



## **Dayananda Sagar Business Academy**

Udayapura, Bangalore. [www.dsba.edu.in](http://www.dsba.edu.in)

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# SIP REPORT - PRME

March 2019

**PRME**

This is our **Sharing Information on Progress (SIP)**  
Report on the Implementation of the **Principles for  
Responsible Management Education**



# Dayananda Sagar Business Academy

(Affiliated to Bangalore University)

College Code - 6J

## Our Renewed Commitment to PRME:

It gives us immense pleasure to reaffirm our continued commitment to Principles for Management Education and present a Sharing Information on Progress (SIP) report for the last 24 months.

At Dayananda Sagar Business Academy [DSBA], the curricula and the activities designed for undergraduates implement the six principles of PRME, promote and incorporate sustainable development, respect for environment and social responsibility. With an aim at developing student's personality through community service and to awaken in the students, a sense of social commitment, the college has an active National Cadet Corps [NCC] unit and National Service Scheme [NSS] wing. In a short span of time, the NCC cadets and NSS volunteers have carved a niche for themselves. NCC Senior Under Officer Rohan Satish, a final year student brought laurels to the institution as he was selected to represent Karnataka State at the Republic Day Parade 2019 at New Delhi, India- an incredible feat to accomplish!

Our third International Conference "Challenges, Opportunities and Trends in New Age Management Education" held in 2018 was a success, as the conference brought to the table and deliberated on preparing young minds for the changing scenario, what with the information technology and artificial intelligence engulfing every sphere of human activity, proactive designing and delivery of futuristic education, is now a responsibility of educators. Thus, the conference gave a platform to corporates, academia and researchers to put forth their initiatives, ideas and experiences on the conference theme for a better future.

In the days to come, we hope to synergise and collaborate with governmental and non-governmental organizations to help create new trajectories in the sustainability initiatives and create a culture of excellence with innovative delivery mechanisms so that our undergraduates consistently excel in their performance in all areas of knowledge and be fulfilled in their learning journey.

Dr [Brig.] Sandes  
Principal  
Dayananda Sagar Business Academy

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**Sharing Information on Progress  
Principles of Responsible Management Education (PRME)**

March 2019

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## 1. Institute's Profile



Late Shri R Dayananda Sagar

Our founding father, late Sri R Dayananda Sagar, was a graduate in Arts & Commerce from India & a barrister-at-law from England. He was a visionary, an educationist, a powerhouse of knowledge and a believer in transforming the world besides a leader par excellence who saw no reason to shy away from his responsibilities in setting up Mahatma Gandhi Vidya Peetha Education Trust in the 60s, the trust that contributed to educate the world for over 60 years carefully building an alumni of over 100,000 including accomplished professionals, law makers, sports personalities, celebrities spread all over the world.

### 1.1 DSI Heritage

The Dayananda Sagar Schools and Colleges of Science, Arts and Commerce are pioneering institutions founded by late Sri Dayananda Sagar in the early nineteen sixties. One of the India's leading educational institutions, a front-runner in the field of education today, Dayananda Sagar Institutions (DSI) operates under the aegis of the Mahatma Gandhi Vidya Peetha Trust, in Bangalore- described as the Silicon Valley of India.

Our institutions are characterized by the quality of education across a broad range of disciplines from pre-university courses to post-graduation and doctoral programs covering Engineering, Dental Sciences, Biological Sciences Arts, Commerce, Sciences, Pharmacy, Nursing, Allied Health, as well as Business Management and Information Technology.

Progressively a number of institutions offering diploma, degree and postgraduate courses in Engineering, Dental Sciences, and Pharmacy were added. Keeping pace with technological growth, Management, Information Technology education programmes, courses in Biotechnology and Microbiology have been introduced. Facilities for doctoral and post-doctoral work are now being introduced.

Health care education has been gaining prominence at the DSI campus through the diploma and graduate programs in Nursing with its well-equipped laboratories and modern infrastructure. The Allied Health College offers a few programs that are in demand with several in the pipeline.

DSI's commitment to internationalization is expressed in its collaborative research and exchange programmes involving institutions from across the globe.

Besides our high-calibre teaching staff, the students are given a challenging academic environment with well-equipped lecture halls, laboratories and excellent information centres.



## 1.2 Leadership

The pride of DSI is its leadership team.



Dr. D. Hemachandra Sagar  
Chairman, DSI



Dr. D. Premchandra Sagar  
Vice-Chairman & CEO, DSI



Mr. Galiswamy  
Secretary, DSI

The champion of DSI is its leadership team. The champions of Educational Development with exceptional leadership vision and records, our leaders follow the footsteps of the founder Late R Dayananda Sagar. Thinkers, Planners, institution builders and medical doctors enriched with insights gained from hands-on work experience, they bring with them a piece of worldly wisdom in all that they do.

