



***MANGALORE UNIVERSITY***

**A REPORT ON**

**Workshops/Seminar conducted on Research  
Methodology / Intellectual Property Rights (IPR) /  
Entrepreneurship/ Skill Development**

**April, 2014 - March, 2019**

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Mangalagangothri-574199  
Karnataka, India

ದೂರವಾಣಿ/Phone : 0824-2287276

ಫ್ಯಾಕ್ಸ್/Fax : 0824-2287424

ಇ-ಮೇಲ್/E-mail : registrar@mangaloreuniversity.ac.in  
registrarmangaloreuniversity@gmail.com

ವೆಬ್‌ಸೈಟ್/Website : www.mangaloreuniversity.ac.in

ಮಂಗಳೂರು  
MANGALORE



ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
UNIVERSITY

(Accredited by NAAC with 'A' Grade)

ಕ್ರಮಾಂಕ / No.

No.MU/DEV/2020-21

ಕುಲಸಚಿವರ ಕಛೇರಿ

ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199

ಕರ್ನಾಟಕ, ಇಂಡಿಯಾ

Office of the Registrar  
Mangalagangothri - 574 199  
Karnataka, India

ದಿನಾಂಕ / Date :

06.05.2020

## CERTIFICATE

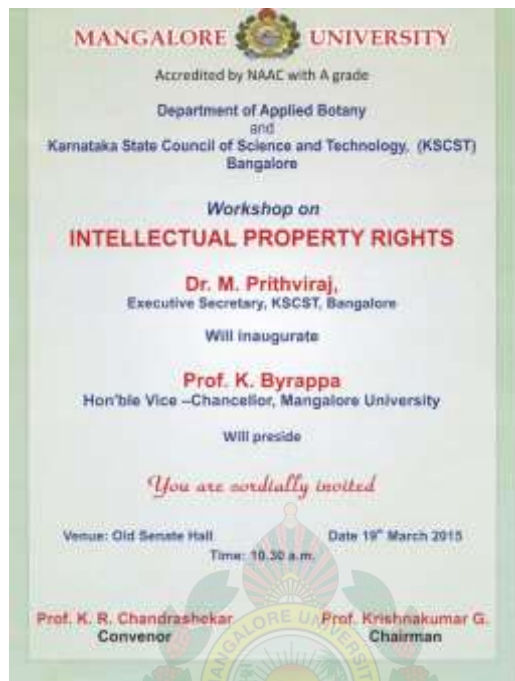
I hereby certify that the workshops on Innovation/Intellectual Property Rights listed in this report were conducted by the University (through various Post Graduate Departments/Study Centres/Research Centres) during the year 2014-18 either individually or in collaboration with other agencies as mentioned thereon on the report.

REGISTRAR

**Registrar**  
**MANGALORE UNIVERSITY**  
**MANGALAGANGOTRI - 574 199**

# Mangalore University

## One day workshop on “Intellectual Property Rights”



The Department of Applied Botany, Mangalore University organized a one day workshop on IPR awareness programme on 19<sup>th</sup> March 2015. In this programme Dr. M. Prithviraj, Executive Secretary, KSCST, Bangalore; Dr. P. R. Dhanvantri, Patent Information Centre, KSCST, Bangalore; & Dr. Naveen C, Partner, K & S Partners delivered lectures on various aspects of IPR, its need and Indian patenting system.

The main objective of the programme was to bring awareness among the students, researcher and faculty members about the importance of IPR in the context of Bio-diversity, new inventions, copyright, trademark etc. The workshop was conducted jointly by Department of Applied Botany, Mangalore University and Karnataka State Council of Science and Technology (KSCST), Bangalore.

The seminar was attended by the Post Graduate students, research scholars and faculty members of the Science Departments of Mangalore University.

Dr. M. Prithviraj, Executive Secretary, KSCST, Bangalore inaugurated the programme on 19<sup>th</sup> March 2015 at 10.30 am in the Senate Hall, Mangalore University. Prof. K. Byrappa, Vice-Chancellor, Mangalore University presided over the function.



International Workshop on Yoga Therapy and Stress Disorders from 30<sup>th</sup> January 2015 to 5<sup>th</sup> February, 2015:

**Courses offered by the**  
Department of Human Consciousness and Yogic Sciences

| Sl. No. | Course Name                                                                     | Duration                                 | Eligibility                                                   |
|---------|---------------------------------------------------------------------------------|------------------------------------------|---------------------------------------------------------------|
| 1.      | M.Sc. in Yogic Science (Specializations: A. Yoga Therapy, B. Yoga-Spirituality) | 2 years                                  | Any bachelor's degree from a recognized University            |
| 2.      | Ph.D. in Yogic Science                                                          | Full time - 3 years, part time - 4 years | Master's Degree in Yogic Sciences                             |
| 3.      | P.G. Diploma in Yogic Science                                                   | 1 year                                   | Any bachelor's degree from a recognized University            |
| 4.      | Certificate Course in Yogic Science                                             | 3 months                                 | SSLC (10th standard)                                          |
| 5.      | Introductory Course in Yogic Science - I                                        | 1 month                                  | Open to any interested person with a minimum age of 18 years. |
| 6.      | Introductory Course in Yogic Science - II                                       | 1 month                                  | Open to any interested person with a minimum age of 18 years. |

**Facilities and Activities**

- Well furnished building which includes Laboratory, Practical Hall, Meditation Hall, Kriya Block, Lecture Hall etc. along with Modern Teaching facilities.
- Conducive atmosphere for Yoga-Sadhana.
- Qualified and experienced teaching staff which includes Honorary / Visiting Professors and Guest Faculty from various eminent institutions.
- Special Guest Lectures, Workshops, Seminars and Conferences etc. are organized for up-gradation of knowledge in different fields.
- Visit website [www.mangaloreuniversity.ac.in](http://www.mangaloreuniversity.ac.in) for more details.

**MANGALORE UNIVERSITY**  
Accredited by NAAC with 'A' Grade

**INTERNATIONAL WORKSHOP AND CONFERENCE  
ON  
YOGA THERAPY FOR STRESS DISORDERS**

30<sup>th</sup> January to 5<sup>th</sup> February 2015  
Venue: Mangalore University, Mangalagangothri.

Jointly Organized by  
**The Department of  
Human Consciousness & Yogic Sciences**  
and  
**Dharmanidhi Yoga Peetha,**  
Mangalore University, Mangalagangothri - 574 199,  
Karnataka, India.

The department of Human Consciousness & Yogic Sciences and Dharmanidhi Yoga Peetha, Mangalore University jointly organized “International Workshop on Yoga Therapy for Stress Disorders”, (30<sup>th</sup> January 2015 to 5<sup>th</sup> February 2015) at Mangalore University.

The four day International Workshop was inaugurated on 30<sup>th</sup> January 2015 by the Chief Guest, Sri Vijaya kumar Gogi, *IFS*, Director of AYUSH, Government of Karnataka. Registrar of the Mangalore University Prof. P.S. Yadapadithaya presided over the function. On the successive days, there were different sessions by eminent yoga experts from yoga institutions like Ashtanga Yoga centre Mysuru, Association of Himalyan Yoga Meditation Societies International (AHYMSIN), Rishikesh, Krishnamacarya Yoga Mandiram, Chennai and Yoga Jeevana Kendra, Bangalore. 103 delegates participated from all over India and abroad.



Inauguration of the International Workshop by Shri Vijayakumar Gogi,



Delegates



# Mangalore University



International Conference on Yoga Therapy and Stress Disorders from 3<sup>rd</sup> February 2015 to 5<sup>th</sup> February, 2015

**PROGRAMME SCHEDULE**

| Date              | Details                          | Time                |
|-------------------|----------------------------------|---------------------|
| 3rd February 2015 | Breakfast                        | 08.00 am - 09.00 am |
|                   | Registration                     | 08.30 am - 11.30 am |
|                   | INAUGURAL FUNCTION               | 10.00 am - 12.00 pm |
|                   | High Tea                         | 12.00 pm - 12.15pm  |
|                   | Key note address / Invited Talk  | 12.15 pm - 01.00 pm |
|                   | Lunch Break                      | 01.00 pm - 02.00 pm |
|                   | Scientific Sessions-Invited Talk | 02.00 pm - 03.30 pm |
|                   | Tea Break                        | 03.30 pm - 03.45 pm |
|                   | Scientific Sessions-Invited Talk | 03.45 pm - 05.15 pm |
|                   | Cultural Programme               | 06.00 pm - 09.00 pm |
| 4th February 2015 | Dinner                           | 08.00 pm - 09.30 pm |
|                   | Scientific Sessions-Invited Talk | 09.30 am - 11.00 am |
|                   | Tea Break                        | 11.00 am - 11.15 am |
|                   | Parallel Paper Presentations     | 11.30 am - 01.00 pm |
|                   | Lunch Break                      | 01.00 pm - 02.00 pm |
|                   | Scientific Sessions-Invited Talk | 02.00 pm - 03.30 pm |
|                   | Tea Break                        | 03.30 pm - 03.45 pm |
|                   | Scientific Sessions-Invited Talk | 03.45 pm - 05.15 pm |
|                   | Cultural Programme               | 06.00 pm - 09.00 pm |
|                   | Dinner                           | 08.00 pm - 09.30 pm |
| 5th February 2015 | Parallel Paper Presentations     | 09.30 am - 11.00 am |
|                   | Tea Break                        | 11.00 am - 11.15 am |
|                   | Panel Discussion                 | 11.15 am - 01.00 pm |
|                   | Lunch Break                      | 01.00 pm - 02.00 pm |
|                   | VALEDICTORY FUNCTION             | 02.30 pm - 04.00 pm |

