

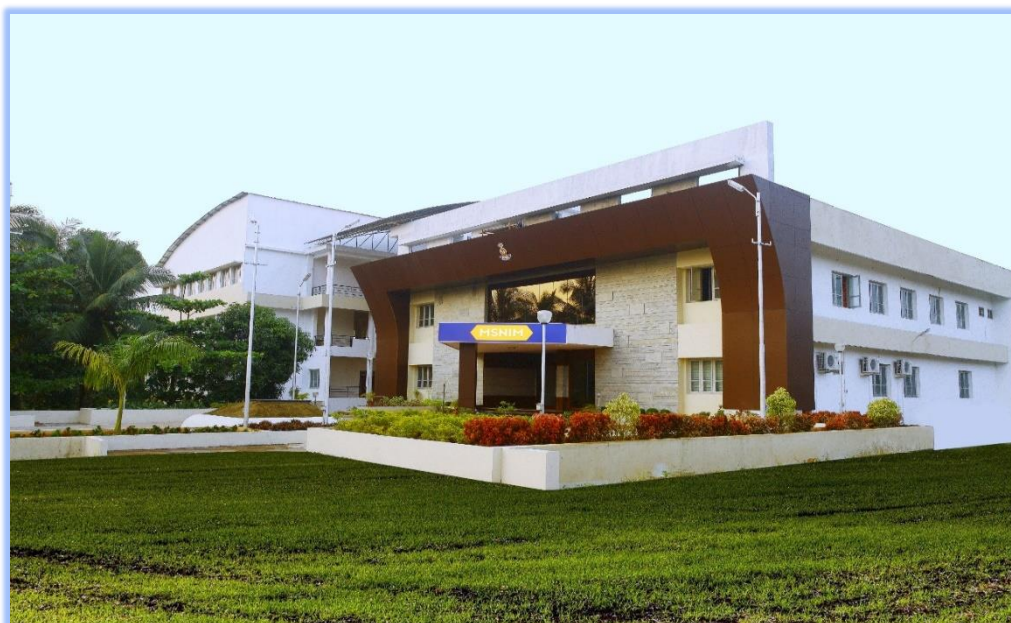


MSNIM
MANEL SRINIVAS NAYAK
INSTITUTE of MANAGEMENT

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 3 – Research, Innovations and Extension (110)

Key Indicator - 3.4 Extension Activities (40)



3.4.1 Outcomes of Extension activities in the neighbourhood community in terms of impact and sensitizing the students to social issues for their holistic development during the last five years

MANEL SRINIVAS NAYAK INSTITUTE OF MANAGEMENT

WOMEN'S NATIONAL EDUCATION SOCIETY

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Year	Nature of the activity	Outcome	Impact and Sensitization
2018-19	MSNIM-Rotary Business Quiz in collaboration with Rotary Club, Mangalore North	Student Data Collection from various undergraduate colleges for Marketing of our Institution.	Increase in Probability of getting more admissions in the next academic year
	A Beach Cleaning program at Panambur Beach in association with Coast Guard	Exposure to students regarding community service such as beach cleaning	Increase in the service attitude of students through NSS participation
	One Day Workshop on Preparation for MBA Entrance Test PG CET at Guru Sudhindra College, Bhatkal	Student Data Collection from Guru Sudhindra undergraduate college and Marketing of our Institution.	Better performance of students in PG CET exam. Also, students wish to join our institute as we give good coaching
2019-20	Swach Bharath cleaning campaign in association with BPCL	Cleaning of areas around the campus thus supporting national Swach Bharath Mission	Increase in the service attitude of students through NSS participation
	Vigilance Awareness Program in association with MRPL	Awareness creation in students regarding importance of vigilance in public sector units	Motivating students to remain non corrupt and make them aware of consequences of corruption
	Crash Course on UGC NET/SLET	Provide training to students who aspire to succeed in UGC NET exam	Dissemination of knowledge and the importance of UGC NET examination
	Seminar on HR Analytics at Karavali Institute of Technology	Participants identify trends, forecast workforce needs, and optimize human resource functions, ultimately contributing to increased organizational efficiency and a more strategic approach to human capital management	Participants learn to effectively utilize analytics tools to interpret workforce data, leading to more informed strategies in recruitment, employee retention, and performance management.