## 1.3 About Dayananda Sagar Business Academy

Dayananda Sagar Business Academy is a state-of-the-art modern business school under the prestigious Dayananda Sagar Institutions. Established in 2011, DSBA offers Under Graduate programmes in Management, Commerce and Computer Applications. DSBA focuses on concept, knowledge, integration and application to transform students into competitive business leaders. The innovatively crafted courses of DSBA also instill in graduates a high-level of integrity and professionalism, while preparing them for rewarding and fulfilling careers in their chosen fields. Expert faculty with right mix of industry and academia facilitate the learning and all-round development of students' thorough innovative and advance teaching practices. Faculty take care to inculcate values among the students, while shaping and sharpening their mind through the academic rigor of our programs.

Beyond the quality of education, it is the quality of life in the campus that provides for the well-being and overall development of the students. The state-of-the-art facilities and spacious class rooms, seminar halls, labs and library provides the ideal and ambient educational atmosphere to the students. Sports - indoor as well as outdoor, cultural and club activities are an integral part of the curricula at DSBA.

### 1.3.1. Team DSBA



Dr. (Brig) Sandes  
Principal, DSBA



Dr. Veena K N  
Dean, DSBA



Prof Nikitha Sreekantha  
HOD

### DSBA Faculty – Inspiring Minds





### 1.3.2 Vision



To become a centre of excellence in education, research & training and to produce citizens with values and exceptional leadership qualities to serve national and global needs.

### 1.3.3 Mission



To provide innovative educational opportunities and student support services that lead to the holistic education.

To provide a sustainable and accessible environment to support and encourage student potentials by building on the vibrancy of DSI while being guided by the principles of integrity, innovation, creativity and quality.

To foster personal and professional success through the development of critical thinking, effective communication, creativity and cultural awareness in a safe, accessible and affordable learning environment.

### 1.3.4 Values



**Pursuit of Excellence:** Commitment to continuous improvement of our systems with the aim to be the best in our field.

**Fairness:** Commitment to objectivity and impartiality to earn the trust and respect of society.

**Leadership:** Commitment to lead responsibly, responsively and creatively in educational and research processes.

**Integrity and Transparency:** Commitment to be ethical, sincere and transparent in all activities and to treat all individuals with dignity and respect

**Student Focus:** Creating an educational environment and culture to ensure holistic development of students and help them achieve their professional goals.

**Diversity:** Fostering a learning community in which the values, goals, and learning styles of all students are recognized and supported



### 1.3.5 Program Objectives

At DSBA, we understand that, to be relevant in the dynamic world, skill development required for personal and professional success of all graduating students is vital, and hence, program specific objectives are identified.

**Knowledge:** To impart knowledge and enhance the ability to understand core concepts of the program.

**Communication:** To enhance ability to utilize oral, written, listening and non-verbal communication skills to effectively interact with others.

**Inquiry and Analysis:** To improve the ability to apply theoretical aspects of commerce, management and computer science disciplines to arrive at feasible solutions in real situation.

**Reasoning and Critical Thinking:** To instill logical and critical thinking that is responsive and guided by intellectual standards such as relevance, accuracy, brevity and clarity.

**Technological Advancement:** To keep pace with global technology trends and expose students to technological advancement and prepare for success in the work place.

**Diversity:** Encourage students to understand, articulate and accept the importance and influence of diversity within and between cultures and societies.

**Sanskar:** The ability to commit to standards of personal and professional integrity, honesty and fairness.



## 2. Preface

Belief systems, social behavior and norms followed in every day behavior of human beings determine the culture of the society and it is passed on from one generation to another. Younger generation follow parents, teachers and leaders in society, and imbibe behavioral traits unconsciously. Therefore, it is imperative for the elders to be conscious and responsible in their deeds and be role models. It is said 'Action speaks more than words'. Responsible behavior should be inculcated as a habit rather than preaching.

Educational institutions play an important role in making a responsible citizen of a student. Creating opportunities for young mind to get them involved in activities which benefit society will shape them into responsible individuals.

At DSBA we are happy to note that NSS and NCC units have successfully planned and executed activities in which some of our students have successfully involved themselves to create a positive impact on the society and influence their peer in developing a constructive thought process. This report cites examples of three such influencers and narrates involvement of many students in socially relevant accomplishments.

I welcome the readers of this report to share their valuable insights and feedback .This will guide and motivate us in striving for being better educators.

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Dean  
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### 3. Alignment with UN PRME Principles

#### Six Principles

As institutions of higher education involved in the development of current and future managers, we declare our willingness to progress in the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions:

**Principle 1 | Purpose:** We will develop the capabilities of students to be future generators



of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

**Principle 2 | Values:** We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



**Principle 3 | Method:** We will create educational frameworks, materials, processes and



environments that enable effective learning experiences for responsible leadership.

