



ಪರಂಪರ *Parampara*

College Annual Magazine

2022-23



Seshadripuram Educational Trust

**SESHADRIPURAM INSTITUTE OF
COMMERCE AND MANAGEMENT**

(Affiliated to Bengaluru City University)

NAAC Accredited 'B' Grade

#40, Girls' School Street, Kumara Park West, Seshadripuram, Bengaluru-20

Phone : 080-22955382 Mob : 8095178324

✉ : info@sicm.edu.in

🌐 : www.sicm.edu.in





Seshadripuram Institute of Commerce and Management

Quality education is the hallmark of excellence. We at Seshadripuram Institute of Commerce and Management are working to enhance institutional culture to serve better the needs of an ever changing and dynamic learning community. Since 2005, we bear the torch of education which heightens the path of life. The college is catering around 900 students with 27 qualified teaching and 10 non-teaching staff. The college has 4 university ranks to its credit with gold medals in previous three academic years.

As said by Swami Vivekananda "Real education is one by which character is formed, strength of mind is increased, the intellect is expanded and by which one can stand on one's own feet, Our college is here to kindle the flame of knowledge, truth and tolerance.

We strongly believe in academic ethics and hence our motto is

"Inspiring Possibilities"

Vision

To be an institution that strives to provide responsive, significant and eternal learning.

Mission

To evolve as a sustainable learning community resource and a leader in creating and disseminating knowledge.

To establish and maintain partnerships with Stake holders for quality excellence.

Institutional Ethics

To groven the practices of the institution based on values and morals principles.

To integrate ethical principles and goals in every action of the institution.

To recognise, understand, harmonize and facilitate ethical integrity and making it the guiding light of all institutional endeavours.

Our Inspiring Founders



Late - Smt. Anandamma



Late - Smt. Seetamma



Management Office Bearers



N. R. Pandith Aradhya
President



T. S. Henjarappa
Vice - President



W. H. Anil Kumar
Vice - President



B. M. Parthasarathy
Hon. Treasurer



Nadoja Dr. Wooday P. Krishna
Hon. General Secretary



S. Seshanarayana
Hon. Joint Secretary



Sri M. S. Nataraj
Hon. Asst. Secretary

The College Governing Council



Prof. K P Narashima Murthy
Chairman

Management Representatives

Sri N. R. Panditharadhya
President

Sri T. S. Henjarappa
Vice-President

Sri W. H. Anil Kumar
Vice-President

Sri B.M. Parthasarathy
Hon. Treasurer

Nadoja. Dr. Wooday. P. Krishna
Hon. Gen. Secretary

Sri S. Seshanarayana
Hon. Joint Secretary

Sri M. S. Nataraj
Hon. Asst. Secretary

Prof. G. K Manjunath
Principal – SCPUC

Board of Trustees

Shri K. Krishnaswamy

Shri H.K. Lingaraju

Shri B. C. Lokanath

Shri W. P. Manjunath

Shri R. B. Mruthyunjaya

Shri H. N. Muddukrishna

Shri M. V. Mukund

Prof. K. P. Narasimha Murthy

Shri P. C. Narayana

Shri G. Paramashivaiah

Shri C. Prashanth Kumar

Shri C. Purushotham

Shri W. G. Ramakrishna

Shri B. Shankar

Shri Shashank M. Gopal

Shri W. P. Shivakumar

Shri G. N. Somashekhar

Shri S. Suresh

Shri W. D. Vijaya Kumar

Members

Smt.Chandrakala S Aradhya

Shri B A Anantharam

Shri Dhruva Kumar W A

Sri K. Krishnaswamy

Shri Shashank M Gopal

Sri Shadakshari. S

Sri Suresh. S

Sri Swamy. K. P. C

Sri W. D. Vijay Kumar

College Staff Representatives

Prof. Vidya Shivannavar
Principal

Smt. Sharadha S
Staff Secretary

Smt. Punitha S
HOD

Smt. Kumkum Kadam
Office Superintendent

Mr. Amar H A
IQAC Co-ordinator

Teaching Staff List

Commerce Department

Vidya Shivannavar

Punitha G

Pramod A.V

Amar H.A

Ravishankar B S

Sharada.S

Suresh R.B

Shilpa C.S

Poojetha B V

Vinija C

Asha.S

Akhila Devi S

Akarsh Kumar Singh.B.P

Spandana.V.R

Manjushree.R

Suresha.B

Charan Yadav M.

Suma B. R.

Principal

Assoc. Prof. HOD in Commerce

Assoc. Prof. in Commerce

Assoc. Prof. in Commerce

Assoc. Prof. in Commerce

Assoc. Prof. in Commerce

Assoc. Prof. in Commerce

Asst. Prof. in Commerce

Asst. Prof. in Commerce

Asst. Prof. in Commerce

Asst. Prof. in Commerce

Asst. Prof. in Commerce

Asst. Prof. in Commerce

Asst. Prof. in Commerce

Asst. Prof. in Commerce

Asst. Prof. in Commerce

Asst. Prof. in Commerce

Asst. Prof. in Commerce

Kannada Department

Dr. Poornima S.

Lakshminarayana H.N.

Assoc. Professor, HOD

Professor

English Department

Bhuvaneshwari R. S.

Bharath P. N.

Prabhanjan N.

Assoc. Professor, HOD

Assistant Professor

Assistant Professor

Hindi Department

Dilip Kumar Yadav

Professor, HOD

Sanskrit Department

Kavitha B.

Asst. Professor, HOD

Botony Department

Jeevitha Sachidananda

Asst. Professor, HOD

Political Science Department

Vidhya N.

Asst. Professor, HOD

Sociology Department

Gowri S.

Asst. Professor, HOD

Computer Science Department

Chiranjeevi D.

Asst. Professor, HOD

Physical Education Department

Chikkarangaswamy R.

Physical Education Director

Library Department

Asha P. T.

Librarian

Administrative Staff

Kumkum Kadam
Hemanthakumar G.
Dileep Kumar M.
Rashmi R.
Dhakshayani R.K.
Megha H. S.
Gopalaiah D.V.
Shantha V.
Geetha P.
Pradeep Kumar S

Office Superintendent
Accountant
Computer Programmer
Assistant Librarian
Office Asst.
Office Asst.
Attender
Attender
Attender
Attender



Messages

PRESIDENT's Message



Sri N. R. Panditharadhya
President

Seshadripuram Educational Trust, founded in 1930 by two educational enthusiasts Smt. Anandamma and Smt. Seethamma, has today grown into a huge educational group consisting of 35 schools and colleges with about 24,500 students with courses ranging from kindergarten to Ph.D. across four districts of Karnataka. Thanks to the dedicated efforts of scores of our past and present Trustees, Principals, Teachers and the alumni.

Seshadripuram Institute of Commerce and Management is doing yeomen service in the field of education. It has earned for itself for quality Commerce and Management education due to the dedicated efforts of successive Principals and Staff. Looking back, I am happy that the College has become a prestigious institution. The College has the distinction of enjoying the goodwill and appreciation of parents and the public and the confidence of Bengaluru City University. I am happy to learn that the College is bringing out its Annual Magazine 'Parampara 2022-23'. I am sure the Magazine will serve as a record of work done by the College during the year apart from providing an opportunity to the students and faculty to express their creativity literary talents.

I congratulate the Principal, Staff and all those connected with the publication of the magazine.

Sri N. R. Panditharadhya

President

Seshadripuram Educational Trust

SECRETARY's Message



Nadoja Dr. Wooday P. Krishna
Hon. General Secretary

I am pleased to learn that Seshadripuram Institute of Commerce and Management is bringing out its annual number 'Parampara', serving as a record of its achievements during 2022-23. The magazine is a platform which could be utilized for recording events, fond memories and creative writing.

We are all proud that the College has enriched the lives of thousands of aspiring students and staff down the years and has earned a niche for itself among the top Degree Colleges in Karnataka.

I take this opportunity to congratulate the Principal Prof Vidva Shivannavar and her team of committed staff member for their commitment in ensuring that each student is cared for in the college.

Nadoja Dr. Wooday P. Krishna
Honorary General Secretary
Seshadripuram Educational Trust

CHAIRMAN's Message



Prof. K. P. Narashima Murthy
Chairman

The College Magazine 'Parampara' serves as a record of curricular, co-curricular and extra-curricular activities of our students. Our Principal and staff are humane professionals and have been helping our students reach greater heights in life. My heartiest congratulations to the editorial board for their determined efforts in bringing out this magazine.

Prof. K. P. Narashima Murthy
Chairman
Governing Council
Seshadripuram Educational Trust

PRINCIPAL's Message



Smt. Vidya Shivannavar
Principal

It is indeed my pleasure to publish our annual magazine 'Parampara 2022-23'. This magazine depicts the enthusiastic participation of the students in the college activities that has portrayed their skills and their enriching experiences at SICM. I congratulate all the student contributors out such a beautiful magazine.

It is said that an investment made to acquire knowledge pays the best return. We at SICM offer students a practical exposure and empower the students with sound knowledge to meet the requirements of the contemporary world. All the activities conducted at SICM focus on enhancing the skills set, build their confidence while providing experiential learning to the students. We have a dedicated team of faculty who thrive to enrich the students' competencies and also impart moral values and culture along with the academics. Our motto "Inspiring Possibilities" has thrived to develop the passion for learning among the students.

It is believed that excellence is a continuous process and in pursuit of which the college has made contributions to develop efficient and responsible citizens. It is truly my privilege to be a part of SICM where utmost care is taken to promote student progress.