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Preparation for UGC NET Exam at Dr.G. Shankar Women's First Grade College, Ajjarkad, Udupi	Provide training to students who aspire to succeed in UGC NET exam	Dissemination of knowledge and the importance of UGC NET examination
Talk on Human Resource Management at Alva's College, Moodabidri	The talk covered innovative strategies in talent acquisition, employee engagement, performance management, and organizational culture	Students learn from experts and real-world case studies thus enhance their ability to manage and develop talent effectively
Talk on Higher Education Opportunities after Degree at Dr. G. Shanker Womens First Grade College, Ajjarkadu, Udupi.	Providing students with clarity on career paths and aligning their academic pursuits with future job opportunities	Participants gain insights into industry trends, skill requirements, and potential career trajectories, enabling informed decision-making. The program fosters enhanced self-awareness, confidence, and goal-setting abilities among students
Career Guidance Program Conducted at Government First Grade College, Vittla	Students were offered personalized insights into career options, skill requirements, and educational pathways	Helps individuals make informed decisions, aligning their strengths and interests with suitable career choices
Career Guidance Program Conducted at Carmel College, Modankapu	program enhances self-awareness, boosts confidence, and fosters goal-setting skills	Participants are better equipped to navigate the job market, leading to improved employability and career satisfaction
Career Guidance Program conducted at GFGC, Punjalkatte	Play a crucial role in personal and professional development.	Reduce job mismatches and turnover rates, benefiting employers and contributing to a more efficient and productive workforce
Two-day workshop on Enhancing Personal Effectiveness for a rewarding career	Attendees learn practical strategies to improve productivity, build stronger professional relationships, and effectively manage stress	fosters greater confidence and a proactive mindset, enabling individuals to navigate career challenges more adeptly



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	Workshop on Digital Skills and Employability	enhances participants' readiness for the modern job market by teaching essential digital competencies such as data analysis, social media management, and cybersecurity	Attendees gain hands-on experience with current technologies, boosting their confidence and technical proficiency. This newfound expertise makes them more competitive candidates for a wide range of roles, increasing their employability and career advancement prospects
2020-21	Career Guidance Program at GFGC Haleyangady	Participants are better equipped to navigate the job market, leading to improved employability and career satisfaction	program enhances self-awareness, boosts confidence, and fosters goal-setting skills
	Vigilance Awareness Program with MRPL	Awareness creation in students regarding importance of vigilance in public sector units	Motivating students to remain non corrupt and make them aware of consequences of corruption
	Talk on Banking Trends to Scale Digital at Ramakrishna College, Mangalore	Educates participants on the latest digital innovations in banking, such as fintech advancements and blockchain technology.	Attendees gain insights into optimizing digital strategies, enhancing customer experiences, and improving operational efficiencies
	Catch the Rain campaign under National Water Mission Scheme	Create awareness about rainwater harvesting and water conservation	Fosters community participation, leading to sustainable water management and improved water availability.
	Lecture on Knowledge Management at Dr. G. Shanker Womens First Grade College, Ajjarkadu, Udupi.	Enhances understanding of capturing, sharing, and utilizing organizational knowledge effectively.	Participants learn strategies to improve information flow, foster innovation, and maintain competitive advantage. This leads to better decision-making, increased productivity, and a culture of continuous learning within the organization, ultimately



