



MSNIM  
MANEL SRINIVAS NAYAK  
INSTITUTE of MANAGEMENT

MSNIM Besant Campus, Bondel, Mangaluru – 575 008, D.K. District, Karnataka State, India  
(Affiliated to Mangalore University, Approved by AICTE)  
(Sponsored by: Women's National Education Society)

## Criterion 7 – Institutional Values and Best Practices (100)

### Key Indicator- 7.1 Institutional Values and Social Responsibilities (50)



*7.1.4 Describe the Institutional efforts/initiatives in providing an inclusive environment i.e., tolerance and harmony towards cultural, regional, linguistic, communal socioeconomic diversity and Sensitization of students and employees to the constitutional obligations: values, rights, duties and responsibilities of citizens.(10)*

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WOMEN'S NATIONAL EDUCATION SOCIETY

MSNIM, Bondel Campus, Mangalore – 575 008

Ph: 8951303111

Website: [www.msnim.edu.in](http://www.msnim.edu.in)



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## List of Supporting Enclosures

SI No	Particulars	Page No
<b>Creation of Inclusive Environment</b>		
1	Program initiatives on tolerance and harmony and embracing cultural, regional, linguistic and	1-1
2	Extension and Outreach programs	2
3	Socio-economic diversity	2
4.	Financial Aid and Scholarship	2
<b>Sensitization of students and employees</b>		
5	Program initiatives on issues such as values, rights, responsibilities of citizens, constitutional	3
6	Commemoration of National Days	3
7	Voters Awareness Campaign	4
8	Sensitization to Local Festivals and Cultures	4

I certify that all the evidence included in this document is authentic and duly verified.



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### Creation of Inclusive Environment

Program initiatives:

#### Sensitization and Socio-Centric Programs

Sl. No.	Theme	Page No
1	Vigilance Awareness Programs	<a href="#">5</a>
2	Blood Donation Camps	<a href="#">7</a>

#### ❖ Festival celebrations

Sl. No.	Theme	Page No
1	Sharada Pooja Celebration	<a href="#">7</a>
2	Muharram	<a href="#">8</a>
3	Onam Celebration	<a href="#">9</a>
4	Christmas	<a href="#">10</a>
5	Holi celebrations	<a href="#">11</a>

#### ❖ Cultural Programs

Sl. No.	Theme	Page No
1	Agneya	<a href="#">12</a>



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- **Extension and Outreach programs:**

Sl. No.	Theme	Page No
1.	A Beach Cleaning program	<a href="#">13</a>
2.	Catch the Rain Campaign	<a href="#">13</a>
3.	Chaithanya programme-Visit to Old Age Home	<a href="#">14</a>
4.	Chilume the Joy of Giving	<a href="#">15</a>
5.	Green Village – Clean Village	<a href="#">16</a>
6.	Visited the District Jail and conducted motivational and recreational activities	<a href="#">17</a>

- **Socio Economic Diversity**

Sl. No.	Theme	Page No
1	Socioeconomic diversity among the students	<a href="#">View Document</a>

- **Financial Aid and Scholarships:**

Sl. No.	Theme	Page No
1	Central Government	<a href="#">View Document</a>
2	State Government	<a href="#">View Document</a>
3	Management	<a href="#">View Document</a>



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### Sensitization of students and employees

- Program initiatives:**

Sl. No.	Theme	Page No
1.	Guest lecture on gender sensitivity	<a href="#">18-19</a>
2.	Know your Rights	<a href="#">20</a>
3.	Human Rights Quiz Competition	<a href="#">21</a>
4.	Professional ethics	<a href="#">22</a>
5.	Drug Awareness	<a href="#">23-24</a>
6.	Emergency service of police department - By Kavoor Police	<a href="#">25</a>
7.	Guest Talk - on Food Waste Management	<a href="#">26</a>
8.	Human Rights Day talk	<a href="#">27</a>