**Cultural Programme**  
Date : 03-02-2015 and 04-02-2015  
Time: 6.00 pm – 9.00 pm  
Venue: Mangala Auditorium

**Dr. K. Krishna Sharma**  
Organizing Secretary

**Prof. P.S. Yadapadithaya**  
Registrar

**MANGALORE UNIVERSITY**  
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**INTERNATIONAL CONFERENCE  
ON  
YOGA THERAPY FOR STRESS DISORDERS**

**3 - 5 February, 2015**

**Department of Human Consciousness  
& Yogic Sciences**  
and  
**Dharmanidhi Yoga Peetha**  
Mangalore University  
Mangalagangothri - 574 199  
Karnataka, India

International Conference on yoga therapy for stress disorders was inaugurated on 3<sup>rd</sup> February 2015 by Prof. M.I. Savadatti, Former member of UGC and Former Vice-Chancellor of Mangalore University. Prof. K. Siddappa, the director of JSS Foundation for Science and Society, Bangalore and former Vice Chancellor of Bangalore University chaired the inaugural function as a chief guest and released the souvenir. Hon'ble Vice Chancellor Prof. K. Byrappa presided over the function. After the inaugural function, the key note address was delivered by Dr. B.N. Gangadhar, Professor, Department of Psychiatry, NIMHANS, Bangalore. Series of scientific sessions – invited talk, parallel paper presentations took place

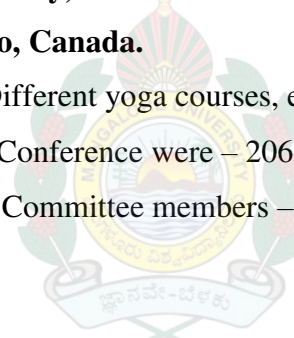
in Mangala Auditorium, MBA Hall and in department of Human Consciousness and Yogic Sciences for next three days.

The panel discussion on the discourses conducted in three day conferences was held by eminent yoga experts on the last day 5<sup>th</sup> February. Valedictory function was held in the afternoon. Sri. V.V. Bhat, IAS, Former Secretary, Government of India and Sri Abdulla Kunhi, Chancellor of Yenepoya University, were the guests of honour. Registrar of the University, Prof. P.S. Yadapadithaya presided over the function. In the light of the presentations, deliberations and interactions, the conference unanimously adopted resolutions.

During the conference three **Memorandum of Understandings** were signed with the following Institutions of abroad -

- 1. Yoga Federation of Serbia**
- 2. Wankwong Digital University, Korea**
- 3. Kashyapa Clinic, Toronto, Canada.**

The MOU included – Conducting Different yoga courses, exchange of yoga experts and students. No. of delegates participated in the Conference were – 206, No. of Resource Persons – 35, No. of papers presented – 102, Organizing Committee members – 80.





Inauguration of the International Conference by Prof. M. Savadatti



Releasing of the Poster related to International Yoga Day

Signing of the MOU with WDU,

# Mangalore University

## **National Conference on Advances and Innovations in Tourism and Hospitality Management**

A National Level Conference on Advances and Innovations in Tourism and Hospitality Management was organised by Business Administration Department, Mangalore University during 5<sup>th</sup> to 6<sup>th</sup> March 2015.

Globalization has been seen as a factor in increasing democratization, but also as one of the main challenges to democracy. The term globalization has been used to indicate various and heterogeneous types of phenomena, all of them producing challenges for traditional, nation-state based models of democracy. Economic globalization as free trade, with devolution of power from the state to the market, challenges the welfare state model of tempered capitalism. Cultural globalization, with intensified communication over borders, challenges the idea of democracy as one based upon a pre-political community of destiny. The social dimension of globalization brings about a fragmentation of social groups and identities, as well as growing trans-nationalization of civil society organizations and protest campaigns. In the political system, the economic, cultural and political dimensions of globalization reverberate in the increasing complexity of the structure of international organizations and international regimes. The challenge to the power and competence of the nation-state posed by the various instances of globalization brings into sharp relief the democratic deficit of the growing number of international organizations. The above issues were discussed in the conference. In addition to this, issues such as whether poverty and inequality are increasing or decreasing; whether integration into the global economy is good for growth; Whether the international financial system is too crisis-prone, and capital flows need to be banned or regulated; The unfairness of the global trading system and the inadequacy of aid flows; The role of the IMF, etc. were also discussed in this conference.

The Conference was held in Mangala Auditorium, there were about 12 invited talks. About 300 participants were benefited from this conference.

The conference was inaugurated by Prof. K. Byrappa, Vice Chancellor, Mangalore University. Prof. Sutheshna Babu S, IITM, Goa was the chief guest. A total of 353 participants derived benefit from the conference.



**MANGALORE**



**UNIVERSITY**

**Department of Statistics**

**Mangalagangothri-574199**

***One day Workshop on  
Statistical Package for Social Science (SPSS)***

**Resource Person: Dr. Asha Kamath**

**Consultant,**

**Department of Biostatistics**

**MIT Manipal**



Time: 10.30 AM

Date: 24/03/2015

Venue: MBA Seminar Hall, Mangalagangothri

## ***One day Workshop on Statistical Package for Social Science (SPSS)***

One day workshop on “Statistical Package for Social Sciences” was conducted so as to encourage the students to look towards the booming opportunities in the field of data analysis using SPSS. The workshop was organized on 24<sup>th</sup> March, 2015, Dr. Asha Kamath, Consultant, Department of Biostatistics, MIT Manipal was the resource person.



# Mangalore University

## Lecture Workshop on Taxonomy and Conservation



The Department of Applied Botany, Mangalore University organized a two days Lecture Workshop on “Taxonomy and Conservation” during 23<sup>rd</sup> and 24<sup>th</sup> November 2015. This was sponsored by the Science Academies namely, Indian Academy of Sciences, Bangalore; Indian National Science Academy, New Delhi and National Academy of Sciences, Allahabad. About 150 PG students from the Department of Applied Botany, Bio-Sciences and Biotechnology took part in the programme.

During the workshop six lectures by eminent Botanists of the country: Dr. R. R. Rao, Retd. Director grade Scientist of NBRI Lucknow; Dr. M. Sanjappa, Retd. Director of Botanical Survey of India and Prof. K.R. Shivanna, Retd. Professor of Botany, Delhi University delivered lectures as resource persons.

Prof. K.R. Shivanna inaugurated the Academies Lecture Workshop on 23<sup>rd</sup> November 2015 at 10 a.m. in the Senate Hall of Mangalore University campus. Prof. K. Byrappa, Hon’ble Vice-Chancellor, Mangalore University presided over the function.

The participants derived immense benefits and gained knowledge on IPR related issues on medical plants of Western Ghats.



### International workshop on Yoga Therapy at Mangalore University

Department of Human Consciousness and Yogic science and Dharmanidhi Yoga peetha of Mangalore University organized a four day International Workshop on Yoga Therapy from 2<sup>nd</sup> February to 5<sup>th</sup> February 2016 at Mangalagangothri, Mangalore University. 21 Delegates from Wonkwang Digital University (WDU) South Korea and Indian delegates participated in the workshop. This is the 4<sup>th</sup> International Workshop organized under the department of Human Consciousness and Yogic sciences, Mangalore University. Inaugural function of the workshop was held on 2.02.2016, Tuesday in old senate hall of Mangalore University. Sri AB Ibrahim, Hon'ble Deputy Commissioner inaugurated. Prof, K Byrappa, Hon'ble Vice Chancellor presided. Prof Jong Soon Seo, Prof WDU was the chief guest. Valedictory of the Workshop was held on 5.2.2016 at old senate Hall of the University, Mangalagangothri. Dr. S D Pathak, surgeon and Yoga expert from Mumbai was the chief guest. Prof T D Kemparaju, Registrar, Presided.

During the four day workshop, everyday there were 2 practical sessions for Ashtangavinyasa Yoga, and 3 sessions of workshop on basics of yoga therapy and yoga therapy for diseases like Hypertension, Sinusitis, Back pain, Obesity, Constipation, Bronchial Asthma.



Sri. A.B. Ibrahim, Hon'ble D.C inaugurating the 4 day International Workshop on Yoga Therapy. In the presence of Hon'ble Vice Chancellor Prof. K. Byrappa and Prof. T.D. Kemparaju and Prof. Jong Soon Seo Provost of WDU,S. Korea in Mangalore University on 02/02/2016.



