



DAYANANDA SAGAR INSTITUTIONS DAYANANDA SAGAR BUSINESS ACADEMY



**Dayananda Sagar Business Academy
Udayapura, Bangalore**

www.dsba.edu.in

**DSBA SIP REPORT
Submitted to
PRME
February 2023**



Dayananda Sagar Business Academy

Affiliated to Bangalore University College Code - 6J
Accredited by NAAC, New Delhi.



DSBA renews its commitment to PRME:

It's gratifying to reaffirm our continued commitment to Principles for Management Education and present a sharing Information on Progress [SIP] Report for the last 24 months.

Post covid there is a significant change in the way the world operates. Thanks to technology, it is much more easy and convenient to connect across the globe. Taking advantage of the situation academic institutions have leveraged technology for conducting academic activities. We at DSBA organised various events through technological platforms.


International Conference titled Global Chaos: Emergence of New Cosmos Was conducted through online mode and with the focus on challenges and solutions. Post covid online workshops, seminars and guest lectures were an integral part in our journey towards academic enrichments. Faculty and students adopted to the hybrid mode of teaching learning process.

Keeping the spirit of "Vasudaiva Kutumbakam", World is a family, the National Cadet Corps [NCC] cadets and National Service Scheme [NSS] volunteers of DSBA worked in tandem with the administrative authorities to help in efforts to contain the coronavirus outbreak by turning into social warriors creating awareness among people. Organising Vaccination drives both in campus and in communities was one of the major activities. Health awareness sessions and Blood donation camps were organised by NSS wing as life returned to normal, post pandemic.

Elders in the society need love and care the most but not all elders are fortunate. DSBA NSS volunteers showered their love and care to the elderly who have been living in an old age home. Regular visits to the old age home, spending quality time and entertaining elders have brought smiles on the face of senior citizens. Involving them in celebrating days of national importance was an excitement for both students and elders.

With a vision to create professionally and academically enriched students with social sensitivity, we at DSBA strive to balance curriculum with extra-curricular and co-curricular activities. Student clubs are encouraged to plan conceptualise and execute various activities which leads to holistic development of every student. Events and activities with focus on sustainability, environment protection, mindful use of resources are frequently organised. Students are given ample opportunity for fun and frolic through inter-class and inter collegiate competitions.

We commit ourselves to practice actions which lead to sustainability, create a beautiful world for ourselves and for the next generation. We assure that awareness and education is the way forward in achieving this goal.


14/6/2023

Dr. Veena KN
Principal

Dayananda Sagar Business Academy

Principal
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Contents

Table of Contents

Contents	3
1. DSI Heritage	4
2. About Dayananda Saga Business Academy	5
3. COVID-19 Pandemic:.....	9
4. Agents of Change	11
20	
5. Awareness Programs.....	22
6. Training Programs	26
7. BlacBook Thought Leader Speaker Series.....	32
8. International Conference	34
9. Intercollegiate Fest – Sagara Taranga 2022	37

1. DSI Heritage

The pride of DSI is its leadership team



Late Shri R Dayananda Sagar

Founder-DSI



Dr.D.Hemachandra Sagar
Chairman,DSI



Dr.D. Premchandra Sagar
Vice-Chairman & CEO,DSI



Mr.Galiswamy
Secretary, DSI

Our founding father, late Sri R Dayananda Sagar, was a graduate in Arts & Commerce from India & a barrister-at-law from England. He was a visionary, an educationist, a powerhouse of knowledge and a believer in transforming the world; besides a leader par excellence who saw no reason to shy away from his responsibilities in setting up Mahatma Gandhi Vidya Peetha Education Trust in the 60s, the trust that contributed to educate the world for over 60 years carefully building an alumni of over 100,000 including accomplished professionals, law makers, sports personalities, celebrities spread all over the world.

The champions of Educational Development with exceptional leadership vision and records, the leaders Dr. D. Hemachandra Sagar and Dr. D Premachandra Sagar follow the footsteps of the founder Late R Dayananda Sagar. Thinkers, Planners, institution builders and medical doctors enriched with insights gained from hands-on work experience, they bring with them a piece of worldly wisdom in all that they do.

2. About Dayananda Sagar Business Academy

Dayananda Sagar Business Academy is a state-of-the-art modern business school under the prestigious Dayananda Sagar Institutions. Established in 2011, DSBA offers Under Graduate programmes in Management, Commerce and Computer Applications.

DSBA focuses on concept, knowledge integration and application to transform students to competitive business leaders. The innovatively crafted courses of DSBA also in still in graduates a high-level of integrity and professionalism, while preparing them for rewarding and fulfilling careers in their chosen fields. Expert faculty with right mix of industry and academia facilitate the learning and all-round development of student's thorough innovative and advance teaching practices. We take care to inculcate values among the students, while shaping and sharpening their mind-sets by the academic rigor of our programs. Beyond the quality of education, it is the quality of life in the campus that provides for the well-being and overall development of the students.

Team DSBA



Dr. Veena K.N , Principal



DSBA Faculty

Vision

To become a center of excellence in education, research & training and to produce citizens with values and exceptional leadership qualities to serve national and global needs.



Mission

To provide innovative educational opportunities and student support services that lead to the holistic education.

To provide a sustainable and accessible environment to support and encourage student potentials by building on the vibrancy of DSI while being guided by the principles of integrity, innovation, creativity and quality.



To foster personal and professional success through the development of critical thinking, effective communication, Creativity and cultural awareness in a safe, accessible and affordable learning environment.

Values

Pursuit of Excellence: Commitment to continuous improvement of our systems with the aim to be the best in our field.

Fairness: Commitment to objectivity and impartiality to earn the trust and respect of society.

Leadership: Commitment to lead responsibly, responsively and creatively in educational and research processes.



Integrity and Transparency: Commitment to be ethical, sincere and transparent in all activities and to treat all individuals with dignity and respect.

Student Focus: Creating an educational environment and culture to ensure holistic development of students and help to achieve their professional goals.

Diversity: Fostering a learning community in which the values, goals, and learning styles of all students are recognized and supported.

Alignment with UNPRME Principles

Six Principles

Principle 1 | Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.



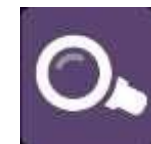
Principle 2 | Values: We will incorporate into our academic activities, curriculum, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



Principle 4 | Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value



Principle 5 | Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



Principle 6 | Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stake holders on critical issues related to global social responsibility and sustainability.



We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

Program Objectives

At DSBA, we understand that, to be relevant in the dynamic world, skill development required for personal and professional success of all graduating students is vital, and hence, program specific objectives are identified.

Knowledge

To impart knowledge and enhance the ability to understand core concepts of the program.

Communication

To enhance ability to utilize oral, written, listening and non-verbal communication skills to effectively interact with others.

Inquiry and Analysis

To improve the ability to apply theoretical aspects of commerce, management and computer science disciplines to arrive at feasible solutions in real situation.

Reasoning and Critical Thinking

To instill logical and critical thinking that is responsive and guided by intellectual standards such as relevance, accuracy, brevity and clarity.

Technological Advancement

To keep pace with global technology trends and expose students to technological advancement and prepare for success in the workplace.

Diversity

Encourage students to understand, articulate and accept the importance and influence of diversity within and between cultures and societies.

