC cadets in Aero India 2025 was a highly enriching experience, fostering their dedication, commitment, and exposure to the defense and aerospace sectors. By interacting with industry experts and witnessing cutting-edge technology, cadets gained invaluable insights which motivated them to pursue careers in defense, aviation, and aerospace.

This event reinforced the role of NCC in shaping disciplined and responsible future leaders of the nation. The NCC Unit at DSBA is proud to be a part of this prestigious event, and we look forward for future opportunities that empower our cadets to become leaders.



DSBA Student Dushyant JVO Brings Laurels on Republic Day

Dayananda Sagar Business Academy (DSBA) is proud to announce that Dushyant JVO, a student of BCom, has won accolades on Republic Day, January 26, 2025. This achievement is a testament to Dushyant's dedication, hard work, and passion for excellence. Dushyant's outstanding performance was recognized and rewarded at a prestigious ceremony held on Republic Day. His achievement is a matter of pride not only for him but also for the entire DSBA community.

At DSBA, we encourage and support our students to pursue their interests and passions, and Dushyant's achievement is a shining example of this. We congratulate Dushyant on his well-deserved success and wish him all the best for his future endeavors. This achievement reinforces DSBA's commitment to foster the culture of excellence, innovation, and leadership among students. We are proud to have students like Dushyant who embody the values of our institution and make us proud.



Learners Skill Development Program (LSDP) on "Generative AI Skills for Entry-Level Jobs"

Dayananda Sagar Business Academy (DSBA) organized a one-day Learners Skill Development Program (LSDP) on "Generative AI Skills for Entry-Level Jobs" on February 12, 2025. The program aimed to equip students with AI skills relevant to the Big 4 accounting firms and digital marketing using AI models.

The resource person, Dr. Prasad Kulkarni, a renowned academician and researcher, led the program. With over 21 years of academic experience and expertise in artificial intelligence, digital transformation, and marketing, Dr. Kulkarni provided students with invaluable insights on AI applications in business and technology.

The program was divided into two sessions, each tailored to meet the specific needs of students across various disciplines. The morning session focused on fundamental AI tools and their applications, while the afternoon session provided specialized AI applications based on students' fields of study.

Students gained hands-on experience with advanced AI concepts, including AI-driven trend and keyword optimization, AI-powered content generation, and AI-driven compliance strategies. The program also introduced students to various AI tools and technologies, such as Deepseek, Grok, Qwen, and Invideo.

The key takeaways from the program include the importance of AI skills in entry-level jobs, the relevance of AI applications in accounting and digital marketing, and the need for hands-on experience with AI tools and technologies.

The program received positive feedback from students, with many describing it as excellent and outstanding. Students found the workshop highly relevant to their academic studies and future job prospects, especially in the context of AI applications in accounting and consulting.

DSBA is committed to provide students with industry-relevant skills and knowledge. This program is a testament to that commitment. We look forward to organize more such programs in the future.

CIL Training Program Enhances Communication Skills and Observation Abilities



"A person who never made a mistake never tried anything new."

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CIL Training Program: Enhancing Presentation Skills for BCA Students



CIL Training Program: Pre-Placement Training for VI Sem BCA Students





CIL Training Program: Enhancing Communication Skills for II Sem 'A&B' Sec BCOM Students



IBM Skill Build Training: Enhancing AI and Customer Engagement Skills



The DSBA Placement Cell, in association with IBM Skill Program, organized a series of training sessions on Artificial Intelligence (AI) and Customer Engagement from February 13th-18th, 2025. The sessions, led by Mr. R. Sethupathi, Mr. B.M Uday Kumar, and Mr. C Chandra Mouli, aimed to equip students with industry-relevant skills in AI and customer engagement.

The first session, held on February 13, 2025, focused on "AI in Business & Decision-Making." Students gained insights about AI fundamentals, AI-driven business models, automation, and efficiency. They also received hands-on experience with IBM Watson and other AI-powered business analytics tools.

The subsequent sessions, held on February 17 and 18, 2025, delved into "AI and Customer Analytics" and "AI in Customer Engagement," respectively. Students explored topics such as understanding customer behavior, personalization techniques, predictive analytics, chatbots, and virtual assistants.

The sessions enhanced the knowledge of students about

- * AI optimized business operations and decision-making
- * Customer relationships through personalized experiences
- * Data-driven insights to businesses optimization and better marketing strategies
- * Balancing automation with human touch as key to effective AI deployment

The IBM Skill Build Training sessions provided students with hands-on knowledge of AI applications in business and customer service, practical exposure to AI tools, and improved analytical thinking. These skills enhanced students career readiness and awareness of AI-driven job opportunities.

The collaboration between IBM and DSBA has been successful in providing skill-building opportunities that align with industry demands. Moving forward, both organizations will continue to work together to offer training programs that equip students with the skills required to succeed in the corporate sector.



Workshop on CO-PO Mapping and Attainment: Enhancing Faculty Competency in Outcome-Based Education

On February 13, 2025, the Internal Quality Assurance Cell (IQAC) at Dayananda Sagar Business Academy (DSBA) organized a workshop on CO-PO Mapping and Attainment. The event, led by Dr. Manjunatha B, aimed to enhance faculty members' understanding of Course Outcomes (CO) and Program Outcomes (PO) mapping and attainment.

The workshop commenced with an inaugural address by Dr. Nikitha Sreekantha, Principal, DSBA, followed by an introduction to the objectives of the workshop by Dr. Meera K.L. The resource Person Dr. Manjunatha, led an interactive session, explaining methodologies for effective CO-PO mapping, assessment techniques, and the significance of attainment calculations.

Dr. Manjunatha elaborated on the process of attainment, including systematic numbering of Course Outcomes, calculation of attainment, and benchmarking. He introduced a structured template to facilitate easy documentation and evaluation of attainment data, and participants engaged in hands-on exercises to practice using this template.

The session also covered the use of Excel Macros for automating tasks and improving productivity, as well as data organization, analysis, and visualization techniques to streamline the CO-PO mapping process.

The workshop concluded with a Q&A session, where faculty members clarified doubts regarding implementation in their curriculum. The event was highly interactive and beneficial, where in faculty members enthusiastically participated and engaged in discussions and queries

The workshop achieved significant learning outcomes, including:

- * Enhanced understanding of CO-PO mapping and its role in accreditation
- * Practical knowledge of implementing attainment calculations in course design
- * Exposure to structured templates for effective attainment documentation
- * Understanding the use of Excel Macros for automating tasks and improving productivity

The IQAC at DSBA is committed to provide opportunities for faculty members towards professional development and enhancing their competency in outcome-based education.



Dayananda Sagar Institutions
DAYANANDA SAGAR BUSINESS ACADEMY



CIL Training Program: Enhancing Presentation Skills for IV 'A' BCOM Students



CIL Training Program: Real Skills to Know for IV BBA Students



Industrial Visit to Ashok Leyland: A Hands-on Learning Experience for Global Students

On February 14, 2025, a group of BBA students from Dayananda Sagar Business Academy (DSBA) embarked on an industrial visit to Ashok Leyland, a leading manufacturer of commercial vehicles in India. The visit was organized by Mr. Sanjeev, Head Corporate Relations, DSBA. The industrial visit provided students with a unique opportunity to gain hands-on experience and insight into the manufacturing process, operations, and management of a renowned company like Ashok Leyland. The visit also included an interactive session with the company's officials, who shared their expertise and experiences with the students.

The industrial visit to Ashok Leyland was a valuable learning experience for the BBA students, as it

- * Gain practical knowledge of manufacturing processes and operations
- * Understand the importance of quality control and customer satisfaction
- * Develop insights into the latest technology and innovations in the industry
- * Network with professionals and gain industry perspectives

The visit was a testament to DSBA's commitment to providing its students with experiential learning opportunities that complement their academic curriculum.



CIL Training Program: Enhancing Presentation Skills for IV B' Sem BCOM Students



Global Immersion Program: A Cultural and Educational Experience in Malaysia

Day 1:-

From February 21st to 25th, 2025, Dayananda Sagar Business Academy (DSBA) organized a Global Immersion Program for 81 sixth-semester students of BCA, BBA, and BCom. Approximately 100 students opted global UG program and all of them were apart of the global Immersion Program held at Wollongong in Malaysia that aimed at providing students with a unique cultural and educational experience.

The program commenced on February 21st, 2025, with the arrival of students in Kuala Lumpur, Malaysia. The day's activities included a tour of Putrajaya, the administrative capital of Malaysia, and a KL city tour, which provided students with a glimpse into Malaysian governance, urban planning, and culture.

Students visited key landmarks such as the Yayasan Bridge, Putrajaya Lake, the Putra Mosque, and the Prime Minister's Office. They also had the opportunity to explore the Berjaya Times Square Mall for shopping and leisure. Students were provided with Indian cuisine meals, and they experienced the warm hospitality of the Malaysian people. The program's resource persons, Dr. Vincent Wee Eng Kim, Dean and Professor of Asia School, and Mr. Hanif Marzuki Mohd Saupi, ensured that students had a enriching and memorable experience.

The Global Immersion Program is an integral part of DSBA's curriculum, designed to provide global students with a global perspective, cultural awareness, and educational experience. We are proud to offer our students this unique opportunity to explore the world beyond their classrooms.



Global Immersion Program Academic Enrichment at University of Wollongong Malaysia

Day 2:-

On February 22nd, 2025, the second day of the Global Immersion Program, students attended educational sessions at the University of Wollongong Malaysia (UOWM). The day's activities were designed to enhance participants' understanding of business strategies, talent management, and nurture entrepreneurial thinking.

The morning session, held from 9:30 AM to 1:00 PM, focused on "Building Talent Intelligence for Competitive Advantage in International Business." This session covered strategies for identifying, attracting, and developing talent in a globalized business environment.

Post Lunch Session, participants attended two interactive sessions at UOWM. The first session, "Social Business Model Canvas," introduced participants to a tool for designing and analyzing social enterprises. The second session, "DREAM, DESIGN & DISRUPT," fostered entrepreneurial thinking, encouraging participants to dream big, design innovative solutions, and disrupt traditional business models.

The day's activities provided a structured learning experience, with dedicated time slots for each session. The sessions covered a range of relevant business topics, including talent management, social entrepreneurship, and innovation.



Global Immersion Program Marketing and Sales Workshops at UOWM

Day 3:-

On February 23rd, 2025, the third day of the Global Immersion Program, students continued their educational journey at the University of Wollongong Malaysia (UOWM). The day's activities focused on marketing and sales workshops, specially designed for our students to gain insight on the subject and also activities focused on cultural explorations.

The morning session, held from 9:00 AM to 1:00 PM, delved into the applications of artificial intelligence in marketing. Participants gained insights into the role of AI in data analysis, automation, and personalized customer experiences.

Post Lunch session, from 2:30 PM to 5:30 PM, students attended a "Sales & Pitching of High-Affinity Products Workshop" at UOWM.

This interactive session equipped participants with practical skills for effective sales techniques, particularly for products that require a strong emotional connection or specialized knowledge.

The evening was reserved for cultural exploration, as students visited Central Market and Petaling Street from 7:00 PM to 8:00 PM. These iconic locations offered a diverse range of handicrafts, souvenirs, and local products, providing students with a unique opportunity to experience Malaysian culture.



Global Immersion Program

Cultural and Scenic Exploration of Selangor and Pahang

Day 4:-

On February 23rd, 2025, the third day of the Global Immersion Program, students continued their educational journey at the University of Wollongong Malaysia (UOWM). The day's activities focused on marketing and sales workshops, specially designed for our students to gain insight on the subject and also activities focused on cultural explorations.

The morning session, held from 9:00 AM to 1:00 PM, delved into the applications of artificial intelligence in marketing. Participants gained insights into the role of AI in data analysis, automation, and personalized customer experiences. Post Lunch session, from 2:30 PM to 5:30 PM, students attended a "Sales & Pitching of High-Affinity Products Workshop" at UOWM. This interactive session equipped participants with practical skills for effective sales techniques, particularly for products that require a strong emotional connection or specialized knowledge.

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Global Immersion Program Departure from Kuala Lumpur

Day 5:-

The day began with a checkout from the hotel, followed by some last-minute shopping, allowing students to pick up souvenirs and mementos from their Malaysian adventure.

As the program came to a close, students transferred to Kuala Lumpur International Airport, where they departed on their respective flights back home. The Global Immersion Program was a resounding success, providing students with a unique blend of academic enrichment, cultural exploration, and personal growth.

We are proud to have provided our students with this enriching experience, and we look forward to organizing more such programs in the future. The memories and lessons learned during this trip will undoubtedly stay with our students for a lifetime.

Collaboration with Karbon Business, Fintech Company

Dayananda Sagar Business Academy (DSBA) is pleased to announce that it has entered into a Memorandum of Understanding (MoU) with Karbon Business, fintech company. The partnership, which commenced on February 14, 2025, and will remain in effect for one year, aims to foster a collaborative relationship between the two organizations.

The MoU was signed between Interropac Private Limited, the parent company of Karbon Business, and DSBA, with the objective of developing a mutually beneficial partnership. The agreement outlines the principles of cooperation, including mutual understanding, mutual benefits, and complementary activities.



Collaborative Opportunities with Foreign University Professors

DSBA is excited to explore potential collaborations with esteemed professors from foreign universities, particularly in areas of research collaboration, and establishing associations with the University of Wollongong, Taylor's University and Sunway University at Kuala Lumpur, Malaysia. We are keen to jointly organize conferences in partnership, fostering a platform for knowledge exchange and academic growth.

Additionally, we are enthusiastic about establishing collaborations to conduct Mobility Programs and Immersion Programs tailored for DSBA Global students, enhancing their global learning experiences.



Mentoring Session :- Guiding Students towards Success

On February 22, 2025, Dayananda Sagar Business Academy (DSBA) organized a mentoring session for all BCom, BBA, and BCA students. The session was designed to provide students with guidance, support, and valuable insights to help them navigate their academic and professional journeys.

The mentoring session was led by experienced faculty members who shared their expertise and experiences with the students. The session was interactive, with students actively participating in discussions, asking questions, and seeking advice from their mentors. The faculty members provided personalized guidance, helping students to identify their strengths and weaknesses, and develop strategies to achieve their goals.

The mentoring session at DSBA is a testament to the institution's commitment to providing students with a supportive and inclusive learning environment. By providing students with guidance and mentorship, DSBA aims to empower them to succeed in their academic and professional pursuits.



Empower Her: Self-Defense Training for Confidence and Safety

On February 22, 2025, Dayananda Sagar Business Academy (DSBA) organized a self-defense training program, "Empower Her," exclusively for II and IV semester B.Com and BBA students. The event was held at the 4th Floor, Seminar Hall 'B Block,' and witnessed an enthusiastic participation of 65 students.