- Commemoration of National Days:**

Sl. No.	Theme	Page No
1	Republic Day Celebrations	<a href="#">28</a>
2	Rashtriya Ekatha Divas	<a href="#">29</a>
3	International Women's Day Celebrations	<a href="#">30</a>
4.	Independence Day	<a href="#">31</a>
5	International Yoga Day	<a href="#">32</a>
6	Teachers Day	<a href="#">33</a>
7	Gandhi Jayanthi	<a href="#">34</a>
8	Azadi Ka Amrat Mahotsav Celebration	<a href="#">35</a>
9	Constitution Day	<a href="#">36</a>
10	Har Ghar Dhayan	<a href="#">37</a>
11	World Environment Day	<a href="#">38</a>
12	National Sports Day	<a href="#">39</a>



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- **Voter's Awareness Campaigns**

Sl. No.	Theme	Page No
1	Voters Awareness Programme	<a href="#">40</a>

- **Senitisation For Local Festivals**

Sl. No.	Theme	Page No
1	Kesard Onji Dina	<a href="#">41</a>
2	Birthday of Manel Srinivas Nayak	<a href="#">42</a>
3	Founders Day (Dr Annie Besant Birthday)	<a href="#">43</a>



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**CREATION OF INCLUSIVE ENVIRONMENT**

**Sensitization and Socio-Centric Programs**

**1. Vigilance Awareness Programs**

**Title of Activity:** MRPL-MSNIM Besant Intercollegiate Debate Competition – 2010 (On Account of Vigilance Awareness Week)

**Date & Venue:** 30th October 2019, Swarna Hall, MSNIM Mangalore

**Description of Event:** As a part of vigilance program MRPL MSNIM vigilance awareness competitions were conducted in the campus.

The various competitions were conducted in the campus of MSNIM IN association with MRPL were students from different colleges participated.

**Objective:** The purpose of Vigilance Awareness Week is to generate awareness in the public at large about the ill effects of corruption



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Cordially invite you to the  
**INAUGURAL PROGRAM**  
of the  
**MRPL - MSNM BESANT**  
**INTERCOLLEGIATE QUIZ COMPETITION**  
On account of Vigilance Awareness Week 2019  
**'Integrity- A way of Life'**  
On Monday, 30th September, 2019 Time: 10:30 AM  
At MSNM Besant Campus, Bondel, Mangaluru

*Chief Guests*  
**MR. GIRISH K. RAO**  
GM (HR), MRPL

*Guest of Honour*  
**MR. MANEL ANNAPPA NAYAK**  
Vice President, Women's National Education Society

Department of Vigilance  
MRPL

Dr. Molly S. Chaudhuri  
Director



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### 2. Blood Donation Camps

**Title of Activity:** Blood Donation Camp

**Date & Venue:** 23<sup>rd</sup> March 2022, Swarna Hall, MSNIM Mangalore

**Description of Event:** Thorough medical check-up of potential donors was done by the Doctors of Lady Goshen Hospital. Medical checkup comprised of checking of the weights and blood pressure of the donors. Hemoglobin check was done for female donors. 12 beds were arranged for blood donation. Total 40 members donated their blood. The Camp concluded at 12 noon.







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### **Festival Celebration**

#### **1. Sharada Pooja Celebration**

**Title of Activity:** Sharadha Pooja



**Date & Venue:** 5<sup>th</sup> October 2019, Swarna Hall , MSNIM Mangalore

**Description of Event:** It was celebrated in the college campus where students and faculties came together to worship Saraswati, seeking her blessings for academic success and growth.

**Objective :**The primary objective of Sharada Puja is to seek the blessings of Goddess Saraswati for acquiring knowledge, intellect, and wisdom.





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**Date & Venue:** 12<sup>th</sup> October 2021, Swarna Hall , MSNIM, Mangalore

**Description of Event:** Sharada pooja was done in the college campus. All the students and faculty were a part of it and took the blessings.

**Objective:** To foster a positive and spiritually inclined environment within the educational institutions.



### 2. Muharram

**Title of Activity:** Enlightenment on Moharram.

**Date & Venue:** 28<sup>th</sup> August 2022, Swarna Hall, MSNIM Campus.

**Description of Event:**

**Objective:** To commemorates the death of Prophet Muhammed's grandson, Hussein Ibn Ali. It marks the beginning of Islamic year.



### 3.Onam

**Title of Activity:** Onam Celebration



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**Date & Venue:** 31<sup>st</sup> August 2022, Swarna Hall

**Description of Event:** Students gathered and celebrated Onam at the MSNIM campus. Pookalam and decorations were done by the students in the college premises.