Sanskar

The ability to commit to standards of personal and professional integrity, honesty and fairness

3. COVID-19 Pandemic:

Psychosocial Counseling for COVID-19 - Positive Patients and their Family Members

COVID-19 had instilled fears in the minds of the community because of severe morbidity, mortality and efficacy of high transmission. Therefore, anxiety to self-infection and passing the infection to friends, families and co-workers emerges as an emergency. The constant fear of getting the infection had lead to the development of mental stress. People with an already existing mental health condition had felt even more distressed, and there was an increase in their problems.

While preventive and medical action was the most important, emergency psychological crisis interventions for people affected by COVID-19 were also critical. It was essential to make a family member or primary contact of a COVID positive patient aware, provide correct scientific knowledge and psychosocial first aid in the form of emotional and mental support in a culturally appropriate manner.

On 17th May 2021, a Workshop was organized by the MGNCRE Literary on the topic 'Guidance for Psychosocial Counseling for COVID-19 Positive Patients and their Family Members'. The session was conducted on the zoom platform and was streamed on the Zoom platform in which around 150 NSS Program Officers of various universities participated.

3.1 Day to day Activity

Day 1

Speaker Dr. Vijayalalitha Srinivasa took the workshop in good spirit. The workshop began at 10 am and went on up to 5.30pm. Mr. WG Prasanna Kumar gave an introductory speech about the workshop. Instructions were given to participants regarding how to precede with the execution of the workshop learnings in the next 4 days.

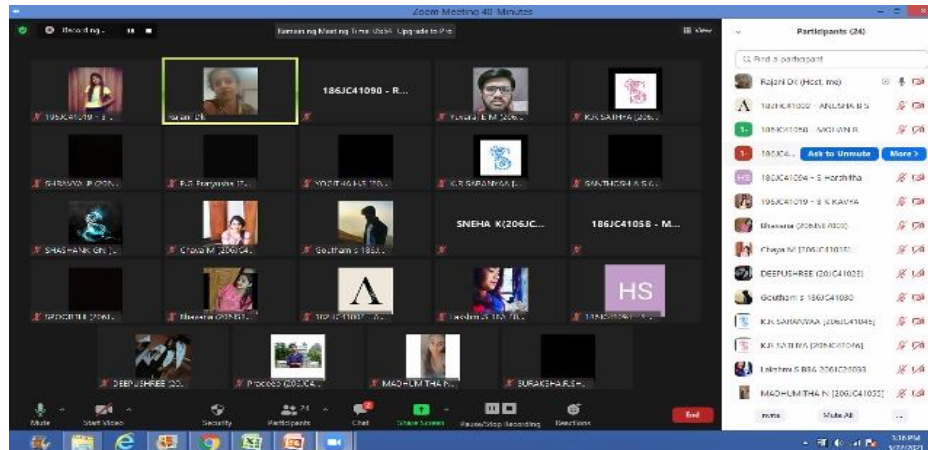
In the second session, the speaker gave out the required information regarding solving the problems and worries faced by the patients through providing rightful genuine information, clarifying myths and misconceptions about COVID 19. Then there was a discussion on identifying the negative thoughts and how to challenge them with suitable case studies that were extensively done.

Day 2, 3 and 4

Conceptualized ideas of the workshop was delivered to NSS volunteers of Dayananda Sagar Business Academy by conducting a zoom session online. The invite link for the session is as follows:

<https://us04web.zoom.us/j/2028920306?pwd=jawQQtec1WImAdRMfxp7VGfkvMB8g>

The PPT's of the workshop and the process charts were duly explained to the volunteers. Their queries were duly answered as they were worried about adhering to social distancing norms. Later there was a discussion on building ways to contact patients and government agencies for further support.



After receiving the guidance and training from the NSS Program Officer Prof. Rajani D K, the NSS volunteers enthusiastically took up the opportunity to contribute their best for the good of society. As the first step, all of them contacted friends and relatives affected with COVID 19 and who are going through difficult times.

The volunteers with a non-judgmental attitude and empathy talked with people affected with COVID 19, tried their best to understand their problems, provided correct scientific knowledge, and clarified myths and misconceptions about COVID 19. They suggested on staying motivated, maintain a healthy lifestyle and inculcate the habits like yoga, meditation and positive affirmation enumerating their importance.

Reports of counselling were received by the end of 24th May 2021. Some of the reports are attached in the form of photographs below. Other reports can be viewed through the link.

<https://drive.google.com/folderview?id=1-7nildJ0bc5jiegkE7O-WuN7eyjCdqMuC>



4. Agents of Change

4.1.1 MEDICAL SURVEY (NCC)



The cadets of Dayananda Sagar Business Academy took part in the medical survey was conducted by Dr. Chandramma Dayananda Sagar Institute of Medical Education and Research (CDSIMER) from 5th January 2021 to 9th January 2021 (5 days).

The aim of the survey was to collect details about the health status of people living in the surrounding area. On the first day of the survey there was an orientation program where the cadets were briefed about the details of the survey along with their day-day duties and responsibilities.

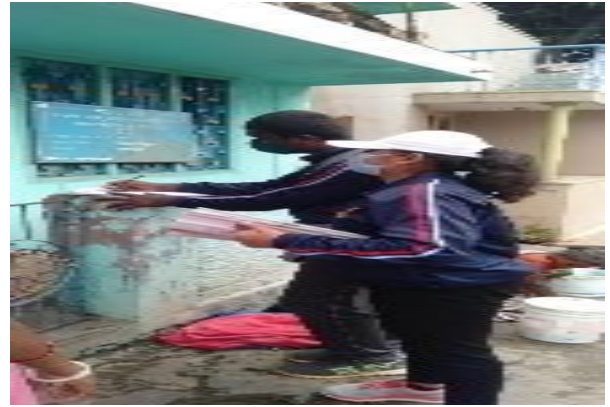


The covid-19 guidelines were strictly followed. From the second day the cadets were grouped into teams along with Asha workers to carry on the task of medical survey. Every day they were assigned a new place to carry out the survey.

The cadets collected details relating age, medical condition, number of family members, type of family, and last health check up, previous medical issues and so on.

The aim of the survey:

- To have a better understanding of the condition of people in the surrounding. With the help of this data necessary arrangements could be made on case of any covid-19 cases.
- After completing the survey each house was given a medical token and a calendar for completing the medical survey.



Acknowledging for their efforts all the cadets who had taken part in the survey given a certificate in the campus of Dayananda sagar institutions along with cash remuneration



4.1.2 Covid- 19 Mega vaccination Drive



Health and Family Welfare Department, Government of Karnataka and Kaggalipura Health Centre assisted to organize Corona vaccination Drive with NCC Wing.

Under the leadership of Dayananda Sagar Business Academy, Kanakapura Main Road, Udayapura, with the support of the Local Secretary Mr. S T Somashekar the Vaccination Drive was conducted on 28th June 2021(Monday) in the college premises for students, teaching and non-teaching staff. More than 400 students, Faculties, Non-Teaching Staff were administered for vaccine to prevent Covid-19.

The vaccination drive was a great success which even received media recognition and appreciation the very next day. NCC cadets have once again stood up to the challenge and successfully completed the bestowed work.