Smt. Vidya Shivannavar

Principal

Seshadripuram Institute of Commerce and Management

EDITORIAL Message

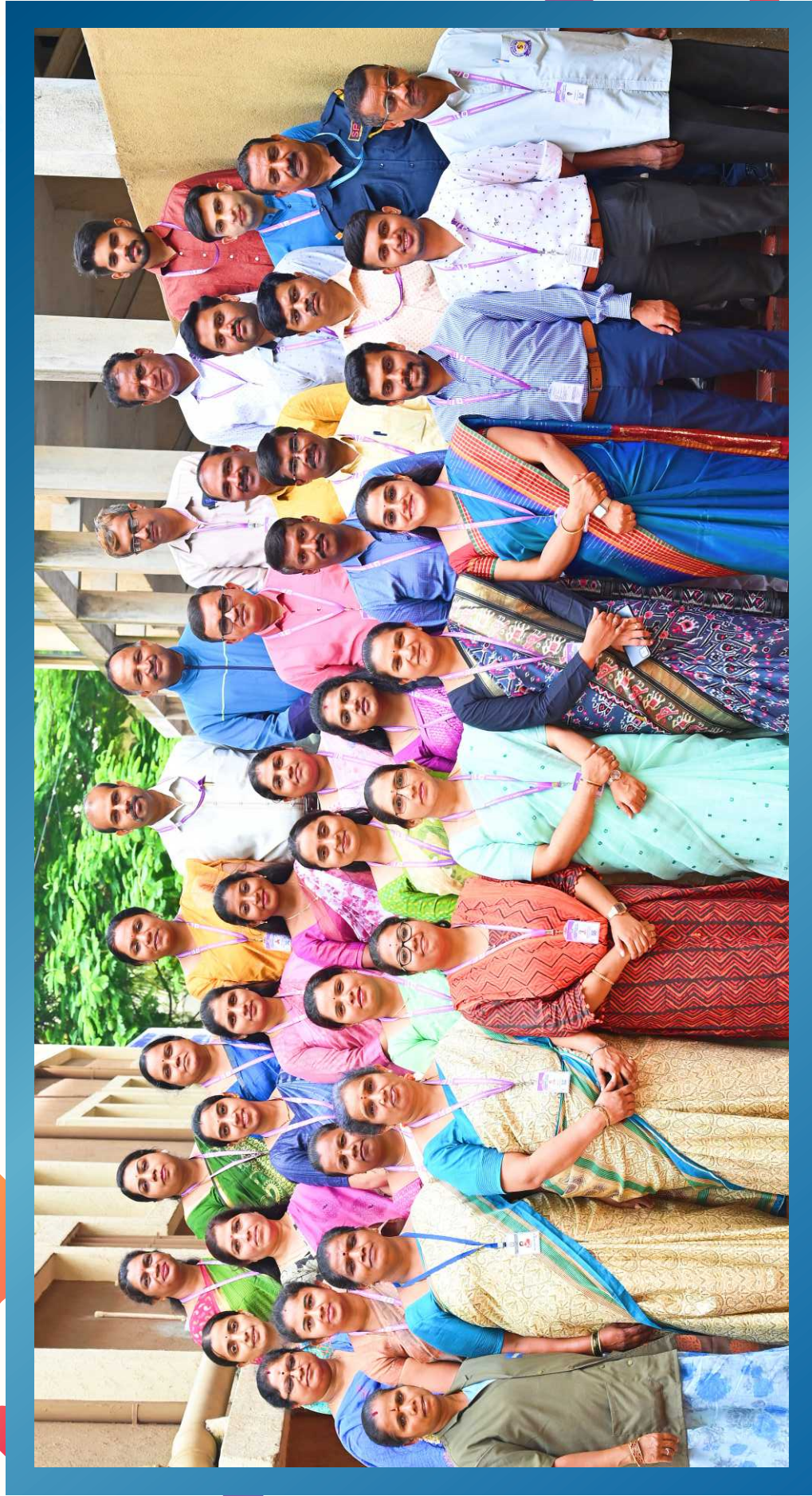
A magazine is the face of an institution which puts all that the institution is made of, in ink and paper. This year too, the magazine work picked momentum at the very beginning of the even semester. The editorial team has put in great effort in compressing an ocean of information into this piece of literature which should definitely present the readers with all the wonderful achievements and accomplishments of the students of SICM in the academic year 2022-23.

We take this opportunity to thank our Principal Prof. Vidya Shivannavar for the constant support in breathing life into this magazine. We wish you a happy reading



Photo Gallery

Teaching and Non-Teaching Staffs



Parampara

Department of Commerce

S.I.C.M

Parampara





Prof. Vidya Shivannavar
Convener

Academic Monitoring B.Com & BBA

Course Review Committee



Prof. Vidya Shivannavar
Chairman



Sri Dilip Kumar Yadav
Member



Smt. Punitha G.
Member



Smt. Vinija C.
Member



Smt. Vinija C.
Convener

Staff Relationship Manager

Admissions



Smt. Punitha G.
Convener



Ms. Akhila Devi S.
Co-Convener



Smt. Poojetha B. V.
Convener



Smt. Spanda V. R.
Co-Convener

SHIKSHA Time Table, Lesson Plan and Work Diary



Smt. Sharada S.
Convener

ACTS Attendance and Course Tracking System



Sri Ravishankar B.S.
Convener



Smt. Asha S.
Co-Convener

PAREEKSHA Examination (Internal and External)

PURVI : Cultural and Performing Arts



Sri Bharath P. N.
Convener



Smt. Manjushree R.
Co-Convener



Smt. Suma B. R.
Co-Convener



Smt. Suresha B.
Convener

LAKSHYA and E-Cell Commerce and Management Forum

AIKYA : Career Opportunities, Placements, VAP



Sri Pramod A. V.
Convener, Career Opportunities



Smt. Shilpa C.S.
Convener, Placements



Smt. Poojetha B. V.
Convener, VAP



Sri Akarsh Kumar Singh
Convener

Certificate Course and Internship



Sri Bharath P. N.
Head of Department



Smt. Spandana V. R.
Head of Department

Magazine, Newsletters and Publication



Smt. Kumkum Kadam
Convener

SPANDANA :
PRO, House-keeping
and Security



Sri H. N. Lakshminarayana
Convener

Tour and Hospitality
including Logistic support



Smt. Kavitha B.
Convener

ANKURA : Forum for Empowerment of
Women and Sexual harassment
Redressal cell



Smt. Spandana V. R.
Convener



Smt. Asha P. T.
Co-Convener

Website, iPOMO App
and Vani Newsletter

PARIKRAMA

Student Welfare Officer and Sexual harassment Redressal Cell

Discipline and Anti-Ragging



Capt. R. Chikkarangaswamy
Convener



Sri Suresh R. B.
Co-Convener

IQAC



Sri Amar H.A.
Convener



Capt. R. Chikkarangaswamy
Co-Convener



Smt. Asha P.T.
Co-Convener



Dr. Poornima S.
Co-Convener



Smt. Punitha G.
Co-Convener



Smt. Bhuvaneshwari R.S.
Co-Convener



Sri Dilip Kumar Yadav
Co-Convener



Smt. Kavitha B.
Co-Convener



Ms. Akhila Devi S.
Co-Convener



Smt. Vinija C.
Co-Convener



Smt. Bhuvaneshwari R.S.
Convener

Documentation



Capt. R. Chikkarangaswamy
Convener



Smt. Shilpa C. S.
Co-Convener

KREEDA JYOTI : NCC and Sports

NSS



Sri H. N. Lakshminarayana
Convener



Smt. Shilpa C. S.
Co-Convener

Youth Red Cross



Smt. Asha S.
Convener

BHASHA SANGAMA : Kannada Sangha, Sanskrit Club Hindi Club, English House



Dr. Poornima S.
Convener



Smt. Kavitha B.
Convener



Sri Dilip Kumar Yadav
Convener



Smt. Bhuvaneshwari R.S.
Convener



Sri Suresha B.
Convener

ECO MITRA : Adventure, Eco and Heritage Club



Smt. Shilpa C. S.
Convener

ISHA : Counselling Cell Mentoring

PARINATHI

Gandhian Studies

Vivekananda Adhyayana Kendra



Sri Dilip Kumar Yadav
Convener



Smt. B. R. Suma
Convener



Smt. Punitha G.
Convener



Sri Akarsh Kumar Singh B.P.
Co-Convener

DRISHTI : Faculty Development Forum



Sri Suresha B.
Convener



Sri Amar H. A.
Co-Convener

MANTHANA : Research Review Forum (Research Cell)



Smt. Spandana V.R.
Convener



Smt. Asha P.T.
Co-Convener

Parent Relations Centre (PRC)



Smt. Poornima S.
Convener

Dr. Ambedkar Study Centre Minority Cell and Equal Opportunity Cell



Smt. Manjushree R.
Convener

Human Rights Protection Cell



Sri Pramod A.V.
Convener

BSDC : Business Skill Development Courses Committee



Sri Suresh R. B.
Convener

Internal Compliance Cell and Event Tracker



Smt. Punitha G.
Convener

Library Adviser



Sri Prabhanjan
Convener

MOVIE CLUB : Play Back



Sri Ravishanka B.S.
Convener

Commerce Club



Ms. Akhila Devi S.
Convener



Smt. Asha S.
Co-Convener



Sri Akarsh Kumar Singh B.P.
Technical Assistant



Smt. Bhuvaneshwari B.S.
Convener

Basava Study Centre

Student Council Members



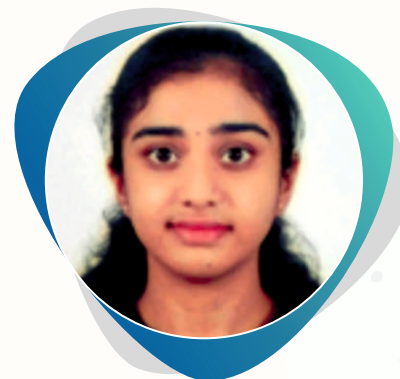
Vivekananda B.
President



Anjali S.
Vice-President



Harjeeth K. U.
Secretary



Aishwarya C.
Management/Cultural Forum
Member



A. Fardeen Khan
Sports/NCC Forum
Member



Rahul S.
NSS/YRC Forum
Member



Parikshith K. Adhyapak
Placement & Career Development
Member

Council Testimonials

To be The President of Student Council gave me a firsthand experience into directly being involved with a greater understanding on college functions and also build a strong relationship on how important a team work is in order for any initiative, change and success in a field , I got a deeper sense of understanding on the crucial role that one must play to be an efficient Leader for the people and for the process while maintaining stability within despite the different hurdles that come in our way .