The training session was conducted by experienced instructors, Mr. Nanda Kumar and Mr. Anil Kumar, who shared valuable insights and practical techniques on self-defense. The program aimed to empower students with the confidence and skills necessary to ensure their safety and well-being. Through interactive demonstrations and practice exercises, students learned various self-defense techniques, including:

- * Basic self-defense moves
- * Escape techniques
- * Confidence-building exercises
- * Situational awareness and risk assessment

The "Empower Her" initiative is a testament to DSBA's commitment to providing students with a safe and supportive learning environment. By equipping students with self-defense skills, DSBA aims to promote their independence, confidence, and overall well-being. We will continue to provide opportunities that promote the safety, confidence, and success of our students.



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Lat 12.824975, Long 77.514642



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India

"Genius is 1% talent and 99% hard work."

Avishkar - 'Guess and Gain - 2025' Marketing Competition



On February 28, 2025, the Marketing Club, Avishkar, at Dayananda Sagar Business Academy (DSBA) organized a marketing competition, 'Guess and Gain - 2025,' exclusively for BCom, BBA, and BCA students. The event was held from 1:30 pm to 4:30 pm.

The competition consisted of three rounds:

- * Round 1: Guess the Company Logo
- * Round 2: Guess the Company Tagline
- * Round 3: Guess the Price of the Product

The event was inaugurated with a welcome speech by Ishitha and Nithesh, setting the tone for an exciting competition. Prof. Sudeep Shetty, Club Head of Avishkar, oversaw the proceedings, ensuring a smooth and enjoyable experience for all participants.

Dr. Meera K. L, a renowned expert in the field, graciously agreed to be the judge for the competition, bringing her expertise to evaluate the participants' performances.

After three intense rounds, the winner of the competition was announced as a student from the 4th semester BCom B section. Congratulations to the winner!

The 'Guess and Gain - 2025' marketing competition was a resounding success, providing students with a unique opportunity to showcase their marketing skills, creativity, and knowledge.

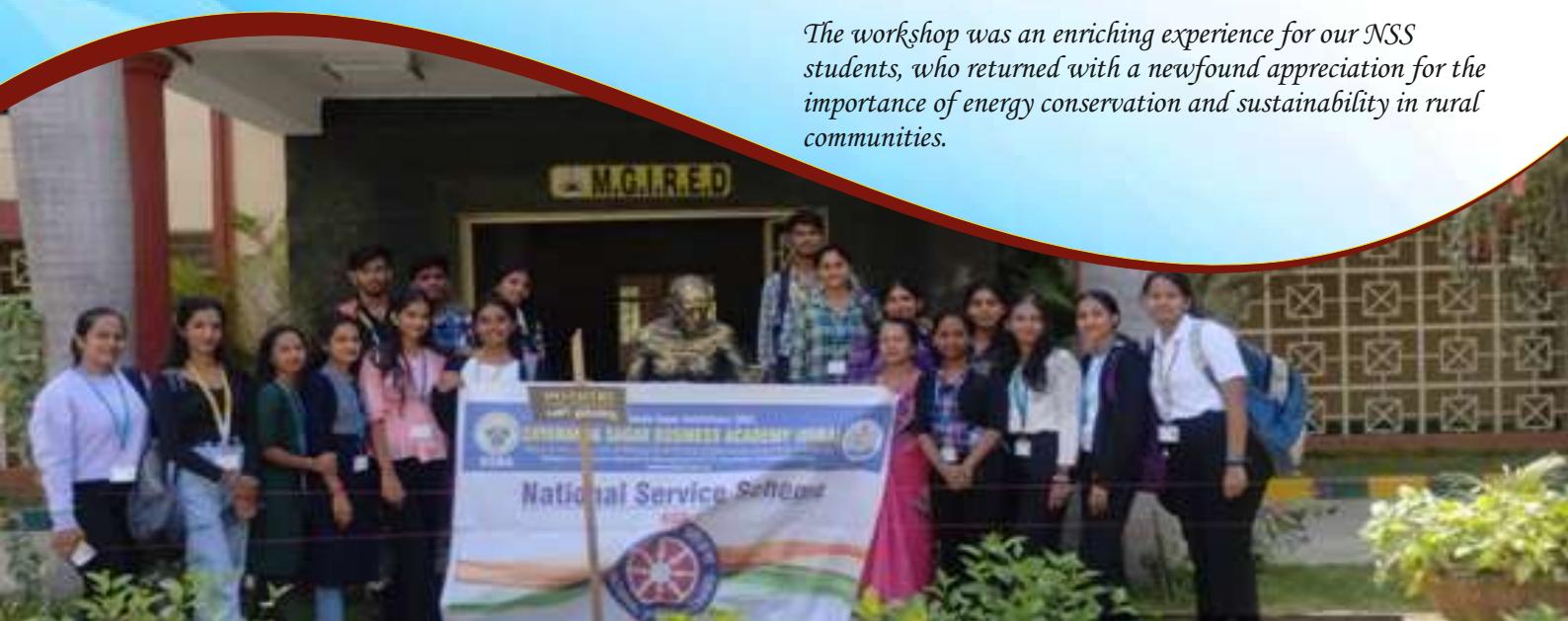
Workshop on Energy Conservation

Workshop on Energy Conservation in Villages was conducted on February 28th, 2025. A group of NSS students from Dayananda Sagar Business Academy (DSBA) participated in a workshop on Energy Conservation in Villages, held at MGIREDEM. The workshop was organized to sensitize students to the importance of energy conservation and its impact on rural communities. Prof. Rajani, NSS Coordinator, accompanied the students to the workshop, ensuring their safety and engagement throughout the event. The workshop provided students with a unique opportunity to learn about energy conservation techniques, renewable energy sources, and sustainable practices that can be adopted in rural areas.

Through interactive sessions, demonstrations, and hands-on activities, students gained valuable insights into:

- * Energy-efficient practices in rural households
- * Renewable energy sources, such as solar and biogas
- * Sustainable agriculture practices and energy conservation in farming
- * Community-led initiatives for energy conservation and sustainability

The workshop was an enriching experience for our NSS students, who returned with a newfound appreciation for the importance of energy conservation and sustainability in rural communities.



Workshop on Student Mental Wellbeing at NIMHANS

On February 25, 2025, Dr. Meera K L, a faculty member at Dayananda Sagar Business Academy (DSBA), attended a one-day workshop on Student Mental Wellbeing at the prestigious National Institute of Mental Health and Neurosciences (NIMHANS). The workshop aimed to equip educators with the knowledge and skills necessary to promote student mental wellbeing and address emerging mental health concerns. Dr. Meera K L's participation in the workshop demonstrates DSBA's commitment to prioritizing student wellbeing and providing a supportive learning environment.

The workshop covered critical topics, including:

- * Identifying early warning signs of mental health issues
- * Strategies for promoting student mental wellbeing
- * Building resilience and coping skills
- * Creating a supportive campus environment

Dr. Meera K L's attendance at the workshop will enable her to share best practices and insights with the DSBA community, further enhancing our efforts to support student mental wellbeing. We appreciate her dedication to this important cause.

Collaboration Partnership with Seashell Plastics

Dayananda Sagar Business Academy (DSBA) is pleased to announce that it has entered into a Memorandum of Understanding (MoU) with Seashell Plastics, a leading ISO 9001:2015 certified company specializing in the manufacture of plastic components. The MoU, signed on February 22, 2025, aims to foster a collaborative relationship between the two organizations, promoting mutual understanding, mutual benefits, and complementary activities. The partnership seeks to enhance the professional development of students and teachers, promote content documentation, advance collaboration, and perform other tasks as per the company's requirements.

The MoU is valid for a period of one year, effective from February 22, 2025, and may be amended by mutual written consent. The partnership is expected to benefit both organizations, providing DSBA students and faculty with exposure to industry best practices and Seashell Plastics with access to top talent and research expertise.

"We are thrilled to embark on this strategic partnership with Seashell Plastics and eagerly anticipate a fruitful collaboration that drives mutual growth and success, aligning with our shared vision and objectives."



DSBA Students Excel at Acharya Intercollegiate Events

We are delighted to announce that our students from DSBA have once again made us proud! On March 1, 2025, they participated in the Acharya Intercollegiate events, securing top spots in multiple categories.

Notable achievements include:

- First and runner-up positions in Case Study
- Excellence awards in Entrepreneurship
- Top honors in Marketing

This impressive feat is a direct result of our students' exceptional skills, collaborative spirit, and unwavering dedication. We extend our warmest congratulations to our winning students and express gratitude to our faculty members for their invaluable guidance and support.

This accomplishment reinforces our commitment to nurturing a culture of excellence, innovation, and teamwork at DSBA. Congratulations to our Achievers!



Accenture Placement Drive: Empowering Future Leaders

We are delighted to announce that Dayananda Sagar Institutions' (DSI) Placement Department successfully hosted Accenture's Placement Drive on March 7, 2025, exclusively for our final-year BCOM and BBA students.

This exciting opportunity enabled our students to showcase their skills, talent, and knowledge, with enthusiastic participation and impressive demonstrations of expertise during the selection process.

We extend our gratitude to Accenture for partnering with DSI in their recruitment drive, reinforcing our commitment to providing industry-relevant training and placement opportunities.

We wish our students immense success in their future endeavors and look forward to many more triumphant placement drives! Best wishes to our students!

'Vitta Vichar'(Finance Club) Hosts Inter-Class Budget Competition -

The DSBA Finance Club organized an Inter-Class Budget Competition, 'Vitta Vichar', on March 8, 2025. The program was coordinated by Prof. Hemavathi, with Prof. Nazeer Pasha serving as a judge. A total of 62 teams participated, with each class presenting their budget proposals. The top 9 teams were selected to present their budgets on 9 distinct sectors. After a rigorous competition, one team emerged as the winner and was felicitated with a trophy. The event showcased the financial acumen and presentation skills of the students, and the Finance Club extends its appreciation to all participants, judges, and organizers for making the event a resounding success."



Mentoring Session

Dayananda Sagar Business Academy (DSBA) hosted a Mentoring Session on March 8, 2025, with the objective of providing expert guidance and support to its students, facilitating their academic and professional growth.

The mentoring session was an opportunity for students to interact with experienced faculty members and industry experts, seeking advice on career choices, academic progression, and personal development.

The session was well-received by students, who appreciated the valuable insights and guidance shared by the mentors.



Hosts Toastmasters International Orientation Session

On March 8, 2025, DSBA organized an orientation session for Toastmasters International, a global organization dedicated to developing effective communication and leadership skills. The session was led by Mr. Srivatsa, a distinguished Toastmaster.

The event was graced by the presence of Dr. Nikitha Sreekantaswamy, Principal who emphasized the importance of communication skills in today's competitive world. The session was also attended by:- Dr. Meera K L, HOD - BCom/BBA - Prof. Vasudev Rao, HOD - BCA - Prof. Chaitra Murthy, English Faculty.

The orientation session aimed to introduce the benefits of Toastmasters International to the faculty members and students, exploring ways to enhance their communication, public speaking, and leadership abilities.

We appreciate the support of our esteemed guests and look forward to future collaborations with Toastmasters International."



"The present system of education is all wrong. The mind is crammed with facts, and the heart is neglected."

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International Women's Day Celebration: Empowering Educators @ DSBA

On March 10, 2025, the Internal Quality Assurance Cell (IQAC) and Women Empowerment Cell of Dayananda Sagar Business Academy (DSBA) jointly organized a Women's Day celebration on the theme "Empowered Educators: Balancing Passion, Profession, and Personal Life."

The event featured a keynote address by Mrs. Rani Srinivas, Managing Director of SRI Enterprises, who shared her inspiring journey and insights on achieving a balance between personal and professional life. Her thought-provoking session emphasized the importance of self-care, resilience, and support systems in empowering women educators.



Future Skills Prime: Empowering Students for the Digital Age(Nasscom)

On March 11, 2025, the Internal Quality Assurance Cell (IQAC) of Dayananda Sagar Business Academy (DSBA) collaborated with NASSCOM to organize a session on Future Skills Prime. The event aimed to equip students with the skills required to thrive in the rapidly evolving digital landscape.

Mr. Harsha, Senior Associate - Academic and Government Initiatives, IT-ITES Sector Skills Council, NASSCOM, delivered a insightful presentation on the importance of future skills and the initiatives undertaken by NASSCOM to bridge the skill gap. He emphasized the need for students to acquire skills in emerging technologies such as Artificial Intelligence, Data Science, and



"Real education is that which enables one to stand on one's own legs."

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Industrial Visit to Channapatna Crafts Village

On March 12, 2025, the 4th semester BCOM students of Dayananda Sagar Business Academy (DSBA) embarked on an industrial visit to Channapatna Crafts Village, accompanied by Prof. Rajani and Prof. Prakasha.

The visit provided students with a unique opportunity to witness the artisanal craftsmanship and entrepreneurial spirit of the village, renowned for its traditional toys and crafts. Students gained insights into the production processes, marketing strategies, and challenges faced by the artisans.

The visit aimed to bridge the gap between theoretical knowledge and practical application, allowing students to appreciate the nuances of entrepreneurship, supply chain management, and rural development.

The celebration recognized the contributions and achievements of women educators and provided a platform for sharing experiences, challenges, and best practices. The event reinforced DSBA's commitment to promoting gender equality, women's empowerment, and inclusive excellence.



Turning Adversity into Opportunity: Life Skills Session on Breakthrough Moments

On March 12, 2025, Dayananda Sagar Business Academy (DSBA) hosted a life skills session titled "Break Through Moments: Turning Failure into Success." The session was led by Ms. Sushma Lingraj, a renowned motivational speaker, trainer, career counselor, life coach, and soft skills consultant.

Ms. Lingraj shared inspiring stories of individuals who transformed their failures into successes, highlighting the importance of resilience, adaptability, and a growth mindset. She provided practical tips and strategies for students to develop a positive attitude, overcome obstacles, and achieve their goals. The session aimed to empower students with essential life skills, enabling them to navigate challenges and capitalize on opportunities. It reinforced DSBA's commitment to holistic education and student development.