ವಿಜಯವಾಣಿ **ನಂ 1**

ಕನಕಪುರ ಮುಖ್ಯ ರಸ್ತೆಯಲ್ಲಿ ಇರುವ ದಯಾನಂದ ಸಾಗರ್ ಬಿಜಿನೆಸ್ ಆಕಾಡೆಮಿ ಕಾಲೇಜಿನಲ್ಲಿ ಲಸಿಕಾ ಅಭಿಯಾನ ನಡೆಯಿತು. ಪ್ರಾಂಶುಪಾಲ ಡಾ. ಸಂದೇಶ್, ಡೀನ್ ಡಾ. ಕೆ.ಎನ್.ವೀಣಾ, ಡಾ. ಲಕ್ಷ್ಮೀಕಾಂತ್, ಎನ್‌ಸಿಸಿ ಘಟಕ ಮುಖ್ಯಸ್ಥ ನಾಗರಾಜು ಇದ್ದರು.



Bengaluru Edition
 Jun 29, 2021 Page No. 4
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4.1.3 Rashtriya Ektha Diwas



“Unity is the basic mantra of development, beauty and salvation of the country.”

The Rashtriya Ektha Diwas was conducted on 31st oct 2022. The day celebrated to mark the birth anniversary of India’s first Home Minister SARDAR VALLABHBHAI PATEL also known as the iron man of India, who had a major role in the political integration of India.

NCC Cadets of Dayananda Sagar Business Academy celebrated RashtriyaEkthaDiwas by conducting Unity Run around the campus under the guidance of our ANO LT. NAGARAJU. The run was taken place from 8:00am to 9:20am. Totally of 26 Cadets actively participated in the event with enthusiasm.



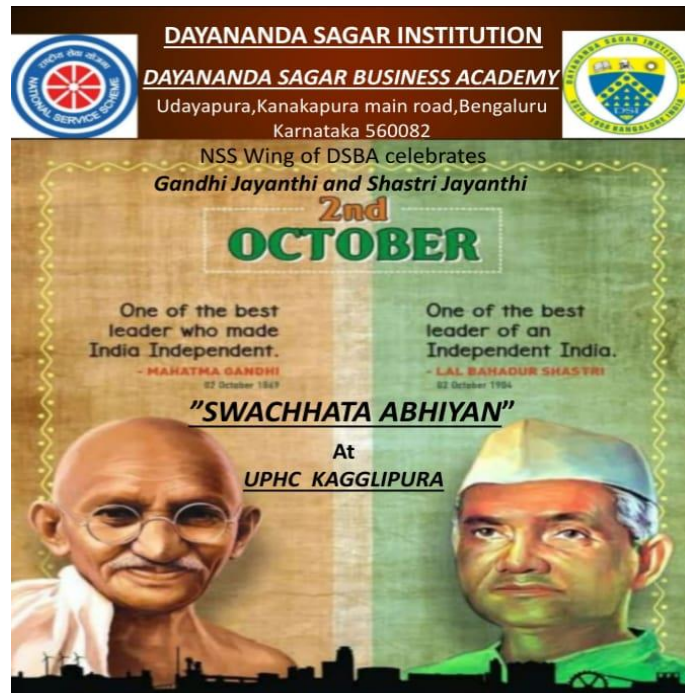
4.1.4 Vocal for Local – Make in India Awareness Rally



Dayananda Sagar Business Academy conducted an event called “Quit India Movement” Make In India Awareness Rally on 09-Aug-2022 at Kaggalipura circle. The purpose of this event is to create awareness to public about “Remembrance of Azaadi ka Amruth Mahotsav”. Azaadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of independence and the glorious history of its people, culture and achievements.



4.2.1 Swachhata Abhiyan program on Gandhi Jayanthi



NSS wing of Dayananda Sagar Business Academy had organized an event- 'Swachhata Program' on Gandhi Jayanthi dated on October 2nd, in Kagglipura UPHC. Dr. Niveditha, coordinator of the hospital, gave us the opportunity to serve our duties toward the hospital surrounding's. The sanitization program started by 11am by offering. The NSS volunteers divided into 3 groups and worked towards cleaning and sanitizing the environment of the hospital. Starting from back to the front road of the hospital, began with picking up of the dry wastes, plastics, disposed syringes and cottons.

Later by sweeping all the dirt and cleansed all the chairs that were arranged for the public outside the hospital. The NSS volunteers successfully completed the event by 1pm and nearly 20 volunteers actively participated in the event.



4.2.2 Vaccination Drive by NSS

NSS wing of Dayanand Sagar Business Academy had organized vaccination drive with the help of Kagglipura Healthcare centre Staff from 10th August 2021 to 25th August 2021 in Kagglipura and various camps in villages around Kagglipura. Dr.Radha and the staff members of Kagglipura health care centre gave brief instruction to the NSS volunteers of DSBA regarding the vaccination drive.

Students attended the vaccination drive from 10th August to 25th August. On 18th the 2nd batch of students were been divided equally for registration of vaccination, crowd maintenance, swab test crowd maintenance, helping the staff for vaccination and recording of details of every individual who visit for vaccination drive at the health care centre reaching a target of 150 doses of Covisheild.



4.2.3 ENVIRONMENT DAY CELEBRATION

"He who plants tree loves others besides himself."

Dr.Thomas Fuller



Environment Day was celebrated on June 8th by NSS wing of DSBA. The main purpose of the celebration was to spread awareness about the need to protect thqce environment and the ways to do it.

The day was flagged off by a sapling plantation drive near Somanahalli village limits. 35 fruit bearing trees, which do not need much water on a daily basis, were planted by 20 NSS volunteers with the help of local people. On this occasion an eminent environmentalist, Mr. Anil Kumar spoke on the ways to preserve seeds and how saplings could be prepared with simple home based techniques.

All in all the day was a great success, and has certainly made a difference to the way we view our environment.

4.2.4 Blood Donation Camp

DAYANANDA SAGAR INSTITUTIONS
DAYANANDA SAGAR BUSINESS ACADEMY
Udayapura, Kanakapura Main Road, Bengaluru-560082

Donate Blood

*The NSS wing of DSBA
is organizing blood donation camp
with the coordination of
Rotary Bengaluru*

BMST
Bangalore Medical Services Trust
Rotary Bangalore & Initiative

*On
26th September 2022
Venue
DSBA B-block*

"A SINGLE DROP OF BLOOD CAN MAKE HUGE DIFFERENCE"

Prof. Rajani D K
Program Officer
DSBA

Prof. Veena K
principal
DSBA

Dayananda Sagar Business Academy had organized a blood donation camp on 26/8/2022 associated with Rotary Kanakapura and Kanakapura rotary trust

The members of the trust and Principal Dr Veena KN lighted the lamp and then proceeded with the blood donation .after medical tests volunteers donated blood.

Overall 83 units of blood was donated by 160 participants. By 3:00pm the blood donation camp was successfully completed with full cooperation from NSS volunteers and management



As a token of gratitude the Rotary also assisted one of our student named Shashank GN with financial support. Shashank is one of the brightest student of Dayananda Sagar Business Academy.

4.2.5 VANAMAHOTSAVA 2022

On occasion of world environment day 2022. Dayananda Sagar Business Academy celebrated Vanamahotsava on 6th June 2022 at Kaggalipura community Health centre. Nss Program officer: - Prof.Rajani guided in planning the event. "NSS wing of DSBA" helped in bringing the saplings to the college.

Dr.Veena K N -Principal, DSBA, Dr. Radha - CHC Kaggalipura, Prof.Sanjeev -DSBA also participated in the event. The volunteers also briefed about the importance of planting trees, its uses and benefits of the plant.

NSS wing observed the whole week as environment (green) week with "Only One Earth" theme and made this event successful.