Vivekananda B.

President, Student Council 2022-23

As the student council vice president, I led the organization of college fests, fostering teamwork with friends and staff. This experience profoundly shaped my leadership skills, enhancing my ability to plan and execute events. Collaborating with others taught me responsibility, contributing significantly to my overall personality development. It equipped me to face challenges confidently and has become a cornerstone in my personal and professional growth. In the role, effective delegation and communication were paramount, enabling successful fest execution. This experience taught me the importance of adaptability and quick decision-making in the face of unforeseen challenges. It not only enhanced my organizational skills but also instilled a sense of accountability. Overall, serving as the student council vice president was a transformative journey, providing valuable lessons that continue to influence my approach to leadership, teamwork, and overcoming obstacles in both personal and professional spheres.

Anjali S.

Vice president, Student Council 2022-23

As the student council secretary, I led the organisation of the college fest, with fabulous team members, with friends and teaching and non-teaching staff, this experience brought the new in me and shaped my leadership skills and my ability to do work for the college. To collaborating with others, to execute to bring in new ideas and taking action and getting the best results was the amazing thing during my leadership.

It gave me many opportunities to overcome all the difficulties and circumstances and helped me lot to build my confidence. In the role of my duties, it brought changes in my personal as well as my professional growth, communication, enabling successful fest execution. This experience taught me many things, from being unknown to people in my two years to know me completely and to be a important part of the student council this journey got me far and made me adapt to the new things, this also taught me to importance of communication, quick decision making to face the challenges. Overall serving as the student council Secretary was an amazing transformative journey, providing valuable lessons that made me come this far to influence my leadership, skills, teamwork and overcoming the challenges in both personal and professional growth.

Harjeet K U

Secretary, Student Council

Seshadripuram Institute of Commerce and Management strives to provide their students with effective teaching faculty and works on the overall development of the individual. The College believes that Co-curriculum and Extracurricular activities along with the basic academic knowledge are the key to the holistic development of the students. Teachers bring in dynamic lecturing modules and practices into the classroom to enhance the learning experience for the students. In order to provide the students with proper working platform, Aikya, The Placement cell, works in its full potential to bring in various companies and enterprises, who seek skill and creativity among students. Overall, SICM works as a student centric institution, focusing on the Moral and Intellectual development of the Student, making them able individuals and able citizens for the society.

Madan Raj S

The Best Outgoing Student – 2023-24



Reports

Annual Report

Welcome to the Seshadripuram Institute of Commerce and Management, where we wholeheartedly strive to foster a holistic educational environment. Today, in this momentous gathering, let us come together to joyfully celebrate the remarkable milestones we have achieved which has shaped the very essence of our institution.

Esteemed guests, it is with great pleasure that we present to you a concise reflection of the remarkable highlights from the Academic Year 2022-2023. We invite you all on this extraordinary journey with us, as we honour our past, embrace the present, and envision a future resplendent with possibilities.

At the outset, we would take you through the mega achievements and happenings of the college.

Seshadripuram Institute of Commerce and Management is ranked 4th among Bengaluru city University colleges, 15th in the state and 98th Best Commerce Colleges by **India Today survey**. This prestigious recognition is a testament to our commitment to delivering exceptional education and creating a nurturing environment for our students.

Seshadripuram Institute of Commerce and Management is **ISO 9001:2015** Certified by TNV Systems Certification Private Limited, which is accredited by International Accreditation Services (IAS)

SICM is proud to announce that **Deepthi S** from the batch 2019-2022 for securing the first rank in the Bengaluru City University Examinations in the BBA Program. We are extremely proud of her remarkable accomplishment and wish her continued success in all her future endeavours.

Kavya S, an NSS Volunteer, is the first Girl cadet to represent Bengaluru City University in the 23rd Republic Day Parade. She also attended the G-20 summit conference.

Srinidhi Sastry – RD participation

Gagana K S from Seshadripuram Institute of Commerce and Management represented India in Netball Tournament at South Korea as vice captain and **Mr. Girish** the coach of the team is alumni of SICM 2006 - 2009 batch. She was awarded 2,00,000 rupees cash by the Government of Karnataka for winning Bronze medal in the National games.

Bangalore Nitesh Singh from Seshadripuram Institute of Commerce and Management is appointed in Indian Air Force through clearing Service Selection Board conducted by Government of India. He secured 23rd rank out of 5 lakh candidates.

This academic year welcomed the first years after successful completion of admissions with an orientation and distributed merit scholarships for the top scorers of PU Examinations. The students were oriented by in house faculties about the curriculum as well as the extracurricular activities on 12th October 2023.

SICM had conducted two days Virtual Multi Disciplinary National Conference on March 1st and 2nd 2023. The chief guest of the program was Dr. M. Ramachandra Gowda Hon Vice Chancellor Rani Chennamma University Belagavi. The program was presided by Nadoja Dr Wooday P Krishna Hon General Secretary Seshadripuram Education Trust. Keynote speaker was Dr Ramachandra K, Principal Maharani Arts, commerce and management college for women Bengaluru. All the departments had multiple faculty and student presenters from various colleges. Each department had invited experts from other colleges to judge and evaluate all the research papers.

Department of Hindi conducted a syllabus orientation workshop for 4th sem B. Com and BBA, for the teaching fraternity.

Anveshana

Purvi and Lakshya forum had organized Intercollegiate Fest "Anveshana 2022-23" to provide a platform for Pre-University college students to show case their talents. Children's of Need Base India were also given platform to exhibit their talent, on 26th November 2022 Meghana S Belavadi Alumni of SICM was inviges as the chief guest and WD Ashok Presided the program. Overall 14 Pre University Colleges Participated

Samsrushti'23

SICM hosted a grand intercollegiate festival "Samsrushti 23," featuring a diverse range of cultural, management, and language competitions. The event was made even more special with the presence of Sashikala Sunil, a renowned Kannada singer and jury member of Zee TV, who added a special charm to the occasion. The fest attracted a total of 82 participants from 19 different colleges.

New forums

Student Council - 2023 - Mr. Vivekananda B, President, Ms. Anjali, Vice President, and Mr. Harjeet Kaur, Secretary, were sworn in as members of the Student Council for the year by Nadoja Dr. Wooday P Krishna.

Electoral Literacy Club was established in the present academic year with the objective of spreading awareness among our students about the fundamental principles of democracy and the electoral process. Through a series of well-planned initiatives, including programs to educate the public about their voting rights, vibrant Jathas and captivating street plays, a sense of civic duty was ignited among student community.

Human Rights Protection Cell, established last year, spearheaded numerous impactful programs. These initiatives have successfully

shed light on the importance of equality and human dignity. By organizing a series of thought-provoking events, it has empowered students to stand up for justice and equality.

The Rotaract Club at SICM was launched in the current academic year with an orientation session on January 6. The installation ceremony took place on May 17, with notable Rotarian guests and Nadoja Dr. Wooday P Krishna. On June 18th, a training program was conducted by the Rotary District for Presidents, Secretaries, and Treasurers. On July 6th, a Speakers Meet was organized at Century Club featuring Mr. Ashwath, a Corporate Trainer, as the speaker.

Forum wise summaries

Internal Quality Assurance Cell (IQAC) has undertaken various quality initiatives to enhance the overall quality of the college. A major focus of the IQAC team was to assist in obtaining ISO certification and Green Audit certifications, which are important for meeting international standards of quality and sustainability.

Additionally, the IQAC played a crucial role in the submission of the Annual Quality Assurance Report (AQAR) and the drafting of the Self Study Report for the second cycle of NAAC accreditation. By undertaking these tasks, IQAC strived to ensure that college maintained high standards of quality, sustainability, and continuous improvement.

To complement the teaching learning process, it had hosted a session on course outcomes and programme outcomes and its attainment and it also organized a workshop on Basic Etiquettes for Menial Staff's of SET Degree Colleges.

Department of Sports :

Department of Sports organised a series of exhilarating sports events. It organized the Bengaluru City University Inter-Collegiate



Shooting Competition for Men and Women, featuring intense competitions in archery, rifle shooting, and pistol shooting. The department also hosted an All India level Cycling Competition for kids, promoting a love for sports from a young age. The SET Founders Cup, an inter-institutional championship, showcased outstanding performances in archery, badminton, shooting, and powerlifting. Additionally, an All India Invitation Archery Competition brought together talented archers.

Proudly representing Bangalore City University, five students from SICM participated in the All India Inter University Road Cycling Championship. The department also organized the prestigious 14th K.M Nanjappa Memorial Inter-Collegiate T-20 Cricket Tournament, where the SET Cricket Team achieved a historic victory, marking a momentous milestone for the organisers.

The 18th Annual Athletic Meet witnessed the active participation of 650 students and 50 staff members. The department also organized events such as the International Yoga Day, the 20th Kargil Vijay Diwas to honor our brave soldiers, and a National level Workshop on Mind Training for Athletics, enhancing mental fortitude and resilience.