Sri. A.B. Ibrahim, Hon'ble D.C, delivering his speech, inaugurating the 4 day International workshop on Yoga Therapy in Mangalore University on 02/02/2016

# Mangalore University

## Workshop on

## Data Analysis using Excel & SPSS and National Conference on Emerging Issues in Management and Tourism

**MANGALORE UNIVERSITY**  
Accredited by NAAC with 'A' Grade

*A National Workshop on  
Data Analysis using Excel & SPSS  
and  
National Conference on  
Emerging Issues in Management &  
Tourism*

**Organised by**  
Department of Business Administration  
&  
MBA (Tourism Administration)  
Mangalore University  
Mangalagangothri - 574199  
Mangalore, D.K., Karnataka

**In association with**  
Association of British Scholars  
Mangalore Chapter

**Dates**  
Workshop : Dec 26<sup>th</sup>, 2015 to Jan 1<sup>st</sup>, 2016  
Conference : 2<sup>nd</sup> and 3<sup>rd</sup> January, 2016

**About the University**

Mangalore University was established on September 10, 1980 to cater to the higher educational needs of Dakshina Kannada, Udupi and Kodagu districts. The university campus is situated in a picturesque location that sprawls over 333 acres and is a major centre for advanced academic studies and research. The university has grown in stature and is today recognised as one of the premier universities in the country accredited by NAAC with 'A' grade. The Wi-Fi enabled campus also has several internationally recognised research centres, health centre, Yakshagana Kala Kendra and Mangala Auditorium with state of the art facilities. The university has taken steps to establish contacts through exchange of scholars and students with universities in USA, UK, Finland, Japan, Norway, Germany, Spain and other countries.

**About the Department**

Founded in 1981, the department of Business Administration accords top priority to the creation of management graduates with strong fundamentals and firm basics of management. The curriculum that is followed has a balanced blend of practical and theory. The department is envisioned to increase knowledge through research and provide highest quality of education, experience and the widest opportunities for the students in advanced industry with professions

that benefit the society. It also organises industrial visits, seminars, guest lectures, case studies and mini-projects on regular basis. Apart from offering courses on MBA, MBA (Tourism Administration) and MBA (International Business), the department offers Ph. D programme. The MBA programme of the department has recognition from the All India Council for Technical Education (AICTE).

**About the Workshop**

Data analysis using the statistical packages has become a basic necessity in all academic and analytical research. Spreadsheet developed by various software manufacturers provides an interactive platform where in researchers can not only store data but also perform varieties of statistical analysis. The MS-Excel and SPSS are two of the most popularly used spreadsheet based packages which help the researchers in performing various analytical operations. The MS-Excel in particular has several in-built functions that allows the user to execute financial, mathematical and statistical operations. MS-Excel has advanced applications such as Macros, VBA, etc., that will be useful to users to carryout tedious operations with ease. Further, many of the research and industry based applications can be carried out using Excel and SPSS packages. This workshop on "Data Analysis using Excel and SPSS" will enable the participants to acquire

A National workshop on Data Analysis using Excel & SPSS and National Conference on Emerging Issues in Management and Tourism was organised by Department of Business Administration. The workshop was held during December 26<sup>th</sup>, 2015 to January 1<sup>st</sup> 2016 and the conference was held during January 2<sup>nd</sup> and 3<sup>rd</sup> 2016.

Data analysis using the statistical packages has become a basic necessity in all academic and analytical research. Spreadsheet developed by various software manufactures provides an interactive platform where in researchers can not only store data but also perform varieties of statistical analysis. The MS-Excel and SPSS are two of the most popularly used spreadsheet based packages which help the researchers in performing various analytical operations. MS-Excel has advanced applications such as Macros, VBA, etc. that will be useful to users to carry out tedious operations with ease. Further many of the research and industry based applications can be carried out using Excel and SPSS packages. This workshop on "Data Analysis using Excel and SPSS" enabled the participants to acquire advanced skills in the use of these statistical packages, especially in MS-Excel. Participants were trained on the following topics:

- Excel Basics-Templates, Functions & Formulas, and Shortcuts.

- Data extraction from available sources, Excel Macros, Coding using VB, Matching using Microsoft Access.
- Running regression using Macros, Regression Master Table Preparation, Event Date Arrangement, Master Table Preparation, Event Date Arrangement, actual and abnormal return, average abnormal.
- Futures valuation using V-Look up operation, Matching Futures with an Index, Futures Return and Summary Measures Calculation
- Computation of Financial measures using Matrix Manipulation and Transpose functions

The present business scenario is considered to be a world of volatility, uncertainty and complexity. Therefore, managing any kind of business operation looks highly challenging. It is, therefore, important to bring in new ideas and opportunities in terms of changing environment of globalisation, human psychology, ecological and economic scenarios. The national conference on “Emerging Issues in Management and Tourism” opened up a platform to express and explore different ideologies and deliberations in the areas of management and Tourism. The conference was aimed at bringing together academicians, practitioners, corporates, researchers, students and other stake holders to present their original work, share ideas and develop new vision for their further research and for the future of business and tourism.

**Sub themes of the conference :**

- Emerging issues in Marketing.
- Emerging issues in HRM.
- Emerging issues in Finance.
- Emerging issues in Banking.

The conference was inaugurated by Prof. K Byrappa, Vice Chancellor, Mangalore University. There were a total of 118 participants in the conference.

**MANGALORE**



**UNIVERSITY**

**Department of PG Studies and Research in Statistics**

Mangalagangothri- 574199

***MHRD Sponsored a Special course on***

**FLEXIBLE STATISTICAL MODELING**

***Under***

**Global Initiative for Academic Networks (GIAN)**

***By***

***Prof. Adrian Bowman,***

***Head of the School of Mathematics and Statistics  
University of GLASGOW, SCOTLAND, U.K***

**Date: 10<sup>th</sup> -14<sup>th</sup> October 2016**

**Venue: DEPARTMENT OF STATISTICS**

**ISMAIL B.  
Course Coordinator  
GIAN Programme**

***MHRD Sponsored a Special course on***  
**FLEXIBLE STATISTICAL MODELING**

The enormous applications of Statistical models have reminded us of the need of flexibility of models in day today data in industrial areas. To understand and spread the knowledge of the most advanced aspects of flexible statistical models, lectures were covered under GIAN programme 10-14 October 2016, by Dr. Adrian William Bowman, Professor and Head Department of Statistics, University of Glasgow Glasgow Scotland, U.K.



**MANGALORE**



**UNIVERSITY**

**Department of PG Studies and Research in Statistics**

**Mangalagangothri- 574199**

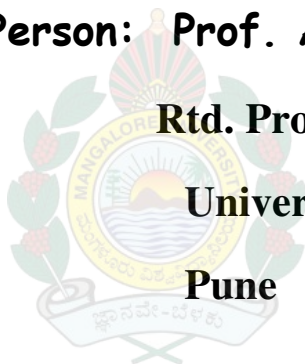
*One Day Workshop on*  
***STATISTICS CLINIC***

**Resource Person: Prof. Anil P Gore**

**Rtd. Professor of Statistics**

**University of Poona**

**Pune**



Time: 10 AM

Date: 21/12/2016

Venue: Old Senate Hall, Science Block, Mangalagangothri

## ***One Day Workshop on STATISTICS CLINIC***

Prof. Anil P. Gore, was the Resource Person for One day workshop on Statistics Clinic. Statistical Methods was the area of focus of the workshop research scholars of the University. The workshop enabled them to collect and analyze their research data.



# MANGALORE



# UNIVERSITY

International Yoga Teachers Training Programme 2<sup>nd</sup> February to 5<sup>th</sup> February, 2017:

**MANGALORE UNIVERSITY**  
Accredited by NAAC with 'A' Grade  
**Dept. of Human Consciousness & Yogic Sciences and  
Dharmanidhi Yogapeetha**  
*In association with*  
**Wonkwang Digital University (WDU), South Korea**

**International Yoga Teachers Training**  
(From 02-02-2017 to 05-02-2017)

Inauguration : **Sri B Ramanatha Rai**  
Hon'ble Minister for Forest, Ecology and Environment  
Department, Govt of Karnataka and In Charge Minister,  
D. K. District.

Chief Guest : **Dr. S D Pathak**  
Surgeon, Research Officer, Physiology,  
Scientific Research Dept., Kaivalyadhama, Lonavala.

Guest of Honour : **Prof. Jong Soon Sue**  
Provost, Wonkwang Digital University (WDU), South Korea.

**Prof. K. Byrappa**  
Hon'ble Vice Chancellor, Mangalore University.  
*will preside.*

Date : 02.02.2017 Time : 03.00 pm  
Venue : Mangala Auditorium, Mangalagangothri

*All are cordially invited*

**Dr. K. Krishna Sharma**  
Organizing Secretary

**Prof. K.M. Lokesh**  
Registrar

The department of Human Consciousness & Yogic Sciences and Dharmanidhi Yoga Peetha, Mangalore University and Wonkwang Digital University, South Korea jointly organized “International Yoga Teachers Training Programme”, from 2<sup>nd</sup> February to 5<sup>th</sup> February 2017 at Mangala Auditorium, Mangalore University.

The four days International programme was inaugurated on 2<sup>nd</sup> February 2017 by Shri B. Ramanatha Rai, Hon'ble Minister for forest, Ecology of Environment Department, Government of Karnataka & Incharge Minister, Dakshina Kannada District;

Hon'ble Vice Chancellor of the Mangalore University Prof. K. Byrappa presided over the function and rendered his Presidential address. Dr. Sathish Dattatray Rao Pathak, Research Officer, Physiology, Scientific Research Department, Kaivalyadhan, Lonavala, Maharashtra was the Chief Guest. On the successive days, there were different sessions by 8 eminent yoga experts like Dr. Sathish Dattatray Rao Pathak, Sri. N.K. Hiregoudar, Director, Ojashvi Yoga Shala, OM Blessed Cottage, Badrinath Road, Tapovan, Rishikesh, Uttarakhand, and Dr. A. R. Seetharam, Founder Director, Paramahansa Yoga Therapy and Counseling Centre, Mysore. During four days of international programme, 29 foreign and 108 Indian delegates participated.