**Principle 4 | Research:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



**Principle 5 | Partnership:** We will interact with managers of business corporations to



extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

**Principle 6 | Dialogue:** We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.



## 4. Our Pride – Our Student

### 1. Mr. Rohan Satish, Final year Bachelor of Computer Administration



The Delhi Republic Day parade is the largest and most important of the parades marking the Republic Day celebrations in India. The parade takes place every year on 26 January at Rajpath, New Delhi. The annual parade showcases the country's rich cultural heritage and traditions.



The National Cadet Corps [NCC] is an Indian military cadet corps with its Headquarters at New Delhi, India. It is open to school and college students on voluntary basis. NCC Republic Day Camp is the culmination of all NCC Training activities. 1850 Selected NCC Cadets from 17 directorates attend the Camp. The Camp is inaugurated by the Vice President of India and culminates with Prime Minister's Rally on 28 Jan. The aim of the Republic Day Camp is to enhance the self-confidence of cadets, deepen their value systems and provide an exposure to the rich culture and traditions of our nation. RDC (Republic Day Camp) is the most glorious camp for a cadet in NCC. In-fact, representing at National level itself gives a cadet enough power & confidence. The selection process is extremely tough.



NCC Army Wing, Dayananda Sagar Business Academy offers training under the aegis of 2 KAR Bn National Cadet Corps. It was an immense pride to the institution and a moment of glory when NCC Cadet Rohan Satish, a final year BCA student was selected to represent Karnataka



State at the Republic Day Parade 2019 at New Delhi. Cadet Rohan competed in as many as three Pre-RD camps before the final RD camp and participated in number of activities like cultural and training competitions before he became the chosen one for the final RD camp. He was part of the Karnataka and Goa contingent of the NCC which created history by winning the coveted Prime Minister's Banner and Trophy at New Delhi. He has also been selected for YEP [Youth Exchange Program] to represent India at Singapore. Indeed, Cadet Rohan Satish has brought laurels to his institution.

## **2. Mr. John Mota, Fina year Bachelor of Business Administration**

Youth Exchange and Study (YES) Alumni Social Entrepreneur Changemakers Workshop was conducted from 19 Mar'18 to 22 Mar'18 at Alexandria, VA. It was a one of a kind workshop. The main goal of this workshop was to create a change making project/venture and to craft a plan to achieve the desired outcomes. Mr John Mota [YES Alumni, 2013-14 ]



a 2<sup>nd</sup> Year BBA student participated in the workshop. The workshop was split up into various focused learnings spread through four days where words of knowledge and wisdom was taught and inculcated along with creating and

executing projects impacting the society at large. Various frameworks of assessment, deliberation and execution were discussed and taught. Towards the end of the workshop, one could get a comprehensive understanding of social entrepreneurship and various approaches for effective ideation, solution, and execution.

## **3. Ms. Sharvani B S, Final year Bachelor of Commerce**

An NSS Volunteer studying in II Year BCom was fortunate enough to be selected as the student partner of Internshala for a period of six months. Internshala is a Gurgaon based company, founded by Mr. Sarvesh Agarwal, an IIT- Madras alumnus. She had to promote their courses and internships. Having reached her target, she got a visiting card in her name and a certificate of internship. In February 2018, she conducted



seminars in the college enlightening her peers and juniors about the power of internships and the benefits one accrues in the process.



## 5. Words Change Worlds

Academic success is important to students as they need to upscale and keep themselves abreast in view of global competition. To help students reach new heights and open new doors to opportunity, DSBA has taken the onus to inculcate positive outcomes in students in the area of conduct, academics and social interactions.

Educational attainment should accomplish a lasting value in students. IQAC [Internal Quality Assurance Cell] at DSBA ensures maintaining quality standards in teaching, learning and evaluation. The institution provides a formidable array of courses to supplement the curriculum to make students better prepared to meet industry demands as well as develop their own interests and aptitudes. These value-added courses are conducted by professionals and industry experts who help students get equipped with employability skills and get a foothold in the job market.

To shape young people's lives and their futures, academics is important but it's not all! Therefore, the academic delivery is so designed to include the Extension activities, Certification Courses, initiatives from Centers of Excellence, Learning Intervention, Student Clubs, Student Welfare and that ensures in creating a well-rounded, self-sufficient individual.

## Teacher Empowerment

College infrastructure, inclusive learning environment, well-structured curriculum does play a role in the overall collegiate experience of a student. But the key ingredients to students' success in college largely depends on the knowledge base of the facilitators,



integration of interactive instructional strategies, supportive relationships with students and creation of positive learning ecosystem.