Adding to the spirit of adventure, 153 students and staff members embarked on an exhilarating trekking expedition to Savanadurga, embracing the thrill of exploration and the beauty of nature. The Department of Sports continues to inspire and foster a culture of sportsmanship, teamwork, and personal growth through their high-impact initiatives.

NCC :

Our NCC Wing played a pivotal role in nurturing the spirit of patriotism, discipline, and leadership among our NCC cadets.

59 NCC cadets from our college had the privilege of visiting the prestigious Indian Army Officers Training Academy in Chennai, Tamil Nadu. This visit provided them with invaluable insights into the rigorous training and dedication of our nation's brave soldiers.

SICM NCC cadets had an enriching experience witnessing the Indian Army Day Parade at the MEG Centre in Bangalore.

12 NCC cadets and 1 ANO from SICM were privileged to participate in the filming of "The Signal Man 1971" as part of the Indian Army Film Shooting program at Ooty.

National service scheme :-

NSS organized an array of impactful activities, starting with an orientation session for the fresher's. They passionately engaged in the Clean India campaign and organized the inspiring Jatha Run for Unity. The remarkable 7-day Special Annual Camp, where they made a significant difference to the community at Kadathanmalai. NSS volunteers participated in a mega voluntary blood donation camp and conducted intercollegiate street plays and digital surveys in the adopted village. To promote awareness, it organized an interclass poster making competition and dedicated 2 days to a special camp for tree plantation and a cleanliness program. They celebrated various important occasions such as Environmental Day, No Tobacco Day, Martyr's Day, Poster Making Competition, and World Anti-Drug Day. Additionally, two of our exceptional NSS volunteers, Madhukara P and Pavan KN, participated in the Youth Festival and Adventure Camp respectively, at the esteemed Atal Bihari Vajpey Institute of Mountaineering and High Altitude Institute of Skiing in Narkanda, for a week.



Youth Red Cross wing organised several compassionate service initiatives to the society. It enthusiastically participated in the annual Mega Blood Donation Camp held in memory of Shri. K M Nanajappa, Founder of SET. A session on organ donation awareness. Tree plantation drives, Swachh Bharat Abhiyan, walkathons against Drug Abuse, and Danotsav week, an effort to help needy children of NEED BASE INDIA thereby transforming lives, embodying the power of youth to create a brighter tomorrow.

PURVI, Forum for cultural and performing arts hosted Anveshana fest meant for PU students, featuring a range of exciting activities and events. They celebrated Rajyotsava with an enthusiastic performance of Koti Kanta Gayana. A talent hunt for freshers and a color-week during Navarathri added to the festive atmosphere. Theme week celebrations highlighted the charm of village life, movies and Christmas. The forum also hosted on-stage events such as group and solo dance, a fashion show with a Halloween theme, and both solo and group singing. Additionally, participants showcased their creativity in activities like cooking without fire, face painting, rangoli, hair styling, Mehendi, nail art, canvas painting, pencil sketching, and best out of waste and Photography exhibition.

Study Centers at SICM

Vivekananda Study Centre organized a special talk on Swami Vivekananda and his teachings. The Mythic Society conducted state-level competitions and a seminar to commemorate the 125th anniversary of the Ramakrishna Mission. Additionally, we hosted a treasure hunt competition based on Vivekananda's life for students.

Gandhi Study Center organised various experience trips to Gandhi Bhavan and it also hosted a session "Scanning is the new Spinning"

in association with Gandhi Bhavan.

Dr. Ambedkar Study Center organised a powerful awareness session on the remarkable life of Dr. Ambedkar, by Dr. H S Anupama. In collaboration with the Buddha Basava Gandhi Trust, it organized a speeches competition that revolved around Dr. Ambedkar's influential speeches. Additionally, a session conducted by Dr. Gangadhar about Ambedkar's profound ideology of socio equality.

Basava Study Center arranged two enlightening awareness sessions centred on the profound theme of Basavanna's Philosophy for the generation Z by Prof. Shivkumar A R, who provided a profound understanding of his philosophical principles. The second session, conducted by Dr. C K Jagadish, who explained the significant themes of Basavanna's Spiritual Odyssey Echoed in Vachana Sahitya." These impactful initiatives illuminated the essence of Basava Tathva and its significance in the contemporary times.

Bhasha Sangama, the forum for languages organised various literary events to instil creative sensibilities among students.

Kannada Aparanji Parishat grandly celebrated Kannada Rajyotsava with the mesmerizing Koti Kanta Gayana, and by inviting the esteemed guest, renowned Janapada Singer Appigere Thhimma Raju. To enhance the students' skills in event management, it also conducted a competition called "Karyakrama Sparde," immersing them in the intricacies of hosting a successful event. Additionally, they organized the "Kannada Geetha Gayana Sparde" for both students and faculties, providing a platform to showcase their talent and love for Kannada music. These impactful initiatives not only celebrated the richness of the Kannada language but also nurtured.

Hindi House organised various events for students to hone their language skills like debate competition, Grammar Quiz competitions.

English House conducted a series of English competitions, including "Enquest," a vocabulary quiz that challenged students' vocabulary. Moreover, a collaborative story writing challenge was organized to assess their team writing abilities. In order to enrich the curriculum, the Department of English hosted two insightful programs. The first featured Dr. Manjula Veerappa, who enlightened students about the world of commercial writing and the career prospects it offers. The second program focused on Basvanna's Vachana Sahitya, with an enlightening session led by Dr. Jagadish C K.

Parents' Relation Centre brought together parents and teachers for pivotal meetings to share their wards' academic progression. These gatherings fostered a harmonious partnership between parents and teachers, nurturing the growth and development of the students under collective care.

PLAYBACK, the Movie Club, organized the Movie Screening and Review Writing Competition. Students immersed themselves in the thought-provoking film, "Inside Out," and eloquently penned reviews showcasing their critical thinking skills. The event, Masquerade Ball provided an avenue for students to unleash their acting skills. They recreated iconic movie scenes, bringing them to life with their unique interpretations.

The movie "Goodbye" was showcased to the staff which provided a shared cinematic experience. Simultaneously, students experienced the premier of spine-tingling horror movie, "Namaste Ghost."

Manthana, the research cell, had organized a training session on income tax returns filing for both faculty and students. This initiative aimed

to enhance their understanding and knowledge of income tax regulations and procedures. Additionally, the research cell conducted an event called Budget Analysis, which tested students' budget analytical skills. This event provided an opportunity for students to apply their theoretical knowledge and analyze real-life budget scenarios.

Drishti, the faculty development program forum hosted Margadarshak, a mentoring program for faculties. They also conducted a seminar focusing on cyber security measures. The forum actively involved in-house faculties in teaching various skill sets. The Kannada department organized Kannada Kali Nali, while the English department brought fun with English. Additionally, they conducted sessions on Bloom's Taxonomy and the Kahoot app, emphasizing web-based learning.

Aikya, The Centre for Career Development hosted seven events, 2 student conclaves on prospects in information technology, logistics, supply chain, and human resources. The committee also provided CMA career counselling in collaboration with JK Shah Classes and successfully coordinated a community engagement activity by hosting a free competitive examination workshop in collaboration with Milestone Academy. In association with SGK solutions, the committee established a new course on financial role readiness.

Department of Commerce and Management conducted a variety of co-curricular events to supplement curriculum study. The key effort is the introduction of Expert Talks, which provided students with an overview of the subject prior to the semester examination.

Business Skill Development Courses forum offered two orientations for students interested in pursuing internships. The committee also

organised internal and external viva voce examinations by inviting evaluators from the Bengaluru City University list of valuers.

The Staff Relationship Officer organized several activities to strengthen the bonding among the staff. Delightful events like Potluck, festive Dasara puja celebrations, staff trips and a heart-warming Secret Friend exchange on New Year's Eve 2023, along with mediating the regular staff meetings, course review meetings and Governing Council Meetings.

As we bring this remarkable presentation to a close, we etch it into the memory galaxy of Seshadripuram Institute of Commerce and Management. With eager anticipation, we set our sights on the promising horizon of the upcoming Academic Year. This year, unlike any other, has been filled with uniquely memorable experiences and invaluable lessons. As the saying goes, "the show must go on," and we pledge to

carry these learning's forward, seeking constant improvement and growth.

College Annual Day 2023

College celebrated its 17th Annual Day on 21st July 2023 inviting Sri Gurunatha Reddy a senior journalist and Sri Girish C our alumni achiever from 2006-09 batch. Many awards were distributed during the event and followed by the cultural programs from the students.

Nadoja Dr. Wooday. P Krishna Honorary General Secretary along with many other trustees were present during the occasion.

The academic year ended up with the events like prize distribution day and graduation day, where we bid a good bye to the final year students of the year.

Thank you, one and all for attention.