**Objective:** Onam is celebrated to honor and commemorate the cultural and harvest festival, fostering a sense of unity, joy and traditional spirit among the community





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### 4. Christmas

**Title of Activity:** Christmas celebration

**Date & Venue:** 25<sup>th</sup> December 2022, MSNIM campus

**Description of Event:** Students of MSNIM celebrated Christmas by decorating the Christmas tree with twinkling lights and bells. Many fun filled activities were conducted and students exchanged gifts among themselves.

**Objective:** To evolve into a cultural and social celebration emphasizing themes of love, generosity and togetherness.





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### 5. Holi

**Title of Activity:** Holi celebrations

**Date & Venue:** 8<sup>th</sup> March 2020, MSNIM campus

**Description of event:** Students celebrated holi with a joyful splash and smear of colour powders on each other. All the students enjoyed and it was fun filled with activities.

**Objective:** To bring people together, break social barriers and spread happiness and positive energy.





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### Cultural Programs

#### 1. Agneya

**Title of Activity:** Agneya - 'LaFusion: Twist in Tradition'. cultural fest for undergraduate students.

**Date & Venue:** 28<sup>th</sup> April 2023, Nethravati Auditorium, MSNIM campus

**Description of event:** Agneya offers a vibrant mix of competitions, performances, and interactive sessions for the students bringing together participants from diverse backgrounds to celebrate art, music, dance and drama.

**Objective:** Agneya aims to provide a platform for undergraduate students to showcase their talents, creativity, and cultural diversity through a series of competitive and collaborative events.





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### **EXTENSION AND OUTREACH PROGRAMS**

#### **1. Beach Cleaning**

**Title of Activity:** Beach Cleaning

**Date & Venue:** 20<sup>th</sup> May 2023, Shashihitlu

**Description of Event:** Beach cleaning drive was held for the students and staff

**Objective:** It aligns with the broader goals of environmental conservation, community involvement and the promotion of sustainable practices for the well-being of coastal eco systems.



#### **2. Catch The Rain:**

**Title of Activity:** District Level Launch of Catch the Rain Campaign under National Water Mission scheme in association with Nehru Yuva Kendra, Dakshina Kannada.

**Date & Venue:** 19<sup>th</sup> January 2021 at Swarna Hall, MSNIM



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### Description of Event:

#### 3. Chaithanya Programme - Visit Old Age Home

**Title of Activity:** Chaithanya -Visit and activities at Sneha Bharathi (Home for Senior Citizens) Porkody, Mangalore

**Date & Venue:** 29<sup>th</sup> June 2022

**Description of Event:** Students of MSNIM visited old age home and conducted games, skits and lot of fun activities to the inmates. The student along with the institute donated some stationary items to the old age home.

**Objective:** To provide a supportive and caring environment to the elderly, ensuring their



physical, mental and emotional wellbeing.







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### 4. Chilume – The Joy Of Giving

**Title of Activity:** Chilume -Activities at Govt. Higher Primary School, Karambar.

**Date & Venue:** 25<sup>th</sup> June 2022

**Description of Event:** Our students visited government higher primary school, karambar and conducted activities for the students. There were skits, dance, games and lot of fun activities which was planned by the students of MSNIM specially for the school kids. The student along with the institute donated some stationary items to the school.

**Objective:** To provide opportunity to the children to build a better future.





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### 5.Green Village – Clean Village

**Title of Activity:** Green Village – Clean Village

**Date & Venue:** 4<sup>th</sup> January 2022

**Description of Event:** A cleaning drive was organised in a village where the cleaning was done by the staff and students.

**Objective:** To promote awareness regarding environment.





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### 6. Visited District Jail and Conducted Motivational and Recreational Activities

**Title of Activity:** Students of MBA 23<sup>rd</sup> Batch visited the District Jail and conducted motivational and recreational activities

**Date & Venue:** 13<sup>th</sup> January 2023

**Description of Event:** The students were taken to the central jail in Mangalore city . The students performed dance and some skits and also conducted games for the inmates . Later the students where shown the jail area and explained what was the process followed in reviewing the inmates.