The facilitator must keep the passion for teaching alive by using opportunities to learn and research constantly and ensure there is paradigm shift to improve the quality of teaching to maximize student learning. Attending Conferences and Faculty Development Workshops help faculty collaborate with like-minded individuals on best practices and keep up with what is new in their field. This also assures there is an improvement and incremental growth in their approach to teaching and promote meaningful learning experiences among others!

## 6. Academic Partnership

It's important that education and industry go hand in hand; to remain in-sync with the changing competitive global scenario and to facilitate this need, the institution has signed MoUs with organizations that aid experiential learning and help elevate the quality of learning. These collaborations have helped the institution by offering the following additional learning opportunities:

- 1. Digital Marketing:** The institution offers Digital Marketing Certification course to II Year UG Students to create market ready students. Trainees go through both Digital Lab/Class room sessions and training at authorized business partner of Amazon at Bangalore. The Course Contents includes: -Face book marketing, Twitter marketing, Content marketing, YouTube marketing, Google ad words, Display marketing, Shopping Ads, Local SEO, E-commerce Specialist Course.



- 2. Tally:** Expert trainers from NICT Computer Education conduct Tally ERP 9 training to students. Along with technical aspects, training sessions also emphasize on the importance, scope, advantages and availability of job opportunities. The Course covers: - ERP [Enterprise Resource Planning], Excel and Digital Planning



3. **CA / CS:** DSBA students who wish to become a Chartered Accountant or Company Secretary are given an orientation by experts from PROEDGE- Skill Development and Edutech on the importance of CA and CS courses as a lucrative career option. At the campus experts from PROEDGE conduct training that includes the theoretical and practical blend which equips the students with knowledge, ability and skills to clear the examination.



4. **Big Data Analytics:** The course is conducted by NICT Computer Education for I Year BCA students. Data Analytics Course enables students to practically learn functions and features of



MS Excel which includes calculation, graphing tools, pivot tables, and a macro programming language called Visual Basic for Applications. Execution of Power BI tool is also covered in the course.

5. **Corel DRAW** –Corel DRAW is a vector based graphic suit, which is developed by Corel Corporation. It helps users develop banners, business cards, brochure, certificates, envelopes, invoices, memo and many more. NICT Computer Education conducts this course for I Year BCA students.



6. **CompTIA:** CompTIA certification is the best way to demonstrate one's competency and knowledge and these certifications are vendor neutral – which means that certified professionals can proficiently work with variety of hardware and software found in most organizations. CompTIA IT Fundamentals confirms a basic familiarity with computer hardware, software, compatibility, security, preventative maintenance and green IT.





The sessions are conducted by CompTIA certified instructor for II- and III-Year BCA students.



**7. Project Pavitra:** The three- day programme 'Project Pavitra' was conducted from 28<sup>th</sup>Jan'19-30<sup>th</sup>Jan '19 on the IV floor of B Block for girls at DSBA. Project Pavitra, is an initiative of the Social Projects team of The Art of Living. It's ninety minutes three-day programme, that covers all aspects necessary to facilitate women to experience their 'period' with pride, dignity and comfort. The trainers harness the power of knowledge with time-tested techniques of Yoga and Meditation to bring about lasting changes in the attitude towards the experience of menstrual cycle amongst participants.



**8. YES! +:** Art of Living's Youth Empowerment & Skills workshop. It is a powerful life-skills program designed to accelerate personal all-round excellence. YES! + provides



students with a healthy body, a healthy mind and a healthy lifestyle through practical tools and life skills which help manage stress and emotions. The program helps motivate one to succeed and make healthy choices when faced with life's challenges. It is conducted for I



Year students.

**9. Oracle Certification:** Oracle professional certifications are offered in the institution by Oracle certified trainers. The students can demonstrate database, Java knowledge and skills that is recognized by IT professionals and industries.



**10. National Entrepreneurship Network [NEN]:** NEN Student Entrepreneurship Programs integrate the curricular & non-curricular aspects of entrepreneurship



education in a structured manner. NEN Entrepreneurship Support Programs are delivered through city-based entrepreneurial ecosystems consisting of expert resources (investors, mentors, incubators, educators & coaches), and focused on key areas that positively impact startups and SMEs.



**11. Eagles Unbound Program:** The program is conducted for student's recreational, learning and development needs. Students learn through adventure and outdoor education leading to meaningful experiences, reflection, self-discovery and character development.





**12. Coral Marketing:** It is a provider for experience-based outdoor learning & leadership programs for youth & adults. The focus is on improving behavioral skills, team building, leadership and interpersonal skills with a variety of tasks.