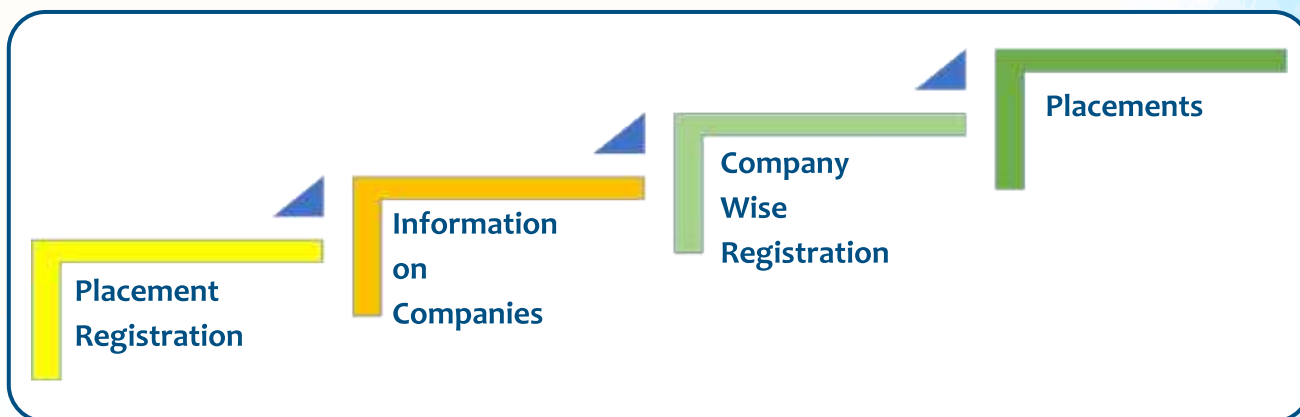
PLACEMENT CELL

Some of our Esteemed Recruiters



2022 - 23 Total placed 65 Highest CTC - 4.64

Placement Process





Articulation

ಮನಸಾರೆ ಪ್ರೇಮಿಸಿದೆ ನಾ ನಿನ್ನನು

ಅರಿಯದೆ, ಒಪ್ಪಿರುವೆ ನೀ ಅವನನ್ನು
ತಿಳಿಮಾಡಿ ಹೇಳಿ, ದಯಮಾಡಿ ಬೇಡಿ
ಪ್ರೇಮವ ಭಿಕ್ಷೆಯ
ನೀಡದೆ ಹೋದೆಯ
ಮನಸಾರೆ....
ತುಡಿತಹುದು ಮನವೆ
ಸಿಗಬೇಡ ಒಲವೇ
ಸಿಕ್ಕರೆ ತುಡಿತವು;
ಹೆಚ್ಚಾಗದೆ ಇಹುದೆ....
ಮನಸಾರೆ....
ಘೋನನ್ನು ಹಿಡಿದು, ಮಸೇಜನ್ನು ಮಾಡಿ
ಸ್ವಂದನೆಗೆ ಅರಳಿತ್ತು ನನ್ನ ಈ ಮೊಗವು,
ನಿನ್ನ; ಸ್ವಂದನೆಗೆ ಅರಳಿತ್ತು ನನ್ನ ಈ ಮೊಗವು
ಕಲ್ಲಾಗಿದ್ದ, ಈ ನನ್ನ ಮನವ
ಕರಗಿಸಿ ಅರಿಸಿದ್ದು, ಆ ನಿನ್ನ ನಗುವೇ
ಕರಗಿಸಿ ಅರಿಸಿದ್ದು, ಆ ನಿನ್ನ ನಗುವೇ
ಮರೆಸಿದೆ ಗುರುಯೇ
ಆ ನಿನ್ನ ನೆನಪೇ
ದಯಮಾಡಿ ಕರೆದುಕೋ, ಆ ನೆನಪ
ಹುರಿ ಹೊಸೆದು, ಹುರಿಯಾಕಿ ಎಳೆದುಕೋ
ನಿನ ನೆನಪ
ಮನಸಾರೆ ಪ್ರೇಮಿಸಿದೆ ನಾ ನಿನ್ನನು
ಅರಿಯದೆ, ಒಪ್ಪಿರುವೆ ನೀ ಅವನನ್ನು
ತಿಳಿಮಾಡಿ ಹೇಳಿ, ದಯಮಾಡಿ ಬೇಡಿ
ಪ್ರೇಮವ ಭಿಕ್ಷೆಯ
ನೀಡದೆ ಹೋದೆಯ
ಮನಸಾರೆ....

ಗುರು

ಗುರುವೇ
ತನು ಮನಸಿನೊಳಗಿನ ಆಲಸ್ಯ ಅಂಧಕಾರವನ್ನು ತೊಲಗಿಸಿ
ಬೆಳಕಿನ ಕಿರಣವನ್ನು ಮೂಡಿಸಲು ಬಾಗುವೆ
ತೀಡುತ್ತಾ ತಿದ್ದುತ್ತಾ
ಕಲಿಸಿದೆ ಹರುಷದಿ ನನಗೆ ಮರೆಯುತ ನಿನ್ನಯ ಸಮಯವನು
ಅಕ್ಷರಧಾರೆಯ ಹರಿಸಿದ ನನಗೆ ನಿನ್ನಾ ಋಣವ ತೀರಿಸಲಾದಿತೆ ನನಗೆ
ಅರಿಯದ ದಾರಿಯ ತೋರಿಸು ನನಗೆ
ನಾಳೆಯು ನನ್ನದೇ ಎಂಬ ಭರವಸೆಯ ಮೂಡಿಸಲು ಬಾ ಗುರುವೆ
ಸತ್ಯದ ಪ್ರತೀಕ ನಿನ್ನಯ ರೂಪ ನಿಷ್ಕಲ್ಮಶ ಪ್ರೀತಿ ನಿನ್ನೊಡಲೊಳಗೆ ನಾ
ಬಯಸುವೆ ಜೀವನದೊಡ್ಡಕ್ಕೂ ನಿನ್ನನು
ಓಂ ಗುರುವೇ, ಶಿರವಾಗಿ ನಮಿಸುವೆನು
ನಾ ಇಂದು ನಿನಗೆ

ಆಶಾ ಪಿ. ಟಿ.
ಗ್ರಂಥಪಾಲಕರು

ಬದುಕಿನ ತುಣುಕು

ಕಾಣುವ ನಗುವಿನ ಮುಖದ ಹಿಂದೆ
ಕನಸಿನ ಕಾಣದ ಮಗು
ಕಂಡು ಅರಿಯದ ಕಣ್ಣಿನ ಹಿಂದೆ
ಕಟುಕನೊಬ್ಬ ನಿಂತ ಹಿಗ್ಗು

ಮರಳಿ ಯತ್ನವ ಮಾಡುವ ಮನುಜ
ಮರಳು ಸೇ ರುವ ಮುನ್ನ
ಮರುಳನಾಗದೇ ಇರುವನೇ, ಮನುಜ
ಮರುಳನಾಗದೇ ಇರುವನೇ ಇನ್ನ

ಪ್ರತಿಷ್ಠೆಯ ಪಾಪ, ಪುಣ್ಯದ ಫಲ
ಪ್ರತಿಯೊಬ್ಬನ ಬದುಕೂ
ಪ್ರತ್ಯೇಕ ಪರಿಶ್ರಮದಿಂದ ಸಫಲ
ಪೂರೈ ಸಿಯೇ ಸಾಗಬೇಕು

ಪೂಜಿತ
ಬಿ.ಕಾಂ



ಚನ್ನಪಟ್ಟಣ ವಾಸುದೇವಯ್ಯ

ಪುಣ್ಯಕೋಟಿ ಹಾಡನ್ನು ಬರೆದವರು, ಚನ್ನಪಟ್ಟಣ ವಾಸುದೇವಯ್ಯ. ಜಾನಪದ ರೂಪದಲ್ಲಿದ್ದಂತೆ ಹಾಡನ್ನು ಅಕ್ಷರ ರೂಪಕ್ಕೆ ಇಳಿಸಿ ನಮ್ಮಗೆಲ್ಲರಿಗೂ ಹಾಡನ್ನು ಬಾಯಿಪಾಠ ಮಾಡಿಸಿದರು. ಕನ್ನಡದ ಪ್ರಪ್ರಥಮ ಮಕ್ಕಳ ಸಾಹಿತ್ಯವನ್ನು ಬರೆದವರು, ಕನ್ನಡ ಬಾಲಬೋಧೆ, ಲೈಬ್ರರಿ ಆಫ್ ಕಾಂಗ್ರೆಸ್ ವಾಷಿಂಗ್ಟನ್‌ನಲ್ಲಿ ಇದರ ಒಂದು ಮೂಲಪ್ರತಿ ಇತ್ತು. ಮಲ್ಲೇಶ್ವರಂನ 5ನೇ ಕ್ರಾಸ್ 11ನೇ ಮುಖ್ಯ ರಸ್ತೆಯಲ್ಲಿ ಇವರು ವಾಸವಿದ್ದರು. ಡಿ.ವಿ.ಗುಂಡಪ್ಪ ಅವರು, ಬಿ.ಎಂ. ಶ್ರೀಕಂಠಯ್ಯನವರು, ಎಲ್ಲರು ಇಲ್ಲಿ ಬಂದು ಇವರ ಜೊತೆ ಚರ್ಚೆ ಮಾಡುತ್ತಿದ್ದರು.

