



Vidya Vikas Mandal's
Shree Damodar College of
Commerce and Economics
Margao-Goa.



May -June 2015

NAMITA NEURENKAR - EDITOR

E-NEWS

25th May 2015 - 30th May 2015

Digital Marketing Training Program

MakeIntern.Com, in association with IIM Calcutta (Carpe Diem) conducted a 30-hour certificate course on "Digital Marketing". Damodar College was identified as the Zonal Centre for conducting the certificate course.



The participants included students and faculty. The trainer, Mr. Pramthesh Pal, a PhD research scholar at IIM Calcutta, trained the participants in areas such as Search Engine Optimisation, Pay per Click Marketing, Web Analytics, Social Media Marketing, etc. He emphasized the importance and power of Digital Marketing in today's world and advised the participants on how to use the tools judiciously. As part of their course work, participants developed and presented their business ideas and were given hands-on training in the usage of the tools available for the purpose.

The training session was inaugurated by Vice – Principal Mr. Sanjay Sawant Dessai and coordinated by Asst. Professor Mr. Sumit Kumar from the Dept. of Computer Science. Three student participants, Miss. Savia Da Costa, Mr. Alkesh Desai and Mr. Swaraj Pati received merit certificates and have been selected to participate in the Carpe Diem 2015-16 event of IIM Calcutta at Kolkata in January/February 2016.

5th June 2015

Campus Cleaning Drive

NCC cadets conducted campus cleaning drive as a part of social activities.



15th June 2015

Welcome Address for First Year Students



21st June 2015

Celebration of International Yoga Day

The NSS Unit celebrated International Yoga Day in the college premises. The function began at 7.00 a.m with the lighting of the traditional lamp by the Principal Dr. Mrs. Prita D. Mallya.



Prarthana was recited followed by the welcome address by Principal Dr. Mrs. Prita D. Mallya.

Sports Director of the College Shri. Sudhakar Naik took the lead in conducting the yoga programme. Before starting the Asanas and Pranayama, he stressed the importance of yoga in our day to day life which offers holistic rejuvenation to our body, mind and soul. Yogacharya demonstrated following Asanas such as Neck movement, Trunk movement, Knee movement, Urd tadasan, Vrukshasan, Trikonassan, urdchakrasan, Vajrasan, Shashkassan, Urdhmachundrasan, Padmahastasan, urdhastasan, Shetubhadasan, pawan muktasan, shawasan to the students and teachers.



He also explained the manner in which it should be done, the precautions to be taken and the likely effect they have on the body and mind.

This was followed by pranayama such as Brahmstika, kapalbhati, Kapa bhati, unlom-vilom and Brahmai.

All the Asanas and pranayamas were enthusiastically done by the students and teachers.

Around 50 Students and 10 teachers participated in the programme.

Mr. Vishal Chari, Ms. Preksha Chopdekar, Ms. Namrata Haldankar and Dr. B.P. Sarath Chandran Chief NSS Programme Officer were present for the Yoga Celebration.

The programme ended with Shantipat and vote of thanks, which was delivered by Mr. Vinod Dhamaskar, Sports Director, RMS HSS.

23rd June 2015

Report On Orientation For E-Cell

An orientation session on the scope of entrepreneurship was held to orient students to take up entrepreneurship and become self-employed.

Faculty from CIBA (Centre for Incubation and Business Acceleration, Verna-Goa) Shri Anand kumar Lotlikar, elaborated on the necessity, benefits and future prospects of entrepreneurship in Goa. He gave several examples of innovative entrepreneurship and impressed upon the students that innovation was one of the key factors for success in today's world.

125 students attended the orientation programme and made it interactive through the question-answer session.



27th June 2015

Inauguration Of E-Cell

The E-Cell of Shree Damodar College of Commerce & Economics in association with CIBA, Verna-Goa, was inaugurated by Shri Abhijeet Sawant, a young entrepreneur and ex-student of college and Shri D. S. Prashant, General Manager of CIBA.

E-Cell Convenor Dr. Rodney D'Silva welcomed the gathering and thanked the students for showing positivity and enthusiasm towards taking up entrepreneurship. He said that the E-Cell intended to assist in promoting, guiding and mentoring entrepreneurship among students.

Shri. Abhijeet Sawant in his presentation narrated his experiences with entrepreneurship wherein he highlighted some of the obstacles he encountered and how he positively overcame them. He sang a motivational song seeking to promote innovation and non-dependence.

The students participated in the interactions very enthusiastically and continued discussions on a one to one basis with the chief guest and other staff of CIBA, Verna, even after the function. 70 Students attended the programme which was coordinated by Miss Gerlinda Rodrigues.

Dear Readers,

At Damodars we focus on overall development of the students and we believe that every student should grow personally and professionally as they pursue their educational goals and career ambitions.

"The struggle you're in today is developing the strength you need for tomorrow" -- Unknown

With this aim our College activities are centered around the student, and offer variety of opportunities to excel in academics as well as extracurricular activities.

Welcome dear students for a beginning of a new academic year and excel to achieve new heights in all you do.

Ms. Namita M. Neurenkar
Editor

Dr. (Mrs.) Prita D. Mallya
Principal

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