4.2.6 INTERNATIONAL YOGA DAY-2022

International Yoga day was celebrated by DSBA, on 21st June 2022, at Dayanada Sagar Business Academy, to raise awareness about the ancient practice and to celebrate the physical and spirituality that yoga has brought to the world. Yoga a practice which plays an important role in relaxing the mind and body and boosting people's immune system.

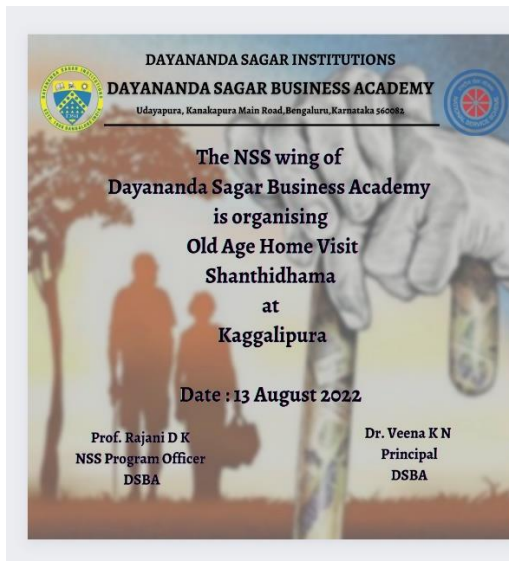
The program arranged by NSS wing of DSBA. Anurag vaishya from art of living, and Thrupthi P Prabhakar from 2nd year BBA were the resource persons for the event. Honorable Principal Dr. Veena KN, Prof. Rajini, Prof. RoopaShree volunteered in event.



4.2.7 Visit to Shanthidhama

Visit to Shanthi Dham foundation – was an activity conducted by NSS wing. The purpose of the visit was to make the students realise their social responsibilities towards Senior citizens. initially it started with the introduction of students followed by introduction of senior citizens. Through the introduction of students and senior citizens acquainted with each other. After getting to know each other initially we the students made them to play different kinds of games few of them were dumb charades, bowling, Traditional Congkak games. All of them took part in the games enthusiastically and joyfully with a keen interest.

Later they shared their past experiences and life story of each one of them and the hurdles and sufferings faced by them and the reasons for comin to this foundation and taking shelter here in the foundation.while they sharing their past they were emotionally weak and also said how they came out of the grief . Many of the life stories said by them inspired us to work hard in life and moved us emotionally and increased our responsibilities towards such older folks and society as being students and we nurtured for them to be happy .

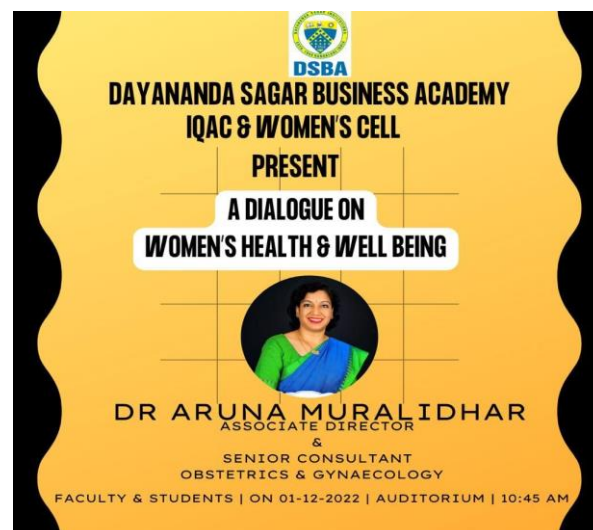




5. Awareness Programs

5.1 A DIALOGUE ON WOMEN'S HEALTH AND WELL BEING.

On 1st December 2022 Dayananda Sagar Business Academy had organized a session on “WOMEN’S HEALTH AND WELL BEING” by Dr. Aruna Muralidhar she is Associate Director and Senior Consultant obstetrics and Gynecology and students were really honored to have had her among us. The objective of this session was to raise awareness among the students. She exclusively referred the importance of health care and maintaining hygiene in daily life of everyone and especially for women.



She gave awareness on women’s health regarding various gynecological problems and to provide insights into managing their body better.

Dr Aruna spoke about the common gynecological issues faced by young women including

PCOD, Irregular menstruation, Infections like bacterial and fungal and so on. She described about each and every health issues very clearly to the students.

She advised everyone to follow a healthy diet and a keep routine check. She mentioned about healthy lifestyle has to be maintained along with zero tolerance towards junk food. She mentioned about yoga and exercises to be fit and healthy that keeps us in a healthy lifestyle.

The students were aware of the value of treatment and the importance of visiting a Gynecologist. The students then interacted with Dr. Aruna asking questions and clarifying doubts about the health issues.

5.2. Yoga, Health and Hygiene Course

Title of the event:	Yoga	
Target Audience	Date	Visit to Pyramid Valley
1 st Sem BCA	27 th September to 30 th September 2022	21 st October 2022
1 st Sem BBA	17 th October to 20 th October 2022	21 st October 2022
1 st Sem B.Com 'A' Sec	27 th and 28 th October and 3 rd and 4 th November	14 th November 2022
1 st Sem B.Com 'B' Sec	7 th November to 10 th November 2022	14 th November 2022
No of participants:	215	
Resource person -	Dr.Maruthi Ram	
Designation	Director	
Organization	Ankur Yoga and Personality Development Center	
Venue:	DSI Campus 2 - Student Activities Center	

At Dayananda Sagar Business Academy, students had a four days session of yoga. Added to students had an outskirts program for the yoga session that had happened in the Pyramid Valley International. Though prescribed by Bangaluru University, DSBA took over to make it more useful, resourceful, innovative and informative.

Yoga sessions for students started from 27thSeptember with an inaugural program by the class representatives under the directions of the class coordinators. The enthusiastic yoga teacher Dr. Maruthi Ram who started the session with positivity.

The practical classes brought in a lot of physical strain to most of the students as it involved proper blood rush and breathing. On learning from basic sitting, standing postures vajra aasana, padmaasana , siddhaasana and more, each of students were experiencing total physical movement, posture corrections and breathing corrections as well.

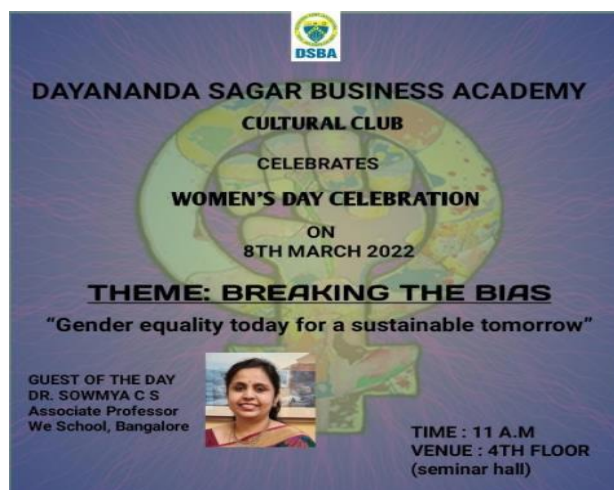


For the outskirts program all students were taken to PYRAMID VALLEY INTERNATIONAL at Harohalli, Kanakapura main road with a small briefing of the place. After a small meditation in the open space on the green grass getting connected with the nature at first, they were taken in to the PYRAMID for a deep meditation. This was an immense experience for each one of them. It relaxed their mind and soul, giving them inner peace for a while. Some of them very deeply connected to our self within.