ಅಭಿಷೇಕ್ ಶ್ರೀರಾಮ್

ಯುವಶಕ್ತಿ ಮತ್ತು ಪ್ರಜಾಪ್ರಭುತ್ವ

ನಮ್ಮದು ಪ್ರಜಾಪ್ರಭುತ್ವ ರಾಜಕೀಯ ವ್ಯವಸ್ಥೆ. ಯುವಕರು ದೇಶದ ಹಾದಿಯನ್ನು ನಿರ್ಧರಿಸುವ ಭವಿಷ್ಯದ ನಾಯಕರು. ಯುವಕರು ಮತದಾನದ ಶಕ್ತಿಯನ್ನು ಅರಿತುಕೊಂಡಾಗ ಭಾರತೀಯ ಪ್ರಜಾಪ್ರಭುತ್ವದಲ್ಲಿ ಮತ್ತೊಂದು ಸಂಭವನೀಯ ಬದಲಾವಣೆಯನ್ನು ತರಬಹುದು ಎನ್ನುವುದಕ್ಕೆ ನಮಗೆ ಉತ್ತರ ಸಿಕ್ಕಿದೆ. ಕರ್ನಾಟಕದಲ್ಲಿ ಹೊಸ ಸರ್ಕಾರದ ಆಳ್ವಿಕೆ ಶುರುವಾಗಿದೆ. ಈ ಸರ್ಕಾರವು ಆಶ್ವಾಸನೆಗಳನ್ನು ನೀಡಿ, ಎಲ್ಲಾ ಮನೆಗಳಿಗೂ 200 ಯೂನಿಟ್ ಉಚಿತ ವಿದ್ಯುತ್, ಮನೆ ಒಡತಿಗೆ ತಿಂಗಳಿಗೆ 2 ಸಾವಿರ ರೂಪಾಯಿ, ನಿರುದ್ಯೋಗಿಗಳಿಗೆ ಭತ್ಯೆ, ಅನ್ನಭಾಗ್ಯ ಯೋಜನೆ, ಮಹಿಳೆಯರಿಗೆ ಉಚಿತ ಬಸ್ ಸೌಲಭ್ಯ ಸೇರಿದಂತೆ ಐದು ಯೋಜನೆಗಳನ್ನು ಜಾರಿಗೊಳಿಸಿದೆ. ಇದು ಸಂತೋಷದ ವಿಷಯ. ಹಣದುಬ್ಬರದ ಬೆಲೆಬಿಕ್ಕಿಯಿಂದ ತತ್ತರಿಸಿಹೋಗಿದ್ದ ಒಂದಿಷ್ಟು ಜನ ವರ್ಗ ಆ ಪಕ್ಷಕ್ಕೆ ಬೆಂಬಲ ನೀಡಿರಬಹುದು. ಆದರೆ ಜನರ ಹಣವನ್ನು ಜನರಿಗೆ ಹಂಚುವುದರಲ್ಲಿ ನಾವು ಹೆಚ್ಚು ಉತ್ಸಾಹಪಡಬೇಕಿಲ್ಲ. ಪ್ರಜಾಪ್ರಭುತ್ವದಲ್ಲಿ ಯಾವುದೇ ರಾಜಕೀಯ ಪಕ್ಷಲ್ಲಾದರೂ ಭ್ರಷ್ಟರನ್ನು ಕಾಣುತ್ತೇವೆ. ಮೊದಲಿಗೆ ಉತ್ಸಾಹದಿಂದ ಇದ್ದು ತದನಂತರ ಉತ್ಸಾಹದಿಂದ ಇದ್ದು ತದನಂತರ ಉತ್ಸಾಹವನ್ನು ಕಳೆದುಕೊಳ್ಳಬಾರದು. ಈ ನಿಟ್ಟಿನಲ್ಲಿ ಯುವಕರ ಯೋಚನೆ ಇರಬೇಕು.

ಕನ್ನಡಿಗರಾದ ನಾವೆಲ್ಲರೂ ಯಾವತ್ತೂ ಮರೆಯಲಾಗದ, ಮರೆಯಬಾರದ ಮಹಾನುಭಾವರಾದ ನಮ್ಮ ರಾಜರ್ಷಿ ನಾಲ್ವಡಿ ಕೃಷ್ಣರಾಜ ಒಡೆಯರವರನ್ನು ನೆನಪಿಸಿಕೊಳ್ಳಬೇಕು. ನಮ್ಮ ಮೈಸೂರು ಸಂಸ್ಥಾನದ 24ನೇ ದೊರೆ ನಾಲ್ವಡಿ ಕೃಷ್ಣರಾಜ ಒಡೆಯರು, ಜನಪರವಾದ ಮಹೋನ್ನತ ಕೆಲಸಕಾರ್ಯಗಳನ್ನು ಮಾಡಿದ್ದಾರೆ. ನಮ್ಮ ಮೈಸೂರು ಸಂಸ್ಥಾನವು ಹಲವು ಪ್ರಥಮಗಳಿಗೆ ಕಾರಣೀಭೂತವಾಗಿದೆ. ಏಷ್ಯಾದ ಮೊಟ್ಟ ಮೊದಲ ನೀರಿನ ಸುರಂಗ, ವಿದ್ಯುದ್ದೀಪ, ದಕ್ಷಿಣ ಭಾರತದಲ್ಲಿ ಮೊದಲ ಆಂಗ್ಲಭಾಷೆ ಶಾಲೆ, ಭಾರತದ ಮೊದಲ ರೈಲ್ವೆ ಸೇತುವೆ ಹೀಗೆ ಸಾವಿರಾರು ಕೆಲಸಗಳನ್ನು ಮಾಡಿದ್ದಾರೆ. ಸಾಮಾಜಿಕವಾಗಿ, ಶೈಕ್ಷಣಿಕವಾಗಿ, ಧಾರ್ಮಿಕವಾಗಿ, ಸಾಂಸ್ಕೃತಿಕವಾಗಿ, ಪ್ರಗತಿದಾಯಕವಾದ ರಾಜನೀತಿ ಹೇಗಿರಬೇಕು, ಅಭಿವೃದ್ಧಿಯ ಆಲೋಚನಕ್ರಮ ಹೇಗಿರಬೇಕು, ಎಲ್ಲಾ ವರ್ಗದ ಜನರ ನೋವು ನಲಿವುಗಳಿಗೆ ರಾಜನಾದವ ಹೇಗೆ ಸ್ಪಂದಿಸಬೇಕು ಎಂಬುದಕ್ಕೆ ನಾಲ್ವಡಿಯವರ ಆಡಳಿತ ನಿದರ್ಶನವಾಗಿ ನಿಲ್ಲುತ್ತದೆ. ಸರ್ದಾರ್ ವಲ್ಲಭಭಾಯಿ ಪಟೇಲ್ ಅವರು, “ಭಾರತದ ಎಲ್ಲಾ ಸಂಸ್ಥಾನಗಳ ರಾಜರು ನಾಲ್ವಡಿ ಕೃಷ್ಣರಾಜ ಒಡೆಯರ್ ಅವರ ಹಾಗೆ ಇದ್ದಿದ್ದರೆ, ದೇಶಕ್ಕೆ ಸ್ವತಂತ್ರ ಬೇಕಿರಲಿಲ್ಲ” ಎಂದು ಅವರು ಹೇಳಿದ್ದರು.

ಅಭಿಷೇಕ್ ಶ್ರೀರಾಮ್

Other ways to spell hope

Hold on, hold on
She says,
Breathless and
Out of shape
A fraction wants her gone
Another wants to stay
Tugged from both sides
She'll die either way
Her will refused to cope
But there could be
Other ways to spell hope

Scar

Skeletons in the closet
Look there I hide
A little girl cuddled up in the side
How much love would it suffice?
Scars line her skin
Nobody knows: not her mother,
None of her kin
That the monster under her bed
Is her friend ;
Says "I'll be there forever"
Despite knowing the end
Wonder how they died?
The dreams that once had wings
And could fly?
Her bones and veins dry
Blood bathed screams
She hears every night
Pillows wet on both sides
When she talks about it in the morning,
The facts are denied;
By someone that never witnessed
The nightmares of the damaged child.

To love in the face of pain

Open wounds and salt
It's torturous, but a favour somehow
They laugh it off
And wave their hands around
It takes soul, heart and guts
To love in the face of pain
They've never loved a love like mine
And yours, their loss, our gain.
All they see are weak spots
They're full of it, I fear
If the power they claim is true
Ask them to
Describe the courage of tear.
Ask those dementors this too,
How much does a tear weigh?
I know, Too heavy for them to carry
Now I'm off to my martyr's survey.

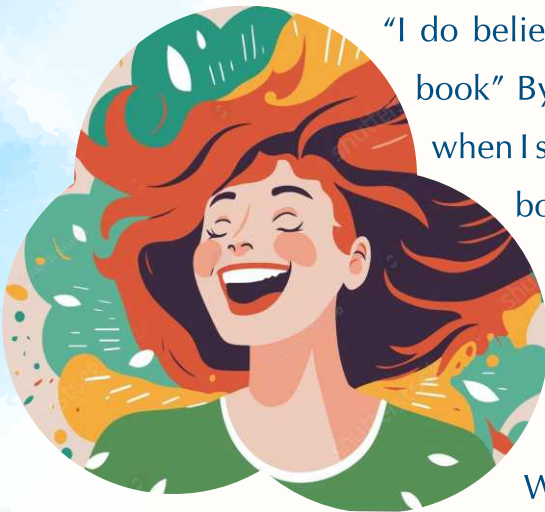
Tinnitus of you

When your eyes met mine,
My Cosmos collide
It's a sick dream
Or my first fairytale to be
Thought i liked lillies
But I picked up a dandelion
A blow of air is all it takes
And you'll be on your way, far away
Yet I can't help but wonder
What if a particle of you stays?

Poojitha K

1 B.Com. 'A'

EXPRESS YOURSELF



"I do believe something magical can happen when you read a good book" By J K Rowling was the first thought that popped in my head when I saw the above picture. This picture spoke to me on how a good book can take you to wonderful places!

One of the most brilliant aspects of reading is how the reader can step into another world by immersing into the author's mesmerizing storyline. Books enhance your imagination, which gets you transported into a whole new different world.

While reading a book, physically you might be just sitting, but mentally, you'll be soaring in the skies of your imaginary world! You will be flying from chapters to chapters along with the fictional characters and experience their adventures, comprehend all the subtle lessons from the character's mistakes, grow with them and what not! Reading books isn't just filling your head with knowledge - it's nourishing it! Multiple studies have shown that imagining stories you read, helps activate the regions of your brain responsible for better understanding and seeing the world from a new perspective. You create a whole new universe in your brain, in which you can glide around until your heart is filled with euphoria. But once you are hit with reality, it might seem disappointing, but the positive take from those beautiful, imaginary world is that as readers, we can try harder to make our reality as wonderful as those worlds!