## 7. Giving Back to Society

### 7.1 National Service Scheme – NSS

The National Service Scheme (NSS) is a Central Sector Scheme of Government of India, Ministry of Youth Affairs & Sports. The sole aim of the NSS is to provide hands on experience to young students in delivering community services.

**Motto:** The motto of National Service Scheme is *Not Me but You*.

NSS unit at Dayananda Sagar Business Academy came into being on August 04, 2015 with the ideals of selfless service towards the society. Aimed at developing student's personality through community service, NSS also provides students with an opportunity to apply their education in finding practical solutions to the problems faced by individuals as well as the community at large. By awakening in the students, a sense of social commitment, NSS has added a new dimension to the campus life.

From its inception, NSS unit envisages its programmes/activities aimed at instilling discipline, building character, promotion of physical fitness, development of culture and service to society.



i) Blood Stem Cell Awareness was conducted by Datri on 13<sup>th</sup> April'17 and 25 July'18 between 10 am & 1 pm for all the students'. Srinivas, the facilitator from Datri enlightened the students about BMDW [Bone Marrow Donors Worldwide] which is an international organization that coordinates and provides a platform to search for matching donor from among the

affiliated registries across the globe. DATRI has over 1,88,000 registered donors and has facilitated 235 blood stem cell donations. 18 of these donations have been for patients being treated overseas. Mr. Srinivas recounted the details about the registration process. It was a successful drive as 115 enthusiastic students as well as faculty without further ado completed the registration process.



ii) A session on “Journey to Your Own Mind” was conducted on 4th August'17 between 2:30 pm & 3:30 pm by Ms. Srota Pandya who has been actively involved in social work –worked for tribes & other affected people of Narmada Dam, HIV/AIDS patients in Pune. She spoke comprehensively on mental health, explained the concept and highlighted the responsibility one had towards oneself. Further, she elucidated on the major & unknown issue –Depression & suicidal tendency in humans. In detail, she spoke about depression- the feeling as well as the disease. Depression does have treatment and hence she made the students aware of the treatment-antidepressant, psychotherapy and electro convulsive theory. She also spoke on the benefits of counseling and behavior modification.





iii) Volunteers of National Service Scheme must understand the community in which they work & develop among themselves a sense of social and civic responsibility. So, NSS wing of DSBA on 18<sup>th</sup> August '17 went to the Kagglahalli Government School [in the vicinity of DSBA campus] to inaugurate the NSS teaching activities at the school. The contingent from DSBA reached the school at 1:30 pm and was warmly welcomed by the Head mistress- Ms. Manjula, teachers and 114 children. After the introduction, the purpose of the visit was discussed. Prof Kasthuri Gopal [NSS Program Officer] promised the Headmistress that 15 teaching sessions of three hours each will be conducted by the NSS Volunteers on every Friday.



hort induction programme was conducted for the students. To make the first interaction memorable, fun activities were planned post induction session. School students were divided into groups immediately and the NSS Volunteers took over. The collection of fun games ensured active participation and enjoyment for all. Sweets were distributed at the end to the winners and to all the participants.

Taking Ms. Manjula's suggestions into consideration; a syllabus was prepared for subjects like English Math, Hindi, and General Science, sessions were planned and conducted as promised during August – November months at the School.

iv) A great opportunity came by way of the NSS volunteers when they were offered a chance to attend the NSS camp. It was held from 2<sup>nd</sup> Oct to 7<sup>th</sup> Oct'17 at the NSS Bhavan, Bangalore.

50 DSBA volunteers willingly accepted to be part of the camp to learn, share, serve and enjoy this glorious unforgettable experience. The camp is planned to sensitize the volunteers, help create awareness about different issues and develop initiatives for various social causes. The activities undertaken include massive plantation and cleanliness drives, seminars, talks by reputed motivational speakers, recreation activities etc. Camps provide the exact kind of exposure which is required to spark

off and inspire volunteering skills and understanding the importance of collective responsibility in achieving common goals of community service.



- v) Ms. Sherebanu from Deeksha College was invited on 23<sup>rd</sup> March 2018 to conduct a session on “Know yourself”. She covered topics on how to know oneself better and understand one’s strengths and weaknesses. She emphasized on what a graduate is required to be equipped with and gave a gist on the adolescent problems and counseling services.