Inauguration by Sri B Ramanatha Rai, Hon'ble Minister, Govt. of Karnataka.

Address by the Chief Guest Dr. S D Pathak



Practical Session

Valedictory Address by 'Yogacharya', 'Yogashri' Dr A. R. Seetharam

## National Conference on Business Education and Employability: Challenges and New Directions



A National seminar on Business Education and Employability: Challenges and New Directions was organised by the Department of Post Graduate Studies and Research in Commerce, Mangalore University was organised during 29<sup>th</sup> to 30<sup>th</sup> April 2016.

Employability remains high on the agenda for Higher Education Institutions (HEIs) in both developed and developing countries. There is a need for innovative practices in the education sector to foster employability within universities. Educating with an objective to attain a definite outcome is the strategic vision that needs to be implemented. To achieve this, there are many challenges and creation of new dimensions with the changing times.

Employability remains a complex and problematic area without clear or obvious solutions. Increasingly, enterprising students are regarded as more employable, and there appears to be an advantage in integrating career and enterprise development themes within the curriculum. However, such approaches can pose challenges to the structure, system and culture within higher education institutions.

The aim of the conference was to find a passageway to connect and provide interactions between students, staff, and employers in new ways, both through and beyond the curriculum. When this is done, the challenges will be addressed and new dimensions can be explored.

**The following are considered in the conference.**

- Consumer Behaviour
- Insurance Management
- Rural Marketing
- International Business
- Employee Involvement
- Online Marketing
- E-business Models
- Empowerment and Engagement
- Talent Management
- Knowledge Management
- Learning Organizations
- Academic Advising and Counselling
- Education Policy and Leadership
- Industrial Cooperation
- Work Employability
- Educational Institution Government Partnership
- Banking and Business Finance
- MSMEs and Entrepreneurship
- Rural Banking
- Banking and Financial Inclusions
- Derivatives Market
- Market Regulators
- Behavioural Finance
- Business Ethics
- Corporate social Responsibility
- Green Marketing
- Recent Developments in Capital Markets, Money markets and debt markets
- Current issues in Banking, Finance, and Taxation
- Emerging Issues in Economics and Management
- Management of Fitness and Wellness
- 

The conference was inaugurated by: CA. A. Raghavendra Rao, Chancellor, Shrinivas University and about 200 participants derived benefit from the conference.

# Mangalore University

## National Seminar on

## Democratisation and Globalisation of International Business-Issues and Challenges

**MANGALORE UNIVERSITY**  
(Accredited by NAAC 'A' Grade)  
DEPARTMENT OF POST - GRADUATE  
STUDIES & RESEARCH IN COMMERCE  
Cordially invites you to the Inaugural Function of

**TWO - DAY NATIONAL LEVEL SEMINAR  
AND  
POST - GRADUATE COMMERCE & MANAGEMENT FEST "MAGNUM" - 2017**

Presided by  
**PROF. K. BYRAPPA**  
Hon'ble Vice Chancellor,  
Mangalore University

Chief Guest  
**SRI KISHORE ALVA**  
Executive Director & Joint President  
Adani Udupi Power Corporation Ltd. Udupi

**PROF. M. R. PURANIK**  
President  
Sharada Group of Educational Institutions, Mangalore

Guest of Honour  
**PROF. RAJESHEKAR HERBAK**  
President  
Association of Mangalagangothri Commerce Alumni (AMCA)  
Principal, GFGC, Carstreet, Mangalore

Date : 30<sup>th</sup> March, 2017 Time : 10.00 A.M.  
Venue : Mangala Auditorium

**PROF. MUNIRAJU** Organizing Secretary  
Anup J. Sahani Shetty J.P. Supriya K.V.

**PROF. K. M. LOKESH** Registrar  
Sahani Shetty J.P. Supriya K.V.

**MANGALORE UNIVERSITY**  
(Accredited by NAAC 'A' Grade)  
DEPARTMENT OF POST - GRADUATE  
STUDIES & RESEARCH IN COMMERCE  
Cordially invites you to the Valedictory Function of

**TWO - DAY NATIONAL LEVEL SEMINAR  
AND  
POST - GRADUATE COMMERCE & MANAGEMENT FEST "MAGNUM" - 2017**

Chief Guest  
**SRI. U. T. KHADER**  
Minister for Food & Civil Supplies and Consumer Affairs  
Govt. of Karnataka

Guest of Honour  
**PROF. ISHWARA P.**  
Dean, Faculty of Commerce, Department of Commerce  
Mangalore University, Mangalagangothri

Presided by  
**PROF. K. M. LOKESH**  
Registrar, Mangalore University, Mangalagangothri

Date : 31<sup>st</sup> March, 2017 Time : 5.00 P.M.  
Venue : Mangala Auditorium

**PROF. MUNIRAJU** Organizing Secretary  
Anup J. Sahani Shetty J.P. Supriya K.V.

Faculty Co-ordinators  
Ms. Rajakrishna Shetty  
Ms. Kiran Kumar

Sahani Shetty J.P. Supriya K.V.  
Secretary Treasurer

A National seminar on Democratisation and Globalisation of International Business-Issues and Challenges was organised by the Department of Commerce on 31<sup>st</sup> March 2017.

Globalization has been seen as a factor not only in increasing democratization, but also as a main challenge to democracy. The term globalization has been used to indicate various heterogeneous types of phenomena, all of them producing challenges for traditional, nation-state based models of democracy. Economic globalization as free trade, with devolution of power from the state to the market, challenges the welfare state model of tempered capitalism. Cultural globalization, with intensified communication over borders, challenges the idea of democracy as one based upon a pre-political community of destiny. The social dimension of globalization brings about a fragmentation of social groups and identities, as well as growing trans-nationalization of civil society organizations and protest campaigns. In the political system, the economic, cultural and political dimensions of globalization reverberate in the increasing complexity of the structure of international organizations and international regimes. The challenge to the power and competence of the nation-state posed by the various instances of globalization brings into sharp relief the democratic deficit of the growing number of international organizations. The above issues were discussed in the conference. In addition to this, issues such as poverty and inequality are increasing or decreasing; whether integration into the global economy is good for growth; Whether the international financial system is too crisis-prone and capital flows need to be banned or regulated; The unfairness of the global

trading system and the inadequacy of aid flows; The role of the IMF, etc. were also discussed in the conference.

The seminar was inaugurated Shri. Kishore Alva, Executive Director and Joint President, Adani Udupi Power Corporation Ltd. Udupi and there were 220 participants.



**MANGALORE**



**UNIVERSITY**

**Department of PG Studies and Research in Statistics**

**Magalagangothri-574199**

***A Workshop on  
Python Software for Data Analysis***

**Resource Persons: Mr.Lenwin Lobo and Mr.Ashok  
D'Souza**

**MRESULT, Mangalore**

Time: 10.30 AM

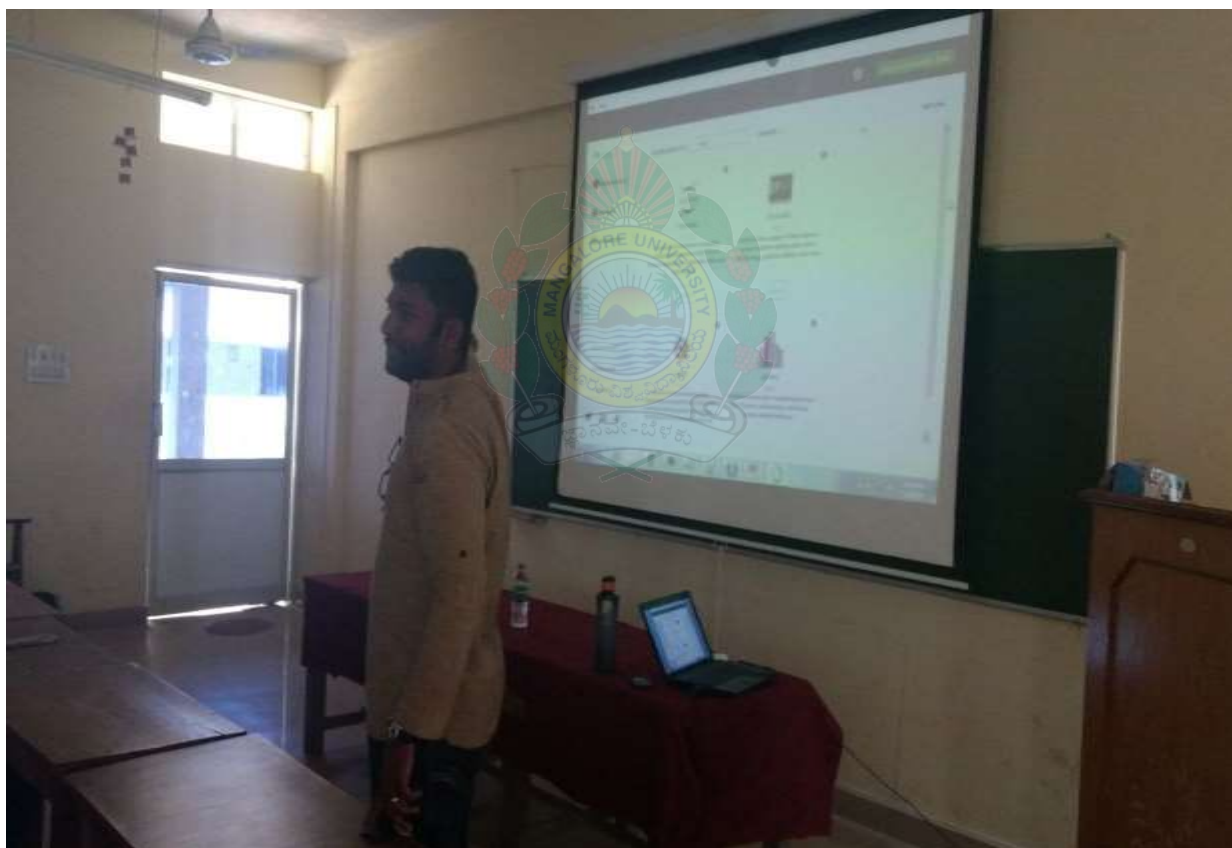
Date: 4/03/2017

Venue: Statistics Class room-1, Mangalagangothri



## *A Workshop on Python Software for Data Analysis*

Python has become one of the most used data analysis software in industrial areas. It has impacted the analytical field highly incorporating advanced methods. A workshop on python software for Data Analysis was held on 04.03.2017 for the second year M.Sc. students in the view of introducing the freshers to the field of analysis. Mr. Lenwin Lobo from MRESULT, Mangalore was the resource person. Mr. Ashok D'Souza, alumni of the department who is presently working in MRESULT, Mangalore also interacted with our students.