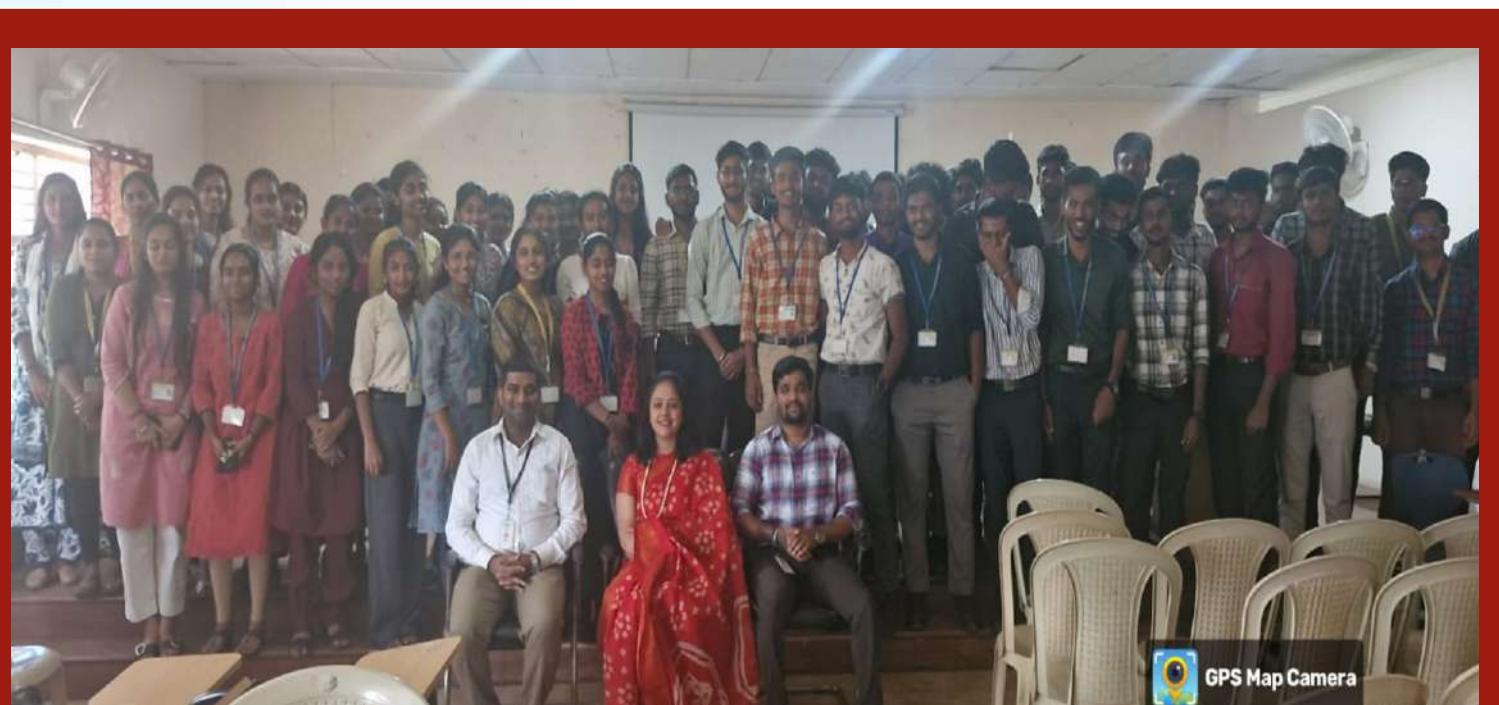


Expert Insights: Guest Lecture on Brand Management in Hospitality

On March 14, 2025, Dayananda Sagar Business Academy (DSBA) hosted a guest lecture on "Brand Management in the Hospitality Industry" by Dr. Ruth Sabina Francis, Senior Lecturer and Programme Director, School of Hospitality, Tourism, and Events, Taylor's University, Malaysia.

Dr. Francis shared her expertise on the nuances of brand management in the hospitality sector, highlighting the importance of creating unique brand experiences, building customer loyalty, and maintaining brand consistency. She drew on her extensive experience in the industry to provide insightful examples and case studies.

The lecture provided students with a deeper understanding of the complexities of brand management in the hospitality industry and the skills required to succeed in this field.



Research Cell Meeting: Steering Research Excellence

The Research Cell at Dayananda Sagar Business Academy (DSBA) met on March 18, 2025, to finalize arrangements for the upcoming Research Conference. Key discussions centered around conference details, resource persons, postgraduate student inclusion, and the ATAL Faculty Development Program (FDP) application.

The team set deadlines to:

- Finalize conference title and date (March 28)
- Confirm resource persons (March 25)
- Decide on postgraduate student inclusion (next meeting)
- Submit ATAL FDP application (March 27)

This meeting marked a significant step towards fostering research excellence at DSBA.



Memorandum of Understanding with Play

Dayananda Sagar Business Academy (DSBA) is pleased to announce a Corporate Mentorship MOU with PLAY, formalized on March 19, 2025. This partnership, signed in the presence of Mr. Tony Francis, aims to provide our students with:

- Industry expert mentorship
- Real-world business challenge exposure
- Enhanced industry-academia learning experiences

We look forward to a fruitful and long-term collaboration with PLAY!



"The highest education is that which does not merely give us information but makes our life in harmony with all existence."

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Interview Grooming Session and GNIIT Program Orientation

On March 21, 2025, the Internal Quality Assurance Cell (IQAC) of Dayananda Sagar Business Academy (DSBA) in collaboration with GNIIT, organized an Interview Grooming Session and Orientation Program for students.

The session aimed to equip students with essential skills and confidence to excel in job interviews. Expert trainers from GNIIT provided valuable insights and tips on resume building, body language, and effective communication.

The orientation program introduced students to the GNIIT program, highlighting its benefits, curriculum, and career prospects. The event provided students with a comprehensive understanding of the program and its potential to enhance their employability skills.



Workshop on Eating Disorders: Promoting Mental Well-being

On March 21, 2025, Dayananda Sagar Business Academy hosted a workshop on Eating Disorders, conducted by Ms. Anjaly Anilkumar, Chief Psychologist, The Happiness Project (THAP).

The interactive session, attended by II Sem BBA and BCA students, aimed to raise awareness about eating disorders, their causes, symptoms, and effects. Ms. Anjaly provided valuable insights and coping strategies, promoting mental well-being and encouraging students to prioritize their health.

We appreciate THAP's collaboration in fostering a supportive environment for our students' overall growth and development.



Nature and Nurture: A Day of Learning at Art of Living

Dayananda Sagar Business Academy's B.Com students embarked on a unique study and service tour to the Art of Living International Center's Goshala on March 25, 2025. The 41 students gained valuable insights into sustainable farming practices, ethical dairy farming, and cow conservation. Through Seva activities like feeding and caring for cows, and learning sessions on sustainable dairy farming, the students experienced a blend of academic learning, spiritual growth, and community service. The visit highlighted the significance of preserving indigenous cow breeds, humane milking practices, and sustainable resource utilization, leaving a lasting impact on the students.



GPS Map Camera



GPS Map Camera

US CMA Orientation: Unlocking Global Career Opportunities

On March 27, 2025, our 6th Sem BCOM A and B students attended an informative US CMA (Certified Management Accountant) orientation session.

This engaging program introduced students to the benefits and value of obtaining the US CMA certification, a globally recognized credential in management accounting. The session aimed to inspire and prepare students for a successful career in management accounting, both domestically and internationally.

We are committed to providing our students with opportunities that enhance their skills and career prospects.

Academic Excellence: Lavanya and Neha Secure Top Spot in Finaact Event"

We are thrilled to announce a remarkable achievement by two of our very own IV Semester 'A' section students, Lavanya and Neha! They have secured the coveted 1st Place in the prestigious Finaact event organized by Dayananda Sagar College of Arts, Science and Commerce.



This outstanding victory is a testament to Lavanya and Neha's hard work, dedication, and sharp understanding of finance and accounting principles. Their ability to collaborate effectively and apply their knowledge in a competitive setting truly set them apart. The Finaact event, known for its challenging and insightful competitions, draws talented students from various colleges. Lavanya and Neha's triumph not only brings immense pride to our department and the institution but also highlights the caliber of talent nurtured within our academic community. We extend our heartiest congratulations to Lavanya and Neha on this significant accomplishment and wish them continued success in their future endeavours.

"Usha and Pallavi Excel in Case Study Analysis, Secure 2nd Place at ABBS"

We are proud to announce that Usha and Pallavi, two talented students from our institution, secured 2nd place in the Case Study Analysis competition organized by Acharya Bangalore B-School (ABBS). Their success highlights their strong analytical skills, critical thinking, and ability to tackle complex business challenges. This achievement reflects their academic excellence and potential for future success. We congratulate Usha and Pallavi on this remarkable accomplishment and wish them the best in their future endeavours.



"Global Horizons: International Exchange Program Information Seminar"

On April 2, 2025, the International Exchange Program Information Seminar was successfully conducted by DSBA in collaboration with AIESEC. The event, aimed at providing students with insights into global exchange opportunities, was led by Shreeya S Methuku (Head of Outgoing Social Sector), Abhinav Simha (Head of Outgoing Corporate Sector), and Sanjana Rao (Head of Outgoing Corporate Sector). The seminar specifically targeted BCA 4th and 6th Semester students, as well as B.Com 4th Semester students, offering them a comprehensive brochure detailing the various exchange programs available.

This informative session provided students with valuable information about the benefits and processes of participating in international exchanges, preparing them to broaden their global perspectives and enhance their professional development. The seminar was a significant step in helping students explore opportunities for growth and learning beyond borders.



"MAD-AD Victory: 2nd Sem BBA Students Claim Top Spot"

On April 3, 2025, the 2nd Semester BBA students from our institution proudly secured 1st place in the MAD-AD event organized by Jyothi Institute of Commerce and Management. The competition, known for its creative and innovative challenges, saw our students showcase exceptional marketing and advertising skills, impressing the judges with their originality and strategic thinking. Their victory is a testament to their creativity, teamwork, and dedication.

We congratulate our BBA students on this outstanding achievement and look forward to their continued success in future endeavors.

"Innovate & Publish: Faculty Orientation on Campus Technology"

On April 3, 2025, DSBA organized an enlightening Faculty Publications Orientation session through an online platform, led by Mrs. Pooja Vasudev, Assistant Director of Service Delivery and Operations at Campus Technology.

The session aimed to guide faculty members on the process of entering their publication details into the Campus Technology portal while emphasizing the critical role of academic publishing in enhancing personal growth, institutional reputation, and accreditation standings. Mrs. Vasudev provided a detailed walkthrough of the portal, explained various categories of publications—such as indexed journals (Scopus, Web of Science), books, book chapters, and patents—and offered valuable advice on identifying quality journals and avoiding predatory publications.

The orientation also highlighted how research documentation supports institutional reporting, rankings, and accreditation processes. Faculty members actively engaged in an interactive Q&A session, clarifying doubts related to publication formats and indexing.

This initiative marked an important step in promoting a culture of quality research and systematic documentation within the institution.



Students Shine at Intercollegiate Marketing Event

On April 4, 2025, our 2nd Semester BBA students — Nithesh, Ishitha, Shloka, and Yashaswin — secured 1st place in the Marketing Event (MAD Ads) at the intercollegiate competition hosted by Jyoti College, Bangalore.

Demonstrating exceptional creativity, marketing acumen, and team spirit, the group impressed the judges with their innovative advertising concepts and engaging presentation. Their victory is a testament to their talent, collaboration, and communication skills. We are proud of their outstanding achievement and look forward to seeing them scale greater heights in the future.



MUN Orientation Session – DSBA

On April 4, 2025, the Department of DSBA organized an MUN (Model United Nations) Orientation session to introduce students to the exciting world of MUN conferences. The session was led by Mohammed Yasir Arfath, Secretary General of DSBA MUN 2025.



The orientation aimed to familiarize students with the structure, rules, and procedures of MUN, while highlighting the importance of diplomacy, public speaking, research, and negotiation skills. Mohammed Yasir Arfath shared valuable insights on how participating in MUN can enhance students' critical thinking and global awareness.

The session served as an excellent platform to prepare and motivate students for active participation in the upcoming DSBA MUN 2025.

"Business Mastery through Simulation: DSBA's Exclusive Workshop"

On April 4, 2025, Dayananda Sagar Business Academy (DSBA) organized a Simulation Workshop in collaboration with Harvard Business Publishing, conducted through Google Meet. The session, led by Mr. Indrasena Mukhopadhyay, a representative from Harvard Business Publishing, was attended by 27 faculty members from the BBA, B.Com, and BCA departments.

The workshop was formally inaugurated by Dr. Nikitha Sreekanthaswamy, Principal of DSBA, who emphasized the importance of adopting interactive and global best practices in education. The primary objective of the session was to introduce faculty to Harvard Business Simulations—experiential learning tools that bring real-world business scenarios into the classroom.

Mr. Mukhopadhyay provided an in-depth overview of the simulations covering areas like leadership, marketing, operations, strategy, and entrepreneurship. He demonstrated how these simulations enhance decision-making, problem-solving, and analytical skills among students, and how faculty can effectively integrate them into the curriculum.

The session was highly engaging, with a live demo, case discussions, and an interactive Q&A segment. Faculty members gained valuable insights into Harvard's pedagogical approaches, the technical setup, and the benefits of using simulations to foster experiential learning.

This initiative marks an important step for DSBA in its commitment to academic excellence and the integration of global teaching methodologies, with more such collaborations anticipated in the future.



"The whole purpose of education is to turn mirrors into windows."

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“Serving the Community: DSBA NSS Wing's Annual Special Camp”

Serving the Community: DSBA NSS Wing's Annual Special Camp at Virupasandra Village

The NSS Special Camp 2025 by Dayananda Sagar Business Academy was held from April 5 to April 9, 2025, at Virupasandra Village, near Kanakapura Taluk. With a perfect blend of service, learning, leadership, and community engagement, the five-day residential camp instilled a deep sense of social responsibility among volunteers and left a lasting impact on the village community.

Day 1: A Grand Beginning – April 5, 2025

The camp commenced with a high spirit of unity as all volunteers gathered at the college premises and departed for Virupasandra village, reaching the venue by noon. Under the guidance of NSS Coordinator Ms. Rajani D.K., teams were formed and responsibilities allocated. The inaugural ceremony, held at the village temple hall, was graced by:

- Mr. Ramesh N, PDO
- Mr. Ravi Kumar, Grama Panchayat Member
- Mr. Shivanna Gowda, President, KMF

Presided over by Dr. Nikitha Sreekanthaswamy and Dr. Ramesh H. Kittur, the ceremony included lamp lighting, NSS song recitation, and guest felicitations.

An evening group discussion marked the day's closure, emphasizing planning, collaboration, and the spirit of service.



Day 2: Awareness Through Action – April 6, 2025

Day 2 began with a flag hoisting and a tribute to Netaji Subhash Chandra Bose, inspiring volunteers with his values of patriotism and leadership. A yoga session conducted by Team 2 promoted physical and mental wellness.