- vi) To commemorate the 72<sup>nd</sup> Independence Day, NSS unit of DSBA in association with the Lions Club organized a Blood Donation Drive on 16<sup>th</sup> Aug’17 and 16<sup>th</sup> August ’18 at the campus. It was a daylong event that evoked huge response with innumerable donors voluntarily coming forward to donate blood. There was an overwhelming

response from students, teaching and non-teaching staff who donated blood in the course of the day! NSS volunteers, who are inculcated with a spirit of service chipped in to help promote the noteworthy cause. The camp saw 133 blood donors who donated blood after a routine medical check-up. Ms. M V Poornima, II-year B Com student was awarded a merit scholarship by Lions Club on this momentous occasion.



vii) Dr. Y Lingaraju is a well-known and highly respected Geo-hydrologist of India, who formerly was Director - Karnataka State Remote Sensing Applications Centre. Presently



as a National Director for River Rejuvenation Projects - Art of Living, he is responsible for planning and monitoring of River rejuvenation projects. On 19<sup>th</sup> September'18 at 3:30 pm, he spoke extensively about the AOL river rejuvenation work; his contribution,



revival of Kumudvathi and Suvaranmukhi River. He motivated the NSS volunteers to associate themselves with some Art of Living projects and offered suggestions to help protect the environment.

- viii) Rashtriya Ekta Diwas (National Unity Day) was observed on 31<sup>st</sup>October'18 at DSBA to commemorate the birth anniversary of Sardar Vallabhai Patel who had played an important role in unifying the country. On the birth anniversary of the Iron Man of India, the NSS students rededicated themselves to the foremost aim of nation's unity and integrity. To mark this occasion, NSS conducted a collage competition at 2:30 pm at G-05 for the NSS volunteers. The topic was "Iron Man of India- Sardar Vallabhai Patel".



## 7.2 National Cadet Corps – NCC

The NCC aims at developing character, comradeship, discipline, a secular outlook, the spirit of adventure and ideals of selfless service amongst young citizens. Further, it aims at creating a pool of organized, trained and motivated youth with leadership qualities in all walks of life, who will serve the Nation regardless of which career they choose. Needless to say, the NCC also provides an environment conducive to motivating young Indians to join the armed forces.

Its motto is "Unity and Discipline".

To develop character, discipline, companionship, leadership, the quest for adventure and noble service amongst the youth, NCC Army Wing, Dayananda Sagar Business Academy came into existence on August 01, 2017. The institution offers training under the aegis of 2 KAR Bn National Cadet Corps.



- i) Students enrolled as cadets in DSBA-NCC Unit had their first parade on 28<sup>th</sup> August'17 at the college campus. The cadets in their elegant uniform felt a sense of pride as they stood out in the crowd and this had an imposing effect on the others as that changed the mood of people around in the campus. Physical Instructor from 2 KAR NCC Bn Havaldar Harjit Singh taught the cadets the basics - Parade rules, commands instructions, Drill and March.



- ii) On 25<sup>th</sup> September '17, NCC and NSS unit of DSBA celebrated the third anniversary of Swachh Bharat Abhiyan and the 148<sup>th</sup> birth anniversary of Mahatma Gandhi by organizing cleanliness awareness drive and people sensitization programme. 20 NCC cadets and 26 NSS volunteers took part in the drive. The first task undertaken was cleaning of the three iconic statues of Shri Atal Bihari Vajpayee, Former PM; Dr Rajkumar, Legendary actor and Kanaka Dasa, a poet. These statues are in Kumaraswamy Layout and they are immortalized for their contribution in some measure to the development of the city and or the nation. The cadets and volunteers cleaned every nook and corner in the vicinity of the statues and gave the statue a spic-and-span look. The next task was to sensitise people with a message of clean India. The NCC Cadets and the NSS Volunteers took out a rally from Kumaraswamy Layout to Banshankari spreading awareness on the campaign enroute. Students had made posters and placards propagating the significance of Swachh Bharat Abhiyan. They called out slogans captivating the attention of the onlookers and highlighted to them importance of cleanliness and hygiene.



Firing being one of the important training activities of NCC, shooting discipline enjoys special place in NCC sporting activities.

- iii) Four NCC Cadets from DSBA- Rohan Satish [II Year BCA], Raj Kishore [I Year BCom], Tapan Maney [I Year BCom] & Gowtham [I Year BBA] honed their shooting skills at the combined Annual National Cadet Corps training camp which was held at Government Arts and Science College on 2<sup>nd</sup> April'18.



- iv) Ten NCC Cadets from DSBA were selected to participate in the Range Firing Practice conducted at MEG Centre, Ulsoor Lake from 9<sup>th</sup> Apr'18 to 11 Apr'18. It aimed at enhancing the marksmanship of the cadets. At the training session cadets looked jubilant with their rifles as for majority it was for the first time, they had handled a rifle.



After the firing practice, DSBA team was over the moon as Cadet Rohan had his best grouping of 3 cm and thus got selected for the final round of shooting competition to be held at Tumkur in the week to follow!