**Objective:** to show students the effects of getting into bad world .To make them understand how people land in problems due to small mistakes .To show them that there is always a way you can repair themselves before it's too late.





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## Sensitization of Students and Employees

### Program Initiatives

#### 1. Gender Sensitivity:

#### GUEST LECTURE ON GENDER SENSITIVITY

Manel Srinivas Nayak Institute of Management (Bondel) had organised a guest lecture on “Gender Sensitivity” on 11th April 2023 at 10am IST. The keynote speaker for this session was Dr. Meena J. Panikker who is the Principal of Sharada College, Mangalore.

The main focus of this session was based on Gender equality for all three genders.

Problems of gender inequality, atrocities against women, Marital rapes, witch Craft, Domestic violence and Reproductive tourism were the topics discussed.



The speaker Introduced us to 3 types of LGBTQ Groups which are:

**LGBTQIA** – Lesbian/Gay/Bisexual/Transgender/Queer/Intersexual/Asexual

**LGBTQ2S** – Lesbian/Gay/Bisexual/Transgender/Queer and Questioning/Two Spirited.

**LGBTQ1P2SAA**–Lesbian/Gay/Bisexual/Transgender/Queer and Questioning/Pansexual/Asexual alie.



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She also highlighted regarding:

- The POSH (Protection of woman against sexual harassment) Act 2013.
- The Transgender persons (Protection of rights) Act 2019.
- SHE Box (online dialogue box) Register any acts of abuse at workplace.



The resource person addressed and clarified the questioned asked by the participants. A total of 150 participants attended the session.



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## 2. Know your Rights:

On 12th September 2019, the Human Right Cell conducted a talk on 'Know Your Rights' in Swarna Hall at MSNM Besant Institute of Postgraduate Studies, Bondel where Miss. Avni Bhatia from The Josh talks sponsored by ITC Vivel, addressed as guest lecturer.

The programme started with a prayer by Sushmitha of II year MBA. Then Mrs. Nanditha Sunil welcomed Avni Bhatia and handover the session to her. Ms. Avni started her session by questioning the students about the fundamental rights. She educated the students on the rights that a person has and made them aware of the rights. The talk also involved many aspects, which covered with the rights of Women in the society. She explained about the acts which are been passed in the parliament due some those relevant cases where judgments were passed and changed the rights of an individual.

The programme ended with the Vote of Thanks from Akshatha of II year MBA.





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### 3. Human Rights Quiz:

The Human Rights Cell conducted a Quiz Competition on the 28<sup>th</sup> December 2020, at Swarna Hall for the 2<sup>nd</sup> year MBA Students on basic Human rights existing around the world.

There were 10 teams consisting of 2 participants each. There were 3 rounds, the first two rounds consisting of 8 questions each and the final round with 10 questions. In the First round 3 teams were eliminated. In the Second round 2 teams were eliminated. 5 teams were qualified for the final round. The first place was bagged by Mr. Adarsh and Mr. Deekshith. The second place was bagged by Mr. Norvin and Mr. Vikyath Naik.

Ms. Shama, Ms Sharvya, Mr. Basavasgar, Ms Likitha, & Ms Shivani were the students who coordinated the entire program who were also assisted by Mrs. Nanditha Sunil who was the Faculty Coordinator.



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#### 4. Professional Ethics:

**Title of Activity:** Guest Talk- Professional Ethics

**Date & Venue:** 24<sup>th</sup> July 2023, Swarna Hall , MSNIM ,Mangalore

**Description of Event:** A special talk on professional ethics was conducted to students. The resource person gave insights about the professional ethics to be followed in corporate which would help the students in their future.

**Objective:** To prepare students for the corporate world.







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### 5. Drug Awareness:

**Title of Activity:** Talk on Drug Awareness Programme to make Mangalore City Drug free - Mrs. Pratibha K.H.

PSI Kavor Police Station

**Date & Venue:** 6<sup>th</sup> July 2023 , Swarna Hall , MSNIM ,Mangalore

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In association with  
Internal Quality Assurance Cell (IQAC)

**GUEST TALK**  
on  
'Corporate Etiquette'  
by  
**Ms. Jyothika Shetty**  
Personal Growth Strategist,  
Soft Skills Trainer, Author and Speaker

**Date & Venue**  
1<sup>st</sup> September 2023 @ 11.30 A.M  
Swarna Academy Hall

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**Description of Event:** A session was conducted where the speaker educated all the students about the danger of drug abuse and importance of maintaining a drug free life style.