The morning's Swachhata activity saw volunteers cleaning the temple and village roads, reflecting the NSS motto “Not Me, But You.” Post-lunch, volunteers engaged in poster-making and awareness campaigns on topics like sanitation, education, substance abuse, and environmental conservation. A door-to-door drive helped connect directly with the villagers.

The day concluded with a cultural evening featuring themed skits and performances, highlighted by the symbolic lamp lighting by women of the village, emphasizing empowerment and participation.



Day 3: Learning, Leading, and Celebrating – April 7, 2025

The day started with Team 4's flag hoisting and decoration duties, while Team 5 ensured timely food arrangements. An inspiring yoga and meditation session was conducted by Mr. Rudrappa, a visually impaired volunteer, receiving heartfelt appreciation from all. Volunteers then prepared for sports activities and created promotional material for the upcoming health camp. The BharathSeva Dal conducted a motivating orientation session on national responsibilities and personal goals. Later, renowned life coach Ms. SrilakshmiDiwakar led a workshop on communication, Ayurveda, and healthy living, engaging both students and village children. The evening saw exciting sports events and a cultural program by Team 2, showcasing the vibrant synergy between villagers and NSS volunteers.



Day 4: Health for All – April 8, 2025

The fourth day focused on health and medical outreach. Team 4 led the flag hoisting and morning exercise session, followed by a discussion on Sardar Vallabhbhai Patel's life and contributions.

A door-to-door campaign promoted the upcoming Blood Donation and Health Check-up Camp.

In collaboration with CDSIMER, the camp included:

- Blood donation
- Eye, ENT, orthopedic, gynecological checkups
- ECG, BP, blood sugar testing

Over 20 villagers donated blood, and hundreds benefited from health screenings.

A cultural celebration in the evening recognized village children for their participation in sports, closing the day on a joyful note.



Day 5: Farewell with Purpose – April 9, 2025

The final day carried forward the momentum with Team 5 managing food and Team 2 leading the final flag hoisting. A guest lecture by Mrs. Nagmani Diwakar from the Art of Living Foundation emphasized holistic living, self-growth, and community development.

After lunch, volunteers took time to reflect, rest, and pack up. The flag was ceremonially lowered in the evening, marking the formal conclusion of the camp.

The departure was emotional yet fulfilling, with senior alumni joining in support and offering mentorship.

The 2025 NSS Special Camp at Virupasandra was a resounding success, enriching both volunteers and villagers alike. From healthcare outreach and cleanliness drives to leadership workshops and cultural exchanges, the five-day journey lived up to the NSS spirit — “Not Me, But You.”

This transformative experience not only strengthened civic values but also sowed the seeds of lasting community bonds and future leadership among students.



"Triumphant Performance: B.Com 2nd Sem 'B' Sec Claims Top Spot at BGMI Tournament"

We are thrilled to announce that the B.Com 2nd Semester 'B' Section students have achieved a remarkable feat by securing 1st Place in the BGMI Tournament held at Dayananda Sagar Academy of Technology and Management (DSATM) on 08/04/2025.

Competing against several talented teams from various institutions, our students showcased exceptional teamwork, strategic gameplay, and outstanding skills, ultimately emerging victorious. Their dedication and passion for e-sports have brought immense pride to our institution. Congratulations to the winning team! We look forward to seeing even more success stories from our talented students in the future.



Prestigious Opportunity: Ms. Sangeeta Shetty Selected for IIM Bangalore's 5-Day Program"

We are proud to share that Ms. Sangeeta Shetty, a Final Year B.Com student, has been selected for the prestigious 5-Day Residential Program on Foundation of Management at IIM Bangalore. The program will be held from 21st April to 25th April 2025.

This program, designed to nurture and develop future leaders, will offer participants a unique opportunity to gain insights into core management principles from some of the best minds in the field. Sangeeta's selection reflects her outstanding academic performance, leadership qualities, and dedication to personal and professional growth.

We congratulate Sangeeta on this incredible achievement and wish her all the best for her journey at IIM Bangalore!



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Indian Institute of Management Bangalore

**FROM DSBA TO IIMB –
THE JOURNEY CONTINUES!**

CONGRATULATIONS

For being selected for the Foundations of Management program at

INDIAN INSTITUTE OF MANAGEMENT, BANGALORE

April 21-25, 2025
Hosted by: Centre for Teaching & Learning, IIMB

SANGEETHA SHETTY
-B.COM 3RD YEAR

Your dedication, passion, and pursuit of excellence inspire us all. Congratulations – you've made us proud!

"BGMI Champions: 2nd Sem B.Com 'B' Section Students Shine at ST. Francis College"

The AICTE Expert Committee, constituted by the All India Council for Technical Education (AICTE), conducted a detailed online evaluation of our institution on 8th April 2025 for the purpose of MBA Program Approval. The meeting was organized by DSBA and saw the participation of 10 members, including faculty representatives and the AICTE Expert Panel. The committee undertook a comprehensive review process, which included:

* Thorough verification of key documentation such as land ownership records, building plan approvals, fire safety certificates, and other statutory documents.

* A live, GPS-enabled video tour showcasing the institution's infrastructure, including classrooms, laboratories, library facilities, seminar halls, administrative offices, and recreational areas.

The AICTE Expert Committee appreciated the institution's preparedness and commitment to maintaining high infrastructural and academic standards. The entire evaluation process was carried out smoothly and transparently. We now look forward to receiving the formal report and any recommendations for further enhancement.



BUDGEXPLORE 2025 - An Insightful Dive into the Union Budget Hosted by the Finance Club - The Vittha Vichar at DSBA

On April 8, 2025, Dayananda Sagar Business Academy (DSBA) hosted the much-anticipated intercollegiate competition, BUDGEXPLORE 2025, organized by the institution's Finance Club, Vittha Vichar. This event marked an exceptional opportunity for students from various Classes to engage in the critical analysis of the Union Budget 2025, promoting financial literacy and encouraging a deep understanding of budgetary decisions that shape the country's economic landscape.

The competition was inspired by the quote, "An investment in knowledge pays the best interest," and aimed to foster intellectual exchange, critical thinking, and knowledge dissemination in the realm of financial education. Participants, comprising students from BCom, BBA, BCA, and MBA programs, gathered to examine the Union Budget 2025 and present their findings through data-driven analyses.

The event kicked off with a formal inauguration ceremony, featuring esteemed speakers including Ms. Hemavathi S (Club Coordinator, Finance Club), Mr. Nazeer Pasha (B.Com. Program Coordinator), and Ms. Renuka Babladi (BBA Program Coordinator). Their encouraging words set the tone for the competition, urging students to engage thoughtfully with economic topics while underscoring the importance of practical learning.

The competition saw participation from 16 students, forming 7 teams, who were tasked with presenting their analysis of the budgetary allocations, evaluating implications across various sectors, and presenting their findings effectively. Each team had 10 minutes for their presentation, followed by a 2-minute Q&A session, where they were evaluated on analytical depth, data interpretation, presentation skills, and clarity of communication.

The teams submitted their presentations via email and delivered them using laptops/pen drives. The competitive environment fostered healthy academic rivalry and collaborative learning, with students gaining valuable exposure to presenting complex economic concepts.

The competition was judged by Dr. Surekha Nayak, an esteemed faculty member from Christ College, whose expertise in economics and finance brought credibility and rigor to the evaluation process. Her insightful feedback ensured that each team's performance was assessed on a detailed and nuanced basis, adding immense value to the overall learning experience.

BUDGEXPLORE 2025 successfully highlighted the importance of economic awareness among students, while also encouraging practical engagement with real-world financial issues. By analyzing the Union Budget, students not only deepened their understanding of national financial policies but also honed their skills in research, analysis, and public speaking.

This event was a testament to DSBA's commitment to fostering academic excellence and practical learning, empowering students with the knowledge and skills to navigate the complex world of finance.



16. Industrial Visit to Channapatna Crafts Village

On 11th April 2025, the 2nd semester B.Com 'B' Section students of Dayananda Sagar Business Academy (DSBA) embarked on an enriching Industrial Visit to the Channapatna Crafts Village, a renowned hub for traditional handicrafts located near Bangalore. Accompanied by faculty members Prof. Prakasha and Prof. Rajani, this visit provided students with a unique opportunity to explore the rich cultural heritage and craftsmanship that has made Channapatna famous worldwide. Channapatna, often referred to as the "Toy Village of India," is known for its centuries-old craft of making colourful wooden toys and intricate handicrafts. The students were given a comprehensive tour of the village, where they observed the meticulous process of crafting wooden toys and traditional artifacts. Skilled artisans showcased their techniques, which involve intricate wood-turning and hand-painting methods passed down through generations.

The visit allowed the students to gain first hand knowledge of the techniques, tools, and raw materials involved in the production of these beautifully crafted items. They also learned about the economic significance of the craft, its impact on the local community, and the steps being taken to preserve and promote this heritage. In addition to exploring the artistic aspects of Channapatna crafts, the students also had the opportunity to understand the business side of the craft industry. They were introduced to the challenges faced by artisans in terms of marketing, distribution, and the growing demand for sustainable, eco-friendly products. The visit also emphasized the importance of innovation in traditional crafts, with many artisans adapting their products to cater to modern tastes and global markets.

The visit to Channapatna was not just an educational experience, but also a cultural exchange that allowed the students to connect with the heritage of Karnataka. The students engaged in conversations with the artisans, gaining insights into their lives, challenges, and the immense pride they take in their craft.

The industrial visit to Channapatna Crafts Village was a memorable and educational experience for the 2nd semester B.Com students. It provided them with a holistic understanding of both the cultural and business aspects of traditional crafts, offering valuable lessons in sustainability, innovation, and entrepreneurship.



Yugma Presents "The Alpha Manager" - A Platform for Emerging Leaders

On April 11, 2025, Yugma, the HR Club of Dayananda Sagar Business Academy (DSBA), successfully hosted "The Alpha Manager," a dynamic competition designed to nurture professional skills among students. The event, held at G07 A, saw participation from 12 teams representing various colleges, providing a vibrant and diverse learning experience. The competition consisted of multiple rounds, including aptitude tests, stress interviews, group discussions, and product pitching. These rounds comprehensively evaluated participants' logical reasoning, analytical problem-solving abilities, confidence, articulation, industry awareness, creativity, teamwork, and presentation skills.

Dr. Anjana Devi S.C, Associate Professor at DSATM, and Mr. Sanjeev C, Corporate Relationship Manager at DSBA, served as esteemed judges, providing valuable feedback and insights that enriched the learning experience for participants, foundation for their future careers.

Through this competition, students gained exposure to real-world placement processes and expectations, enhanced their communication and interpersonal skills, developed resilience under pressure, and received expert feedback on their strengths and areas for improvement. The event also facilitated inter-collegiate networking and peer learning, making it a truly enriching experience for all involved. "The Alpha Manager" was a resounding success, reflecting Yugma's commitment to fostering professional growth and development among students. The event provided a platform for emerging leaders to showcase their skills, learn from experts, and network with peers, setting a strong

Dr. Anjana Devi S.C, Associate Professor at DSATM, and Mr. Sanjeev C, Corporate Relationship Manager at DSBA, served as esteemed judges, providing valuable feedback and insights that enriched the learning experience for participants, foundation for their future careers.

"Dayananda Sagar Triumphs: Suraj and Anantha's Football Victory"

On 11th April 2025, Suraj and Anantha, students from the 2nd Semester B.Com at Dayananda Sagar Business Academy (DSBA), represented the institution at the Football Tournament held at JSS College. Demonstrating exceptional skill, teamwork, and determination, the duo played a pivotal role in leading their team to victory, winning the tournament.

Their outstanding performance on the field not only brought glory to DSBA but also showcased the institution's commitment to fostering holistic development in students, encouraging them to excel both academically and in extracurricular activities. Congratulations to Suraj and Anantha for their remarkable achievement, and for bringing home the trophy, making DSBA proud!



Parents and Teachers Meeting (PTM) @ DSBA

On 12th April 2025, Dayananda Sagar Business Academy (DSBA) hosted a Parents and Teachers Meeting (PTM) to foster a collaborative environment between parents, teachers, and students. The meeting provided a valuable platform for open communication and discussion on the academic progress, behavior, and overall development of the students.

The event witnessed active participation from parents and faculty members, who engaged in meaningful conversations about students' performance, areas for improvement, and upcoming academic plans. Teachers shared insights on students' strengths and challenges, while parents provided valuable feedback and suggestions. This interaction reinforced DSBA's commitment to creating a strong support system for students, ensuring their academic success and personal growth.

The PTM served as an opportunity to build a stronger partnership between parents and the institution, ensuring that students receive the best possible guidance and encouragement both at school and at home. The event concluded on a positive note, with all participants expressing their enthusiasm for continued collaboration in the future.



Memorandum of Understanding with Grassroots

On 14th April 2025, Dayananda Sagar Business Academy (DSBA) entered into a Memorandum of Understanding (MoU) with Grassroots, a renowned organization dedicated to social development and community empowerment. This partnership aims to foster collaboration in various educational, social, and entrepreneurial initiatives that benefit both students and the community.

The MoU is designed to create a framework for joint ventures in areas such as skill development, community outreach programs, internships, and research projects. Through this strategic alliance, DSBA students will gain valuable exposure to real-world issues, while Grassroots will benefit from the institution's talent pool and innovative solutions.

This collaboration marks a significant step in DSBA's mission to provide students with experiential learning opportunities, develop their leadership skills, and contribute to the betterment of society. The signing of the MoU reflects DSBA's commitment to building strong partnerships that bridge education with social responsibility.

The partnership is expected to open new avenues for student growth, social impact, and practical learning, enhancing DSBA's role in shaping responsible future leaders.



Model United Nations (MUN) @ DSBA

On 16th and 17th April 2025, Dayananda Sagar Business Academy (DSBA) hosted its Model United Nations (MUN) conference, offering students an immersive experience in international diplomacy and global affairs. The two-day event brought together delegates from various colleges to engage in thought-provoking discussions and debates on pressing global issues.

Participants, representing different countries, took part in simulations of UN sessions, addressing topics such as climate change, international security, human rights, and global economic challenges. Through negotiation, resolution drafting, and critical discussions, students honed their public speaking, leadership, and diplomatic skills.

The MUN at DSBA provided a valuable platform for students to engage with contemporary global issues, develop their research and communication skills, and gain a deeper understanding of international relations. The event concluded with a closing ceremony, where the best delegates were recognized for their exceptional contributions.