**MANGALORE**



**UNIVERSITY**

**Department of PG Studies and Research in Statistics**

**Mangalagangothri - 574199**

***A Workshop on  
Statistical Package for Social Science (SPSS)***

**Resource Persons: Dr. Asha Kamath**

**Consultant,**

**Department of Biostatistics**

**MIT Manipal**



Time: 10.30 AM

Date: 27/04/2017

Venue: MBA Seminar Hall, Mangalagangothri

## ***A Workshop on Statistical Package for Social Science (SPSS)***

SPSS is a versatile and responsive program designed to undertake statistical analysis of the data. It is a widely used data analysis tool in social sciences. A workshop on SPSS was held on 27.04.2017 for the members of statistics association for the benefit of the student research staff and teachers. Dr. Asha Kamath, consultant at Department of Statistics, MIT Manipal was the resource person.



# Mangalore University

## Science Special Lecture Series on Recent Trends in Botanical Sciences



The Department of Applied Botany, Mangalore University in association with Karnataka Science and Technology Academy, Bangalore organized a 3 day Science Special Lecture Series Programme on “Recent Trends in Botanical Sciences” during 26<sup>th</sup> to 28<sup>th</sup>, October 2017 in the Senate Hall of Mangalore University campus. In the 3 day programme the resource persons namely Dr Anitha Karun from Central Plantation Crops Research Institute (CPCRI) Kasaragod, Prof. G.R. Shivamurthy Former Professor of Botany, University of Mysore and presently Controller of Examinations JSS Women’s College Mysore, Dr. K G Bhat from Plant Diversity Laboratory Poornaprajna College Udupi, Dr. Jagan from Vidya Herbs Pvt. Ltd. Bangalore, Dr. Varanasi Krishnamurthy from Varanasi Farms Adyanadka, Prof G.R Hegde Former Professor of Botany Karnataka University Dharwad, Dr. Santhosh J. Eapen, Principal Scientist & Head, Division of Crop Protection, & Dr. K Nirmal Babu, Director Indian Institute of Spices Research (IISR) Calicut, delivered the special lectures on various aspects of plant sciences including Biodiversity, Conservation, Tissue culture, Biotechnology, Ethnobotany, Biofertilisers, Drug discovery from natural sources etc. The Special lecture series was sponsored by Karnataka Science and Technology Academy, Bangalore with the main objective to develop interest in basic sciences and motivate the students to take up research on related

aspects. About 150 PG students from the Department of Applied Botany Mangalore University, Botany Department of Alva's College Moodbidri, students from PG Centre Chikka Aluvara, Department of Bio-Sciences and Biotechnology Mangalore University took part in the programme.

At the end of the 3 day lecture series, a test was conducted on the topics delivered by the experts and the top three students were awarded cash prize of Rs. 10,000/- , Rs. 6,000/- and Rs. 4,000/- as I, II & III place winners.

Dr. K Nirmal Babu Director IISR & Project Co-ordinator (AICRPS), Indian Institute of Spices Research, Kozhikode, Kerala inaugurated the programme on 26<sup>th</sup> October 2017 and Prof K.M. Lokesh, Registrar, Mangalore University presided.



# Mangalore University

**A National Level Workshop on Research Ethics and Intellectual Property rights**

**Event date: 1st March 2018**

**Location: Old Senate Hall, Mangalore University, Mangalagangothri 574199.**

**No. of participants: 50**



The poster is for a national-level workshop on research ethics and intellectual property rights, organized by the Department of Industrial Chemistry and M.Sc. Course in Biochemistry at Mangalore University. It features a central logo of the university and a detailed program schedule. The poster is divided into sections for invited speakers, program schedule, and contact information.

**Invited Speakers :**

1. Dr. M. Ramachandra Murthy, Dr. Reddy's Laboratories Ltd., Hyderabad
2. Prof. Cletus J.M D'Souza, Adjunct Faculty, Mangalore University
3. Prof. Anjali Rao, Rtd Professor, KJMC, Marissa

**Chief Guest:**  
Prof. R. Byrappa, Hon'ble Vice-Chancellor, Mangalore University

**Chairman:**  
Prof. B.S. Nagendra Prakash, Rector, Mangalore University

**Organizing Committee :**  
Prof. B.K. Sarojini, Chairperson, Department of Industrial Chemistry, Coordinator, M.Sc. Course in Biochemistry

**Dr. Ramash Gani**, Assistant Professor, Department of Industrial Chemistry

**Dr. Avinash Kudva K.**, Science Officer, M.Sc. Course in Biochemistry

**Note:**

1. Interested participants are requested to email their soft copy of Registration form to : [workshop.anusupurna@gmail.com](mailto:workshop.anusupurna@gmail.com)
2. The number of participants will be limited to 25 registrants (serve on first come basis).
3. All participants have to bring their own Laptop, Notebook or Tablets for the hand-on workshop session.

**Programme Schedule :**

|                 |                                                                                                                                          |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------|
| 8:30am- 8:15am  | Registration & Breakfast                                                                                                                 |
| 9:30am-10:30am  | Inauguration                                                                                                                             |
| 10:30am-10:40am | Tea Break                                                                                                                                |
| 10:40am-11:30am | "Ethical & Scientific Issues in doing good Research" by Prof. Cletus J.M. D'Souza                                                        |
| 11:30am-12:15pm | "The Pharmaceutical Industry & the Indian Patent System" by Dr. M. Ramachandra Murthy                                                    |
| 12:15pm-1:00pm  | "Compendium for Social Change" by Prof. Anjali Rao                                                                                       |
| 1:00pm-2:00pm   | Lunch Break                                                                                                                              |
| 2:00pm-4:00pm   | Workshop Session on "Searching Patent Database", "Preparation of Patent Application", "Preparation of Claims", "Preparation of Abstract" |
| 4:00pm onwards  | Victory Festival                                                                                                                         |

**For Further information and assistance contact :**  
Dr. Avinash Kudva K.  
Phone: +91-9735454270  
Email: [workshop.anusupurna@gmail.com](mailto:workshop.anusupurna@gmail.com)

**Mangalore University**  
Accredited by NAAC with 'A' Grade

**Department of Industrial Chemistry and M.Sc. Course in Biochemistry**  
Organizes

**A National level Workshop on Research Ethics and Intellectual Property Rights**

**Thursday, 1st March 2018**  
**Venue : Old Senate Hall**

## About the Program:

This workshop aimed to provide the participants with insights on ethical aspects of the use of ICT and animals in science and research. The workshop gave students and experienced investigators an opportunity to articulate and reflect on the ethical concerns faced by researchers. Participants left with a general grasp of the kinds of reasoning that is involved in research. Furthermore, this workshop provided a platform for understanding the issues of Intellectual Property Right (IPR), which has gained a special importance for all the domains of socio-economic development. Intellectual Property Rights (IPR) is concerned with the protection of tangible and intangible property. It provides rewards and recognition to inventor/contributor for their research, designs, discoveries, inventions, etc. IPR protection plays a key role in gaining modest advantage in terms of technological gains for achieving higher economic growth in a market driven economy. This was a right platform for the participants to interact with experts and deepen the understanding on the topics addressed.

## **WORKSHOP HIGHLIGHTS:**

Ethics and Science: what is good research?

Risks and Benefits: principles vs. balancing

Consent and confidentiality

Basic understanding of the IPR

Patentability criteria and the process

Commercial aspect of the patent

This one day National Workshop was inaugurated by the Registrar, Prof. B.S. Nagendra Prakash, at 9:30 am. The participants included the students research scholars and academicians. The Invited Speakers were:

1. Dr. M. Narendra Mallya, Dr. Reddy's Laboratories Ltd., Hyderabad.
2. Prof. Cletus J.M D'Souza, Emeritus Professor, University of Mysore.
3. Prof. Anjali Rao, Rtd. Professor, KMC, Manipal.