5.3 WOMEN'S DAY CELEBRATION

On 8th March 2022, A grand celebration was organized to mark the International Women's Day. The International Women's Day website diverted from the UN given theme and announced: "Break the Bias" as this year's concept. It explains the values of the theme as, "A world free of bias, stereotypes, and discrimination. A world that is diverse, equitable, and inclusive. A world where difference is valued and celebrated."



Dr. Sowmya CS, Associate Professor was the resource person for the day. We School, Bangalore.

The event that was organized for the day was panel discussion. The judges for the event were Dr. Sowmya CS and Prof Vasudeva Rao. The criteria for judgment was presentation and communication skills, confidence and body language, time management and awareness about the topic. Each criterion was for 5 points and the overall was for 20 points. Followed by our principal, Dr. Veena KN, also Enlightened all the students with inspiring words. The students were given different topics for each team related to women. Each group was given 15 minutes for the discussion. Students from different branches participated in this event and expressed their views on the given topics.



6. Training Programs

6.1 Workshop on Learn to Earn Mobile and Laptop Repair”

Repairing and Servicing of mobile phones have a good market prospect all over the country. This business can be started in a very less investment. Though branded companies have their own service centre but the demand for repairing of mobile phones are very high therefore more service centers are required.

One day Workshop was successfully conducted by the Sri Sri Rural Development Programme Trust (SSRDP), The Art of Living International Center, on 26th JAN 2021. The workshop programme received an overwhelming response with 15 students from DSBA

The programme was inaugurated in the morning: **26th JAN 2021** by hands of Sri Sri Rural Development Programme Trust members and Mr.Prakash Vishwakarma, CEO OF PRAKASH CELLULAR SERVICE runs an ISO Certified Company.

Sri Sri Rural Development Programme brought a golden opportunity for BCA students to acquire the technical skills required to repair mobile phones and laptops conducted by a Trainer with 20+ years of experience.

Prakash Cellular Service Is the Oldest Mobile and Laptop Training Institute Since 2002, they teach advance and latest equipment’s.

The day went with excellent information of how to repair Laptops and Mobiles sessions was very interesting and interactive.

List of Students Participated in Workshop

Sl. No	Name	Semester & College
1	ARPITHA S L	I – Semester, BCA – DSBA
2	BHAVANA N NAIK	I – Semester, BCA – DSBA
3	FATHIMA ZOHRA	I – Semester, BCA – DSBA
4	AKSHITHA B R	I – Semester, BCA – DSBA
5	NANDINI H	I – Semester, BCA – DSBA
6	BHUMIKA T .S	I – Semester, BCA – DSBA
7	SATHYA R	III – Semester, BCA – DSBA
8	RAKESH VJ	III – Semester, BCA – DSBA
9	HARISHITHA	V – Semester, BCA – DSBA
10		V – Semester, BCA – DSBA



6.2 Outbound Training Program

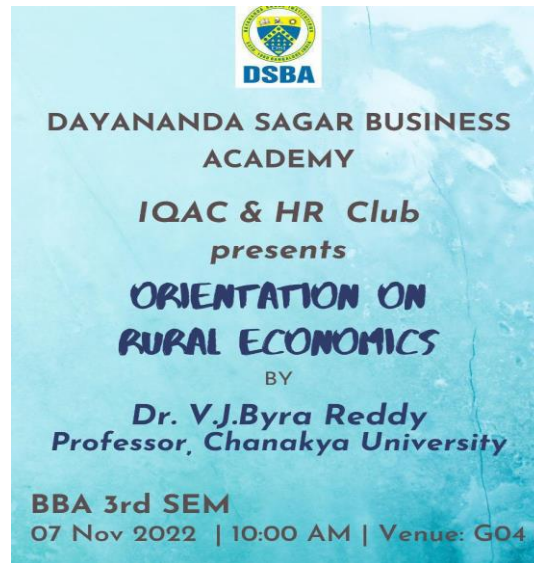
A camp was organized by DAYANAND SAGAR BUSINESS ACADEMY on 23rd and 24th of November 2021, in association with SSB Academy, Kanakapura. The Outbound training camp for BCOM and BCA students. The camp was all about the pros and cons of adventurous games, job opportunity, many more



At the camp Students learnt the essence of our Indian army and all the opportunities that are there. Program showed them the importance of activeness and talent. Games proved to them that not only physical fitness is important but also mind should be strong enough to solve any problem without any difficulty.



6.3 Orientation on Rural Economics



Dayananda Sagar Business Academy – IQAC and HR Club had presented an Orientation on Rural Economics.

The Orientation was held on 07th November, for BBA students by Dr. V.J. Byra Reddy who has a Ph.D in Business Administration from Mangalore University and a post-graduate in Economics from Bangalore University.



Points about Rural economics discussed.

- Internal and External Factors of Economic Environment
- Monetary Policy
- Money Supply
- Inflation
- Deflation
- Types of Poverty
- Types of Unemployment
- Why Inflation is Bad?
- Distribution in Economy
- Self Reference Criteria
- Rural Development in India
- Causes of Poverty in India
- Gender Empowerment
- Irrigation

Students had a great interaction among the students and with the teachers and they got a complete detailed version on how the economy works in the country and also on how this helps us in the future and everything.



6.4 Orientation on Industry Connect

On 7th December 2021, DSBA had orientation session under marketing club on 'ARE YOU FIT FOR FUTURE?' to benefit the students on how to prepare for getting into Industries post UG program.

Mr. Joanathan was the resource person. He has over a decade of experience in the Corporate Sector and he worked in companies like Goldman Sacchs before he got into training sector

He spoke about various aspects such as:

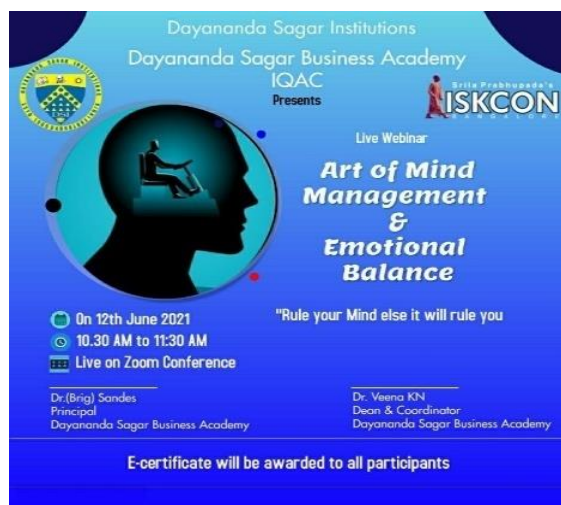
- How Students have to get trained on skill sets to be ready for the Industry
- What qualities are look up on by the corporate sector when they recruit the freshers from college
- How students can develop their personality so as to fit in to the industry
- Talked about Leadership skills
- Talked about Johari Window on Leadership skills
- Talked about different aspirations of students
- Guided students according to their aspirations
- Guided students who are aspiring for higher studies like MBA
- Guided students who are aspiring for entrepreneurship
- Guided students who are aspiring for Jobs after their UG program
- Talked about the various organizations that are currently tied up with ETOE for Internships
- Talked about how students can leverage on Various internships during their UG program



All the students got a clear image about the way forward for their various aspirations after UG program it was a very interactive, informative and useful session, the orientation session helped the students to gain knowledge about future fitment qualities required to develop for the students.



6.5 Art of mind management and Emotional Balance.



Dayanada Sagar Business Academy organized a live webinar on 'Art of Management and emotional Balance' on creating a Psychological Support to students.