"A reader lives a thousand lives before she dies", because as a reader we float from one story to another, learn life lessons and morals from our favourite characters, build new worlds and grow into a better versions of ourselves. A book is a device that lights up our imagination, and with the help of these wonderful tools, we can not only create marvellous worlds in our imagination, but also make this world a much better place to live in, filled with empathy, love, knowledge and wisdom.

Virija Rao B J
I B.Com "A"

EDUCATION OPENS DOORS TO A BRIGHT FUTURE



Education facilitates quality learning all through the life among people of any age, cast, creed, religion etc. It is the process of achieving knowledge, skills, values etc. It is very necessary for each and everyone in order to improve knowledge, way of living as well as socio-economic states throughout life. Education is the ultimate way to get victory over all the personal and social problems. It transforms us completely from inside and outside by changing our mind and personality.

It improves confidence level through the life. People of any age group can get education anytime. A person with good education becomes good citizen of a nation. It is most powerful weapon which one can use to change the world. It is a ray of light in darkness. It is basic right of every human on this planet to get educated.

Getting educated helps one to handle any kind of situation in one's life. It helps to realise one's potential and qualities and talent. It is above all boundaries and turns every dream of a student into reality.

Eradication of poverty is a common problem for all developing countries. In India, the poverty rate is relatively high for the population as a whole. Education is the key to get people out of poverty. Education and skill development is necessary to improve living standards and empowering lives.

Investment in education by a country can make its people and its future better and helps to reduce poverty and inequality. It helps people work better and can create opportunities for economic growth.

Just like we build strong foundations for homes to make them last long, the same approach should be followed for building a strong learning foundation for children. A strong early learning foundation is the stepping stone to ensure a Bright future. When children's are given sufficient time to build strong foundations, it saves way for bright future where they can make good decisions in various situations and circumstances throughout their life.

Abhay Tejas

लाश

सड़क पे एक लाश पड़ी थी,
आस पास तब भीड़ बहुत थी,
सर पे गहरी चोट लगी थी,
पत्थर था या कोई लाठी थी,
पत्रकार और पुललस भी आई थी,
सबको अपनी अपनी पढी थी,
था अमीर या चोर था,
हाथ में उसकी मेंहेंगी घड़ी थी,
प्रीठ पे वार हुआ था शायद सबने कहानी बनाई थी,
उस शक्स के पास वालों ने ना जाने कैसी इंसाननयत ददखाई थी।

Syed Bilal Zaid
1 st B.Com 'C'

Samskrutham

“Samyak Krutham” – Samskrutham. 'Samyak' – very good or pure form, 'Krutham' – done or made. In all, Samskrutham means done very well or made to its purest form. Samskrutham is one of the oldest and an ancient language. It is called as “Devanagari Bhashe”. This is ancient language's origin place is “BharathaBhoomi” or “Bhaaratha”. Samskrutham is considered as the most scientific language consisting 54 alphabets. Currently many alphabets are not in use. It is a language with beauty in style and expression and being adaptable for the modern world. It is a language where in one will read exactly as it is written and written as it is said or spoken.

Samskrutham is not just a language for communication but it is a way of life. Samskrutham is a language with ocean of literature or abundance in literature. It has many works such as kavyas, upanishads, puranas, vedas, shastras, mahakavyas, stories and so on. All the books aims and guides a person towards body and mind control, self development, self understanding, moral values for life, humanity, being good human first, skill development and so on. In simple words tells about one's 'Dharma' and 'Karma', that is, things should be done and things not done for a happy and successful life.

Samskrutham adds values and ethics in our life and helps us lead much better life. Here, we worship all the elements in and around us. We worship nature- trees, mountains, rocks and the 5 elements known as Panchabhootas; people- mother, father, teacher and everyone we meet; animals- as we consider them as vahanas of various god and goddesses; food we eat and water we drink. Hence, we value and respect every element in and around us. This indulges gratitude in us for what we are blessed with and also spread oneness among us and all other species. For witnessing this, we have many sayings and shlokas such as:

“Anna Poorne Sada Poorne Shankara Prana Vallabhe”

Gnana Vairagya Sidhyartham Bhiksham Dehi Cha Parvathi”

“Athithi Devo Bhava”, “Vasudaiva Kutumbakam”, “Matru Devo Bhava”, “Pitru Devo Bhava” and so on.

Along with life lessons, in Samskrutham, there were various famous scientists who were priorly known as Pandiths or Rishis who have discovered and written books that speaks about various subjects such as physics, chemistry, geography, social science, biology, astrology, medicine and so on. Various scientists with their works are, Rishi Kanada discussed about topics of water cycle, parmanu (atom), concept of relativity of motion- the 3 laws of motion, in his book Vaishakeya Sutra. Rishi Bhaskaracharya who discussed about differential calculus in his book Siddhantha

Shiromani and also the concept of universe and solar system. Rishi Madhav Kar provided detailed description of heart attack in 6 th century in his book Madhava Nidana. Rishi Sushrutha, who wrote that there are 900 ligaments in human body and concepts of bone marrow.

in his book Sushrutha Samhitha. The concept of gravity introduced by Varahamihira. Aryabhatta 1 invented 0 to the world. Rishi Pingala discovered about the concept of binary system. Arthashastra a book on polices or rajaneethi written by Acharya Chanakya and so on. All our ancient pandiths or rishis have discovered many elements centuries ago and have recorded in manuscripts in Samskrutham. There are yet more works and books with immense knowledge and innovations.

In many books, of ancient times, there are many traditions or systems or procedures being followed from a very long period. These days people, without knowing the importance and scientific reasons behind these traditions, have declared these traditions as blind beliefs. Where as in real, these traditions are very much scientific. For instance, in our books, number 108 has a lot of importance. The reason this number has such importance is that, the ratio of sun's distance from earth to the earth's diameter and also the ratio of moon's distance from earth to moon's diameter , both these result to be 108. The most familiar and frequently heard mantra "AUM", is considered as very sacred for chanting. The scientific reason for this is that, "AUM" has 3 sounds which is considered as only primary sounds in the universe. All other sounds are the mixture of these 3 sounds. Hence, chanting this mantra has the capacity to touch all 72000 nadees of the human body. These are the sounds which can be made without the tongue. Similarly, chanting Vishnusahasranama, with correct pronunciation, the 72000 words or pronunciations activates the 72000 nadees of human body. Hence it usually said in the morning so that a person stays active for the whole day. Another practice, sitting on the floor while have food in Sukasana. This helps in a better and proper digestion of food and improves the efficiency of the digestive system. The bell's sound of the temples is also considered good for human body. This is because, the bells are made of various metals that includes cadmium, lead, copper, zinc, nickel, chromium and manganese. The proportion in which these metals are mixed to prepare the bells is the real science behind. Rightly proportioned bell's sound is such a distinct sound that it can create a unity among both human's both right and left brain. And also, once we ring the bell, it produces a sharp sound that it lasts for 7 seconds that is sufficient for activating the 7 chakras of human body. In our tradition, married Q couples are made to round around the fire for 7 times. This is because 7 is the only number that cannot divide 360, which is the degree for circle. This symbolizing that the couple's bond should not be broken by any means. This way, there are scientific reasons for many traditions being followed by our ancestors. People before concluding upon matters, should find the reason behind a practice being followed. All these traditions and practices are for one's personnel development and for a healthy life.

Hence, Samskrutham, not only being a language, is a treasury of culture, samskruthi, science, health and hygiene (both mental and physical health). It is a complete package for a person to lead a healthy, happy and satisfied or contended life. And also it is a beautiful and a sweet language to converse. One may feel the language to be tough. But until and unless we start learning any language, it will remain tough. But this is a language that should be learnt and used by everyone on daily basis. Samskrutham is considered as Mother of all languages.

“SARVE BHAVANTHU SUKHINAH”

C. N. Eesha

2 B.Com. 'A'

Women Poets and Scholars in Sanskrit Literature

Sanskrit is known as the Mother of all languages. It is considered to be the origin of most of the regional Indian languages. Even foreign languages like, Greece, Latin and even English has traces of Sanskrit in it. Even though the number of people using Sanskrit or learning Sanskrit has decreased exponentially, it is still in practice in some of the remote places of India and in most of the schools and colleges, Sanskrit can be opted as a language for learning. There are a lot of scholars and writers who have contributed for the upholding and enrichment of the Sanskrit literature. Some of the notable scholars are Veda Vyasa, Adi Kavi Valmiki, Bhaasa, Vishnugupta, Shri Harsha, Bhavabhuthi and so on. We can see that there are more of men, who are contributing for Sanskrit. Apart from them there are Women writers and poets also, who have had their hand in the enhancement of the language.

Some of the notable and famous Women scholars are listed below :

- **BHAVAKADEVI**

Bhavakadevi, also known as Bhavadevi, was a Sanskrit poetess from present-day India. Her verses are included in early medieval Sanskrit anthologies, including Vidyakara's Subhashita-ratna-kosha, Sudukti-karnamrita and Kavindravachana-samuchchaya

- **GANGADEVI**

Gangadevi, also known as Gangambika, was a 14th-century princess and Sanskrit language poetess of the Vijayanagara Empire of India. Gangadevi chronicled the story of the victory of her husband, Kumara Kampana, over the Muslims in Madurai in the form of a Poem. The collection of poem is titled Madhura Vijayam, also known as Veerakamparaya Charitram. Even though she is believed to be a Telugu princess, her works are compiled in Sanskrit.

- **MARULA**

Marula was a Sanskrit language poetess from India. Her verses are included in early medieval Sanskrit anthologies, including Sharngadhara's Paddhati and Jalhana's Suktimuktavali.

