

EXPLORING EMERGING TRENDS IN LIFE SCIENCES INDUSTRY AND INTELLECTUAL PROPERTY RIGHTS



Presentation by Dr Dharma Prasad



Presentation by Dr Arunchand Rayaroth



participation of Life science students and faculties during scientific session

MUSHROOMS IN HUMAN NUTRITION AND HEALTH



Figure 1: Dr. Kandikere R. Sridhar , Adjunct Professor ,Department of Biosciences Mangalore University Presenting a lecturer on the topic “Mushrooms in human nutrition and health” on 04-12-2013 in Life science auditorium, Mahajana PG Center, Metagalli, Mysore



Figure 2: Participation of Life science students and Faculties on Scientific session Faculties and students attended a invited talk on Mushrooms in human nutrition and health” delivered by Dr. Kandikere R. Sridhar on 04-12-2013 in Life science auditorium, Mahajana PG Center, Metagalli, Mysore



Faculty & Student Development Programme

Posted by
ADMIN

Date
AUGUST 5, 2024

Faculty & Student Development Programme

by 👁 234

Enhancing Academic Productivity: AI in Academic Assignments and Research Publications

Speaker: Dr. Sunil M V, Assistant Professor, SDMIMD

The Faculty & Student Development Programme, held on June 24th and July 1st, 2024, was a significant event aimed at enhancing the academic productivity and research quality of faculty and students through the application of Artificial Intelligence (AI) tools. Led by Dr. Sunil M V, a renowned expert in AI applications in academia, the programme provided comprehensive insights and hands-on experience with various AI tools.

The primary objective of the programme was to introduce participants to the practical applications of AI tools in academic assignments and research publications. The

Date And Time

2024-06-24 to
2024-07-01

Location

Pooja Bhagavat Memorial
Mahajana Education Centre,
Mysuru

Event Category

Business Administration
Business Administration
Minor Events
Event

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performance.

Event Highlights

The programme was strategically divided into two sessions to accommodate different academic departments:

- June 24, 2024: Focused on Finance faculty and students
- July 1, 2024: Focused on HR and Marketing faculty and students

Session Details

- Introduction to AI in Academia: Dr. Sunil M V commenced the sessions with an insightful introduction to the significance of AI in academic settings, setting the stage for a deeper exploration of specific tools.
- Tool Demonstrations: Participants were introduced to a range of AI tools, including JENNI, EXPLICIT, HARPA, PERPLEXITY, CHATGPT, and CO-PILOT. Demonstrations highlighted each tool's unique capabilities:
 - o JENNI and EXPLICIT: Showcased for their research content generation and reference management features.
 - o HARPA and PERPLEXITY: Highlighted for their data analysis and visualization effectiveness.
 - o CHATGPT and CO-PILOT: Demonstrated as versatile tools for drafting and refining academic papers, creating presentations, and providing instant research assistance.
- Interactive Workshops: The sessions featured interactive workshops where participants engaged with the AI tools in real-time, exploring their functionalities and benefits.

Participant Engagement and Feedback



**Mahajana
Post Graduate Center**

Faculty members and 56 Finance Students.

- July 1, 2024: Attended by 6 HR and Marketing faculty members and 56 students.

Participants provided overwhelmingly positive feedback, expressing their eagerness to integrate AI tools into their academic workflows.

The Faculty & Student Development Programme successfully showcased the transformative potential of AI in academic assignments and research publications. By equipping participants with the knowledge and skills to effectively utilize AI tools, the event marked a significant step towards enhancing academic and research capabilities. The overwhelmingly positive feedback from participants underscores the programme's success and its impact on the academic community.



Additional Details

VIDYAVARDHAKA SANGHA (R) MYSURU

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ಸ್ವಾತಂತ್ರ್ಯ ಕೇಂದ್ರ - ಎಂ.ಕಾಂ.

VIDYAVARDHAKA FIRST GRADE COLLEGE

P.G. CENTRE - M.Com

EXPERT TALK ON: "CREATIVE & NEW AGE CAREERS"

IN ASSOCIATION WITH DoS in COMMERCE, SBRR MAHAJANA FGC, PG WING POOJA BHAGAVAT MEMORIAL MAHAJANA EDUCATION CENTRE, MYSURU and HEXAGON TALENT ADVISOR'S, MYSURU.

Date: 25th May, 2024

Time: 11:00 AM

Venue: Vidyavardhaka First Grade College, Sheshadri Iyer Road, Mysuru -01

Vidyavardhaka Sangha (R)
VIDYAVARDHAKA FIRST GRADE COLLEGE
SHESHADRI IYER ROAD, MYSURU-570001

PG CENTRE, DoS IN COMMERCE
In Association with

DoS IN COMMERCE
POOJA BHAGAVAT MEMORIAL MAHAJANA EDUCATION CENTRE, MYSURU

HEXAGON TALENT ADVISOR, MYSURU AND
INURTURE GALILEO PVT. LTD., BANAGLORE

ORGANIZING WORKSHOP ON "CREATIVE & NEW AGE CAREERS"