Sri Vallabha Chaithanya Dasa, the key speaker who has been counseling the youngsters on happiness, digital distraction, community service and spirituality. The interactive session began with discussion on necessity of mind management in students life and purpose in life. They defined two patterns of mind that is an unstructured pattern where the mind goes to the autopilot mode and stays in an entertainment mode and a structures pattern where the mind has control over what they thinking and is in learning mode. The key speaker counseled on how to cultivate structured mindset, he discussed on how students must develop the basic 3R that is Realize, Replace and Reinforce.

The speaker also shared about the programs conducted by the youth empowerment club of ISCON exclusively for the students of Dayanada Sagar Business Academy to seek guidance on Mantra yoga for twenty-one days and is also based on the wisdom of Bhagavad-gita.



6.6 Visit to DERBI Incubation Center

As an initiative taken up by the students of the entrepreneur club with the guidance and assistance of Prof. Roopashree ma'am and BBA coordinator Prof. Sanjeev, we visited an incubation center located in the Kudlu campus to incubator facility called DERBI students were educated on the details and need for such organizations to exist and how exactly they play an important role in shaping a start-up and nurturing it in its early stages .

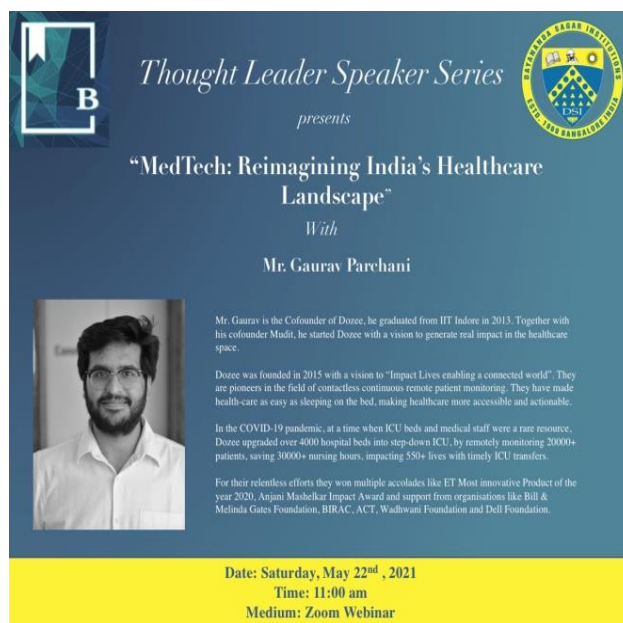


Students were educated on the process of how incubation works and what it really means to host an incubation center like what are the resources that will be required to run an incubation center and how they have nurtured young minds. students were told that the DERBI foundation was focused primarily on the healthcare start-ups. Students were further detailed about the various schemes that were being provided by the government to promote start-ups and how the government actually aided incubation centers in the form of providing funding .



7. BlacBook Thought Leader Speaker Series

7.1 Med Tech: Reimagining India's Healthcare Landscape



The poster is for a 'Thought Leader Speaker Series' event. It features a blue background with a yellow footer. At the top left is a logo with a stylized 'B' and a mountain. At the top right is the Dayananda Sagar Institute logo. The main text reads: 'Thought Leader Speaker Series presents "MedTech: Reimagining India's Healthcare Landscape" With Mr. Gaurav Parchani'. Below this is a portrait of Mr. Gaurav Parchani. To the right of the portrait is a short biography: 'Mr. Gaurav is the Co-founder of Dozee, he graduated from IIT Indore in 2013. Together with his cofounder Mudit, he started Dozee with a vision to generate real impact in the healthcare space. Dozee was founded in 2015 with a vision to "Impact Lives enabling a connected world". They are pioneers in the field of contactless continuous remote patient monitoring. They have made health-care as easy as sleeping on the bed, making healthcare more accessible and actionable. In the COVID-19 pandemic, at a time when ICU beds and medical staff were a rare resource, Dozee upgraded over 4000 hospital beds into step-down ICU, by remotely monitoring 20000+ patients, saving 30000+ nursing hours, impacting 550+ lives with timely ICU transfers. For their relentless efforts they won multiple accolades like ET Most innovative Product of the year 2020, Anjam Mabelkar Impact Award and support from organisations like Bill & Melinda Gates Foundation, BRAC, AICT, Wadhwan Foundation and Dell Foundation.' The footer contains the event details: 'Date: Saturday, May 22nd, 2021', 'Time: 11:00 am', and 'Medium: Zoom Webinar'.

On 22nd May 2021 Dayananda Sagar Institutes had organized Thought Leader Speaker Series on Reimaging India's Healthcare Landscape. The Key speaker was Mr. Gaurav Parchani co-founder of Dozee. The event conducted on the online platform ZOOM. Mr. Gaurav an IIT Indore alumni developed Dozee with his co-founder, Mudit.

Students were given detailed account on 'Dozee', Dozee is a contactless continuous remote patient monitoring device, which was launched in India in 2019, it has proved to be 98.4 percent as accurate as of the medical-grade device. Amidst the COVID-19 pandemic the device had monitored over 20000+ patients, saving more than 30000+ nursing hours. it was also mentioned that the machine was used to monitor the patient's heart rate, respiratory rate, and other clinical parameters. Dozee is helping save the lives of more than 250 by early identification of risk and health deterioration.

7.2 Startup Science: Innovators of the Healthcare World with Dr. Vyasraj & Dr. Gururaj.

BlacBook Thought Leader Speaker Series of sessions was conducted in Dayananda Sagar Business Academy Campus on enlightening the students with speakers who are renowned in their fields.

On 10th July 2021, the Students of BBA, B.com and BCA students of Dayananda Sagar Business Academy took part in the BlacBook Thought Leader Speaker Series Startup Science: Innovators of the Healthcare World with Dr. Vyasa raj & Dr. Gururaj which was on the zoom platform. Dr GururajParande Researcher at the National University of Singapore and the co-founder and Chief Technological Officer of Magloy Tech Pte Ltd. Vyasraj Manakari is the CEO and Co-founder of Magloy Tech.

Speakers educated and gave detailed description on how a start up like Magloy Tech in the field of healthcare sector raised in world to students on how Magloy Tech from the National

University of Singapore specializing in the research & development of bio resorbable magnesium implants for orthopedics and trauma surgery. Currently used osteosynthesis implants for fracture fixation procedures are made of titanium or steel and need to be removed by a revision surgery following healing, Magloy Tech has developed its first product, OrthoMag, after rigorous R&D with the participation of materials scientists in the field of magnesium alloys and clinical physicians from orthopedic and maxillofacial surgery that can make implant removal surgeries obsolete. The startup has raised funding from investors including Origgin Ventures and Singapore's Startup SG Tech.



Thought Leader Speaker Series
presents

“Startup Science: Innovators of the Healthcare World”

With
Dr. Vyasraj & Dr. Gururaj



Dr. Gururaj Parande is a Research Fellow at National University of Singapore and the co-founder and Chief Technological Officer of Magloy Tech Pte Ltd. He has authored 40+ publications with over 1000 citations with an h-index of 20, 1 WIPO patent, 4 book chapters, and 20+ conference talks. A VTU alumni, he possesses a Ph.D. from NUS.