This successful MUN event highlighted DSBA's commitment to fostering global awareness and preparing students to become responsible global citizens capable of making a meaningful impact in the world.



"Pathways to Excellence: Toastmasters International Orientation"

On 21st April 2025, Dayananda Sagar Business Academy (DSBA) hosted an Orientation Session for Toastmasters International, offering students a comprehensive introduction to the global network of Toastmasters clubs. The session aimed to inspire and equip students with the skills to enhance their public speaking, leadership, and communication abilities.

The event provided an insightful overview of the Toastmasters program, which is renowned for helping individuals develop confidence and effective communication skills. Participants

were introduced to the various benefits of joining Toastmasters, including regular practice sessions, constructive feedback, and the opportunity to take on leadership roles within the club.

The orientation also featured a demonstration of typical Toastmasters meetings, giving students a glimpse of the structured learning environment and the supportive community Toastmasters International offers. It was an interactive session that allowed attendees to ask questions, learn from experienced Toastmasters members, and explore the opportunities available through the organization.

The event was a great success, providing DSBA students with the knowledge and motivation to take their communication skills to the next level, and fostering an environment where they can grow both personally and professionally. This orientation further solidified DSBA's commitment to empowering students with essential soft skills that will aid them in their academic and professional journeys.

"Digital Brilliance: Final Year BBA and B.Com Students Ace HBP E-Resources Examination"

On 22nd April 2025, Dayananda Sagar Business Academy (DSBA) conducted the HBP e-Resources Examination for final year BBA and BCom students. The examination aimed to assess the students' proficiency in utilizing e-resources for business research, problem-solving, and data analysis, crucial skills for their academic and professional development.

The e-resources exam was designed to test the students' ability to navigate and apply various digital tools and platforms related to business, management, and commerce. By incorporating digital resources into the examination process, DSBA continues to emphasize the importance of technological literacy in modern business practices.

This initiative not only helped students showcase their research skills but also reinforced the institution's commitment to integrating advanced learning tools and preparing students for the evolving business environment. The successful completion of this examination marked an important milestone in their academic journey, equipping them with the necessary skills for a competitive edge in the workforce.

"Bidding for Glory: Avishkaar's Mock IPL Auction"

On 21st April 2025, Avishkaar – the Marketing Club at Dayananda Sagar Business Academy (DSBA) organized an exciting and engaging Mock IPL Auction, an inter-college event designed for students to experience the thrill of the IPL auction process while applying marketing and strategic decision-making skills.

The event was inaugurated by Dr. Niketha Sreekantaswamy, Principal of DSBA, and Prof. Vasudev Rao, HOD of BCA, who emphasized the importance of experiential learning and the role of such activities in developing students' skills in marketing, negotiation, and team-building.

The Mock IPL Auction simulated the high-stakes environment of the real IPL auction, where teams of students from various colleges participated by bidding on fictional players using a mock budget. The event tested participants' marketing strategies, negotiation skills, and ability to make quick, strategic decisions under pressure.

The winners of the event were the 4th Semester B.Com A and B Section students of DSBA, who showcased exceptional teamwork and market insights throughout the auction. Acharya Business School secured the runner-up position, making it a truly competitive and thrilling event.

This event was a huge success, fostering creativity and practical application of marketing principles while providing students with a deeper understanding of sports marketing, strategy, and financial management in an entertaining and interactive format. The Mock IPL Auction highlighted DSBA's commitment to providing students with unique opportunities for skill development and networking.



"Pathways to Success: Exploring the Advertising and Media Industry"

On 24th April 2025, Dayananda Sagar Business Academy (DSBA) hosted an insightful session titled "Route to Industry – Advertising and Media Business," featuring Mr. Venu Madhav, the India Head of Boopin Communication India Pvt Ltd.

The session provided students with a deep dive into the dynamic world of advertising and media, highlighting the opportunities, challenges, and skills needed to succeed in this fast-paced industry. Mr. Madhav shared his extensive knowledge and experience, offering valuable insights into the evolving trends, strategies, and career pathways in advertising and media.

Students had the opportunity to engage in a lively discussion, asking questions about industry practices, creative marketing, and the impact of digital platforms on advertising strategies. The session also focused on the critical role of communication, branding, and media management in today's business landscape.

This event was a great opportunity for students to gain practical knowledge and guidance from an industry expert, helping them better understand how to navigate the advertising and media sectors. It reinforced DSBA's commitment to bridging the gap between academia and industry, ensuring students are well-prepared for their careers in the business world.

Workshop on Self-Harm Awareness at DSBA

On 25th April 2025, Dayananda Sagar Business Academy (DSBA), in collaboration with THAP (The Hope and Awareness Project), organized an insightful Workshop on Self-Harm Awareness for the 2nd Semester B.Com 'A' Section students. The workshop aimed to raise awareness about self-harm, its causes, and the mental health challenges faced by individuals.

The session focused on educating students about recognizing the signs of self-harm, understanding its emotional and psychological impacts, and learning ways to seek support or offer help to those in need. Expert speakers from THAP shared valuable strategies for managing stress, anxiety, and emotional struggles, highlighting the importance of mental well-being and open communication.

Through interactive discussions and real-life examples, the workshop encouraged students to approach mental health issues with empathy, understanding, and awareness. It also provided students with resources and support systems available for anyone dealing with mental health challenges.

The event was a step forward in creating a safe and supportive environment at DSBA, emphasizing the significance of mental health awareness and proactive measures to ensure the overall well-being of students.

"Building a Safer Community: DSBA's Drug and Cyber Crime Awareness Program"

On 25th April 2025, Dayananda Sagar Business Academy (DSBA), in collaboration with the Kaggalipura Police Station, organized an important Drug Awareness and Cyber Crime Awareness Drive for students. The session aimed to educate students on the dangers of drug abuse and the growing concerns surrounding cybercrime in today's digital age.

The Sub-Inspector from Kaggalipura Police Station led the session, offering insights into the serious impact of drug addiction on individuals, families, and society. The session covered various forms of substance abuse, its effects on mental health, and the resources available for help and rehabilitation.

In addition to drug awareness, the session also focused on the rising threat of cybercrime. The Sub-Inspector discussed common cyber threats, including online fraud, identity theft, and cyberbullying, providing students with practical tips on how to protect themselves in the digital world. The drive encouraged students to stay vigilant, practice safe online habits, and report any suspicious activities.

This awareness drive not only helped students understand the gravity of these issues but also empowered them with the knowledge and resources to protect themselves and contribute to a safer community. The event was a step forward in promoting responsible behavior and ensuring the safety and well-being of students both offline and online.



"Hands-on Learning: DSBA's Department of Computer Application Conducts MongoDB Workshop"

On 25th April 2025, Dayananda Sagar Business Academy (DSBA), through its Department of Computer Applications, organized an enriching workshop on MongoDB for the VI Semester BCA students. MongoDB, a leading NoSQL database, was the focus of this session, designed to enhance students' understanding of modern database management systems and their applications in the tech industry.

The workshop covered a wide range of topics, including the fundamentals of MongoDB, its key features, advantages over traditional relational databases, and its use in handling large volumes of unstructured data. Students were introduced to the practical aspects of MongoDB, including data modeling, querying, and indexing, through hands-on exercises and real-world examples.

The session was aimed at equipping students with the skills needed to work with MongoDB, a valuable tool for those pursuing careers in software development, data science, and application development. The workshop provided students with practical knowledge that would help them apply database management principles in real-world scenarios, making them better prepared for industry demands.

This initiative by the Department of Computer Applications further underscores DSBA's commitment to providing students with industry-relevant skills and practical exposure to the latest technological advancements in the field of computer science.



HBP Simulations Workshop for Faculty @ DSBA

On 26th April 2025, Dayananda Sagar Business Academy (DSBA) organized an HBP Simulations Workshop for faculty members. The workshop aimed to introduce innovative teaching methods through the use of simulation-based learning, enhancing the pedagogical approach to business education.

The session was inaugurated by Dr. Niketha Sreekanthaswamy, Principal of DSBA, who emphasized the importance of incorporating interactive and experiential learning tools in academic curricula. She highlighted how simulations offer a dynamic learning environment, enabling both teachers and students to explore complex business scenarios and develop decision-making skills in real-time.

Throughout the workshop, faculty members were introduced to various simulation tools and techniques, which can be integrated into the classroom to simulate real-world business challenges. The workshop focused on enhancing critical thinking, problem-solving, and analytical skills among students, while also providing faculty with valuable insights into optimizing their teaching methods.

The event was a great success, providing faculty members with the knowledge and resources to better engage students and foster a deeper understanding of business concepts. By incorporating simulations into the learning process, DSBA continues to stay ahead in offering innovative, practical, and impactful education to its students.

Inauguration of IKS Cell - "Gnana Manthanam"

On May 7, 2025, Dayananda Sagar Business Academy (DSBA) proudly inaugurated its Indian Knowledge Systems (IKS) Cell, themed "Gnana Manthan." The ceremony began with the auspicious lighting of the lamp, symbolizing the pursuit of knowledge. Renowned Leadership and Personality Development Coach, Dr. N. Suresh, delivered a thought-provoking session on "Team Building and Motivation in the Light of the Gita," offering insights into ancient Indian wisdom and its modern applications. Dr. Nikitha Sreekanthaswamy, Principal, emphasized the importance of IKS in today's academic and professional landscape, highlighting its potential to foster well-rounded development. The event saw enthusiastic participation from over 100 first-year students from BBA, BCOM, and BCA programs, marking a significant step towards integrating India's timeless knowledge systems into DSBA's academic fabric.



Team Building and Motivation in the Light of the Gita

The DSBA IKS Cell, in collaboration with the Internal Quality Assurance Cell (IQAC), successfully hosted a workshop titled "Team Building and Motivation in the Light of the Gita" on May 7, 2025. Renowned Leadership and Personality Development Coach, Dr. N. Suresh, led the session, leveraging his expertise in Stress Management, Yoga, and Leadership to deliver a unique blend of ancient Indian knowledge and modern management principles. Over 100 students from II Semester B.Com, BBA, and BCA programs enthusiastically participated, gaining valuable insights into the Bhagavad Gita's relevance in leadership, team dynamics, and self-motivation.

Dr. Suresh's presentation highlighted key verses and teachings from the Gita, emphasizing their practical applications in managing stress, peer pressure, decision-making, and motivation. Using Arjuna's psychological breakdown before the Kurukshetra war as a case study, Dr. Suresh drew compelling parallels to students' challenges, underscoring the importance of emotional balance, duty consciousness, and inner strength. The session also explored Krishna's counsel as a leadership blueprint, focusing on clarity, self-control, and goal orientation.

Through interactive and reflective exercises, students internalized the learnings, gaining a philosophical yet practical framework for managing stress and enhancing motivation. The workshop instilled essential values such as self-discipline, purpose-driven action, and collaborative spirit, with feedback indicating a high level of satisfaction and interest in further sessions on Indian Knowledge Systems.



2nd Year M.Com Students K.R.Sathy and K.R.Saranya have won first place in Rangoli Competition during Esperanza 2025 organised by Dayananda Sagar Academy of Technology and Management

Kudos to K.R.Sathy and K.R.Saranya, 2nd Year M.Com students, for claiming the top spot in the Rangoli Competition at Esperanza 2025, organized by Dayananda Sagar Academy of Technology and Management! Their creative skills and attention to detail paid off, as they outshone other talented participants. Rangoli competitions often feature theme-based designs, ranging from mythological and cultural motifs to social awareness and contemporary issues.

With various designs to choose from, such as peacock, floral, or abstract art, Sathy and Saranya's winning creation surely showcased their artistic flair and originality. This achievement is a testament to their hard work and dedication, reflecting positively on their artistic talents. Heartiest congratulations to both winners!



Mock VIVA - BBA Projects

The Department of Commerce and Management successfully conducted a Mock Viva Voce for 63 BBA final-year students (Batch 2022-25) on May 8, 2024. This initiative aimed to prepare students for their final university viva by providing them with essential skills and feedback. Respective faculty guides led the sessions, assessing students' projects based on research objectives, scope, methodology and learning outcomes.

During the mock viva, students showcased their research work, discussing the core aims, limitations and applicability of their topics. Faculty members evaluated the rigor of their research methods, including data collection and analysis techniques. Students also reflected on the knowledge gained through the research process, linking it to their academic growth and career prospects. Some students who received Pre-Placement Offers (PPOs) were questioned about their offers, highlighting the connection between their academic experience and professional opportunities.

The mock viva proved to be a valuable exercise, enabling students to refine their presentations, reinforce conceptual clarity and adhere to academic standards. Faculty members provided constructive feedback to enhance both content and presentation, ensuring students' submissions met Bangalore University's guidelines. Overall, the event contributed significantly to students' academic development and readiness for their final assessments.



“Anyone who has never made a mistake has never tried anything new.”

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Simulation - BCOM Final Year (Section A and B)

The Department of Commerce and Management successfully conducted a simulation for BCOM final-year students (Section A) on May 8, and 9 2025. Led by Dr. Meera K L, HOD of the Department of Commerce and Management, this initiative aimed to provide students with hands-on experience and practical insights into real-world scenarios. The simulation likely covered key aspects of commerce and management, such as financial analysis, market trends, and decision-making processes.

By participating in this simulation, students would have gained valuable knowledge and skills in areas like management accounting, financial management, marketing management and corporate accounting. Such exercises are essential in helping students develop critical thinking, problem-solving and analytical skills, making them more industry-ready. The event would have undoubtedly contributed significantly to the students' academic growth and professional development.



"Gender, Ethics and Inclusivity in Workplace"

On May 14, 2025, the Equal Opportunity Cell organized a session on "Gender Ethics and Inclusivity in the Workplace," led by Ms. Sunayana Bhat, Assistant Professor at Christ (Deemed-to-be) University's School of Law. Over 90 students from VI BCOM A and B participated in this enlightening event. The session provided a comprehensive understanding of workplace ethics, gender dynamics and inclusivity, covering key areas such as gender biases, sexual harassment and legal protections.

Ms. Bhat discussed prevalent issues like unequal pay, stereotyping and glass ceilings, while also addressing the importance of inclusivity beyond gender, including LGBTQ+ individuals, persons with disabilities and those from diverse caste and socioeconomic backgrounds. The session highlighted the role of the Internal Complaints Committee (ICC) and emphasized the significance of professionalism, respect and ethical behavior in the workplace.

Through this session, participants gained awareness of gender-based challenges, understanding of legal provisions like the POSH Act and insights into fostering a safe, supportive and equitable work culture. The event concluded with a renewed sense of motivation among participants to promote inclusivity and respect in their professional environments.



