

**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

**Shavigemalleshwara Hills, KumaraSwamy Layout, Bangalore-560111**

**INTERNAL QUALITY ASSURANCE CELL**

**LITERARY CELL – ‘AKSHARA’**

**Annual Report: (ONE YEAR REPORT FROM JUNE 2023 TO MAY 2024)**

The Literary Cell 'AKSHARA' at Dayananda Sagar College of Arts, Science & Commerce aims to enhance students' creative skills by encouraging them to express their ideas through various literary forms. The Cell organizes activities to boost members' literary output and spread these values throughout the student community. It focuses on bringing out students' inherent literary talents to nurture their creative abilities.

In May, the Literary Cell hosted a Documentary Review for BBA/B.COM students in Classroom 408 on May 9, 2024, from 3:00 to 4:00 PM. The documentary, which explored the impact of social media and technology on teenagers, included interviews with teens, psychologists, and tech experts. It provided a comprehensive view of how digital platforms affect mental health, self-esteem, and social interactions, highlighting both the benefits of connectivity and the risks of cyberbullying, addiction, and privacy concerns. The film's engaging visuals and dynamic editing effectively illustrated the complex relationship between teens and technology. Although the focus on negative impacts was notable, the documentary offered a valuable perspective on the digital age's influence on youth, prompting viewers to consider the broader implications of our connected world.

In June, the Literary Cell organized a guest lecture for IV Semester BBA and B.COM students on June 14, 2024. Held in Classroom 212 from 11:00 AM to 12:00 PM, the lecture was delivered by Dr.Rohini M, a distinguished expert in English Literature. Her presentation enriched the students' literary and academic knowledge.

Additionally, the Department of BBA/B.COM/BCA conducted Kannada Rajyostava on November 29, 2023. 'Overall 1557 Students at DSCASC benefited from the Literary Cell's initiatives.

## KANNADA RAJOSTAVA



Photo 1 : Lighting the lamp



Photo 2 : Honouring the guest



Students are interacting in the Guest Lecture.



STUDENTS REVIEWING THE DOCUMENTARY ON "TEENS, SOCIAL MEDIA & TECHNOLOGY".



POSTER COMPETITION

## LITERARY CELL - 'AKSHARA'

### Annual Report: (ONE YEAR REPORT FROM JUNE 2023 TO MAY 2024)

Sl.No.	Event Name	Date	Weblink	No of Student benefitted
1	Kannada Rajostava	29/11/23	<a href="https://www.dscasc.edu.in/images/BCA/news/KR.pdf">https://www.dscasc.edu.in/images/BCA/news/KR.pdf</a>	300
2	BavaGeethe	27/11/2023	<a href="https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Bhavageethe.pdf">https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Bhavageethe.pdf</a>	11
3	Essay Writing	22/11/2023	<a href="https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/EWRJ.pdf">https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/EWRJ.pdf</a>	16
4	Memory power test Competition	5/10/2023	<a href="https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Mptc.pdf">https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Mptc.pdf</a>	18
5	GUEST LECTURE	14/6/24	<a href="https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Csse.pdf">https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Csse.pdf</a>	58
6	DOCUMENTARY REVIEW	09/05/2024	<a href="https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Dtst.pdf">https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Dtst.pdf</a>	46
7	Ram Mandir PANAL DISCUSSION	19/01/2024	<a href="https://www.dscasc.edu.in/images/parishad-bba-bcom/Ram.pdf">https://www.dscasc.edu.in/images/parishad-bba-bcom/Ram.pdf</a>	16
8	Intercollegiate Competition	8th & 9th January 2024	<a href="https://www.dscasc.edu.in/images/parishad-bba-bcom/Intercollegiate.pdf">https://www.dscasc.edu.in/images/parishad-bba-bcom/Intercollegiate.pdf</a>	94
9	Dumsharas	05/01/2024	<a href="https://www.dscasc.edu.in/images/parishad-bba-bcom/Dumsharas.pdf">https://www.dscasc.edu.in/images/parishad-bba-bcom/Dumsharas.pdf</a>	62
10	Rang Munch	23/12/2023	<a href="https://www.dscasc.edu.in/images/parishad-bba-bcom/RangMunch.pdf">https://www.dscasc.edu.in/images/parishad-bba-bcom/RangMunch.pdf</a>	56
11	Talk on Grammar and Exam Oriented Portions	21/12/2023	<a href="https://www.dscasc.edu.in/images/parishad-bba-bcom/Geop.pdf">https://www.dscasc.edu.in/images/parishad-bba-bcom/Geop.pdf</a>	72
12	Field work & panel Discussion on Indian Heritage	21/12/2023	<a href="https://www.dscasc.edu.in/images/parishad-bba-bcom/FPIH.pdf">https://www.dscasc.edu.in/images/parishad-bba-bcom/FPIH.pdf</a>	72
13	Speech about Kanakadasa Jayanthi	20/12/2023	<a href="https://www.dscasc.edu.in/images/BCA/news/KanaJy.pdf">https://www.dscasc.edu.in/images/BCA/news/KanaJy.pdf</a>	41
14	Poster Presentation	21/12/2023	<a href="https://www.dscasc.edu.in/images/BCA/news/Wdfarmer.pdf">https://www.dscasc.edu.in/images/BCA/news/Wdfarmer.pdf</a>	34
15	PICK & SPEAK	21.12.2023	<a href="https://www.dscasc.edu.in/images/MCom/news/SAF.pdf">https://www.dscasc.edu.in/images/MCom/news/SAF.pdf</a>	44
16	DEBATE	18/07/	<a href="https://www.dscasc.edu.in/images/MCom/news/Ch">https://www.dscasc.edu.in/images/MCom/news/Ch</a>	51