INAUGURATION PROGRAMME LIST

Date: 25th May, 2024

Time: 11.00 am

Invocation	Kum. Shilpashree K Stud. M.Com (Final)
Welcome & Introduction of Guest	Dr. S. Poornima Associate Professor and HoD
Inauguration by Lighting the Lamp	Chief Guest and Dignitaries
Inaugural Address	Mr. Sriharsha K P Managing Partner Hexagon Talent Advisors Mysuru
Resource Person	Mr. Nagesh Jayaram Professor Jain University and ERP Expert Bangalore
Speech by Guest of Honour	Ms. Farheen Fathima Outreach Manager iNurture Galileo Pvt. Ltd., Banaglore
Presidential Address	Dr. S. MariGowda Principal
Vote of Thanks	Dr. N. Roopesh Kumar Assistant Professor and Head DoS in Commerce Pooja Bhagavat Memorial Mahajana Education Centre, Mysuru
Compering	Sri. Sunil M. G Assistant Professor

Mahajana Education Society (R)
SBRR Mahajana First Grade College (Autonomous)
Affiliated to University of Mysore
Re-Accredited by NAAC with 'A' Grade, College with Potential for Excellence
Post Graduate Wing
Pooja Bhagavat Memorial Mahajana Education Centre (PBMMEC)
K R S Road, Metagalli, Mysuru – 570 016

Date: 26/05/2024

REPORT ON EXPERT TALK ON: "CREATIVE & NEW AGE CAREERS"

Department of Studies in Commerce, (PBMMEC), Metagalli, Mysuru

The Department of Studies in Commerce, SBRR Mahajana First Grade College (Autonomous), Post Graduate Wing, KRS Road, Metagalli, Mysuru, in association with the Department of Studies in Commerce, Vidyavardhaka First Grade College, Mysuru, Hexagon Talent Advisors, Mysuru and iNurture Galileo Pvt. Ltd. Bengaluru organized one day Expert talk on "Creative and New Age Careers" at Vidyavardhaka First Grade College, Sheshadri Iyer Road, Mysuru on 25th May 2024.

A total of 28 students accompanied by Dr. Uma K, Assistant Professor from the Department of Studies in Commerce, SBRR Mahajana First Grade College (Autonomous), Post Graduate Wing, KRS Road, Metagalli, Mysuru, have attended the expert talk.

The focus of the expert talk was to make the students aspiring for employment in the corporate sector after acquiring their Masters Degrees. Dr. S. Poornima, Associate Professor and HoD, the Department of Studies in Commerce, Vidyavardhaka First Grade College, Mysuru welcomed the gathering. The programme was inaugurated by lighting the lamp by the dignitaries.

Mr. Sriharsha K P of Hexagon Talent Advisors, Mysuru, in his inaugural address told the students about the lacuna in the present academic scenario and corporate demands. He urged the participants to equip with the skills of using various Artificial Intelligence Tools.

The Guest of Honour, Ms. Fathima Farheen, Outreach Manager, iNurture Galileo Pvt. Ltd. spoke about the importance of having the updated knowledge on the current affairs in the corporate sector and what the corporate sector demanding from potential employees. She spoke about some of the courses offered at Jain Deemed to be University and Ajeenkya University which will provide the students with ample employment opportunities.

Mr. Nagesh Jayaram, Professor, Jain University and ERP Expert, Bengaluru, who was the resource person of the expert talk deliberated on the various Artificial Intelligence Tools available for students and employees. He also spoke about the future challenges in the employment sector due to the entry of Artificial Intelligence in almost all the industries. He told that there will be a huge gap between the number of youngsters getting a degree and number of youngsters actually getting placed.

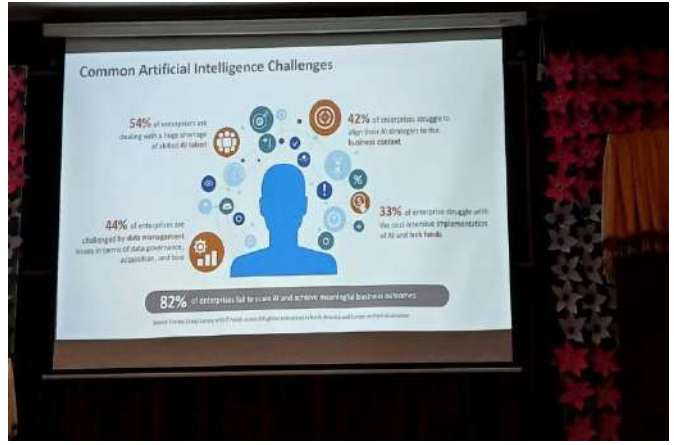
He deliberated on the various vacancies with many multinational companies operating in India and how can these vacancies be filled. He urged the students to imbibe the good communication skills and the need for English language skills is not that needed in today's global scenario.

In his presidential remarks, Dr. S Marigowda, Principal, Vidyavardhaka First Grade College, Mysuru told the students to not to think that acquiring a Master Degree is not a terminal point in their quest for obtaining a good employment. He compared the present day scenario where information is freely available to everyone with the hardships he faced during his student life. He urged the students to attend such workshops and seminars and gain knowledge on the demands of the industry.

Dr. N. Roopesh Kumar, Assistant Professor and Head, Department of Studies in Commerce, SBRR Mahajana First Grade College (Autonomous), Post Graduate Wing, KRS Road, Metagalli, Mysuru rendered the vote of thanks and appreciated the efforts of organizers in bringing together the academia and industry experts for the purpose of such fruitful deliberations.