- v) One event that cadets looked forward to is the Combined Annual Training Camp [CATCVIII] /Thal Sainik Camp. The CATC was held at Govt Polytechnic College under the aegis of 2 Kar Bn from 27<sup>th</sup> Aug'18 to 05 Sept'18. 4 SD and 4 SW cadets from DSBA attended the 10-day camp. The camp had rigorous regime and trained the cadets in various disciplines.



The cadets from various colleges interacted with each other and participated in inter-college competitions. However, the most exciting training the cadets awaited eagerly for was firing, as that was an amazing and thrilling experience. The activities organized at the camp were Drill, Trekking, Firing, Rifle Drill, Forms of Sporting Activities, and Guard of Honor training among others. In spite of the stiff competition, DSBA cadets landmarked some commendable accomplishments.



- vi) In living up to its motto, and to commemorate the 150th birth anniversary of Mahatma Gandhi, NCC wing at DSBA conducted 'Swachhta Hi Sewa Abhiyaan' on 22 September 2018. The venue was Agara village [6 kms away from DSBA Campus] on Kanakapura Main Road. It commenced at 9:30 am and ended at 12:30 pm. 46 NCC cadets took part in this initiative. The cleaning materials were supplied by the Panchayat of Agara Village. The cadets began by cleaning the streets, pavements, drains and the surroundings. Educating the households / residents of the village about importance of sanitation, better hygiene practices and raising awareness formed part of the drive. The cadets met the headmaster of the Government school, Agara and interacted with high school students and promoted awareness about the importance of cleanliness and hygiene. The dynamic support given to the cadets; their zeal and enthusiasm made this drive a great success.



## 8. Everyday power

### Self Defense and Martial Arts training

Self-defense opens up a source of freedom for women in this unpredictable world. Due to the dismal crime graph against women, knowledge of self-defense empowers women to develop situational awareness and reassurance for personal safety.

To sensitize the students about its importance DSBA conducted a 'Workshop on Self – Défense' in the campus by two trainers on 10 Nov'17 & 10 Nov'18 for the UG girls. On 10 Nov'18, the workshop began with a demonstration by Mr. Anil [III Year B Com student]. His coach Mr. Nanda Kumar R is a professional full time Taekwondo instructor, national

referee, national coach and an international player. Mr. Anil has been practicing Taekwondo from the past three years and has won several gold and bronze medals so far. Mr. Anil & Mr. Nanda Kumar taught students basic, practical self-defense skills, which will enable them to get away safely from any untoward situation as quickly as possible. Students came forward in pairs and learnt some easy practical moves. At the end of the session the girls understood the importance of the undisputed need for equipping themselves with Self Defense Techniques.



On 10 Nov'17, an alumnus of DSBA himself-Mr. Syed Suleiman [BBM Batch,2013-2016] taught self-defense mechanisms to the girl students. Syed Suleiman is a young **Muay Thai** expert who has won many championships and has made our country proud. He is an inspiration for **Muay Thai** and all other martial arts enthusiasts who really are passionate, irrespective of their gender and want to make a mark with their abilities. Syed addressed the girls and spoke about his incredible journey. He motivated girls to come up with real-life scenarios and he demonstrated how one can protect oneself in such situations with the right kind of moves. At the end of the session Mr. Syed insisted all the girls to practice the self-defense moves taught during his session. He reiterated that one must practice them regularly so that they become a second nature





## 9. Let's Grow together

No nation can progress without the youth carrying that zeal for their country. To ensure that our students [Non-NCC and NSS] understand their responsibility, consider their nation as a priority, realize the value of freedom they got as a heritage and make them appreciate the value, the institution celebrates all national days.

### Ethnic Day

- United, we are stronger. Cultural and ethnic diversity can help us grow more and stronger, together. Students and faculty celebrated Ethnic Day at DSBA on 11 March'17 and 10<sup>th</sup> May'18 in pomp and splendor. The theme was "Respecting Respective Cultures". The idea was to go back to our roots and share with others our uniqueness. In the forenoon, there was a competition class wise; wherein, the students had to firstly, choose a state and then depict the culture and tradition of the chosen state, decorate their respective classes in the same theme, come dressed in traditional attires of that state and lastly, bring food items that are typically made in that state.





In the afternoon, there was an Interclass dance and song competition and it was mandatory that the students from every class participated either in ethnic song or dance. In the competition, students presented an assortment of mesmerizing foot tapping folk dance and songs from various regions of Incredible India!

### Dr. Bhimrao Ramji Ambedkar Jayanathi

On the occasion of the birth anniversary of Dr. Bhimrao Ramji Ambedkar, Father of Indian Constitution, B R Ambedkar Study Centre at DSBA commemorated his contributions & achievements on 13<sup>th</sup> April'17. Dr [Brig] Sandes, Principal, DSBA and Dr Veena, Dean, DSBA addressed the gathering and shared interesting facts about Dr Ambedkar's life, his education & inspired the students to introspect on his innumerable contributions and what made him a tough person. A Collage /Poster making competition was held between 2 pm and 4 pm on the theme-Dr Ambedkar-his life, his contribution. The competition was open for all.