		2023	<a href="#">atgpt.pdf</a>	
17	Essay Writing	17/10/2023	<a href="https://dscasc.edu.in/images/MBA/initiatives/Athlete.pdf">https://dscasc.edu.in/images/MBA/initiatives/Athlete.pdf</a>	40
18	ESSAY WRITING	30/09/2023	<a href="https://dscasc.edu.in/images/MBA/initiatives/NonViolence.pdf">https://dscasc.edu.in/images/MBA/initiatives/NonViolence.pdf</a>	35
19	<b>Singing competition - Janapada Geethe</b>	<b>23/05/2024</b>	<a href="https://www.dscasc.edu.in/images/BCA/news/JanapadaSing.pdf">https://www.dscasc.edu.in/images/BCA/news/JanapadaSing.pdf</a>	12
20	<b>Basavannanavara Vachagala Gaayana</b>	<b>15/05/2024</b>	<a href="https://www.dscasc.edu.in/images/BCA/news/Basavan.pdf">https://www.dscasc.edu.in/images/BCA/news/Basavan.pdf</a>	18
21	Essay Writing	14-2-2024	<a href="https://www.dscasc.edu.in/images/MBA/initiatives/Ifselt.pdf">https://www.dscasc.edu.in/images/MBA/initiatives/Ifselt.pdf</a>	38
22	Short Movie Review	30-4-2024	<a href="https://www.dscasc.edu.in/images/MBA/initiatives/Ambani.pdf">https://www.dscasc.edu.in/images/MBA/initiatives/Ambani.pdf</a>	49
23	screening of " Gandhada Gudi"	27/08/2023	<a href="https://www.dscasc.edu.in/images/parishad-bba-bcom/ResearchW.pdf">https://www.dscasc.edu.in/images/parishad-bba-bcom/ResearchW.pdf</a>	74
24	Funthakshri Competition	06/12/2023	<a href="https://www.dscasc.edu.in/images/parishad-bba-bcom/Funthakshri.pdf">https://www.dscasc.edu.in/images/parishad-bba-bcom/Funthakshri.pdf</a>	44
25	"Movie On Gandhi's Contribution towards India Independence"	06/12/2023	<a href="https://www.dscasc.edu.in/images/parishad-bba-bcom/GandhiContribution.pdf">https://www.dscasc.edu.in/images/parishad-bba-bcom/GandhiContribution.pdf</a>	84
26	Treasure Hunt	27/10/2023	<a href="https://www.dscasc.edu.in/images/parishad-bba-bcom/Trsure.pdf">https://www.dscasc.edu.in/images/parishad-bba-bcom/Trsure.pdf</a>	16
27	Guest Lecture – Dr.Kiran Srivasthav	10/07/2023	<a href="https://www.dscasc.edu.in/images/parishad-bba-bcom/GLecture.pdf">https://www.dscasc.edu.in/images/parishad-bba-bcom/GLecture.pdf</a>	82
28	"Quiz competition"	07/07/2023	<a href="https://www.dscasc.edu.in/images/parishad-bba-bcom/Quiz.pdf">https://www.dscasc.edu.in/images/parishad-bba-bcom/Quiz.pdf</a>	74

## Head & Members of the Cell

1. Prof. USHA CR (Head)	Head	BBA/B.COM
2. Prof. Sangeetha Dayanand	MEMBER	BBA/B.COM
3. Prof. Mukesh Soni	MEMBER	BBA/B.COM
4. Dr. Mahalakshmi	MEMBER	M.COM
5. Prof. Meenakshi	MEMBER	BCA
6. Prof. Nayana T	MEMBER	MBA
7. Prof. Umesh	MEMBER	BBA/B.COM
8. Prof. Srinivas H P	MEMBER	BBA/B.COM
9. Dr. Vadiraja K S	MEMBER	BBA/B.COM




Literary Cell Head

Signature of the cell head



IQAC Co-Ordinator

Signature of IQAC Co-Ordinator



Principal

Signature of Principal