Dr. Vyasraj Manakari is the CEO and Co-founder of Magloy Tech. Vyasraj possesses a Ph.D. (Mechanical Engineering) degree from the National university of Singapore and Bachelor's degree in Mechanical Engineering from Visvesvaraya Technological University, India. Vyasraj was listed alongside his co-founder Gururaj Parande on the Forbes 30 Under 30 Healthcare and Science List (Asia Pacific Region) 2021 for his contribution towards research and entrepreneurship.

Magloy Tech is a Singapore-based medical device start-up company developing bioresorbable magnesium implants in the field of human fracture fixation. Magloy Tech was chosen as one of the 20 leading Medtech startups in Asia-Pacific region transforming the healthcare industry by MedTech Innovator and was part in the 2020 MedTech Innovator Asia Pacific Accelerator. Magloy Tech has also been showcased in The Startup Pill's top picks for the best medical device start-ups in 2020.

Date: Saturday, July 10th, 2021
Time: 11:00 am
Medium: Zoom Webinar

7.3 BlacBook Thought Leader Speaker Series on Technology and Agriculture

On 12th June 2021, Students of BBA, B.com and BCA students of Dayananda Sagar Business Academy took part in the BlacBook Thought Leader Speaker Series on Technology and Agriculture which was held on zoom platform.

The speaker Mr. Rishabh Choudhary, co-founder and CTO at BharatRohan who has also been listed in the Forbes 30 under 30 India and Asia. He is an experienced co-founder with a demonstrated history of working in the farming industry. Along with Mr. Amandeep Panwar, Founder and CEO of BharatRohan.

Mr. Rishabh Choudhary shared how his interest in agriculture developed when he used to visit the nearby field to experiment with their prototype drones and other projects during his graduation. Witnessing the problems faced by the farmers and finding out that they relied on primitive knowledge passed on by their ancestors to them.



Mr. Rishabh Choudhary shared his experience of convincing the farmers to adopt the technology-oriented services they provided. He recalled how their initial services functioned through advising their customer on phone calls, SMS, handouts in about 6 villages and how they gradually extended their customer base through the word of mouth. He also stressed out how identifying progressive farmers with large land holdings helped them in subscribing more farmers in the villages. He shared about their business model and how they minimize the cost with mass subscriptions for the company as well as farmers especially those with small landholdings. He then talked about the services and the benefits they offer to their customers and how they have been successful in maximizing the yield as well as the profits. He also talked about the services they offered to different companies such as chemicals manufacturers who manufacture fertilizers, pesticides in providing data to study the efficiency of their products. He then talked in detail about how their technology works referring to some examples. He expressed his views on the Indian farmers' readiness to adopt agri-tech and the role of the government in promoting it. He also recollected his experience of how connectivity hindered them in a few rural areas to provide the service and how they overcame these kinds of problems. The audience posted their questions for which the speaker elaborately answered with which the session came to an end.

8. International Conference





Inauguration

Chief Guest and Keynote Speaker



Mr Arjun Ranga
CEO, N Ranga Rao & Sons

Patrons

Dr. D Hemachandra Sagar
Chairman, Dayananda Sagar Institutions

Dr. D Premachandra Sagar
Vice-Chairman, Dayananda Sagar Institutions

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Dr Rahul Dighe
Professor, DSU



Dr Ruth Sabina Francis
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Malaysia



Mr. Ganesh S
VP, ICT Academy



Dr Ambikai S
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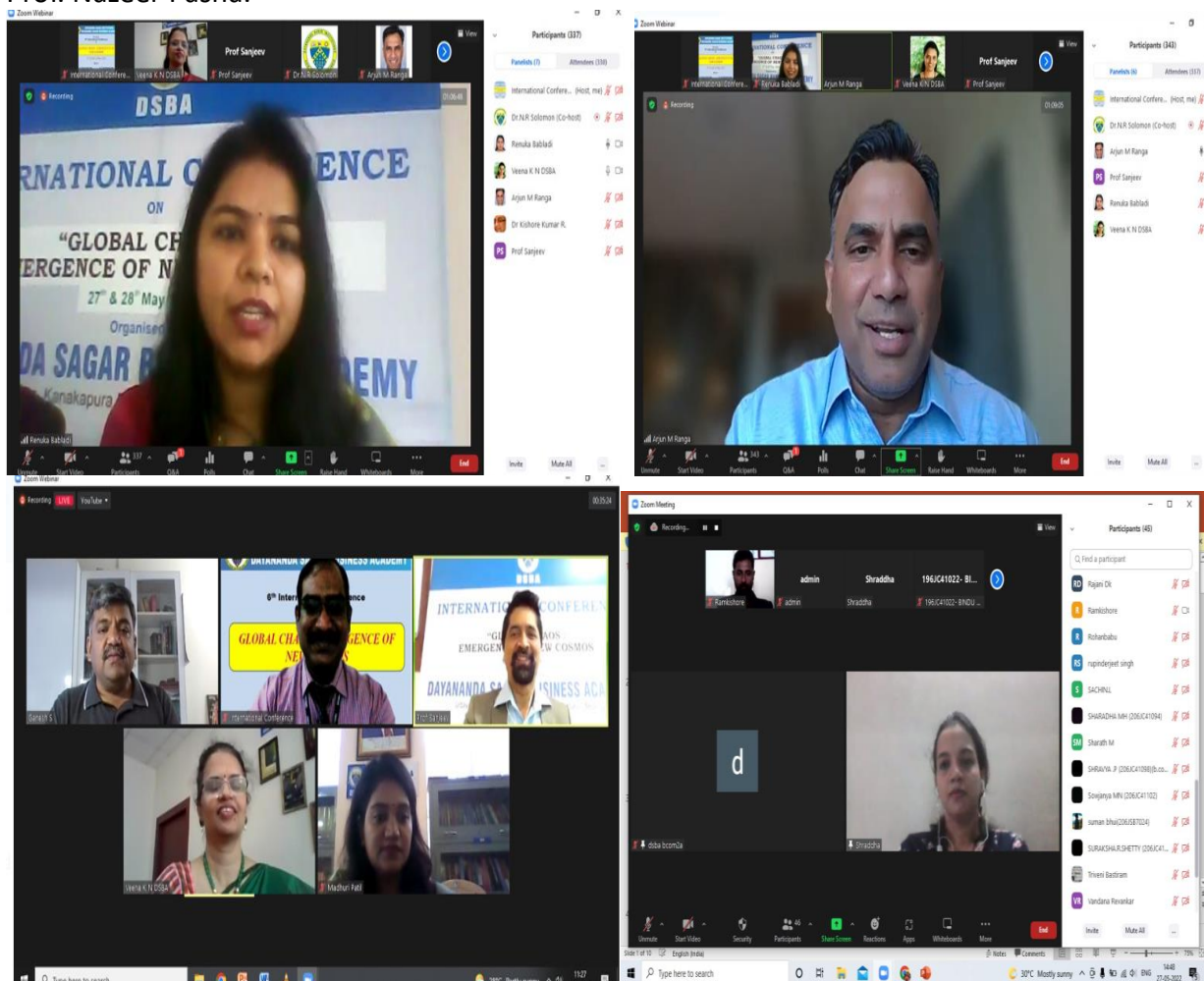
Dayananda Sagar Business Academy presented the auspicious 6th International Conference, **Global Chaos: Emergence of New Cosmos on 27th & 28th May, 2022** in partnership with **Taylor's University**, Department of Hospitality Tourism and Events, Malaysia, tech partnership **NICT**, Bangalore and **EduTech** partnership **learnbizsimulations.com**, India.