**Inauguration Ceremony**



**Chief Guest Prof. B.S. Nagendra Prakash addressing the gathering**



**Felicitating Invited Speaker: Prof. Anajali Rao**



**Invited Talk by Prof. Anajali Rao**



**Welcoming Invited Speaker Dr. M. Narendra Mallya**



**Invited Talk by Dr. M. Narendra Mallya**



**Felicitating Invited Speaker: Dr. M. Narendra Mallya**



**Felicitating Invited Speaker: Prof. Cletus JM D'souza**



**The Participants attending the workshop**



ದೂರವಾಣಿ: 0824-2287276

ಫ್ಯಾಕ್ಸ್ : 0824-2287424

ಮಂಗಳೂರು



ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

(ನ್ಯಾಕ್‌ನಿಂದ 'ಎ' ಗ್ರೇಡ್ ಮಾನ್ಯತೆ ಹೊಂದಿದೆ)

ಸಂ.ಮವಿ/ಡಿಇವಿ/55/2017-18/34

ಕುಲಸಚಿವರ ಕಛೇರಿ

ಮಂಗಳಗಂಗೋತ್ರಿ-574199

ದಿನಾಂಕ: 24.02.2018.

ಅಧಿಕೃತ ಜ್ಞಾಪನೆ

ವಿಷಯ: ರಾಷ್ಟ್ರೀಯ ಮಟ್ಟದ ಕಾರ್ಯಾಗಾರ ಸಡೆಸಲು ಅನುಮತಿ ನೀಡುವ ಬಗ್ಗೆ.

- ಉಲ್ಲೇಖ: 1. ಸಂಯೋಜಕರು, ಜೀವರಸಾಯನಶಾಸ್ತ್ರ ವಿಭಾಗ, ಮಂಗಳೂರು  
ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಇವರ ಪತ್ರ ದಿನಾಂಕ 23.01.2018.  
2. ಮಾನ್ಯ ಕುಲಸಚಿಯವರ ಅನುಮೋದನೆ ದಿನಾಂಕ 12.02.2018.

\*\*\*\*\*

ಸಂಯೋಜಕರು, ಜೀವರಸಾಯನಶಾಸ್ತ್ರ ವಿಭಾಗ, ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಇವರಿಗೆ ದಿನಾಂಕ 01.03.2018 ಮತ್ತು 02.03.2018ರಂದು "Research ethics and Intellectual Property Rights" ವಿಷಯದಲ್ಲಿ ರಾಷ್ಟ್ರಮಟ್ಟದ ಕಾರ್ಯಾಗಾರ ಹಾಗೂ Inter Collegiate level student fest ನ್ನು ಸಡೆಸಲು ಅನುಮತಿ ನೀಡಲಾಗಿದೆ. FUNEH 2016 ಗೆ ಸಂಬಂಧಿಸಿದ ರೂ.68,000/- (ರೂಪಾಯಿ ಆರುನೂರು ಸಾವಿರ ಮಾತ್ರ)ವನ್ನು ವಿನಿಯೋಗಿಸಲು ಅನುಮತಿ ನೀಡಲಾಗಿದೆ.

(ಕೆಲವು ಕುಲಸಚಿವರಿಂದ  
ಅನುಮೋದನೆಗೊಳಪಟ್ಟಿದೆ.)

ಆದೇಶದ ಮೇರೆಗೆ,

೦ಗೆ, ✓

ಸಂಯೋಜಕರು,  
ಜೀವರಸಾಯನಶಾಸ್ತ್ರ ವಿಭಾಗ,  
ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ.

ಕುಲಸಚಿವರ ಪರವಾಗಿ

ಪ್ರತಿ: ಹಣಕಾಸು ಅಧಿಕಾರಿ, ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ.

27-2-2018

ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
ಕುಲಸಚಿವರ ಕಛೇರಿ  
ಮಂಗಳಗಂಗೋತ್ರಿ-574199

**MANGALORE**



**UNIVERSITY**

**Department of PG Studies and Research in Statistics**

**Mangalagangothri - 574199**

**Workshop on**  
**Determination of Sample Size**

**Resource Persons:**

**Prof. T.P.M.Pakkala**

**Department of Statistics**

**Mangalore University**

Time: 2.30 PM

Date: 21/09/2017

Venue: Statistics Lecture Hall-I, Mangalagangothri

## Workshop on Determination of Sample Size

The determination of sample size plays a crucial role in any survey. Any research involving a sample survey would call for a Statistical need. To help the researchers in the campus in this direction, Prof. T.P.M. Pakkala was invited to deliver a lecture on the topic, “Determination of Sample Size” on 21<sup>st</sup> September, 2017.



# MANGALORE UNIVERSITY



Accredited by NAAC with 'A' Grade

## One Day Special Lecture Series on Recent Developments in Modeling and its Applications

Jointly organized  
by  
Department of Mathematics and Department of Statistics

On  
5<sup>th</sup> December 2017

### Programme:

- 10.00 am: Inauguration-  
**Prof. K. Byrappa**  
Hon'ble Vice Chancellor,  
Mangalore University
- 11.00 am: "Linear and quadratic  
sufficiency in linear models" by  
**Prof. Augustyn Markiewicz**  
Department of Mathematical and Statistical Methods,  
Poland University of Life Sciences, Poland.
- 12.00 noon : "Equality of ordinary least squares estimation  
and the best linear estimation in linear models" by  
**Prof. Simo Puntanen**  
Senior Scientist, Academy of Finland.
- 1-2 pm : Lunch
- 2.00pm: "Hanoi graphs" by  
**Prof. S. Arumugam**  
Senior Professor  
(Rtd), Kalasalingam University,  
Krishnanakoil.
- 3.00 pm: "On some functional equations  
and their applications" by  
**Dr. V. Murugan**  
Professor of Mathematics, NITK  
Surathkal.
- 4.00 pm: Valedictory-  
**Prof. K.M. Lokesh**  
Registrar, Mangalore University.

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Venue: Lecture Hall I, Department of  
Mathematics

**All are cordially invited**

Dr. Kishori P. Narayankur  
Chairperson  
Department of Mathematics

Dr. Ismail B.  
Chairman  
Department of Statistics

Scanned by CamScanner

## One day Special Lecture Series on, “Recent developments in Modeling and its Application”

One day Special Lecture Series was conducted on the topic, “Recent developments in Modeling and its Application” on 05, December, 2017 by inviting researchers from different parts of world. Prof. Augustyn Markiewicz Department of Mathematical and Statistical Methods, Poland University of Life Sciences, Poland, delivered a lecture on “Linear and quadric sufficiency in Linear Models”. Prof. Simo Puntanen, Senior Scientist, Academy of Finland, delivered a lecture on, “Equality of ordinary least square estimation and the best linear estimation in linear models”. Prof. S Arumugam, Senior Professor(Rtd), Kalasalingam University, Krishnanakoil, orated on “Hanoi Graphs”. Dr. V. Murugan, Professor of Mathematics, NITK, Surathkal delivered the lecture on “Some functional equations and their applications”.



**MANGALORE**



**UNIVERSITY**

**Department of PG Studies and Research in Statistics**

**Mangalagangothri - 574199**

***A Workshop on  
Latex for Scientific Writing***

**Resource Person: Dr. Rajendra R**

**Department of Mathematics**

**Mangalore University**



Time: 10.30 AM

Date: 24/03/2018

Venue: Statistics Class room-1, Mangalagangothri

## *A Workshop on Latex for Scientific Writing*

The Latex software introduced to students, facilitates the beautiful presentation of any report, research paper etc. Students were updated about Latex by Dr. Rajendra R, Department of Mathematics, Mangalore University. The workshop was conducted on 24<sup>th</sup> March, 2017.



# Mangalore University

## **Invited Lecture/Seminar on Prospective Entrepreneurship in Biotechnology/Healthcare Sectors – Funding and Supporting Options**



An Invited Lecture/Seminar on Prospective Entrepreneurship in Biotechnology/Healthcare Sectors – Funding and Supporting Options from Prof. P. Somarajan, IIT Delhi was organised by the Department of Bioscience, Mangalore University, on 7<sup>th</sup> August 2018.

The talk was aimed at creating awareness on the need in the fast-growing area of biotechnology management. Key focus was the area of entrepreneurship and innovation in biotechnology.

The participants were made aware of the following:

- The ability to differentiate between innovation and entrepreneurship in the biotechnology context.

- The ability to define the various forms of innovation present in the biotechnology industry.
- A detailed understanding of the strategic role of innovation, R&D and intellectual capital in biotechnology organizations.
- The ability to evaluate the impact of cycles on the competitiveness of biotechnology organizations and to make some predictions on these impacts.
- An ability to assess the external environment of biotechnology organizations from a scientific, regional, policy and resource perspective.
- The ability to define networks and alliances in the biotechnology industry, and assess their suitability in defined contexts.

About 70 participants derived benefit from the lecture programme.



# ONE WEEK GIAN COURSE ON DIGITAL PAYMENTS: TECHNOLOGY FOR CASHLESS SOCIETY, 23-27, JULY 2018.

PG Department of Studies and Research in Computer Science, Mangalore University, Mangalore, Karnataka, organized an MHRD sponsored, NITI Aayog initiated one week GIAN course on ***“Digital Payments: Technology for Cashless Society”***. Prof. H. Raghavendra Rao from University of Texas, United States was the resource person invited to deliver lectures on ‘Digital Payments’ technology.