We are thankful to the honorable management, Principal, the Head of the Department and Teaching staff of Vidyavardhaka First Grade College, Mysuru for organizing such a wonderful event and hospitality. We thank the honorable management, Mahajana Education Society (R), The Director, SBRR Mahajana First Grade College (Autonomous) PG Wing and all the teaching staff, who have encouraged us in participating in the event.

No. of Participants: 28 Students and 02 Faculty members





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Pooja Bhagavat Memorial Mahajana Education Centre (PBMMEC), Metagalli, Mysuru

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In Association with IQAC

Website: www.pgc.mahajana.edu.in

Department of Studies in Commerce

Organizes the Webinar on

“COMMUNICATION SKILLS AND INTERVIEW ETIQUETTE”

Date: 06/01/2024

Time: 11.30am to 1.00pm



Mr. Anantha L
Associate Director
KPMG, Bengaluru

Dr. C. K. Renukarya, Director—PBMMEC
N. Roopesh Kumar, Assistant Professor and HOD, DoS in Commerce, PBMMEC
Faculty of the DoS in Commerce

***** ALL ARE WELCOME *****



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Post Graduate Wing
Pooja Bhagavat Memorial Mahajana Education Centre (PBMMEC)
K R S Road, Metagalli, Mysuru – 570 016

Date: 06/01/2024

**REPORT ON ONLINE WORKSHOP ON COMMUNICATION SKILLS AND
INTERVIEW ETIQUETTE**

Department of Studies in Commerce, (PBMMEC), Metagalli, Mysuru

The Department of Studies in Commerce, SBRR Mahajana First Grade College (Autonomous), Post Graduate Wing, KRS Road, Metagalli, Mysore, in association with the IQAC, SBRR Mahajana First Grade College (Autonomous), Jayalakshmipuram, Mysuru organized the online “Webinar” on “Communication Skills and Interview Etiquette” on Saturday 6th January 2024.

Mr. Anantha Lakshmana Rao, Associate Director, KPMG, Bangalore, was the Resource person. The talk began with welcoming of the resource person by Mr. Roopesh Kumar N, Assistant Professor and HoD Department of M.Com. He quoted the words saying that the “**learning never exhausts the mind**” it is on occasions like this, we get opportunities to gain our knowledge and understanding to what extent the corporate sector’s expectations towards their potential employees. Further he told about the need of good communication skills in today’s world and what are the expectations of the firms while selecting the candidate in an interview should be known by each and every candidate in order to frame the good and prosperous career path.

The Resource person, Mr. Anantha Lakshmana Rao, spoke about his life as student and all the hardships he went through during the initial days of his employment because during those times, no person was there to guide him on the good path in choosing the career option. He spoke about the high requirement of the communication skills, oral, written, personality development; He spoke about developing interview skills, how to attend the various rounds in an interview, improving confidence levels, and how the dressing sense should be. He hinted that before going to an interview it is important to know about the company’s background and present situation. He also told about how to crack an interview

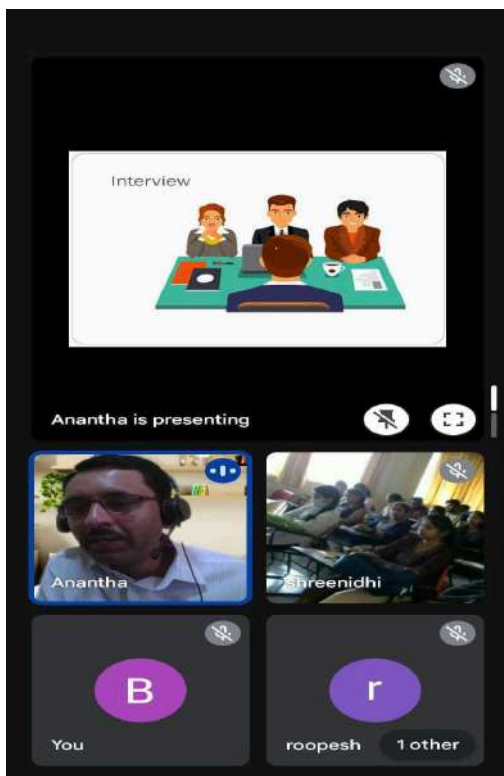
with confidence and demand for the salary packages, whether you are a fresher or an experienced candidate.

