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# CAMPUS BEAT

## A BIWEEKLY WALL JOURNAL

By Students of MA (Journalism and Mass Communication), St Aloysius College (Autonomous)

### BRANDOMANIA by the Department of BBA



By Aniket Bimal Francis

The seventh season of BRANDOMANIA, an exclusive fest for the students of the BBA, St Aloysius College (Autonomous) kick started on January 30, 2023. The inauguration started with a flash mob by the students of the department in the Mother Teresa peace park. After the prayer song by Giselle and team, the dignitaries including Rev. Dr. Praveen Marim SJ, Principal, SAC and Dr. Arun Shanbhag, Dean, BBA department revealed the Mascot of the event Brandomania as well as the logo of Brandomania. Talking about the fest,

Rouchelle D'Souza, one of the student coordinators informed that the twelve day long fest has various competitions for its students on various days such as Brand quiz (January 30 and February 3), Brand Rangoli (February 1), Brand Boss (February 3), Brand Poster (February 6) and Brand Wars (February 6-7). The prelims for Brand quiz were held on the inaugural day where students had to answer 30 questions with 10 seconds of time for each with finals scheduled on 3rd February. For Brand Rangoli the students have to be creative and dynamic as they cannot use conventional rangoli items like color, paint,

paper etc. Brand Boss is an individual activity specifically management and brand based. For Brand Poster the participants have to design a poster in 90 minutes on the theme Brandomania. All the events are class based except the last one which is Brand Wars in which students from all the three years can participate together in a team of 7 to 10 and have to come up with a brand of their own. In the span of five days they have to promote their brands during the breaks which include selling the items and word of mouth as well. This will end by all the students and faculty of the BBA department voting for their favourite brand. The winners of all the competitions will be declared on the Valedictory day of the fest which is on February 11. Ashritha, Anne, Hanna and Sunil, Association Presidents of Management and Rouchelle D'Souza, Mohammed Raif, Ananya Jain and Konrad Jude, Secretaries were also present at the formal inauguration.

By Shaha Rithin Nourher

New Delhi, India - The nation observed Martyrs' Day on January 30th to mark the assassination of Mohandas Karamchand Gandhi in 1948 by Nathuram Godse. The day holds great significance for the people of India as a reminder of the sacrifices made to protect the nation's sovereignty and freedom. The event was held at the Raj Ghat memorial in New Delhi, where leaders including the President, Vice President, Prime Minister, and Defence Minister gathered to pay their respects. The leaders laid wreaths decorated with multi-colored flowers, and a two-minute silence was observed throughout the country at 11 am. The significance of Shaheed Diwas lies in the fact that Mahatma Gandhi, who is known as the father of the 'Nation', led major movements against British rule through a non-violent approach. His death anniversary is observed as Shaheed Diwas or Martyrs' Day. The armed forces personnel

also blew bugles, sounding the Last Post, and performed a reverse arms salute as a sign of respect. Participants from all religions held prayers and sang tributes to honor the sacrifices made by the country's martyrs. Martyrs' Day is a powerful reminder of the bravery and sacrifices made by India's fallen heroes, who have laid down their lives to protect the nation's sovereignty and freedom. The day holds great importance for the people of India, and serves as a symbol of the country's resolve to never forget the sacrifices of its martyrs. In Modern Indian history, Mahatma Gandhi remains one of the greatest freedom fighters in India. His thoughts and view of fighting against the British government influenced all Indians to come together and raise their voice. He chose satyagraha and ahimsa over guns and wars to achieve the independence of India. The Philosophies, thoughts, and ideas will always remain embedded in the ethos and culture of India.