## **Preamble:**

Payment is the process of transferring money from payer to payee through payment instruments, payment processing and payment settlement. An E-payment system utilizes information and communications technologies & integrated circuit card, cryptography, and telecommunications networks to transfer Monetary Values electronically. The fundamental changes in socio-economic trends and the financial infrastructure of the nation has made it essential to move to a cashless society. The payment system is the infrastructure which comprised of institutions, instruments, rules, procedures, standards, and technical, established to affect the transfer of monetary value between all the parties. With the advent of modern technologies in telecommunications, infrastructure and protocols, future payments will be made through e-payments by Business to Business, Business to Customer, Customer to Government.

Digital payments are the genesis of e-Commerce. Digital payments are expanding rapidly but also changing because of the pervasive use of tablets and smartphones, whose use is not confined to consumer transactions. This course covered a wide variety of Digital payment mechanisms that are used to make payments internationally each year. The course is designed to understand the use of new technologies in the movement of money, from small peer-to-peer transactions through large interbank payments. Even though everyone is familiar with money on a day-to-day basis, very few people, even in the financial services sector, understand how money actually moves.

Payments are complex because they usually involve several parties -- in addition to the buyer and seller there are also the buyer's bank, the seller's bank and the country's central bank, as well as service providers who transmit payment data and aggregate transactions. When different currencies are involved, the central banks of two countries are involved.

Every payment system must provide for secure communication of payment orders. The course covers banking systems, e-payment security, Internet banking, wireless payments, stored-value cards, micropayments, peer-to-peer payments, B2B payments and the future of money.

## **Objectives:**

The course was planned, proposed and executed with the following primary objectives:

- The beneficiaries are expected to understand the different forms of Digital money. How money moves through the world's banking systems. How security is achieved in payment systems. How Digital banking works and the unique role of payment systems in world commerce.
- One should be able to select an appropriate payment method to fit a particular business model even as underlying technologies, such as mobile platforms, undergo rapid change.
- The participants have realized the various challenges and major security aspects to be taken into consideration while executing Digital Transactions. Researches are encouraged to address the Authentication, Biometrics and Networks related security issues.
- Though a considerable part of population is already performing digital transactions, the course should be able to meet the need of formal training and awareness to academicians, researchers, Industry Personnel, Students and Security personnel.

## Course Contents:

*Introduction to Money:* Money and E-pay systems, Fiduciary, scriptural, Token & notational money, World banking, central and commercial banks, Money transfers: checks, e-transfer.

*Tokenization Fundamentals:* Tokenization Approaches, EMVco Payment Tokens - Flows, Roles, and Data Elements.

*Auto clearing & Settlement Systems:* Payment graphs, RTGS, NEFT, Automated clearing, ATMs, Hong Kong and U.S. Bankings, Fedwire, CHIPS and SWIFT.

*Epayment Security & Digi-Signatures:* Digital certificates, Public-key, Digital IDs and Remote authentication, SSL/TLS Protocol and credit cards, SET and Visa 3D-Secure.

*Smart & Stored-Value Cards, Octopus:* Smart card and security, RFID cards, PIN verification, Smart Debit and Credit, Gift card technology and Octopus.

*Micropayments and Mobile Payments:* Micropayment systems: brokers, Script systems: Payword and MicroMint, Peppercoin, MR1 and MR2, Wireless payments.

*Digital Wallets:* Google wallet, Obopay, Apple Pay, Android Pay vs Samsung Pay vs Chase Pay, Visa Checkout, MasterCard, Master-Pass, and AmEx Express, P2P Mobile Apps, M-Pesa Case Study.

*P2P, E-Cash & Virtual Money Systems:* P2P payments: PayPal, Anonymity, Digital denominations, Chaum's double-spending protocol, Virtual currencies and Bitcoin.

*E-Invoice Presentment and Payment:* E-statement, Biller & Customer service providers, Bill data mining, Invoice elimination: SBT, Future of e-Payment, Braintree, Stripe, and We-Pay.

*What's next?* In-App Payments - Use Cases and Implications, Buy Buttons - Evolution or Revolution? Digital Payments and the Internet of Things.

*Harvard Business School Cases:* Participants are formed into groups of three to four and discussed a case in class. The cases covers Paypal, PayTM and Bitcoin. Each case presentation is scheduled for 20 minutes followed by 5 min of Q&A.

The programme was inaugurated by Sri Ratan P Watal, Principal Adviser to NITI Aayog along with the other dignitaries, Sri. B N Satpathy, Consultant, NITI Aayog, Prof. K M Balakrishna, Professor in Physics and Dean of Faculty of Science and Technology, Prof. B S Nagendra Prakash, Registrar of Mangalore University, Prof. H R Rao, University of Texas, Prof Ganesh Sanjeev, Local Coordinator of GIAN, Prof. B H Shekar, Program Coordinator, Prof. Manjaiah D H, Chairman of the Department of Computer Science on 23.05.2018.

## Participants and Their Responses

This course was attended by a 51 participants from government organizations, universities and colleges which include administrators, technical experts, faculties, researchers, and students across the country. A complete list of participants is provided in **Appendix 2**.

The participants expressed their opinion that the Government is organizing a program on 'Digital Payments' which helps them to take this momentum forward to reach the public and it is very interesting to have a discussion and interaction among the participants from different background and it is truly, an interdisciplinary topic. The participants also expressed their opinion to have many such similar programmes which involves many different aspects of Digital Payments such as its security from technology point of view, consequences from socio-economic analysis point of view, acceptance from rural point of view and infrastructural requirements and many more.

### Photographs on **DIGITAL PAYMENTS: Technology for Cashless Society Programme**



**Inaugural Session :** Prof. Genesh Sanjeev, Mr. Rajeshwar Rao, Prof. KM Balakrishna, Prof. HR Rao, Prof. Nagendra Prakash, Mr. Ratan P. Watal, Mr. BN Sathpathy, Prof. Manjaiah DH and Prof. BH Shekar



Mr. Ratan P. Watal briefing the Initiatives of NITI Aayog supporting the Digital Payments Technology encouragement of the Govt. of India. Also on the right side, Prof. HR Rao addressing the gathering.



Mr. BN Sathpathy addressing the gathering

# MANGALORE



# UNIVERSITY

## International workshop on Yoga Therapy at Mangalore University



Department of Human Consciousness and Yogic science and Dharmanidhi Yoga Peetha of Mangalore University in association with Wonkwang Digital University (WDU) South Korea, had organised three days International Workshop on Yoga Therapy from 28<sup>th</sup> to 30<sup>th</sup> January 2019, at Mangalagangothri, Mangalore University. Altogether 150 delegates including 33 Delegates from Wonkwang Digital University (WDU) South Korea, Indian delegates from Central University Kerala, K.M.C. Manipal and other delegates participated in the workshop. This

was the 5<sup>th</sup> International Workshop organised under the department of Human Consciousness and Yogic sciences and Dharmanidhi Yogapeetha, Mangalore University. Inaugural function of the workshop was held on 28.01.2019, Monday, at 10.30 am in Dr. D. Veerendra Heggade Seminar Hall, at Lecture Complex of Mangalore University, Mangalagangothri. Prof Jong Soon Seo, Prof WDU was the chief guest. Prof, Ishwara P, Hon'ble Vice Chancellor presided. Valedictory of the Workshop was held on 30.01.2019 at Dr. D. Veerendra Heggade Seminar Hall of the University at Mangalagangothri. Prof Jong Soon Seo, Prof WDU was the chief guest. Prof A. M. Khan, Registrar, presided. During the inaugural function of the Workshop, Sri M. Jayaprakash, Dr. M. Nandini and Sri M. Jagadish from Mangalore were honoured in recognition of their donation of valuable books on YOGA to the Library of Dharmanidhi Yoga Peetha, Department of Human Consciousness and Yogic Sciences, Mangalore University, in memory of their father Late M. Janardana.

During the 3 days' workshop, there were 3 practical sessions for Ashtangavinyasa Yoga, and 3 sessions of workshop on basics of yoga practise and yoga therapy for diseases like Hypertension, Sinusitis, Backpain, Obesity, Digestive Disorders, Respiratory Disorders, Frozen Shoulder, Cardiovascular Disorders, Sleep Disorders, Headache etc.