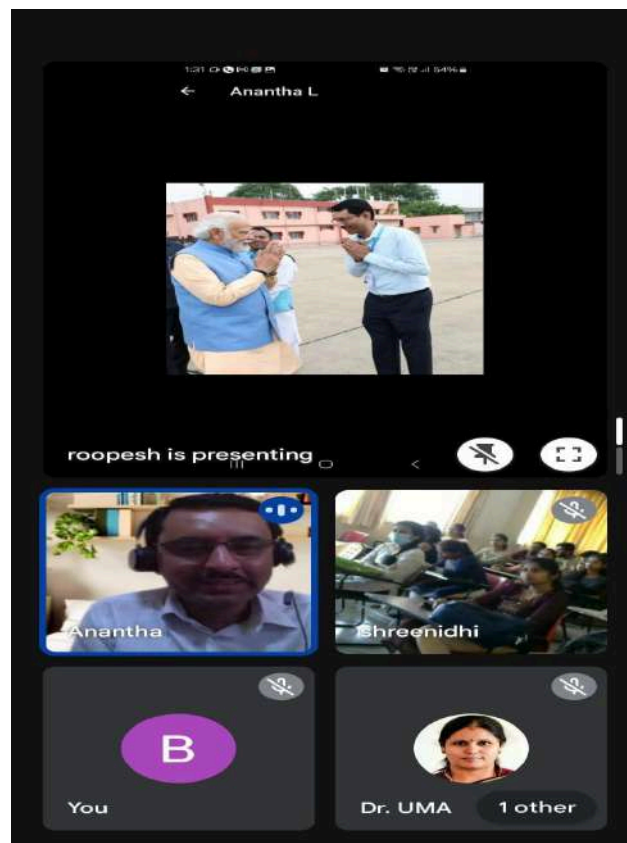
He urged the students to be adoptable to the work environment and give their best, and to look for better opportunities always. He interacted with the students and clarified all their doubts regarding how to overcome stage fear, improve the language, and how to answer certain questions that will be asked in an interview

Dr. Uma K, Assistant Professor and department of M.Com rendered the vote of thanks and urged the students to gain as much as knowledge as possible from such interactions.

We would like to thank the honorable management of Mahajana Education Society (R), The Director, SBRR Mahajana First Grade College (Autonomous) PG Wing and all the teaching and non-Teaching staff, who have encouraged us in organizing online webinar successfully.

No. of Participants: 87 Students and 04 Faculty members





VIDYAVARDHAKA SANGHA (R) MYSURU

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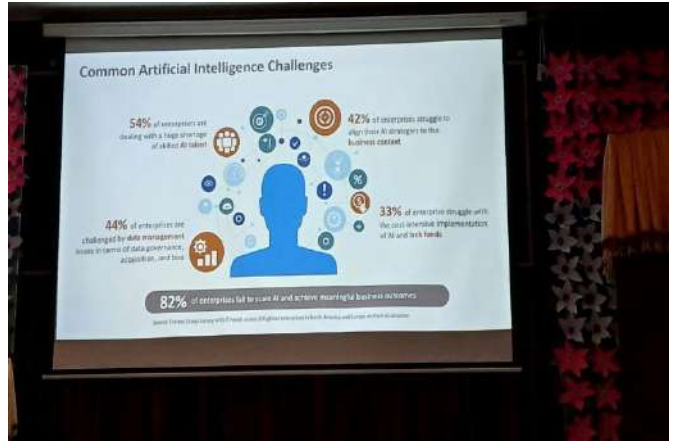
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No. of Participants: 28 Students and 02 Faculty members





Special Guest Lecture and Interactive Session on Intellectual Property Rights and Entrepreneurship

Posted by
ADMINDate
FEBRUARY 26, 2024

Special Guest Lecture and Interactive Session on Intellectual Property Rights and Entrepreneurship

by 👁 638

On February 20th, 2024, Dr. Dharma Prasad, CEO & Chief Scientist, of Prosetta Bioconinformation Pvt. Ltd., delivered an insightful talk on the intersection of Intellectual Property Rights (IPR) and entrepreneurship. The event, held at Pooja Bhagavat Memorial Mahajana Education Centre, Mysuru, was organized by the Department of Studies in Business Administration under the aegis of Industry Institute Interaction & Entrepreneurship Cells for Second Year MBA Students.

Dr. Prasad began by highlighting the importance of building networks in the entrepreneurial ecosystem. He emphasized the role of connections and collaborations in fostering innovation and growth for start-ups. Drawing from his own experiences as a successful entrepreneur, he shared practical tips on how to leverage networks effectively.

Moving on to the main theme of the discussion, Dr. Prasad delved into the significance of Intellectual Property (IP) protection for entrepreneurs. He explained the various forms of IP rights, including patents, copyrights, and trademarks, and their role in safeguarding innovative ideas and creations. He stressed the need for entrepreneurs to proactively protect their intellectual assets to maintain a competitive edge in the market.

Throughout his presentation, Dr. Prasad underscored the importance of strategic planning and proactive measures in navigating the complex landscape of intellectual property. He shared case studies and real-life examples to illustrate the potential benefits and pitfalls of different IP strategies.

Following his talk, the audience engaged in a lively Q&A session, where they had the opportunity to seek further clarification and advice from Dr. Prasad. Topics ranged from practical tips for filing patents to the implications of IP infringement in the digital age.

With the able support and guidance of Dr. C.K. Renukarya, Director, PBMMEC, and Prof. Harish Machia, Head of The Department, DoS in Business Administration, PBMMEC, and the collective effort of the team of faculty, the event was successful.

The event was graced by the presence of Dr. S R Ramesh, Chief Scientist & CEO, Mr. Srinivas Thimmaiah, Course Coordinator, DoS in Business Administration, PBMMEC. Dr Preethi M, Associate Professor, DoS in Business Administration, PBMMEC and Aishwarya A, a Second Year Student served as the event coordinators.