**Objective:** The talk aims to empower individuals with knowledge, encouraging them to make informed decisions and contribute to building a community that prioritizes health and well -being.





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## 6. Emerging Services of Police Department- Kavour Police

**Title of Activity:** Emergency service of police department - By Kavour Police



**Date & Venue:** 12<sup>th</sup> January 2022 , Swarna Hall , MSNIM, Mangalore

**Description of Event:** The students were made aware of the Emergency service of police department - By Kavour Police.



**Objective:** To fulfil duties based on border responsibilities, in the areas of maintenance of public peace and crime prevention.

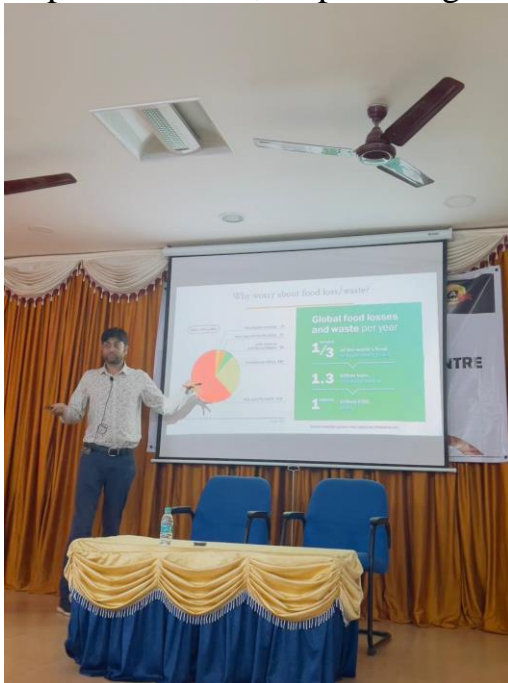


## 7. Food Waste Management:

**Title of Activity:** Guest Talk - on Food Waste Management

**Date & Venue:** 11<sup>th</sup> July 2023 ,Swarna Hall ,MSNIM , Mangalore

**Description of Event:** A discussion was held on food waste management which involves addressing the challenges associated with the inefficient use and disposal of food , emphasizing sustainable practice to reduce waste.



**Objective:** To encourage individuals ,communities and organizations to adopt more sustainable practices in handling food resources.



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## 8. Human Rights Day

**Title of Activity:** Human Rights Day

**Date & Venue:** 10<sup>TH</sup> December 2022 , Swarna Hall ,MSNIM ,  
Mangalore

**Description of Event:** A guest talk was held on the occasion of Human Rights Day by Mr S.P. Chengappa where he gave insights about Laws in everyday life .

**Objective:** To raise awareness and instill the importance of human rights in the minds of people.

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**Guest Talk on the occasion of Human Rights Day**

on  
**'Laws in Everyday Life -  
A Holistic View'**  
by  
**S.P. Chengappa**  
President, Dakshina Kannada  
District Legal Forum (R)

**Date & Venue:**  
**10<sup>th</sup> December 2022 @ 10:30 a.m**  
**Swarna Academy Hall**

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## Commemoration of National Days:

### 1. Republic Day:

#### **Title of Activity: Republic Day Celebrations**

**Description of Event:** Republic Day was celebrated in the campus of the sister institution where all students and staff took part. Various cultural programme was exhibited as a part of the occasion.

**Objective:** To mark the day when India became a republic, and was no longer under the British Empire.





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**2. Rashtriya Ekta Divas:**

**Title of Activity:** Rashtriya Ekta Diwas in association with Nehru Yuva Kendra, Mangalore, to commemorate the Birth Anniversary of Sardar Vallabhbhai Patel

**Date & Venue:** 31 October 2019, Swarna Hall

**Description of Event:** The Ekta Diwas was conducted in collaboration with Nehru Yuva Kendra and the students were made to take the National Pledge.