National Technology Day

On May 15, 2025, the Department of Computer Applications celebrated National Technology Day, highlighting the significance of technology in shaping our lives. Led by Mr. Vasudeva Rao, HOD of the Department of Computer Applications, the event aimed to foster innovation, creativity and awareness about the latest technological advancements.

The celebration would have provided a platform for students to explore emerging trends, develop problem-solving skills and appreciate the impact of technology on society. Such events play a crucial role in inspiring students to pursue careers in technology and innovation, preparing them for the digital future. The Department of Computer Applications likely organized various activities, such as workshops, seminars or competitions, to commemorate this day and promote technological excellence.

BCOM Final year - VIVA VOCE

The Department of Commerce and Management successfully conducted the VIVA Voce examination for B.Com final-year students on May 16, 2025. A total of 100 students, divided into five batches, participated in the event, which aimed to assess their understanding of research projects and ability to communicate effectively. Ten faculty members evaluated the students based on parameters such as research objectives, scope, methodology, learning outcomes and presentation skills.

During the VIVA, students demonstrated their analytical thinking, depth of understanding and ability to present their work professionally. The session was marked by active participation, insightful discussions and constructive feedback from the panel members. The event concluded on a positive note, reaffirming the department's commitment to promoting academic rigor and research-oriented learning among undergraduate students. The VIVA Voce provided a valuable platform for students to showcase their research work and receive feedback, preparing them for future academic and professional endeavors.



RedFm Walkathon

On May 18, 2025, twenty BBA students from II and IV semesters participated in the RedFm Walkathon at St. Joseph's Indian Institutions, Bengaluru. The event aimed to promote health awareness, environmental responsibility and community engagement. Led by faculty coordinator Mr. Manoj Kumar, the students showcased enthusiasm and commitment, reflecting the department's values of teamwork, responsibility and holistic development.

The Walkathon brought together students from various institutions, fostering solidarity and social consciousness. By participating in this event, our students demonstrated their dedication to community-centric activities and wellness promotion. The Department of Commerce and Management appreciates the students' and faculty coordinator's efforts, looking forward to continued involvement in such meaningful initiatives. This event highlights the department's commitment to extracurricular activities and student development beyond academics.



A session on energy, Carbon footprints and sustainability

On May 19, 2025, the Internal Quality Assurance Cell (IQAC) at Dayananda Sagar Business Academy organized an insightful session on 'Energy, Carbon Footprints, and Sustainability' for IV BCOM and II BCA students. Renowned expert Dr. Nagaprasad K.S, Associate Professor at K.S Institute of Technology, Bengaluru, delivered a thought-provoking presentation covering critical topics such as hydrogen pollution, electric vehicle emissions and the role of youth in sustainability.

Dr. Nagaprasad highlighted the environmental challenges associated with hydrogen production and electric vehicle manufacturing, emphasizing the need for a holistic approach to sustainability. He motivated students to drive change through conscious consumption, innovation in green technology and community education. The session concluded with a vote of thanks, leaving a lasting impact on the 60 participants. This event underscored the importance of environmental awareness and sustainability in today's world.



"If you think education is expensive, try ignorance."

A session on Ethics at Workplace

On May 20, 2025, the Equal Opportunity Cell and Human Rights Cell organized a session on "Ethics at Workplace" for II Year BBA and I Year B.Com students. Mrs. Rani Srinivas, Managing Director of Sri Enterprises and former General Manager – HR at Café Coffee Day, delivered an engaging session blending theory with practical experiences. She emphasized the importance of integrity, responsibility, respect and fairness in building trust and maintaining a positive work culture.

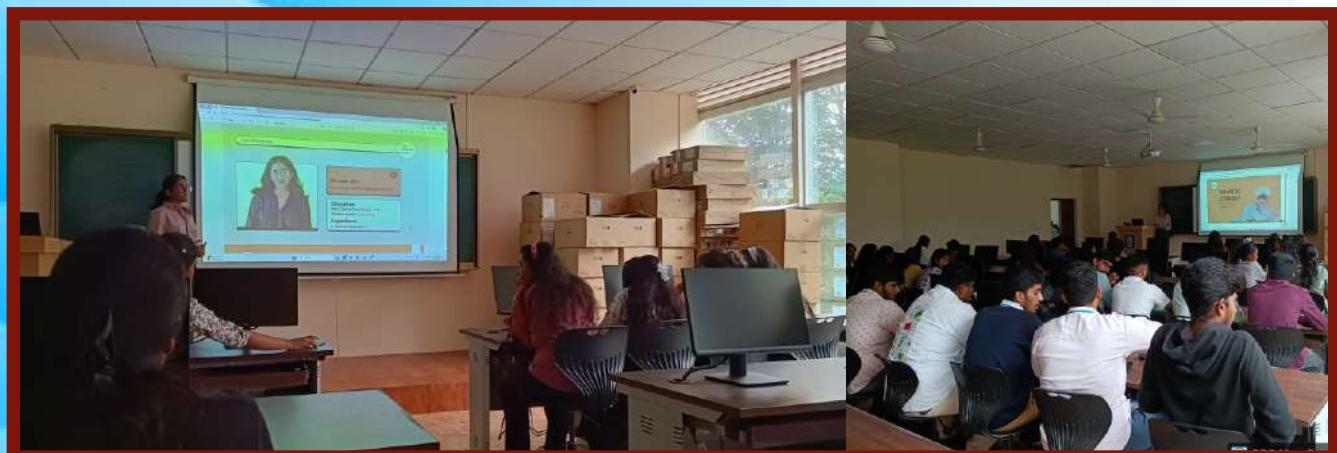
Using real-life workplace incidents, Mrs. Srinivas illustrated the challenges professionals face and the significance of making ethically sound decisions. She discussed approaches to handling ethical dilemmas and aligning personal and organizational values. The session concluded with a Q&A, providing students with valuable insights and encouraging them to reflect on their own values and behavior in professional settings. This informative and inspiring session was a valuable learning experience for the students.



A session on Managing Stress and Anxiety

On May 21, 2025, the Counselling Cell organized a session on "Managing Stress and Anxiety" for VI Sem BCOM A and B students, & II Sem BCOM A and B led by Ms. Sheerja Jain, a psychologist from THAP. The session aimed to equip 96 students with practical tools for emotional resilience, exploring the definitions, differences and impacts of stress and anxiety.

Ms. Jain guided participants in recognizing signs of anxiety, understanding common triggers and discussing harmful effects of prolonged stress. She shared accessible tips to manage anxiety, including healthy sleep habits, exercise, deep breathing techniques and task prioritization. By the end of the session, students gained awareness of personal triggers, coping mechanisms and practical techniques to manage stress and anxiety in daily life, promoting overall well-being and productivity. This valuable session empowered students to take proactive approaches to mental health.



A Session on "Greener Horizons: Innovations in Energy and Waste"

On May 21, 2025, DSBA and EMPRI organized a session on "Greener Horizons: Innovations in Energy and Waste," featuring Ms. Renita Mathayis, Chief Data and Information Officer and Programme Coordinator of the Environment Education Programme at EMPRI. The session likely explored sustainable practices, innovative solutions and environmental challenges, highlighting the importance of greener approaches to energy and waste management. This event would have provided valuable insights and inspiration for students, particularly those from NSS and NCC, to adopt eco-friendly practices and contribute to a more sustainable future.



Astra 25- Intercollegiate event

On May 24, 2025, Dayananda Sagar Business Academy (DSBA) hosted "Astra 25," an intercollegiate event that brought together students from various institutions to showcase their talents, skills and knowledge. The event provided a platform for participants to engage in competitions, workshops and networking opportunities, fostering a spirit of collaboration and innovation. Astra 25 likely featured a range of activities, including cultural events, academic presentations and extracurricular competitions, allowing students to demonstrate their creativity and expertise. The event was a great success, promoting camaraderie and healthy competition among the participating colleges.



Orientation Program on Elective Specialization

On May 29, 2025, Dayananda Sagar Business Academy (DSBA) organized an orientation program on elective specialization for IV BBA and B.Com students. The session, led by esteemed experts Dr. Guru Basava Aradhya, Dr. Meera K.L and Mr. Sanjeev, aimed to empower students in choosing their electives by highlighting industry-oriented career paths and emerging trends. Dr. Aradhya delivered an insightful session on Business Analytics, discussing career opportunities, tools and market outlook. Dr. Meera detailed the Course Matrix, explaining specializations and industry connections. Mr. Sanjeev provided an overview of career opportunities in HR, Marketing, Logistics and Retail. The session concluded with students gaining clarity on elective specializations, career roles and academic choices, enabling them to make informed decisions about their academic and professional journeys.



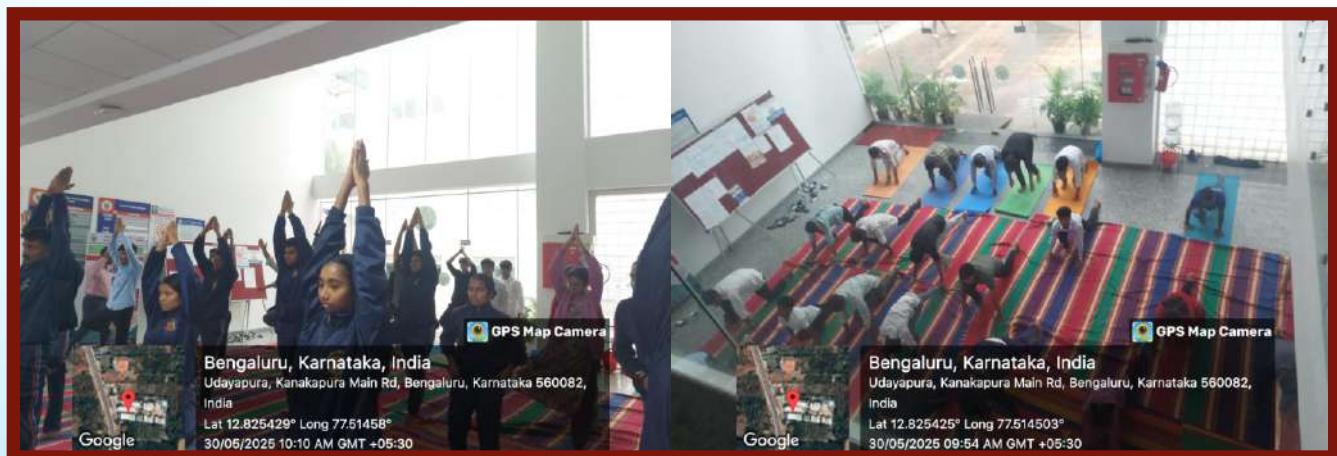
UPSC, CSE Awareness Session

On May 30, 2025, DSBA organized a UPSC Civil Services Examination (CSE) awareness session for 1st and 2nd-year BBA, B.Com and BCA students. Mr. A. Poovendhan, Chief Operating Officer of Mindlogicx Knowledge Network Pvt. Ltd. (National IAS Academy), shared valuable insights and personal experiences, guiding students on aligning academics with UPSC goals, debunking myths and emphasizing the importance of consistent study routines, time management and current affairs. The session covered exam structure, study strategies and answer writing techniques, motivating students to embark on their UPSC journey with clarity and purpose. With over 200 participants, the event concluded with a felicitation ceremony, leaving students inspired and better informed about the UPSC preparation process.



Yoga - International Yoga Day

on the occasion of International Yoga Day, DSBA's NSS and NCC cell organized a yoga session with Hav. Lachman Singh from 2 Kar Battalli Group "A" Kar & Goa. The event aimed to promote physical and mental well-being among students, highlighting the importance of yoga in modern life. Participants practiced various yoga asanas and breathing techniques, experiencing the benefits of this ancient discipline. The session fostered a sense of calm, focus and unity among the attendees, aligning with the global celebration of International Yoga Day.



Visit to Incubation Center

On May 30, 2025, the Entrepreneurship Cell and Institution Innovation Cell at DSBA organized a visit to an incubation center, where students interacted with Avinash Chandrashekariah, Founder & CEO of Plotnew Bio Innovations Private Limited. The visit provided valuable insights into the startup ecosystem, innovation and entrepreneurship. Mr. Chandrashekariah shared his experiences, challenges and successes, inspiring students to think creatively and explore entrepreneurial opportunities. The session likely covered topics such as idea generation, product development and scaling startups, offering students a firsthand look at the innovation process and its applications in real-world settings.



Farewell - Outgoing Batch

On May 30, 2025, DSBA bid a fond farewell to its final-year undergraduate students in a heartwarming ceremony held in the college auditorium. Organized by first and second-year students, the event celebrated the graduating batch's journey and achievements with cultural performances, a ramp walk, and special awards. The ceremony recognized outstanding students in categories such as Best Outgoing Student, Best in Academics, Best Attendance and Sports achievements. Faculty and students shared emotional messages, and the event concluded with a lively ramp walk and dance session, creating lasting memories. The farewell function was a beautiful blend of celebration, recognition and emotion, honoring the accomplishments of the final-year students.



Celebrating the 10th International Yoga Day with ISHA Foundation

The 10th International Yoga Day was celebrated with great enthusiasm and participation on 5th June 2025 at our campus. The event was jointly organized by the NSS and NCC units in collaboration with the volunteers of the ISHA Foundation. The celebration aimed to spread awareness about the benefits of yoga and promote a healthy lifestyle among students and faculty members.

The session began with a brief introduction to the significance of International Yoga Day, followed by guided yoga practices led by trained ISHA volunteers. Participants engaged in various asanas, breathing techniques, and meditation, experiencing the holistic benefits of yoga.

The event was well-received by UG students and faculty alike, with active participation and positive feedback. Brochures highlighting yoga techniques and lifestyle tips were also distributed during the session.

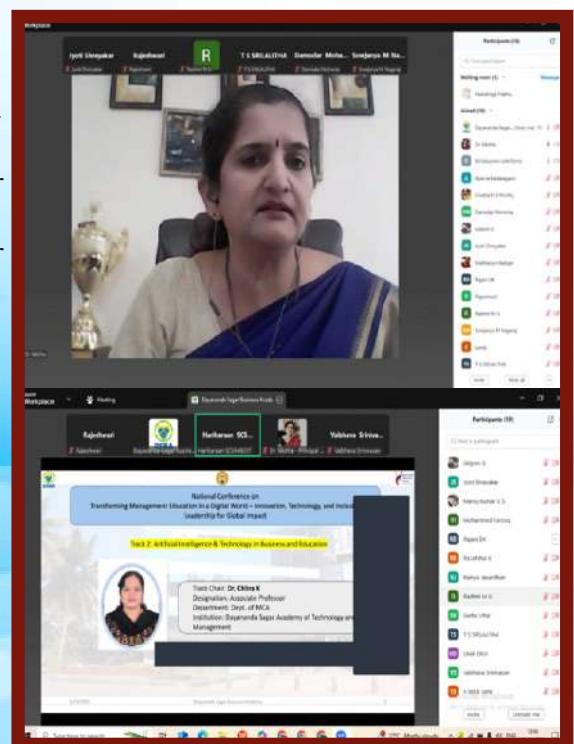
The celebration not only encouraged mindfulness and well-being but also emphasized the importance of incorporating yoga into daily life for physical and mental health.