Have any question? ☎ 0821-4009600 ✉ info.pgc@mahajana.edu.in

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Mahajana
Post Graduate Center



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Additional Details

Registration email/URL -

Date And Time

2024-02-20

Location

Pooja Bhagavat Memorial Mahajana Education Centre, Mysuru

Event Category

Business Administration Business Administration Minor Events Event

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A vibrant and inspiring National Youth Day Programme
February 26, 2024

[Next post](#)

Understanding cervical cancer and observance of
Human Papiloma Virus awareness day
March 5, 2024

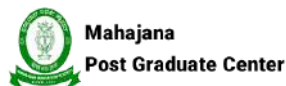


Mahajana Post Graduate Center
Mysuru

☎ +0821 4009600

✉ info.pgc@mahajana.edu.in





Student development programme on Research Methodology

Posted by
ADMINDate
APRIL 2, 2024

Student development programme on Research Methodology

by 👁 637

The Student Development Programme on Research Methodology was conducted by the department of Social Work for II year MSW students over a span of five days. The aim of this programme was to equip participating students with essential skills and knowledge necessary for conducting effective research across various social work fields.

Objectives:

- To familiarize students with different research methodologies.
- To enhance students' understanding of research design, data collection, and analysis techniques.
- To provide practical exposure through interactive sessions.
- To cultivate critical thinking and analytical skills among participants.

Day 1: Review of Literature

Date: 26.02.2024

Resource person: Dr. M.V Sunil Librarian,
Systems and general management,
SDMIMD, Mysuru

The workshop covered a range of topics related to the review of literature. Key areas addressed included:

The Purpose of a Literature Review: The session explored the importance of a literature review in establishing the context of research, identifying research gaps, and informing research questions.

Developing Research Topic: Participants learned strategies for refining broad research interests into focused and manageable topics.

Search Strategies and Resources: The workshop provided guidance on conducting effective searches for relevant academic sources through databases, library resources, and online search engines.

Critical Analysis of Literature: This session focused on techniques for critically evaluating research articles, including assessing methodology, research findings, and limitations.

Organizing Sources and Taking Notes: The resource person discussed strategies for managing large amounts of research data, including reference management software and note-taking techniques.

Writing Literature Review: The workshop concluded with tips for synthesizing and integrating research findings into a well-structured literature review section for a research paper or thesis.

A detailed discussion and Hands on: The resource person later taught several applications and tools available to aid in searching for literature reviews and academic papers namely Google Scholar, Web of science, Mendely, Zoter and concluded the session.

Day 2 and 4: Social Science package for social sciences

Date: 29.02.2024 and 7.03.2024

Resource person: Dr. Usha C.
Assistant Prof and Head
Dept of Commerce
KSOU, Mysuru

The workshop started with an overview of SPSS, explaining its significance in data analysis and its role in research methodology. Participants were introduced to the SPSS interface, including the data editor, variable view, and output window.

1. Data Import and Management:

- Participants learnt how to import data into SPSS from various sources and formats.
- They were guided through the process of cleaning and preparing data for analysis, including handling missing values and outliers.

2. Descriptive Statistics:

- The workshop covered basic descriptive statistics in SPSS, such as calculating measures of central tendency and dispersion.
- Participants learnt how to generate frequency distributions, histograms, and descriptive tables using SPSS.

3. Inferential Statistics:

- Participants were introduced to inferential statistical analyses available in SPSS, such as t-tests, ANOVA, and regression analysis.
- They learnt how to perform these analyses, interpret the results, and generate appropriate output.

4. Data Visualization:

- The workshop included a section on data visualization in SPSS, demonstrating how to create charts, graphs, and plots to visualize data.
- Participants learnt how to customize visualizations and export them for use in reports and presentations.

5. Practice Sessions:

- Throughout the workshop, participants were engaged in hands-on practice sessions to apply what they've learned in SPSS.
- They worked on exercises and case studies that reinforce key concepts and techniques.

6. Integration with Research Methodology:

- The workshop emphasized the role of SPSS in the research process, showing how it can be used to analyze data collected through various research methods.
- Participants understood how SPSS complements their knowledge of research methodology and enhances their ability to conduct rigorous research.

Day 3: Advanced Ms Excel

Date: 5.03.2024

Resource person: Dr. Srinivas K.R
Associate Prof
Dept of Business administration
PBMMEC, Mysuru

1. Advanced Formulas and Functions:

- Recap of basic Excel functions (SUM, AVERAGE, COUNT, etc.).
- Introduction to advanced functions such as VLOOKUP, HLOOKUP, INDEX, MATCH, IFERROR, etc.
- Demonstrations and hands-on exercises to apply these functions in research data analysis scenarios.

2. Data Validation and Conditional Formatting:

- Utilizing data validation rules to control input and ensure data integrity.
- Applying conditional formatting to highlight trends and patterns in research data.
- Practical exercises to implement data validation and conditional formatting techniques.

3. Pivot Tables and Pivot Charts:



A talk on Entrepreneurship and Corporate Social Responsibility (CSR)

Posted by
ADMINDate
FEBRUARY 6, 2024

A talk on Entrepreneurship and Corporate Social Responsibility (CSR)

by 👁 847

On 23.11.2023, a talk on Entrepreneurship and Corporate Social Responsibility (CSR) was held at MSW department featuring, Mr. Puneeth, CSR-Head, Rangarao and Sons a renowned entrepreneur and advocate for CSR initiatives. The event aimed to shed light on the intersection between entrepreneurship and CSR, emphasizing the importance of integrating social responsibility into business practices.

