

**Dayananda Sagar College of Arts Science and Commerce**

**Kumaraswamy Layout, Bangalore - 560078**

**Internal Quality Assurance Cell**

**ALUMNI CELL- SAMMILANA ANNUAL REPORT 2021-22**

**Events Conducted During the Year June 2021 – May 2022**

Alumni Cell SAMMILANA is registered Alumni association started with the objective to serve as a resource for advancement of the institution, support and mentoring of students and for the professional development of its members. Keeping this objective in mind the cell is actively engaging in conducting activities such as Alumni Guest lecture series, Alumni connectivity Programs, Internship & Placement Recruitment by Alumni, workshop by Alumni, Alumni Meet etc.

**Objectives of conducting these events are:**

- To promote Interaction and regular communication among alumni and Alma Mater
- To promote and support for activities like industry interaction, placements, curricular and extra- curricular.
- Interaction between alumni and students to provide guidance in academics
- To provide a forum to re unite alumni and continue to have association with the Institution.

To fulfil the above objectives DSCASC has organized number of activities in association with our alumni's for the year 2021-22.

Alumni Association of MCA Department, had organized a Virtual Alumni Meet on 7th August 2021. Prof.Sarakutty, Member, Alumni Association, highlighted the role and decisions taken by the association during her welcome speech. Principal Dr. Nagaraj Shenoy graced the Occasion. Prof.Suneetha, HOD MCA expressed her pride over achievements and progress of alumni. This Alumni meet was graced with the attendance of over 60 alumni, Principal, HOD, faculty members and non-teaching staff.

January 2022 Department of BBA/B.Com under the Alumni Cell (SAMMILANA)) organized webinar title 'Enhancement Employability Skills' exclusively for all the students of V Semester BBA/B Com. The resource person was Mr Sabareesh Shanmugam who was the alumni of Commerce for the batch 2014 to 2017. He highlighted the skills and knowledge that a student

must possess when he is applying for a job. The programme was conducted on Zoom Platform and streamed on YouTube. A total of 100 students participated in the event and made the event fruitful.

Alumni Association of BCA Department, had organized a Virtual Alumni Meet on 19<sup>TH</sup> Feb 2022. Prof.Sarakutty, Member, Alumni Association, gave a welcome address and it was graced by vice principal prof. Hemanth Uppala. Alumni students shared their experience on higher education preparations, and preparations for placement. 35 alumni students were present and made the event successful.

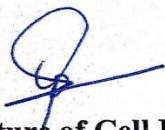
Mr Monohar S Salian, Project lead, Surya Software Company was also an alumni of our department for the bath 2012-14 interacted with 1<sup>ST</sup> year MBA year students on the topic “Challenges and Opportunities in the field of Financial Analytics”. Mr Monohar highlighted on the technical skills sets required by MBA students to become successful in the role of financial analytics. He pointed out some of the basic software’s like Excel, pivot charts, SPSS, tableau and others where the students should focus on to face the challenges in the industry and to get a better job.


Mr Tanvir alumni, batch of 2012-14 currently working as Brand Manager at Shobha Developers Bangalore. As a part of Alumni cell activity, Mr Tanvir was invited to deliver a talk on “Strategies to build Brand Awareness among customers”. Mr Tanvir threw a light on some of the strategies like digital media campaigns, CSR activities, advertisements, website designs, SEM and so on. Students interacted positively and it was very informative session.

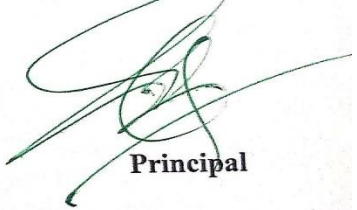
Sl.No.	Event Name	Date	Web link	No of Students Benefited
01	Virtual Alumni Meet	07.08.2021	<a href="https://www.dscasc.edu.in/images/MCA/alumni/Alumni_Meet21.pdf">https://www.dscasc.edu.in/images/MCA/alumni/Alumni_Meet21.pdf</a>	59
02	Webinar on Enhancement of Employability	31.01.2022	<a href="https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Enhancement.pdf">https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Enhancement.pdf</a>	142
03	Virtual Alumni Meet	19.02.2022	<a href="https://www.dscasc.edu.in/images/BCA/news/A119-2.pdf">https://www.dscasc.edu.in/images/BCA/news/A119-2.pdf</a>	35
04	Challenges and Opportunities in the field of Financial Analytics	24.02.2022	<a href="https://www.dscasc.edu.in/images/MBA/initiatives/TALK_24.pdf">https://www.dscasc.edu.in/images/MBA/initiatives/TALK_24.pdf</a>	150
05	Strategies to build Brand Awareness among customers	17.05.2022	<a href="https://www.dscasc.edu.in/images/MBA/initiatives/TALK_17.pdf">https://www.dscasc.edu.in/images/MBA/initiatives/TALK_17.pdf</a>	60

### Head & Members of the Cell

Sl No	Members	Department
1	SheemaShaheen,Head	BBA/B.Com
2	Prof Shashikumar C R	MBA
3	Dr Kadambinin Katke	MBA
4	Prof Mukesh Soni	BBA/B.Com
5	Prof Deepika H C	BBA/B.Com
6	Prof Samyuktha Patil	BCA/MCA

  
Signature of Cell Head

  
IQAC Coordinator

  
Principal