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			driving overall business success.
Entrepreneurs Meet at Canara Engineering College Alumni Association, Benjanapadavu	Equips participants with essential skills in business planning, financial management, and marketing		Fosters innovation, confidence, and strategic thinking, enabling aspiring entrepreneurs to launch and sustain successful ventures
Webinar on Higher Education and Job Opportunities at MGM College, Udupi	Informs participants about career paths, skill demands, and industry trends.		Attendees gain insights into aligning education with career goals, enhancing employability. This knowledge empowers individuals to make informed decisions about their academic pursuits and professional development, contributing to career success.
Covid 19 Public Awareness Campaign in association with Primary Health Centre, Bondel, Mangalore	Educates communities about preventive measures, vaccination, and health protocols.		Promotes mask-wearing, social distancing, and vaccination uptake, reducing transmission rates.
Guest Lecture on ‘Artificial Intelligence and Mind Mapping System’ in association with IQAC, Govindadasa College, Surathkal	Enlightens participants on AI applications in enhancing cognitive processes and productivity through mind mapping tools.		Attendees gain insights into leveraging AI for complex problem-solving and creativity, fostering innovation and efficiency in personal and professional endeavors.
Covid 19 Vaccination Drive in collaboration with Primary Health Centre, Bondel, Mangalore	Immunize communities against the virus, promoting public health and reducing infection rates.		Enhances community immunity, lowers hospitalization rates, and contributes to pandemic control.



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Career Guidance Program at Richard Almeida College, Navunda, Kundapur	Participants are better equipped to navigate the job market, leading to improved employability and career satisfaction	Program enhances self-awareness, boosts confidence, and fosters goal-setting skills
Session on Power of Transferable Skill in Career Development at Srinivas University	Educates participants on versatile skills applicable across various roles and industries.	Attendees learn to highlight these skills in resumes and interviews, enhancing job prospects and career flexibility.
Dancethon 2021	Energized participants with a day-long dance marathon, promoting physical activity and community spirit.	Provided a platform for cultural expression and entertainment, enhancing social connections and well-being
Digital Transformation in the Banking Sector at St. Aloysius college, Mangalore	Informs students about leveraging technology for improved customer experience and operational efficiency	Participants gain insights into fintech innovations, cybersecurity, and regulatory compliance.
Catch the Rain Campaign in association with Nehru Yuva Kendra	Create awareness about rainwater harvesting and water conservation	Fosters community participation, leading to sustainable water management and improved water availability.
Career Counselling Program at Raitha Sangha, Hospet, Bellary District.	Guides individuals in making informed career decisions based on their skills, interests, and market demands.	Participants receive personalized advice on career paths, educational opportunities, and skill development, enhancing their employability and job satisfaction.
Workshop on Resume Building at Besant Women's College, Mangalore	Equips participants with skills to craft compelling resumes that highlight their qualifications and experiences effectively	Attendees learn to tailor resumes to specific job roles, improving their chances of securing interviews. Enhances job search success and boosts confidence in presenting professional profiles to employers.



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2021-22			
	Talk on Corporate Social Responsibility at Govt. First Grade College, Carstreet, Mangalore	Educates stakeholders on ethical business practices and community engagement.	Participants learn how CSR initiatives benefit society, enhance brand reputation, and foster sustainable development.
	FDP on Agricultural priority mapping and rural economy	Empowers educators with skills to analyze agricultural trends and rural economic dynamics	Participants gain insights into optimizing resource allocation, enhancing agricultural productivity, and promoting rural development. This knowledge equips faculty to educate students effectively, driving agricultural innovation and economic growth.
	Business Quiz at Besant Women's College, Mangalore	Fosters competitiveness and knowledge among participants about business trends, strategies, and industry insights.	Enhance participants' understanding of business dynamics, encourage learning in a fun environment, and stimulate interest in business-related topics.
	Session on Management Education at GFGC Balmatta	Enriches participants with insights into leadership, strategy, and organizational dynamics.	Attendees gain practical knowledge and skills applicable to business environments.
	Beach Cleaning in association with MSNIM Alumni Association	Beach Cleaning initiatives help preserve marine ecosystems by removing litter and plastic waste, ensuring cleaner shores and safer	Raises environmental awareness, promotes community involvement, and encourages sustainable practices.