Key Points Discussed:

- 1. The Role of Entrepreneurship in Society:** The presenter highlighted the significant role that entrepreneurship plays in driving economic growth, innovation, and job creation. Entrepreneurial ventures are essential for fostering competitiveness and addressing societal needs through innovative solutions.
- 2. Understanding Corporate Social Responsibility (CSR):** The concept of CSR was elaborated upon, emphasizing the responsibility of businesses to operate ethically and contribute positively to society. CSR encompasses various initiatives, including philanthropy, environmental sustainability, community development, and employee welfare.
- 3. Integration of CSR into Entrepreneurial Ventures:** The talk emphasized the importance of integrating CSR principles into the core business strategies of entrepreneurial ventures. By aligning business goals with social and environmental objectives, entrepreneurs can create sustainable value for all stakeholders while fostering long-term growth and goodwill.
- 4. Benefits of CSR for Entrepreneurs:** The presenter discussed the numerous benefits that entrepreneurs can derive from adopting CSR practices, including enhanced brand reputation, increased customer loyalty, improved employee morale and productivity, and access to new markets and partnerships.
- 5. Examples and Case Studies:** The talk featured examples and case studies of successful entrepreneurial ventures that have effectively incorporated CSR into their business models. These real-world examples demonstrated how businesses can create shared value by addressing social and environmental challenges while achieving financial success.
- 6. Challenges and Considerations:** The presenter also highlighted the challenges and considerations associated with implementing CSR initiatives, including resource constraints, stakeholder engagement, measuring impact, and maintaining transparency and accountability.

Interactive Session: Following the presentation, an interactive session was held, allowing attendees to engage in discussions, ask questions, and share insights and experiences related to entrepreneurship and CSR. Participants exchanged ideas on best practices, challenges, and opportunities for integrating CSR into their entrepreneurial ventures.

Additional Details



Date And Time

2023-11-23

Location

Pooja Bhagavat Memorial Mahajana Education Centre KRS Road, Metagalli, Mysuru-570016

Event Category

Department of Social Work Minor Events Event

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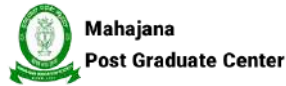
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People's Participation for Sustainable Development of Cities and Citizens

Posted by
ADMIN

Date
OCTOBER 16, 2023

People's Participation for Sustainable Development of Cities and Citizens

by 👁 759

Department of Social Work, Pooja Bhagwat Memorial Mahajana Postgraduate Center in collaboration with Grassroots Research and Advocacy Movement (GRAAM) Hanss Seidel Foundation (HSF), Participatory Research in Asia (PRIA) had conducted a 'Governance Talk Series' on the subject "People's Participation for Sustainable Development of Cities and Citizens" as part of 'Youth for Governance Fellowship Mysore 2023'.

Only when the youth are physically and mentally strong, they can reach their goals, and only when the attitude of the youth to involve themselves in the political & Governance system increases, a good social status will be achieved, said the Honorable Mayor of Mysuru Mr. Shivakumar, he addressed the youth in the 'Governance Talk Series' programme held at Mahajana PG Centre, Mysuru. While speaking Shivakumar said, Youth should develop the right to speak which is one of the rights in a democratic system. India is composed of more youth and should develop a spirit of participation and questioning only then a better society can be seen. However, the recent youths are not interested in anything, they are not aware of the political system and they are losing interest as well as the participation is declining, he expressed regret.

In the conversation, senior social activist and former president of Mysore Consumer Council, Dr. Bhami V. Shenai said that the participation of Mysore youth in governance is very low. He called upon the youth to be actively involved in the issues of urban governance in the city such as encroachment of parks, conservation of Chamundi hills, revitalization of Kukkarahalli lake, adequate footpaths, garbage disposal etc.

Manjunath HL, Program manager, Civic Partnership of Janaagraha, informed the youth about the local government and explained its importance. He emphasized the importance of the duty and performance of the Mysore City Corporation in providing infrastructure to the urban residents.

National Green Skills Committee (CII-IGB) Chairman Shri K. Shiram said we are currently in an excellent position to find solutions to complement the government's efforts for sustainable development for students. He said that the challenges in the complex machinery of government are huge and youth have every right to criticize.

Executive Director of Gram (GRAAM) Dr. Basavaraju R Shrestha moderated the panel discussion and he spoke about the purpose of the Youth for Governance Fellowship program and called upon the youth to create a better opportunity only when they youth develop the spirit of participation in large numbers. He said that Mysore was the first to celebrate the People's Representation Act, he inspired the youth by recalling the words of the Father of the Nation, Mahatma Gandhi, 'Be the Change you wish to see in the world'.

Dr. C.K Renukarya, Director of Pooja Bhagwat Memorial Mahajana Post Graduate Center, who presided over the program, warned that young people are prone to accidents if they do not follow the traffic rules framed by the government and advised them to follow traffic rules. He also guided the youth to actively participate in governance in which the role of the youth is crucial to achieve the SDGs by 2030.

At the end of the program the platform was opened for interaction with the students. Students of the college participated in the conversation by asking questions. Head MSW Department of Pooja Bhagwat Memorial Mahajana Postgraduate Center and co-ordinator of the programme Dr. Bhavana, welcomed everyone. Students of various departments, faculty and staff members of the college participated. Sri Vijay KM, Sri Bhagwan Bidarkote, Jyoti Dabas and Bindu S from GRAAM were present in the program along with Y4G fellows.