**Objective:** To boost the spirit of preserving and strengthening the unity, integrity, and security of the country.





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### 3. International Women's Day:

**Title of Activity: International Women's Day**

**Date & Venue: 8<sup>th</sup> March**

**Description of Event:** The event was celebrated by inviting eminent women speakers to address the students on various topics. The students participated in competitions. The boy student held a special program to entertain the girl students and lady staffs.

**Objective:** To close gender gaps and promote women and girls' empowerment to drive transformative change, unlocking trillions of dollars in economic potential.







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#### 4. Independence Day:

##### **Title of Activity: Independence Day celebration**

**Description of Event:** The institute celebrates events pertaining to rights, duties, and responsibilities of a citizen. Independence Day was celebrated in the main campus with all other sister concerns and its employees. Flag hoisting, singing the patriotic songs and speeches by students in all the



languages is encouraged. Sweets are distributed as a part of the celebration.

**Objective:** To focus on national unity and development.





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## 5. International Yoga Day:

**Title of Activity:** International Yoga Day

**INTERNATIONAL YOGA DAY 2023**

**Chief Guest :** Raghuv eer Souterpete  
Co-ordinator, Yuvanika

**Guest of Honor :** Yogarathna Gopalakrishna Delampady  
Delampady Yoga Prathistana, Mangalore

**Presence :** Dr. Molly S. Chaudhuri  
Director, MSNIM

**Presence :** Raksha  
Director, Yuvanika Foundation

**Presided by :** Kudpi Jagadish Shenoy  
Member, Governing Council, Women's National Education Society.

Place : Nethravathi Auditorium, MSNIM, Bondel, Mangalore  
Date : 21.06.2023

*All are Cordially Welcome*



**Date & Venue:** 21<sup>st</sup> June 2023 , Swarna Hall , MSNIM , Mangalore

**Description of Event:** All the students and staff practiced yoga along with the breathing exercises.

**Objective:** To promote health and well being





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## 6. Teachers Day:

**Title of Activity:** Teacher's Day Celebration

**Date & Venue:** 5<sup>th</sup> September 2019, Swarna Hall, MSNIM



**Description of Event:** Teacher's day was conducted by the students to show love and gratitude towards their teachers.

**Objective:** To aim for the holistic improvement of teachers including their methods of teaching, their social status and also their higher studies.



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### 7. Gandhi Jayanthi:

**Title of Activity:** Gandhi Jayanthi-- Swach Bharath

**Date & Venue:** 2<sup>nd</sup> October

**Description of Event:** The students were made aware Gandhi Jayanthi was celebrated by conducting Swach Bharath wherein the cleaning of the roads and footpaths from Bunts Hostel to Navbharath Circle was done by students and staff.

**Objective:** To make the country open defecation- free and also universal sanitation coverage.





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## 8. Azadi Ka Amrat Mahotsav:

**Title of Activity: Azadi Ka Amrat Mahotsav Celebration**

**Date & Venue: 13<sup>th</sup> August 2022**

**Description of Event:** It is a reminder of India's journey towards independence and encourages a collective vision for a harmonious and prosperous future. Various cultural programs and guest talk by eminent personalities was held on this day.

**Objective:** To pay homage to India's freedom movement and freedom fighters.





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## 9. Constitution Day:

**Title of Activity:** Constitution Day

**Date & Venue:** 26<sup>th</sup> November 2022, Swarna Hall, MSNIM, Mangalore

**Description of Event:** Quiz and essay competition was held for students of MSNIM on the occasion of Constitution Day.

**Objective:** To commemorate the adoption of the Constitution of India.

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**CONSTITUTION DAY**  
NOVEMBER 26<sup>TH</sup> 2022 @ 10:00 AM  
SWARNA ACADEMY HALL  
**SAMANVAYA ACTIVITIES**

QUIZ      We the People      ESSAY  
RECITATION OF PREAMBLE

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## 10.Har Ghar Dhyam:

### Title of Activity: Har Ghar Dhyam

**Description of Event:** A session called Har Ghar Dhyam was conducted for the students in the college which stressed about the mental health, importance of meditation and many other things.