## International Conference on Corporate Social Responsibility (CSR): Challenges and New Initiatives

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|  <p><b>Mangalore University</b><br/>(Accredited by NAAC with 'A' grade)</p> <p><b>A Two-day National Conference<br/>on<br/>CORPORATE SOCIAL RESPONSIBILITY (CSR):<br/>CHALLENGES AND NEW INITIATIVES</b></p> <p><b>And</b></p> <p><b>EMERGING ISSUES AND CHALLENGES IN<br/>COMMERCE AND MANAGEMENT</b></p> <p><b>Sponsored by</b><br/>ICSSR (MINISTRY OF HRD-GOVT OF INDIA)</p> <p><b>Date:</b> 14<sup>th</sup> and 15<sup>th</sup> September, 2018</p> <p><b>Venue:</b> Mangala Auditorium,<br/>Mangalagangothri</p> <p><b>Organised by</b><br/>Department of Post Graduate Studies<br/>and Research in Commerce<br/>Mangalore University<br/>Mangalagangothri, Karnataka<br/><a href="http://www.mangaloreuniversity.ac.in">www.mangaloreuniversity.ac.in</a></p> | <p><b>About Mangalore University</b></p> <p>Mangalore University is located in a picturesque hillock spread over 350 acres of land at Mangalagangothri, which is around 18 kms to the south-east of the historic coastal town of Mangalore, in Karnataka, India. This university has set the tone for the educational endeavour in three districts under its jurisdiction, namely, Dakshina Kannada, Kodagu, and Udupi. It is a growing campus, which has grown from a modest Post Graduate Centre of the University of Mysore to become an independent University in 1980. Presently, the University has more than 30 Post-Graduate Departments on the campus, 196 affiliated colleges, 4 constituent colleges, and 5 autonomous colleges. It has a PG Centre at Chikka Aluvatu, Kodagu district.</p> <p>The University ('A' Grade from NAAC) has excellent infrastructure facilities like University Library, Mangala Auditorium, two well-maintained Guest Houses, Cyber Lab, Sports Facilities, and Hostels for Men and Women. It is ranked 24<sup>th</sup> among the top 50 Universities in the country in terms of publication output. There are two national research facilities, namely, the Microtron Centre and the Ocean &amp; Atmospheric Science and Technology Cell. The University has 19 Endowment Chairs on areas like Banking, Rural Development, Yoga, Environment, Literature, Fine Arts, Culture, Religion, and Regional Languages. The University has academic collaborations with several premier national and international institutions.</p> <p><b>About The Department of Commerce</b></p> <p>The Department of Post Graduate Studies and Research in Commerce was established in 1989 as a part of the PG Centre of the University of Mysore, and became an integral part of Mangalore University since its inception in 1980. The department offers M.Com, M.Com (HRD), and PhD programmes. It is continuously engaged in research activities, responding to the problems of this region. The M.Com programme offers four specializations, viz., Financial Management and Investment Science, Current Banking and Insurance, Taxation and Human Resource Management and Development. Nearly forty colleges affiliated to the university offer M.Com courses, and the Department of Commerce extends its assistance to these colleges. The M.Com (HRD) course is a major speciality course with major focus on the area of Human Resource Management and Development. The thrust areas of research are Commerce, Banking, Human Resource Development and Management, Finance, Small Business Management, Marketing Management, Rural Development and many more.</p> | <p><b>Background of the Conference</b></p> <p>Corporate Social Responsibility (CSR), in today's corporate world, is playing a role of a business strategy in the business growth and development, and contribution to the sustainable development of the society. CSR addresses many concepts such as human rights, corporate governance, health and safety, environmental effects, working conditions and contribution to economic and social development. The Government of India has made special provisions towards the society through the CSR programmes like, water conservation, value chain development and marketing of SHG products, solid and liquid waste management, cleaning the city/environment and river and so on. This transformational change involves the contribution from the corporate in the national level society development programs. The contribution of the companies for CSR activities incorporated in the Companies Act, 2013 with minimum 2% from the profits on society development activities.</p> <p>No doubt, vast majorities of the India's poorest people live in villages and these villages are in a state of neglect and underdevelopment with impoverished people. The problems of hunger, ignorance, ill health, high mortality and illiteracy are most acute in rural areas. This is not only because of shortage of material resources but also because of defects in our planning process and investment pattern. India has the potential to meet these challenges in rural areas. However, the efforts of Governments may not be adequate to provide basic services to its citizens. It is being increasingly recognized that progress and welfare of a society is not only the responsibility of the Government alone, but many more stakeholders need to be involved to attain the development goal. The corporate sector has a pivotal role to play in ensuring private investment flows to those rural areas that have been left out of the development process so far and also to work for sustainable development of rural areas in general.</p> <p>The aim of the conference is to find a passageway to connect and provide interaction between students, staff, and corporate in new ways, both through and beyond the curriculum. When this is done, the challenges will be addressed and new dimensions can be explored.</p> |
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A National conference on Corporate Social Responsibility (CSR): Challenges and New Initiatives was organised by the Department of Post Graduate Studies and Research in Commerce, Mangalore University. The conference was held during 14<sup>th</sup> and 15<sup>th</sup> Sept, 2018.

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The aim of the conference was to find a passageway to connect and provide interaction between students, staff and corporate in new ways, both through and beyond the curriculum. When this is done, the challenges will be addressed and new dimensions can be explored.

The following topics were discussed in the conference

#### Corporate Social Responsibility

- Perspectives of CSR in the Global Economy
- Public awareness of CSR activities
- Evaluation, Monitoring and Documenting CSR practices
- Social Auditing Integrating CSR Business Policy
- Partnership-Engaging Stakeholders
- Best practices in CSR and Rural Development
- Effectiveness of CSR activities
- CSR and Sustainability
- Accounting for value: Measuring and managing social investment
- Creating impact and ensuring sustainability of community based programmes
- Ethical issues in CSR

The conference was inaugurated by Dr. Y. V. Balachandra, General Manager and Chief Financial Officer, Karnataka Bank, Bangalore. A total of 240 participants from various Universities, industries, and banking sectors attended the conference.

# Mangalore University



## International Conference on Contemporary Innovations in Industry and Commerce CIIC – 2019



**Mangalore University**  
(Accredited by NAAC with 'A' grade)

**A Two-day  
International Conference  
on  
Contemporary Innovations  
in Industry and Commerce  
CIIC-2019**

**Date:** 22<sup>nd</sup> and 23<sup>rd</sup> February, 2019  
**Venue:** Mangala Auditorium,  
Mangalagangothri, Konaje

**Organised by**  
**Department of Post Graduate  
Studies and Research in  
Commerce**  
Mangalore University  
Mangalagangothri, Konaje,  
Karnataka, India  
[www.mangaloresuniversity.ac.in](http://www.mangaloresuniversity.ac.in)

**About Mangalore University**

Mangalore University stands 24<sup>th</sup> among the top 50 institutes of higher learning in the country in terms of publications output. With a vision to evolve as a national center of advanced studies and to cultivate quality human resources, Mangalore University focuses on wholesome development of all its stakeholders. The university campus of Mangalagangothri is located about 18 km to the south-west of the historic coastal town of Mangalore, and sets the tone for the educational endeavours of the three districts under the jurisdiction of the University.

The University ('A' Grade from NAAC) has excellent infrastructure facilities in the campus. It is the first university in the country to start Bachelor's degree programmes in Hotel Management & Tourism, Fashion Design, Apparel/Garment Design, Leather Design & Technology, and Human Resource Development; and post-graduate programmes in Computer Software and Vedic Sciences.

The University has established several endowment chairs with the objective of enabling studies on the development achieved in various areas. The University has academic collaborations with several premier national and international institutions.

**About the Department of Commerce**

The Department of Post Graduate Studies and Research in Commerce was established in 1989 as a part of the PG Centre of the University of Mysore, and became an integral part of Mangalore University in 1990. The department offers M.Com, M.Com (HRD), and PhD programmes. From the past 50 years the department is continuously engaged in research activities and is active in responding to the problems of this region. The commerce department of Mangalore University has given a veritable talent pool to the economy in form of its talented alumni.

M.Com course is the most sought after program of the university and the department has the permanent status of students in the campus. Nearly twenty-one colleges affiliated to the university offer M.Com courses and the Department of Commerce extends its assistance to those colleges. The M.Com (HRD) course is a super specialty course with major focus on the area of Human Resource Management and Development. The thrust areas of research studies in the commerce base are Trade and Exchange, Banking, Human Resource Development and Management, Finance, Small Business, Management, Marketing Management, Rural Development and e-commerce.

**Background of the Conference**

Innovations need not be a planned affair everytime in the national and international souk. The trends are changing and so are the needs of individuals. Responding to the needs of the customers is the business of business houses.

The economy has observed some of the recent trends that have emerged and these trends and recent advances have changed the course of industry and commerce. The conference aims to have a discussion on these latest innovations and predict the future of these changes. The discussions shall be on whether these changes are here to stay or they are a passing fad.

Contemporary innovations are seen in every field, let it be manufacturing or the service sector. These recent advances are instrumental for the growth of industry and commerce. CIIC-2019 aims to identify these advances and find out the future changes that may generate a new wave in the economy.

**SUB THEMES**

The main theme of the conference is 'Contemporary Innovations in Industry and Commerce' both in the national and international arena. However, the contributions of the learned participants is not limited to it alone. There are numerous subthemes that are identified for research contributions. They are:

**Recent innovations are:**

- Accounting and Financial Management
- Banking, Insurance and Finance Services
- Integrated marketing communications
- Human Resource Management and Development
- Ethical conduct and CSR
- Business Economics
- E-Commerce, Foreign Trade and policy
- Taxation policies
- Business Management
- Manufacturing sector
- Aviation
- Tourism and Travel Management
- Hospitality sector
- Service sector

*Any other area related to the main theme of the conference*

An International Conference on Contemporary Innovations in Industry and Commerce CIIC – 2019 was organised by the Department of Post Graduate Studies and Research in Commerce, Mangalore University. The conference was held during 22<sup>nd</sup> to 23<sup>rd</sup> Feb, 2019.

Innovations need not to be a planned affair every time in the national and international souk. The trends are changing and so are the needs of individuals. Responding to the needs of the customers is the challenge of business houses.

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**Subthemes that were identified:**

- Accounting and Financial Management
- Banking, Insurance, and Finance Services
- Integrated Marketing Communications
- Human Resource Management and Development
- Ethical Conduct and CSR
- Business Economics
- E-Commerce, Foreign Trade and Policy
- Taxation Policies
- Business Management
- Manufacturing Sector
- Aviation
- Tourism and Travel Management
- Hospitality Sector
- Service Sector
- Any other area related to the theme of the conference

The conference was inaugurated by Prof. Sasikanth Senthil S, Deputy Commissioner of Dakshina Kannada and 200 academicians, researchers and entrepreneur derived benefit from the conference.