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Additional Details

Registration email/URL -

Date And Time

2023-10-13

Location

Pooja Bhagavat Memorial Mahajana Education Centre KRS Road, Metagalli, Mysuru-570016

Event Category

Department of Social Work Department of Social Work Minor Events Event

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SBRR Mahajana First Grade College (Autonomous)
Affiliated to University of Mysore
Re-Accredited by NAAC with 'A' Grade, College with Potential for Excellence
Pooja Bhagavat Memorial Mahajana Education Centre
(Post Graduate Wing of SBRR Mahajana First Grade College)
K R S Road, Metagalli, Mysuru – 570 016

Date: 25.04.2024

Department of Business Administration

A Report on "Entrepreneurship Opportunities and Challenges"

Title of the Event and Name of the Venue :

The Department of Business Administration and IQAC, in association with WISE (Women In Small Enterprise), a women's wing of the Mysore Chamber of Commerce and Industry, organized an interaction programme on "Entrepreneurship Opportunities and Challenges" on 25/4/2024, SBRR Mahajana First Grade College (A), Jayalakshmpuram, Mysuru.

Purpose and Scope of the Event:

The event aimed to provide valuable insights into entrepreneurship, particularly focusing on the challenges and opportunities for women in business.

Details of the Talk/Event/Activity:

Address by Ms. Rachana Mahesh: Ms. Rachana Mahesh delivered an insightful talk on the essentials of running a successful business. She emphasized the importance of a strong mindset for anyone entering the entrepreneurial space. She outlined the necessary steps for establishing and maintaining a business, stressing the significance of strategic planning, resilience, and adaptability. She also said women are capable of multi-tasking and explained how women should be cautious before setting up a business. A woman should have a strong mind set and willing to take risks in business. Ms. Rachana also discussed the challenges faced by women entrepreneurs and shared practical solutions to overcome these obstacles. Gender in equality and discrimination is one of the major hurdles that a woman entrepreneur has to face. Her insights were aimed at empowering women to take bold steps in their entrepreneurial journeys and to persist despite tough challenges.

Insights from Ms. Varshitha Rukmangada: Ms. Varshitha Rukmangada shared her personal journey in the hospitality industry, illustrating the importance of dedication and focus on one's goals. She recounted her experiences of overcoming adversities and highlighted the rising prominence of women in various industries. Ms. Rukmangada underscored the importance of perseverance and resilience in achieving success. She provided practical advice on managing challenges and staying committed to one's vision. Her narrative served as an inspiration to many aspiring entrepreneurs in the audience.

Interactive Session:

Following the address by the resource persons, an interactive session was held where the audience had the opportunity to ask questions. Both Ms. Rachana and Ms. Rukmangada addressed queries on various aspects of entrepreneurship, providing further insights and advice. This session facilitated a deeper understanding of the entrepreneurial process and encouraged active participation from the attendees. During the interaction, the resource persons highlighted the qualities to imbibe to be a successful entrepreneur-confidence to take risk passion, perseverance, ability to connect, willingness to learn, strong work ethic and creative thinking emerged.

The event was graced by the presence of several distinguished guests including Dr. Vijayalakshmi Muralidhar, Hon. Secretary of Mahajana Education Society, Dr. B R Jayakumari, Principal of SBRR Mahajana First Grade College (Autonomous), and Dr. Shyla, Head of the Department of Business Administration. The programme began with a welcome address by Ms. Sanjana Shakhapur, a second-year BBA student, who introduced the guests.

The event saw the participation of 98 students, reflecting a strong interest in entrepreneurship among the student body. The interaction programme on "Entrepreneurship Opportunities & Challenges" was a significant success, providing attendees with valuable knowledge and motivation.

A Brief Profile of the Resource Persons:

The programme featured prominent speakers including Ms. Rachana Mahesh, Founder of Edukare ITES & Women can Trust, Mysuru, and Ms. Varshitha Rukmangada, Managing Director of Hotel Kalyani, Mysuru an esteemed alumna.

Target audience and No. of Participants/beneficiaries: 98 students


(Geetha D)

IQAC Coordinator

**SBRR Mahajana First Grade College
(Autonomous)**

Jayalakshampuram, MYSURU-570 012


(Dr. B R Jayakumari)

PRINCIPAL

**Smt. Bhagyalakshamma Rattehalli Ramappa
Mahajana First Grade College (Autonomous)
Jayalakshampuram MYSURU-570 012**

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Re-Accredited by NAAC with 'A' Grade, College with Potential for Excellence
Post Graduate Wing
Pooja Bhagavat Memorial Mahajana Education Centre
K R S Road, Metagalli, Mysuru – 570 016

Date: Feb 22nd – 24th 2024

Title of the Event and Name of the Venue:

Workshop & Hands on Training on “Bioinformatics Approaches for Data Analysis and Research” at Department of Studies in Biotechnology, School of Life Sciences, Pooja Bhagavat Memorial Mahajana Education Centre, Post Graduate wing of SBRR Mahajana First Grade College, Metagalli, K.R.S Road , Mysuru-570016.