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**GUEST TALK**  
on  
**'Har Ghar Dhyam'**  
by  
**Mr. Sudhir Kumar Urva**  
Happiness Program Teacher, AOL  
Marma Practitioner

Date & Venue  
19<sup>th</sup> July 2023 @ 11.30 A.M  
Nethravathi Auditorium

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**Objective:** To reach out and educate the youth in different walks of life about mental health and empower them with the tool of meditation for better health.





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### 11. Vanamahotsava (World environment Day):

**Title of Activity:** VAN MAHOTSAVA

**Date & Venue:** 7<sup>th</sup> September 2019, Swarna Hall , MSNIM

**Description of Event:** It was celebrated by planting trees around the college premises.

**Objective:** It encourages the planting of trees and awareness about the importance of forests.







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## 12.National Sports Day:

**Title of Activity:** National Sports Day in Association with Nehru Yuva Kendra – Live telecast of FIT India Campaign by Honourable Prime Minister Narendra Modi

**Date & Venue:** 29<sup>th</sup> August ,2019, Swarna Hall MSNIM

**Description of Event:** National sports day was celebrated in the college in association with Nehru Yuva Kendra. Live telecast of FIT India campaign by prime minister Narendra Modi was arranged and all students took a part of.

**Objective:** It emphasises the importance of regular exercise and a healthy lifestyle .





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## Voter's Awareness Campaigns

**Title of Activity:** Demonstration Of EVM and VVPAT by election Commission

**Date & Venue:** 21<sup>st</sup> March 2019, Admission Room, MSNIM

**Description of Event:** The election commission office of the Mangalore came to demonstrate the using of the EVM machines to our students. This was also to done as majority of our students were first time voters and so this awareness was necessary.

**Objective:** To make people aware about voting and voting system.





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## Sensitisation For Local Festivals

### 1. Kesard Onji Dina:

**Title of Activity:** Kesard Onji Dina

**Date & Venue:** 13<sup>th</sup> July 2023 ,Amrutheshwari Temple ,Vamanjoor

**Description of Event:** A one day extension activity held in the muddy water where the students' played games in the muddy water , games such as volleyball, throwball , tug of war were conducted . Students actively participated and enjoyed all the games.

**Objective:** To familiarise the students with village life , different village life styles and rural culture.





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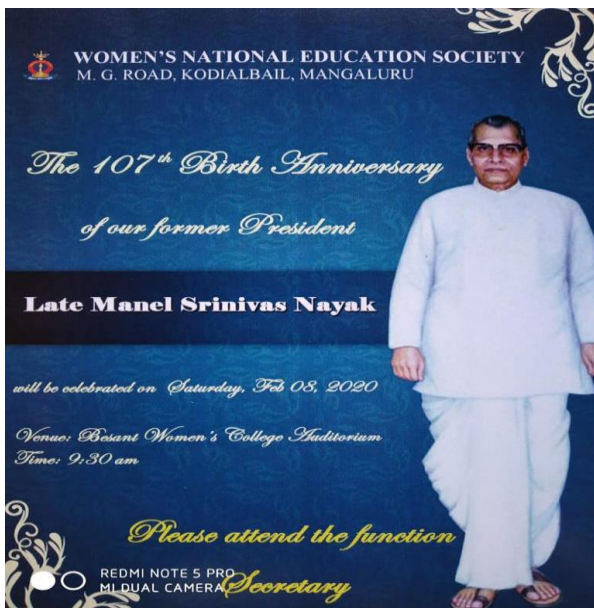
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## 2. Birthday Anniversary of Manel Srinivas Nayak:

**Title of Activity:** Birthday of Manel Srinivas Nayak

**Date & Venue:** 8<sup>th</sup> February 2020, Swarna hall, MSNIM campus.

**Description of event:** The birth Anniversary of Manel Srinivas Nayak is celebrated in the institution every year. The students are given scholarships on for their achievements in academics.





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### 3. Founders Day:

**Title of Activity:** Founders Day (Dr Annie Besant Birthday)

**Date & Venue:** 1<sup>st</sup> October, Besant Women's College, Kodialbail, Mangalore

**Description of Event:** Our Founder of the institute Dr Annie Besant's birthday is celebrated at our main campus where all the students and teachers and the management join in. The event starts by offering floral tribute to the founder and the merit students both in academics as well extra circular are honoured. There is a cultural program from each of the institute.