127<sup>th</sup> birth anniversary of Dr Babasaheb Ambedkar was celebrated at DSBA on 16<sup>th</sup> April'18 at the college premises. A JAM session was organized on this occasion. Students chose a language of their choice- Kannada /Hindi and spoke spontaneously for one minute on the life of Babasaheb and his contributions to the country.

### ***Celebrate the Nation***

DSBA organized a day to ***“Celebrate the Nation”*** on 17<sup>th</sup> April'18 at the college campus. The theme chosen for the dress code was as follows:

BBA & BCA - Tri colour [Indian Flag]

B Com - Dress like a political leader / National leader



### **Essay writing**

- a) The All India Essay writing Event is the flagship event of the partnership between the United Nations Information Centre for India and Bhutan [UNIC], Shri Ram Chandra Mission [SRCM] and The Heartfulness Education Trust for development of program content for the youth. They invited undergraduate students to participate in the essay writing event 10<sup>th</sup> August'18.



The **topic** was a quote by Rabindranath Tagore-

*“A mind all logic is like a knife all blade. It makes the hand bleed that uses it”.*

Word limit given was 750 words and the students had to adhere to the do’s and don’ts of the competition!

b) NICT Computer Education Pvt Ltd in association with Tally conducted an essay writing competition on 13<sup>th</sup> August’18 for Bangalore City PU & Degree Commerce Students. The topic was *India’s struggle for Independence*. Word limit was put at 300.



### **National Festivals**

DSBA celebrated the 72<sup>nd</sup> Independence Day on 15<sup>th</sup> August’18 and 70<sup>th</sup> Republic Day on 26<sup>th</sup> January’19 with great pomp and show. The National Flag was hoisted by Dr Lakshmikantha, Principal DSATM and Dr [Big] Sandes Principal, DSBA. Dr Veena K N – Dean, DSBA, Prof Nikitha Sreekantha, HOD, Administrative staff, 50 NCC cadets



and students were present. All saluted the national flag and sung the national anthem with patriotic fervour.



### Regional Festival

Onam at DSBA is a celebration of brotherhood, bonhomie that crosses all caste barriers. However, this Onam Day on 25 August '18, students, teaching and non-teaching staff of DSBA symbolically observed the day with no elaborate celebrations! The dress code was Kerala saree /cream coloured salwar suit for girls and shirt and dhoti / kurta pyjama for boys. Pookalam-floral Rangoli -adorned the porch of DSBA and it was made meticulously by II Year BCom students. While the lamp was lit, each one prayed to the almighty and expressed their solidarity with their brethren at Kerala.



### 5<sup>th</sup> September -Teacher's Day

A day dedicated to mark the birthday of Dr. Sarvepalli Radhakrishnan – second President of India was celebrated by DSBA students with great enthusiasm. Students



expressed gratitude, respect and love for the teachers by putting up a well-rehearsed programme.



#### 10. Benchmarks – 2017 :

- To adopt the motto of 'Each One, Teach One' (detail on page 19 )
- DSBA had plans to help the Lake Development Authority and NGOs in the restoration and rejuvenation work of Kuppareddy Lake [Tatguni] which was parched for many years but the intense rains received in the year 2017-2018 helped in the filling up the lake till the brim.

#### 11. Benchmarks - 2019:

- Multi-disciplinary Learning  
An opportunity to learn basics of Electronics, Electricals, Mechanical and Civil engineering and to help students with ability to relate and integrate knowledge, multi-disciplinary learning course is on the cards. Through this course, students will also be exposed to Solar equipment assembly and installation, Organic farming and uses of Medicinal plants. Students will be ready to take up jobs in various sectors and also start their own business.
- DSBA is located on the busy Kanakapura Road [National Highway 948] prone to number of accidents. The institution with the collaborative and supportive effort of governmental bodies will conduct awareness sessions to sensitize and impact students directly, igniting in them a sense of need and responsibility to start working on the much-ignored issue of road safety.
- The Vrishabhavathi River was once a serene river but now a stark example of river pollution. The area around the river on Mysore road takes the weight of the entire



city's waste. To help revive the river and create alertness among the residents who live in the vicinity of the river, DSBA students plan to join hands and form human chain and spread awareness about river cleaning & restoration.

- Trees have been cut down for Metro construction, on Kanakapura Road. Students will be instilling a realistic concern to ensure every tree cut for the development project must be replaced by planting saplings.

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