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		habitats for marine life.	
	Career Quiz at Govt. First Grade College, Baindur	Student Data Collection from undergraduate college for Marketing of our Institution	Increase in Probability of getting more admissions in the next academic year
	Career Guidance and Soft Skills Program at Dr.P.Dayanand Pai Govt.First Grade College,Carstreet Mangalore	Enhances participants' career readiness by imparting essential skills like communication, teamwork, and problem-solving.	It aligns academic pursuits with career goals, boosting employability and professional growth. This fosters confidence and adaptability, equipping individuals to excel in diverse work environments and achieve career success.
	Session on Higher Education Opportunities at Commerce Cell,GFGC, Hebri	Informs participants about diverse academic pathways, scholarships, and career prospects.	Attendees gain clarity on educational choices, enhancing their preparedness for future endeavors. This session empowers individuals to make informed decisions, pursue higher education, and achieve their academic and career aspirations effectively.
	Chaithanya programme-Visit to Old Age Home - Sneha Bharathi Vidya Samsthe (R)	Fosters empathy and understanding of elderly challenges, combating social isolation.	Promotes intergenerational connections and emotional support, improving residents' well-being. These visits raise awareness about senior care needs and encourage community involvement, fostering compassion and respect for elderly individuals.
2022-23	Session on How to crack the PG CET Entrance Test at GFGC, Punjalakatte	Provides strategies and tips for effective exam preparation.	Attendees gain insights into syllabus coverage, time management, and problem-solving



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			techniques. This session boosts confidence, enhances readiness for the exam, and improves chances of securing admission into desired postgraduate programs.
	Orientation on Know about CA, CS, CMA & ACCA at Dr. NSAM First Grade College, Nitte	Educates participants on career paths, qualifications, and roles in accounting and finance.	Attendees gain clarity on professional certifications, enabling informed career choices. This session enhances understanding of career opportunities, fostering career planning and alignment with individual aspirations.
	MSNIM-Rotary Business Quiz	Student Data Collection from various undergraduate colleges for Marketing of our Institution.	Increase in Probability of getting more admissions in the next academic year
	Workshop on How Tailor Yourself - at Canara College, Mangalore	Teaches participants personalized strategies for professional development and self-improvement.	Attendees learn to align skills, experiences, and personal traits with career goals effectively. This workshop enhances self-awareness, boosts confidence, and empowers individuals to present their unique strengths and capabilities in competitive job markets.
	Vigilance Awareness Program in association with MRPL	Awareness creation in students regarding importance of vigilance in public sector units	Motivating students to remain non corrupt and make them aware of consequences of corruption
	Chilume program at DKZP Model Higher Primary School, Kavoor	Fosters environmental awareness and sustainability among students through tree planting and conservation activities.	promotes ecological stewardship, hands-on learning, and community engagement. This initiative instils a sense of responsibility towards



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			the environment, nurturing future environmental leaders.
Chaitanya “The joy of giving’ at Sevashram	Encourages generosity and empathy among participants, fostering a culture of philanthropy and community support.		This initiative cultivates a sense of fulfilment and purpose in contributing to the welfare of others.
Mangaluru Entreprenuer's Day	It inspires aspiring entrepreneurs, promotes economic growth, and recognizes entrepreneurial achievements.		This event strengthens the entrepreneurial ecosystem, encourages collaboration, and highlights Mangalore's potential as a hub for business innovation and development.
Guest Talk on Higher Education and Opportunities Ahead at Prerana, PG Centre,GFGC, Kapu	Informs participants about diverse academic pathways, scholarships, and career prospects.		Attendees gain clarity on educational choices, enhancing their preparedness for future endeavours. This session empowers individuals to make informed decisions, pursue higher education, and achieve their academic and career aspirations effectively.
Talk on ‘Start-up Mantras for Building for Building Leaders of Tomorrow’ at Dr.P. Dayanand Pai P.Sathish Pai Govt. First Grade College, Carstreet, Mangalore	inspires participants with entrepreneurial insights and leadership principles.		Attendees learn strategies for startup success, innovation, and sustainable growth. This talk motivates aspiring leaders, encourages entrepreneurial thinking, and empowers individuals to drive future business ventures and economic development.
Beach Cleaning with NSS unit	Beach Cleaning initiatives help preserve marine ecosystems by removing litter and plastic waste, ensuring cleaner shores and safer habitats for marine life.		Raises environmental awareness, promotes community involvement, and encourages sustainable practices.



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	MSNIM-Rotary Business Quiz in association with Rotary Club, Mangalore North	Student Data Collection from various undergraduate colleges for Marketing of our Institution.	Increase in Probability of getting more admissions in the next academic year
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