National Conference on Transforming Management Education in a Digital World

The Research and Development Cell of DSBA successfully organized a National Conference on "Transforming Management Education in a Digital World – Innovation, Technology, and Inclusive Leadership for Global Impact" on the 19th and 20th of June 2025. This Conference was Conducted in a hybrid mode—both on-campus at DSBA, Bengaluru and online—the conference provided a dynamic platform for faculty members, research scholars, and students to explore the evolving landscape of management education influenced by digital transformation, innovation, and global leadership strategies.

The event brought together several esteemed academic leaders, including Dr. Nikitha Sreekanthaswamy, Principal, DSBA; Dr. Manjula Sanjay Koti, Professor and HOD, Dept. of MCA, DSATM; Dr. Chaitra K, Associate Professor, MCA, DSATM; Dr. Guru Aradhy, Professor, DSBA; Dr. Meera K. L, Associate Professor, DSBA; and Dr. Revanayya, Assistant Professor, DSBA.



The conference commenced on Day 1 - **9th June 2025**, with registration and an inaugural function featuring an invocation, lamp lighting, a welcome address by Principal Dr. Nikitha Sreekanthaswamy, and addresses by chief patrons and invited guests. This was followed by Plenary Session 1 on the theme "Innovation & Digital Pedagogy in Management Education", presented by Dr. Manjula Sanjay Koti. The technical sessions began with Session 1, chaired by Dr. Manjula Sanjay Koti, and Session 3, led by Dr. Nikitha Sreekanthaswamy and Dr. Meera K. L, conducted online. In the afternoon, Technical Session 2 was held online under the guidance of Dr. Chaitra K. The day concluded with a thought-provoking Panel Discussion on "Leadership for Global Impact in a Post-Digital Era", moderated by Dr. Revanayya.

Day 2 - **20th June 2025**, Plenary Session 2 opened

The proceedings with the theme "AI, Analytics, and the Future of Business Education", delivered by Dr. Chaitra K and Dr. Guru Aradhya. This was followed by Technical Session 4, chaired by Dr. Guru Aradhya for faculty presentations, and a parallel Student Track (offline) coordinated by Dr. Revanayya and Dr. Meera K. L. The conference concluded with a Valedictory Ceremony conducted online, during which Dr. Meera K. L, the Conference Convener, presented a comprehensive report on the conference proceedings. The event ended with the Best Paper Awards Ceremony, recognizing the most impactful research contributions presented during the conference.

The two-day event witnessed active participation and engaging discussions from both industrial as well as academic perspectives. It served as a significant step in advancing management education through innovation, technology integration, and inclusive leadership with a focus on creating global impact.

6 Days Faculty Development Program (FDP)

Intellectual Property Rights (IPR) & Entrepreneurship: Building Sustainable Business Models through Innovation

Day 1

The Department of Computer Applications, in association with AICTE ATAL, organized a Faculty Development Program (FDP) on "Intellectual Property Rights (IPR) & Entrepreneurship: Building Sustainable Business Models through Innovation" on 23rd June 2025 at Dayananda Sagar Business Academy (DSBA). The program was designed to enhance the understanding of IPR among faculty, PG students, and industry professionals, with an emphasis on its role in fostering innovation and sustainable business development. The event witnessed enthusiastic participation with over 50 delegates, including corporates, academicians, and postgraduate students.

The FDP began with an elegant inaugural session. Mrs. Chaitra N S Murthy, Assistant Professor, Department of English, warmly welcomed all dignitaries and participants, setting a gracious tone for the day. A soulful invocation song was rendered by Mrs. Sulakshana from the BCA department. Dr. Nikitha Sreekanthaswamy, Principal ATAL and FDP Coordinator DSBA, delivered the welcome address, where she emphasized the growing significance of IPR in academic ecosystems. She highlighted that modern institutions are evolving into centers of innovation and entrepreneurship, making intellectual property an essential measure of academic impact. She stressed the need for faculty to foster IPR awareness in their pedagogy and research, encouraging students to think innovatively and pursue commercially viable research. She noted that IP literacy not only protects innovations but also enhances institutional collaborations, research funding, and global rankings.



The inaugural address was delivered by Dr. Kalyan C. Kankanala, Managing Partner and Chief Intellectual Property Attorney at BananaIP Counsels, Bangalore. With over two decades of experience, Dr. Kankanala shared critical insights into how educational institutions can benefit from strategic IP creation and management. He elaborated on how IP assets—such as patents, trademarks, and copyrights—are becoming key indicators of innovation. He discussed India's evolving IP landscape since 2005, linking policy developments with real-world institutional success stories. His address set a strong foundation for the rest of the sessions by effectively tying IPR to entrepreneurship and academic growth.

In Technical Session I, Mr. Gaurav Mishra, Associate Partner at BananaIP Counsels, presented a legal and strategic overview of Intellectual Property Rights. He explained the different types of IP, such as patents, copyrights, trademarks, geographical indications, and industrial designs. His session covered essentials of patent law, criteria for patentability, the patent application process, and international considerations. He also discussed the relevance of branding through trademark protection and the role of copyright in the digital era. Real-world examples and case studies added practical value, especially in demonstrating how entrepreneurs can leverage IPR to gain competitive advantages and attract investments.

Technical Session II was led by Dr. Gurubasava Aradhy, Professor at DSBA, who presented his research article titled "Evolution of IPR Significance in Promoting Innovation and Entrepreneurship." He examined the history of IPR development in India and how strong IP frameworks correlate with economic growth and startup culture. The session explored global innovation trends and the role of universities and incubators in bridging research with commercialization. Dr. Aradhy emphasized the need for faculty and researchers to transform their academic work into valuable IP assets, supported by institutional frameworks and awareness.

Technical Session III featured Dr. Indranil Saha, Associate Professor at Manipal Law School, MAHE, Bengaluru, who delivered a comprehensive presentation on the legal framework of patents. He explained the Indian Patents Act, TRIPS agreement, and global IP systems including the Patent Cooperation Treaty (PCT). His session focused on the process of patent filing—from invention disclosure to grant—and detailed best practices for drafting claims, conducting prior art searches, and avoiding infringement. A key highlight was the live demonstration of using online patent databases and tools, which clarified several practical aspects of IP management.

The day concluded with a hands-on training session facilitated by Dr. Gurubasava Aradhy, where participants engaged in real-time exercises. Attendees explored tools like Google Patents, the Indian IP Portal, and WIPO's search system. They worked through a simulated patent drafting activity and identified potential patentable features in sample innovations. The session bridged theory and practice, empowering participants with skills to initiate IP filings within their own institutions.

Day 2 "Intellectual Property Rights (IPR) and Entrepreneurship: Building Sustainable Business Models through Innovation"



The day continued to build on the momentum of Day 1 by exploring advanced topics at the intersection of intellectual property, entrepreneurship, sustainability, and emerging technologies. Over 50 participants, including faculty members, postgraduate students, and industry professionals, engaged in thought-provoking sessions led by expert resource persons.



The first session was delivered by Mr. Chaitanya Singh, Founder of Illuminati Consulting Services, Bangalore. With over 25 years of experience in intellectual property and business consulting, Mr. Singh addressed the theme "Trademark Disputes and Global Branding Issues." He provided an in-depth understanding of trademark fundamentals, including their types, significance, and legal value. Drawing from real-world international case studies, he discussed common causes of trademark disputes such as infringement, counterfeiting, and dilution, while emphasizing the complexities of branding in a global context. He introduced participants to international trademark protection strategies, particularly the Madrid Protocol, and encouraged academic institutions and startups to build robust IP portfolios early to prevent legal conflicts. His session seamlessly integrated legal knowledge with strategic business insights, offering actionable tools to protect and enhance brand identity.

This was followed by an engaging article discussion session led by Dr. Gurubasava Aradhya, Professor at DSBA. The session focused on a research paper titled "Integrating Intellectual Property and Sustainable Business Models: The SBM-IP Canvas", published in the journal Sustainability (2020). The SBM-IP Canvas, co-authored by Mr. Singh, is a strategic framework designed to align IP planning with sustainability and entrepreneurial goals. Dr. Aradhya explained how this model integrates environmental, social, and governance (ESG) principles into IP strategies, offering institutions a practical tool to guide student innovations and research projects. The session sparked interactive dialogue, with participants discussing how sustainability and IP can together drive long-term business viability.

In the third session, Mrs. Praneetha K. Rasbag, Founder of Prasa IP, Bangalore, delivered an expert talk on "Artificial Intelligence and Patents." With 25 years of IP law experience, Mrs. Rasbag explored the emerging challenges and possibilities that AI brings to the patent system. She examined the question of whether AI can be recognized as an inventor and delved into the complexities of patenting AI-generated outputs. Participants were introduced to the global legal landscape and current policy debates surrounding AI ownership, as well as data-driven insights on patent trends in fields like machine learning, robotics, and natural language processing. The session also addressed practical concerns faced by patent examiners when reviewing AI-based applications, and highlighted ethical issues related to IP rights between human developers and AI systems. Her talk was both timely and visionary, preparing participants for the legal shifts ahead in the AI innovation space.

The day concluded with a hands-on training session conducted by Dr. Guru Aradhya, which helped translate theoretical knowledge into practical skillsets. Participants engaged in live patent searches using platforms like Google Patents, IP India, and WIPO. They conducted prior art evaluations, explored problem-solution exercises to determine patentability, and practiced drafting basic claims for provisional patent applications. Trademark conflict scenarios and group discussions further enhanced collaborative learning. The session provided a practical toolkit for identifying, protecting, and managing intellectual assets in academic and entrepreneurial settings.

ATAL FDP offered participants a comprehensive and future-focused exploration of intellectual property, entrepreneurship, sustainability, and AI. With a strong balance of expert lectures, real-world case discussions, and hands-on activities, the day strengthened the FDP's vision of creating an IP-aware, innovation-driven academic and startup ecosystem. The event empowered educators and entrepreneurs alike to integrate IPR strategically into their research, teaching, and business practices.

Day 3 "Intellectual Property Rights"

(IPR) and Entrepreneurship: Building Sustainable Business Models through Innovation", organized by the Department of Computer Applications at Dayananda Sagar Business Academy (DSBA) in collaboration with AICTE ATAL, was held on 25th June 2025. The third day of the FDP continued to build momentum by focusing on copyrights and their relevance in the academic and innovation ecosystem. With 50+ participants, including faculty, postgraduate students, and corporate professionals, the sessions explored the intersection of intellectual property with creativity, academia, and emerging technologies like Artificial Intelligence.

The day began with a detailed and practice-oriented session by Dr. Upankar Chutia, Associate Professor at Alliance School of Law, Alliance University, Bangalore. With over a decade of experience, Dr. Chutia delivered a session on "Fundamentals of Copyrights" that focused on its legal structure and practical implications in academic settings. He explained various types of copyrights, the scope of protection under Indian law, and principles of ownership and fair use. He also emphasized how copyrights safeguard creative works such as poetry, research publications, software code, and digital content. By drawing on real-life case studies from academia and industry, Dr. Chutia highlighted the growing need for faculty and institutions to protect their intellectual output. The session was highly interactive, with participants posing questions about copyright eligibility for institutional materials and faculty-created content.

Following the morning session, Dr. Chutia conducted a hands-on workshop where participants were guided through the online copyright registration process using the Indian Copyright Office portal. He provided a step-by-step walkthrough for registering various types of literary and artistic works, and assisted faculty and students in initiating the registration of their own research articles, creative writings, and teaching materials. The training also covered documentation requirements, timelines, and official fee structures. This practical session left participants with concrete skills in copyright filing, strengthening their ability to legally protect their intellectual contributions. with a copyright filing from faculty Chaitra NS Murthy on Life Under Literary Work.



In the afternoon session, Ms. Mithila Holla, CEO and IPR Consultant at Holla Associates, delivered a thought-provoking talk on "Artificial Intelligence and Copyrights". With over 15 years of experience in IP consulting, Ms. Holla addressed the emerging legal and ethical questions arising from AI-generated content. She discussed what qualifies as an original work when machines are involved in the creative process and explored the legal ambiguities around authorship and ownership. Global case studies and evolving policy frameworks were presented to highlight the diversity in international perspectives. Participants engaged in a lively Q&A session, raising practical concerns related to academic publications and AI-assisted content in research and startups. Ms. Holla also offered best practices for documenting and protecting machine-generated content, making the session highly relevant for modern educators and entrepreneurs working in tech-driven domains.

The day concluded with an article discussion session led by Mr. Vaibhava Srinivasan, Assistant Professor at DSBA. The group revisited the research paper titled "Integrating Intellectual Property and Sustainable Business Models: The SBM-IP Canvas", originally published in the journal Sustainability (2020). The discussion emphasized the role of copyrights as an integral component of sustainable innovation strategy. Participants reflected on how protecting creative content not only preserves academic integrity but also enhances the commercial viability of research and teaching materials. The session offered valuable insights for institutions aiming to align their IP strategies with long-term entrepreneurial goals.

The FDP was highly impactful, equipping participants with practical knowledge, legal clarity, and strategic vision related to copyright protection and innovation. The sessions successfully reinforced the core mission of the FDP—to bridge intellectual property with sustainable entrepreneurship and empower academic stakeholders to become IP-literate innovators in a digital world.

Day 4 "Intellectual Property Rights"

(IPR) and Entrepreneurship: Building Sustainable Business Models through Innovation", organized by the Department of Computer Applications at Dayananda Sagar Business Academy (DSBA) in collaboration with AICTE ATAL, was held on 26th June 2025. The day featured insightful sessions led by legal and academic experts, focusing on the strategic and legal dimensions of IPR, particularly in relation to entrepreneurship and copyright enforcement. With over 50 participants, including faculty, postgraduate students, and corporate professionals, the sessions offered practical learning blended with theoretical perspectives.