The virtual 6th International Conference was conducted wherein, a platform was provided for scholars and thought leaders across academia and organizations to debate, discuss and deliberate upon the descriptive characteristics.

The Chief Guest, was **Mr. Arjun Ranga**, MD, Cycle pure Agarbati and partner NR Group. He talked about the various improvements done in his company to manage the challenges faced by the company. Following to that, he discussed about the future of the post-pandemic world and the emerging technologies like cloud computing, blockchain and IoT. He explained about the post-COVID trends of Indian entrepreneurs.

The plenary session had the following speakers Dr. Kishore Kumar, Dr. Ravindra Gudi, Dr.Kaandappan Subramanian, Dr. Rahul Dhige, Dr. Ruth Sabina Francis, Dr. Ambika Singam and Mr Ganesh S

Post lunch, participants proceeded to the allocated virtual rooms for their respective paper presentations. The paper presentations took place in three different tracks with various themes on the both the days of conference. The overall coordination of these tracks was taken care by Prof. Nazeer Pasha.



9. Intercollegiate Fest – Sagara Taranga 2022

Cultural Club- Sagara Taranga 2022

On 28th and 29th of July 2022, Dayananda Sagar Business Academy hosted a state level intercollegiate management fest. There were more than 30 plus events, 50 plus colleges participated and over 4000 students took part. The event was taken over by DJ Arun Productions. Our few proud sponsors were **Pai International, Vega City, Sangeetha, School Fe** and many more. The celebrity guests for the event were **Abhishek Ambreesh, Rahul Dit-o, Rakesh Adiga and Sharmila Mandre**. The event witnessed one of the best rappers of kannada by a live musical performance by Rahul D-ito. There was a live musical performance by Rakesh Adiga on 29th July 2022, followed by a DJ Night by DJ Arun Productions. History was indeed created by Dayananda Sagar Business Academy.

Solo Dancing, Solo Singing, Stand Up Comedy, Rap Battle, Nail Art, Rangoli, Treasure Hunt, Face painting, Photography, Group Dance, Battle of Bands, Fashion Shows and Beat boxing were some of the competitions held under cultural club.



Entrepreneurship Club- Sagara Taranga 2022

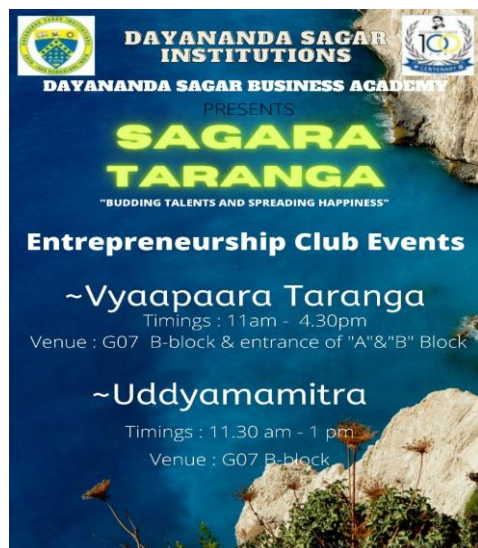
On 28th and 29th of July on the account of Sagara Taranga 2k22 Entrepreneur club conducted events to bring out the talents of young entrepreneurs. The events was hosted by M.Poushyami student of BBA 2nd year.

Judges:

Dr. Rajeev Raghunath

Mr. Prajwal K.R

Mr. Rishab Jain



Finance Club- Sagara Taranga 2022

The finance club of DSBA, conducted two events as a part of Sagara Taranga, under the title Vittha Taranga.

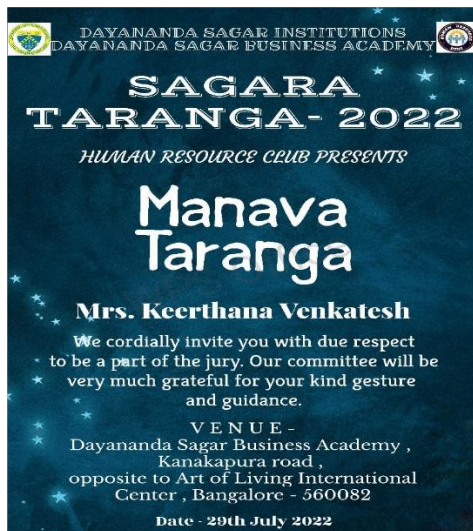
The first event prashna taranga (general quiz) began with great enthusiasm where the rules and regulations were explained. Participants had to answer 101 questions in 40 minutes. The second round contained around 20 multiple choice questions, the next round tested the analogy skills of participants, the fourth round contained fill ups as direct questions. The scores of all the four rounds was considered along with their time management to pick the top teams for the final round- a mega quiz on Day 2.

The final round of the quiz began with great pomp. The quiz master Mr Mohammed Umair was introduced to the audience. The quiz show then began and contained 9 unique and amazing rounds. The winners and runners were declared and everyone were congratulated.



HR Club- Sagara Taranga 2022

The HR club of DSBA, conducted two events as a part of Sagara Taranga, Kaushalya Taranga(Beg Borrow Steal) and Manava Taranga(Next Generation Manager).



IT Club- Sagara Taranga 2022

IT Club of DSBA conducted 3 events as part of IT club, i.e.; Coding/Debugging, Web Designing and Battle Grounds Mobile Data (BGMI). More than 150 students from different colleges took part in this event. The activities were coordinated by the faculties and students of BCA department.



Literary Club- Sagara Taranga 2022

The most awaited Management Fest, Sagara Taranga 2022' was held in Dayananda Sagar Business Academy on 28th and 29th of July, 2022 in the most befitting manner. It was a two-day programme full of cultural, academic and sports events. The fest was attended by a number of different colleges who showed their active participation and enthusiasm in all the activities.

The Literary Club events are Sagar Talkies (short film making), Abhivyakta Taranga (dumb charades), Bhasha Taranga (pick and speak) and Mouna Taranga(Mime). The events started on 28th July and the final rounds of the events took place on the second day, i.e., the 29th of July. Prizes were distributed among the participants who performed well in the function.





Marketing Club - Sagara Taranga 2022

Marketing Club of DSBA conducted 2 events one being “NEW PRODUCT LAUNCH” and the other being “MAD ADS”. There were 2 teams that took part in New product launch and they both were briefed about the event. There were 5 teams for Mad ads

DAYANANDA SAGAR INSTITUTIONS
DAYANANDA SAGAR BUSINESS ACADEMY
MARKETING CLUB
Cordially invites

Dr. Y. Muralidhar Reddy
Associate Professor (M.Sc, MBA,Phd)
Cambridge Institute of Technology

DSBA welcomes Dr Y Muralidhar Reddy to SAGARA TARANGA 2022. We are pleased, privileged and pleased to have you as a Jury for the Marketing Club Events.

Venue:
DSBA, Bangalore
Opp. Art of Living Ashram
Bangalore-560082

28th July 2022 B-Block, G04



Sports Club - Sagara Taranga 2022

DAYANANDA SAGAR INSTITUTIONS
DAYANANDA SAGAR BUSINESS ACADEMY DSBA

SAGARA TARANGA

Gully Cricket

DSBA CUP
T20 BALL MATCH





Sports Club of DSBA conducted 2 events Cricket and Badminton. Cricket had 25 teams and badminton had 48 teams. Both the events went off smoothly on both the days

Dayananda Sagar Business Academy Udayapura, Kanakapura Main Road, Bangalore 560082.
S www.dsba.edu.in

PRME related queries can be addressed to:

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