● SHILABHATTARIKA

Shila-bhattacharika lived in the 9th century. One of her poems mentions the Narmada River, which makes the present day scholars to believe she lived along the Narmada River, near the Vindhya. The 10th century poet Rajashekhara praises Shilabhattacharika as a leading figure of the Panchali literary style. A verse, attributed to Rajashekhara in Vallabhadeva's 15th century anthology Subhashitavali, states that this style maintains "a balance between words and meaning". According to Rajashekhara, the Panchali style can be traced to the works of Shilabhattacharika, and possibly in some of the works of the 7th century poet Bana. Shilabhattacharika has been quoted by several classical Sanskrit literary critics, and her verses appear in most major Sanskrit anthologies.

● VIJJA

Vijja also known as Vidya or Vijjaka, was an 8th or 9th century Sanskrit poetess from India. She has been addressed differently in major works of Sanskrit. Vidyakara's anthology calls her Vidya, while Shargadhara-paddhati uses the prakrit form Vijjaka. Vijja wrote poems featuring topics such as love, nature, changes of season, the sea and the female beauty. Her verses are characterized by eloquent expressions, long compounds, and rhythmic sound effects.

● VIKATANITAMBA

Vikatanitamba (before the 9th century) was a Sanskrit woman poet, noted for her simple and elegant verse, frequently with erotic elements. Her verse comes to us from several anthologies-Sarangadhara Paddhati. compiled by Sarangadhara, (1363 AD) Subhashita ratna kosha, also known as Kavindravachana samuchhaya compiled by Vidyakara from 12th century, Saduktikarnamrita, Subhasitavali.

Her verses are noted for their suggestiveness, and deal often with sensuous themes from Shringara Rasa.

Even in the modern days, we come across a lot of female writers who have contributed for the Sanskrit language. There are a lot of well-known scholars who have mentioned about these Female poetess as well. 'Rajasekhara Charita' mentions poetesses Kamalila, Sunanda, Kanakavalli, Madhurangi, Lalitangi and Vimalangi (of [Malava](#)). Priyamvada, wife of Raghunatha, wrote the poem 'Syamarahasya', and her earliest verses were in the praise of Krishna. Binabai and Visvasadevi are some of the other notable poetess of the time. Likewise, Sanskrit language have many such women poets and scholars who inspire other women to do some meaningful work in their life and contribute to the language and the society.

Madan Raj S.
2 B.Com. 'A'



Ms. Deepthi S.

Secured 1st Rank and Gold Medals
in the BBA Examination of
Bengaluru City University 2022-23



Internship Certificate



Certificate of Appreciation from
Indian Red Cross Society





SESHADRIPURAM EDUCATIONAL TRUST
SESHADRIPURAM INSTITUTE OF COMMERCE AND MANAGEMENT

(Affiliated to Bengaluru City University)

NAAC Accredited 'B' Grade

No. 40, Girls School Street, Seshadripuram, Bengaluru-560020

We are one of the
India's 225th Best
Commerce College
declared by

**INDIA
TODAY**

India's Top
College Survey - 2022
(Commerce)

04

**Among Affiliated Commerce College of Bengaluru
City University**

98

Among the 225 Best Commerce College in India.

15

Among the Best Commerce College in Karnataka

Prof. K. P. Narasimha Murthy
Chairman, Governing Council

Nadoja Dr. Wooday P. Krishna
Honorary General Secretary
Seshadripuram Educational Trust

Prof. Vidya Shivannavar
Principal

Dated- 21st February 2023

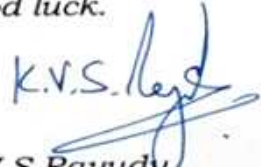
To,
NSS Unit,
Sheshadripuram Institute
Of Commerce and Management,
#40, Girls School Street,
Sheshadripuram, Bengaluru
Pin code: 560 020

 **भारत इलेक्ट्रॉनिक्स**
BHARAT ELECTRONICS
भारत इलेक्ट्रॉनिक्स लिमिटेड
(भारत सरकार का उद्यम, रक्षा मंत्रालय)
पंजीकृत कार्यालय :
आउटर रिंग रोड, नागवारा, बेंगलूर - 560 045, भारत
Bharat Electronics Limited
(Govt. of India Enterprise, Ministry of Defence)
Registered Office :
Outer Ring Road, Nagavara,
Bangalore - 560 045, INDIA
CIN : L32309KA1954GO1000787
LEIL No : 335800HSBAOTM9W1F335
फोन/Phone : +91 (80) 67009300
फैक्स/Fax : +91 (80) 25039251, 25039233
ई-मेल/E-mail : cofo@bel.co.in
वेब/Web : www.bel-india.in

Letter of Appreciation

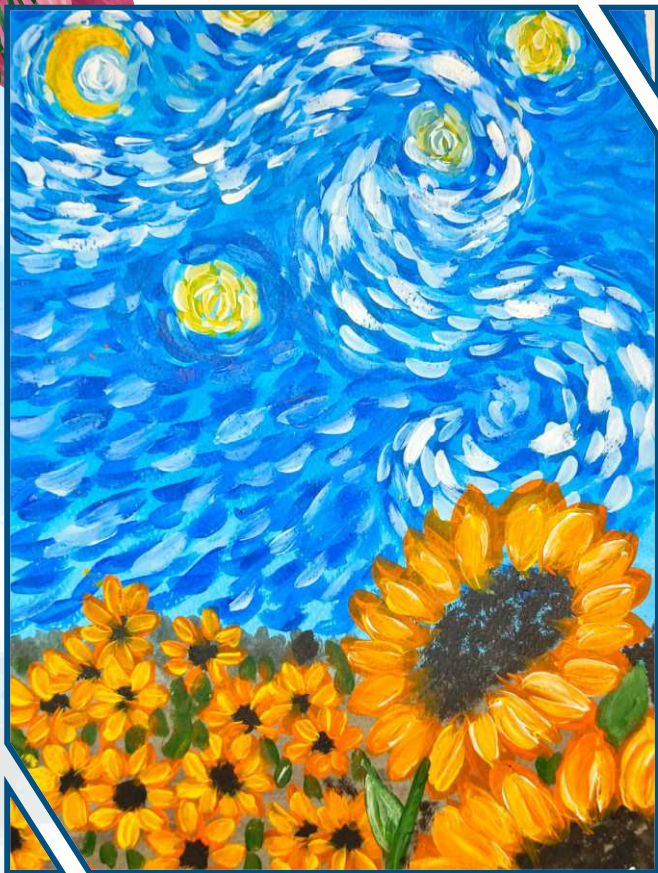
On behalf of Bharat Electronics Limited, Defence PSU under Ministry of Defence, Government of India (Official Organizers of Aero India 2023, at Airforce station, Yelahanka) from February 11th to 17th 2023, we would like to place on records that, **NSS Unit of Seshadripuram Institute of Commerce and Management, Bengaluru** is recognized and appreciated for being a part of planning and coordinating **AERO INDIA 2023**.

We are very much contented and pleased with the services rendered by **NSS Unit of Seshadripuram Institute of Commerce and Management, Bengaluru** and deserve to be recognized in the field of Community Service. We wish a good luck.


K V S Rayudu
Manager (F/T)



Amulya A. M.
I B.Com. C



Shreya S.



Durga Shetty
I BBA



Durga Shetty
I BBA

CHARLIE
CHAPLIN

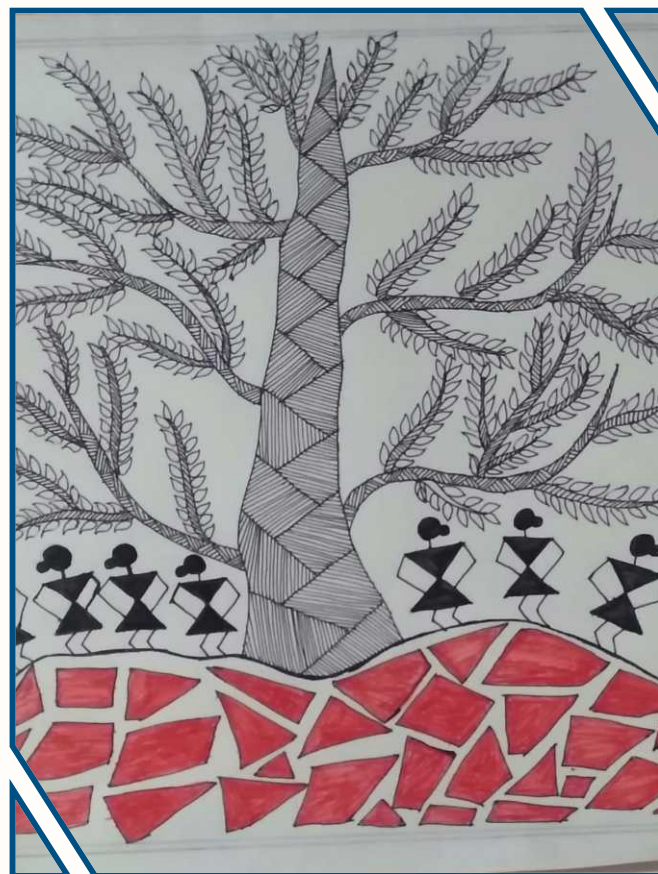


DR. RAJ.



ANNE FRANK





Kum Kum

Some Unique Activities

An Occasion of World Environment Day on 5th June 2023 Our College Students Adopted 57 plants.



Rotaract Club of Seshadripuram Institute of Commerce and Management was installed by the President of Rotary Bangalore South Parade Rtn Anand Ramachandra and Aruna Anand in the presence of Secretary Rtn Srinivas Nagesh on 17th May 2023





Student Council Election was conducted on 18.11.2022 and Badging Ceremony was held on 21.11.2022 for A.Y 2022-23 for elected members.



Purvi the cultural committee had organized Self-Governance day for all the students. Most of the final year students took up the role of all the teachers and teachers swapped the role with those students on 26th May 2023.