The morning session was conducted by Mr. Bharadwaj Jaishankar, Partner – IPR at INDUSLAW, who delivered a compelling session on "IP Strategies for Entrepreneurs." Drawing from his 16 years of professional experience, Mr. Jaishankar emphasized the critical role of intellectual property in enabling entrepreneurs to secure and scale their innovations. He elaborated on how startups can leverage various IP tools—patents, trademarks, copyrights, and trade secrets—not only for legal protection but also for creating high-impact market strategies. By demonstrating how robust IP portfolios can enhance startup valuations and attract investor interest, Mr. Jaishankar highlighted the importance of aligning IP planning with long-term business objectives. His discussion on licensing, franchising, and strategic collaborations provided participants with real-world perspectives on IP monetization. Using case studies of successful Indian and international ventures, he showcased how structured IP management leads to business growth and global expansion. The session ended with an engaging Q&A, where participants discussed the challenges they face in identifying, filing, and managing IP in academic and entrepreneurial contexts.



Following the technical talk, Dr. Guru Aradhya led an article discussion and reflection session based on his research paper titled "Evaluation of Intellectual Property Rights (IPR) Significance in Promoting Innovation and Entrepreneurship," published in the International Journal of Research Publication and Reviews (2024). The discussion focused on the empirical and theoretical links between IPR and business innovation. Dr. Aradhya emphasized how the protection of intellectual assets accelerates the commercialization of academic research, fosters startup ecosystems, and contributes to sustainable innovation. This segment helped participants connect the theoretical underpinnings of IPR with the practical insights shared earlier in the day.

In the afternoon session, Prof. (Dr.) G. Sudarsana Reddy, Senior Professor at Tumkur University, delivered a detailed and informative session on "Copyright Infringements and Legal Remedies." With over 26 years of academic and legal experience, Dr. Reddy unpacked the complexities of copyright law, discussing civil and criminal liabilities, infringement case studies, and preventive strategies for content creators and academic institutions. He provided a deep dive into the structure and enforcement of copyright law in India, supported by case analyses that illustrated how legal remedies are pursued in both domestic and international contexts. His session also addressed common misconceptions about copyright, offering clarity on the distinction between fair use and infringement.

Dr. Reddy continued with a hands-on lab session, which offered participants practical training in understanding and managing copyright-related legal risks. Key components of the session included a walkthrough of the copyright registration process, strategies for documenting original content, tools for monitoring potential violations, and a primer on international copyright protection frameworks like the Berne Convention and the TRIPS Agreement. Participants also discussed how to proactively manage and license content, as well as how to respond to infringement incidents.

Key highlights of Day 4 included a strategic focus on how entrepreneurs can use IPR as a business growth tool, in-depth legal perspectives on copyright enforcement, and strong audience engagement through case discussions and hands-on activities.

All sessions were conducted as scheduled and received enthusiastic responses from participants, who praised the practical orientation and relevance of the topics discussed.

The FDP successfully reinforced the core objectives of the program—empowering educators and entrepreneurs to use IPR as a strategic asset in innovation and sustainable business development. The sessions provided actionable insights and equipped participants with the legal and strategic knowledge necessary to navigate today's complex intellectual property landscape.

Day 5 IPR and Entrepreneurship

The day was marked by dynamic engagements, hands-on insights, and an industry visit, reinforcing the relevance of IPR in today's innovation-led ecosystem. Over 50 participants, including faculty, postgraduate students, and industry professionals, took part in the final day of this enriching program.



The day began with a session by Prof. Prashant S Desai, Professor of Law at Presidency University, who delivered a deep and analytical lecture on "Technology Transfer and the Role of IPR in Innovation." Drawing from two decades of academic and legal experience, Prof. Desai illuminated the intricate relationship between intellectual property rights and the commercialization of technology. He emphasized how legal frameworks, particularly patents, facilitate the structured transfer of knowledge from research labs to the marketplace. Through illustrative case studies and policy references, he explained how collaborative R&D projects—especially those involving academia and industry—benefit from well-defined IPR strategies. His session enabled participants to grasp the legal mechanisms that protect innovation, mitigate risk, and foster industry partnerships.

Following this, Prof. Guru Aradhya, Professor at DSBA, led an article discussion session on his 2024 research paper titled "Evaluation of Intellectual Property Rights (IPR) Significance in Promoting Innovation and Entrepreneurship", published in the International Journal of Research Publication and Reviews. The session focused on how IPR serves as a foundational element for creating innovation ecosystems, especially in emerging economies. Participants explored the paper's findings on policy alignment, startup incubation, and international best practices in IP commercialization. The discussion was highly interactive, with participants contributing cross-disciplinary insights and sharing their institutional experiences related to patent filing, research funding, and startup collaborations.

The highlight of the afternoon was a field visit to the DERBI Foundation (Dayananda Sagar Entrepreneurship Research & Business Incubator). Guided by Dr. Adithya Hande, Associate Manager – Clinical Research at DERBI, participants received an in-depth overview of one of India's leading incubators in healthcare and deep-tech innovation. Dr. Hande explained DERBI's core mission—"Come with an idea and go with an impactful product"—and walked the group through its structured incubation programs like PACE, GALLOP, and EMERGE, supported by major government bodies including DST, MeitY, DPIIT, and BIRAC.

Participants visited various DERBI labs and incubation facilities, gaining exposure to real-time startup journeys and product development pipelines. The foundation's impactful track record includes over 1,400 startups reached, 185 incubated, 84 grants disbursed, and 1,080+ jobs created, showcasing its instrumental role in India's innovation landscape. Breakthroughs incubated here include multi-pathogen diagnostic kits, portable bone densitometers, handheld colposcopes, voice prostheses, and microbial air purifiers—all of which were showcased to the visiting participants. Dr. Hande also elaborated on funding schemes, clinical trial support, and go-to-market strategies offered by DERBI, enriching participants' understanding of how ideas are transformed into scalable products through institutional and policy support.

The FDP not only deepened participants' understanding of the legal and strategic dimensions of IPR but also allowed them to experience first-hand how innovation is nurtured in real-world incubator settings. The combination of academic insight and industrial exposure made the final day a fitting culmination of the FDP, equipping educators, researchers, and entrepreneurs with the knowledge, tools, and networks needed to foster sustainable innovation in today's knowledge economy.

ATAL FDP – Day 6: A Grand Conclusion with Legal Insights and Reflection

The day brought together over 50 faculty members, postgraduate students, and industry professionals, all eager to strengthen their understanding of intellectual property rights in the context of sustainable innovation and entrepreneurship.

Morning Session: Copyright Infringements & Legal Remedies

The final academic session was delivered by Prof. (Dr.) Panduranga V, Professor and Dean at Central University of Karnataka, who brought over 20 years of academic and legal expertise to his topic: *Copyright Infringements and Legal Remedies*. His session offered a structured and in-depth look at how copyright law applies within academia, research, publishing, and the digital landscape.

Dr. Panduranga began with the fundamentals of copyright law, elaborating on the categories of protectable works—literary, musical, artistic, digital, and more—and the rights granted to original creators. He explained the nuances of the “fair use” doctrine, helping participants understand the line between legitimate use and infringement in educational settings.

Through real-world case studies and Indian legal precedents, the session shed light on both civil and criminal remedies available to copyright holders. Dr. Panduranga particularly emphasized common infringement scenarios in academic publishing and digital content sharing, encouraging institutions to adopt stronger content governance and IP literacy policies.

What stood out was the interactive, case-based format of the session. Participants were invited to analyze sample infringement cases and apply legal reasoning to determine outcomes. This hands-on approach ensured deeper engagement and practical understanding of copyright applications in teaching and scholarly work.



Assessment & Reflection

Post-session, participants undertook a proctored MCQ-based assessment, answering 50 questions that tested their cumulative learning across the six-day FDP. This was followed by the submission of a Reflection Journal, where attendees documented their insights, takeaways, and plans for implementing IPR principles in their academic and entrepreneurial pursuits. These components served both as evaluation tools and as a means for self-reflection and program feedback.

Valedictory Session: Celebrating Six Days of Learning

The Valedictory Ceremony marked the successful conclusion of the FDP with a spirit of appreciation and academic camaraderie.

The session featured:

- Reflections from participants on their transformative learning experience.
- Summaries of core themes from each day of the FDP.
- Acknowledgment of the contributions by all resource persons, organizers, and support staff.
- Distribution of e-certificates and closing remarks that underscored the relevance of IPR in today's innovation-driven educational ecosystem.

The ATAL FDP successfully empowered its participants to become enablers of innovation, protection, and entrepreneurship in their institutions and communities.



DSBA

Cockpit to Cosmos: A Celebration of Shubhanshu Shukla's Stellar Journey

On 27th June 2025, the faculty, NCC cadets, and non-teaching staff of Dayananda Sagar Business Academy came together in a momentous celebration of Wing Commander Shubhanshu Shukla's pioneering journey from the cockpit to the cosmos. The event, titled "Cockpit to Cosmos," was an inspiring tribute to his remarkable selection for India's space mission, honoring his transition from a decorated Air Force pilot to a future spacefarer.

Organized by the NCC Unit, the event aimed to ignite patriotic pride and encourage young minds to dream beyond limits. Staff and students alike gathered with great enthusiasm, commemorating this historic milestone in India's aerospace achievements.

It began with a ceremonial welcome and the screening of a specially curated video showcasing Shukla's journey—highlighting his early life, rigorous Air Force career, and his selection for the Indian Human Spaceflight Programme. A message from NCC alumni and senior officers added emotional depth and motivation for aspiring cadets.

Inspiring addresses were delivered by teaching staff members, reflecting on the importance of discipline, service, and ambition in shaping national icons like Shubhanshu Shukla. Non-teaching staff contributed with vibrant decorations and logistics, turning the venue into a space-themed tribute that truly resonated with the day's theme.

The highlight of the event was an interactive discussion on India's Gaganyaan mission, where students and NCC cadets engaged in insightful Q&A sessions on space science, training protocols, and the global significance of India's growing space capabilities. The celebration concluded with the rendition of the National Anthem and a group pledge by NCC cadets to uphold the values of courage, commitment, and excellence embodied by heroes like Wing Commander Shukla.



Work-Life Balance: Setting Boundaries for a Healthier You

On 30th June 2025, the Counselling Cell of Dayananda Sagar Business Academy (DSBA) organized an engaging and insightful session titled "Work-Life Balance: Setting Boundaries for a Healthier You" for the teaching and non-teaching staff. The resource person for the session was Ms. Rosemal Thamby, a practicing psychologist from THAP, who brought a rich perspective on mental health and emotional well-being in professional settings.

Held at Venue G04, the session saw the participation of over 30 staff members, who took part in discussions around the psychological impact of work-life conflict, stress, and the importance of setting healthy boundaries to improve quality of life.



Key Highlights of the Session:

★ Understanding the Concept:

Ms. Thamby opened the session by elaborating on the concept of work-life balance and its necessity in today's fast-paced professional environment. She highlighted how blurred boundaries can lead to burnout, mental fatigue, and emotional exhaustion.

★ Practical Boundary-Setting Strategies:

Attendees learned about effective techniques for establishing personal and professional boundaries, managing time, and improving communication to reduce conflict between work and personal commitments.

★ Psychological Insights on Stress Management:

The session explored the link between poor boundaries and chronic stress, with Ms. Thamby offering tools such as mindfulness, self-care routines, and assertive communication to help manage stress and promote mental well-being.

★ Interactive Engagement through Real-Life Scenarios:

The session encouraged participants to share workplace challenges, allowing for personalized insights and relatable discussions that added depth and relatability to the content.

★ Mentimeter-Based Feedback and Assessment:

A live Mentimeter poll was conducted to capture participant feedback. Staff responded to multiple-choice and open-ended questions, rating the session's relevance, content quality, and practical utility.

A majority of attendees expressed that the session helped them reflect on their personal work-life habits and left them with practical strategies they could implement immediately.

The session successfully fostered awareness around the importance of personal well-being in professional success. Through interactive discussions and evidence-based strategies, staff members left feeling more empowered to take charge of their mental health and productivity.

Strengthening NAAC Readiness: Faculty Training on New Attributes by Campus Technology

On 30th June 2025, the Internal Quality Assurance Cell (IQAC) of Dayananda Sagar Business Academy (DSBA) organized an informative session on "NAAC New Attributes", conducted in collaboration with Campus Technology. The session was aimed at sensitizing and equipping the faculty with the updated guidelines and expectations for the NAAC Second Cycle Assessment scheduled for 2026.

The online session was led by Mrs. Pooja Vasudev, Assistant Director, Service Delivery and Operations, at Campus Technology, and witnessed active participation from over 30 teaching and non-teaching staff members. The venue for the session was G 04.





Key Highlights:

★ **Understanding NAAC's Relevance:**

Mrs. Vasudev began by highlighting the importance of NAAC accreditation, explaining how it impacts institutional growth, academic quality, and recognition. She emphasized that the second cycle of assessment (2026) is a critical phase for DSBA, calling for detailed institutional introspection and strategic alignment.

★ **New NAAC Attributes for 2026:**

The session introduced the new attributes and metrics added to NAAC's evaluation framework. These reflect evolving expectations in areas such as teaching effectiveness, learning outcomes, innovation practices, sustainability, and digital transformation.



Faculty's Role in NAAC Accreditation:

Participants were reminded of their integral role in documentation, data collection, and qualitative assessment. Faculty were encouraged to align their academic and research efforts with these new benchmarks to ensure higher institutional scoring.

Accurate Data Entry and Responsibility Allocation:

The importance of accurate, timely data entry over the past five years was stressed. Mrs. Vasudev advised the IQAC

★ **Coordinator, Dr. Meera, along with the Principal, to identify coordinators for each NAAC criterion, who would oversee respective data compilation efforts.**

Technology Integration with Campus.Techology Platform:

A detailed demonstration of the Campus.Techology platform was provided, showcasing its capabilities to streamline documentation, simplify data uploads, and offer real-time dashboards for institutional progress tracking. Its user-friendly interface ensures effective participation from all faculty members.

Action Plan and Next Steps:

Mrs. Pooja Vasudev outlined the roadmap for moving forward:

- ★ *Appointment of criterion-wise coordinators.*
- ★ *Initiation of the five-year data entry process using the Campus.Techology platform.*
- ★ *Regular monitoring and review of data in accordance with NAAC's new criteria.*

The session served as a crucial preparatory step toward DSBA's 2026 NAAC reaccreditation process. Mrs. Pooja Vasudev's structured guidance and the integration of technology-based solutions will significantly enhance the institution's data readiness, compliance, and documentation quality. The collective participation of faculty and administrative teams is vital for navigating the updated accreditation landscape effectively.

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We congratulate our students on their successful placements and appreciate the efforts of Prof. Srilalitha TS in facilitating these opportunities.

"The best education consists in immunizing people against systematic attempts at poisoning them." Page: 81

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