Details of the Department Organizing the Event in Collaboration with Institution:

Department of Studies in Biotechnology, School of Life Sciences, Post Graduate wing of SBRR Mahajana First Grade College, in collaboration with MAKEINTERN, IIT Hyderabad.

Purpose and Scope of the Event:

Bioinformatics is a scientific field that uses computer science and other disciplines to analyze biological data, especially when the data is complex or large. These sessions was aimed to develop methods in bioinformatics and software tools to understand biological data and its applications in medicine, research, and biotechnology

Details of the Talk/Event/Activity:

The aim of “Bioinformatics Approaches for Data Analysis and Research” is to impart knowledge on how to use bioinformatics to analyze and interpret biological data: Bioinformatics is an interdisciplinary field that uses computer science, biology, and other disciplines to analyze biological data. It's used to understand biological data, especially large and complex data sets. Some research fields in bioinformatics include computational biophysics, computational mass spectrometry, genome-wide association analysis, metagenomics, plant genomics, and structural bioinformatics.

The aim of workshop on Bioinformatics Approaches for Data Analysis and Research are to teach participants how to use computational tools and techniques to analyze and interpret biological data The students showed enormous interest and involved themselves in learning the techniques and the feedback received by the students and teachers indicates their willingness to collaborate with the team for one such workshop again the upcoming sessions

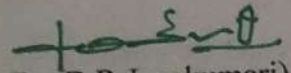
Bioinformatics is at the forefront of revolutionizing biological research by providing powerful tools to manage, analyze, and interpret the immense amounts of data generated by high-throughput technologies. From genomics and transcriptomics to proteomics and metabolomics, bioinformatics enables researchers to explore complex biological systems and uncover insights that were previously out of reach.

As new technologies continue to emerge, bioinformatics will play an even more critical role in advancing scientific discovery, from understanding disease mechanisms to developing personalized medicine. Moreover, the integration of machine learning and artificial intelligence into bioinformatics will further enhance the capacity to predict, model, and analyze biological phenomena, ultimately contributing to a deeper understanding of life itself.

A Brief Profile of the Resource Persons:

Resource Person : Dr Sushil Kumar Middha. Associate Professor, Maharani Lakshmi Ammanni College for Women, Margosa Rd, Malleshwaram, his expertise include Preclinical Studies, Diabetes, Bioinformatics, Computer-Aided Drug Designing.

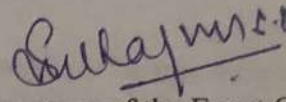
Target audience and No. of Participants/beneficiaries: 34 students



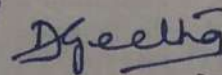
(Dr. B R Jayakumari)

PRINCIPAL

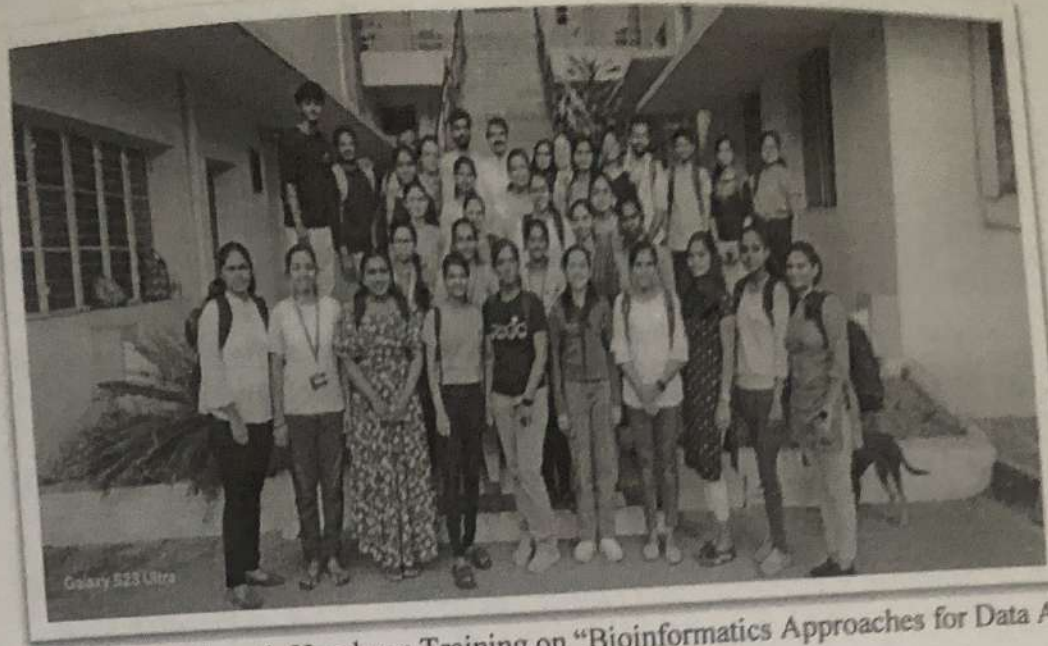
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Mahajana First Grade College (Autonomous)
Jayalakshampuram MYSURU-570 012



Signature of the Event Co-ordinator



IQAC Coordinator
SBRR Mahajana First Grade College
(Autonomous)
Jayalakshampuram, MYSURU-570 012



Participants of Workshop & Hands on Training on "Bioinformatics Approaches for Data Analysis and Research"