### "Knowledge and skills to thrive and shape student's future" Valson



By Anisha Susan Mathew

A two hour talk by Valson Thampi, Former principal, St Stephen's College, New Delhi on the topic "Knowledge and skills required to thrive and shape future" was con-

ducted on January 27, 2023 at St Aloysius College, Mangalore. The program was conducted for the postgraduate students of the college. The main aim of the talk was to help the students understand about the challenges they have to face in their journey. He talked on vast topics like the importance of being creative, the liberation we need, importance of personal worth etc. The program started with a prayer song by the choir team of St Aloysius college. This was followed by a welcome speech by Dr. Arun Das, Registrar and Controller of examinations. The talk was followed with an interaction session where students asked the guest to pose various doubts on the topic. The program ended with a

vote of thanks proposed by Dr. Loveena Lobo. The programme was a visionful enlightenment for the students of St Aloysius college. He focused on making the students understand about the importance of knowing about rights as the citizens of India. The platform was open for the students to ask questions and clarify their doubts. This made the session more interactive and interesting. He mentioned about great visionaries like Swami Vivekananda, Paramahansa Yogananda, Sri Narayana Guru, Swami Vivekananda etc. He mainly explained the importance to have clear vision and idea about life and to pursue the dream of our own choice. Dr. Arun Das, Registrar, gave a memento as a token of appreciation on behalf of the college.

### National Workshop on Intellectual Property Rights and Patents held at SAC.

By Leeba Anna Jacob

St Aloysius College (Autonomous), Mangalore, in coordination with Rajiv Gandhi National Institute of Intellectual Property Management (RGNIPM), Nagpur conducted a National Level Online Workshop on Intellectual Property Rights (IPR) & Patents on January 30. Dr. Shrut N. Sureshwar, Asst. Controller of Patents and Designs, RGNIPM, Nagpur, had un-

dertaken the workshop in which he mainly highlighted on the concept of how an individual can invent their own product and how the designing of the product could be done. In his talk, he also encouraged the participants to use their creativity in inventing something rather than pursuing a degree to design or invent something. All the participants attended were enlightened with much more knowledge. Around 400 participants had attended the workshop which were being coordinated by the staff representatives Dr. Caroline Janet and Mr. Akshith Kumar.

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### 'Kendonians' at World Wide Theatrical Festival: Andhra Pradesh

By:Praveen Dantre

The National School of Drama organizes a worldwide theatrical festival every year, under the name "Bharat Rang Mahotsav" and is regarded as one of the biggest in the entire world. The twenty-second edition of this festival took place between 14 to 26 February, 2023. 77 plays were chosen from the time hundred and sixty submissions to be staged in 10 places throughout India, out of which one is "Kendonians" produced by Anirva. Kendonians was staged in Rajahmundry, Andhra Pradesh, on February 20, 2023. The members of team Anirva and

theatre students of Ranga Adhyayana Kendra, St Aloysius (Autonomous) College, Mangalore took part in this play by acting different characters. Kendonians is a satire on modern-day economic issues, unemployment, and globalization. The agency of the people who are imprisoned in a world of brands, consumerism, and hypocrisy are depicted in this revolutionary tale. Anirva is a group of young people with a special passion for theatre who call themselves Anirva Reg. Mangalore. They are a group of theatre enthusiasts that have been working together since 2015. The group has participated in

ten national theatre festivals, twelve multilingual theatre festivals, and one international theatre festival in Dubai. Seven members of Anirva have received awards from for their contributions "behind the stage" in Tulu, Kannada, and Konkani theatre. The play is based on a story written by M.R. Rajesh and directed by Arun Lal, a famous theatre actor, director, and writer who hails from Kerala. For his contributions to the fields of direction and choreography, he has received a number of major honours. This is the second play directed by him that is being presented at BRM.

### Alumni of SAC Shares His Career as a Dancer



By: Rana Karan

Sumit Sahas, an energetic and versatile dancer of the city has won many dance battles while also working as a dance choreographer and director. Reporter Rana caught up with Sumit to know more about his life. Q: Earlier, there were no platforms for people to showcase their talents, but now they may do so by appearing on TV reality shows and posting content online using social media. What is your view about this? A: Earlier we had only limited opportunities to showcase our talents. Very few people could get the chance to audition reality shows and all. But now this platform is very lucky in that case. Social me-

dia is available to everyone. We can do anything like cooking, drawing, painting, etc. We get various of things that we can do on social media. Social Media helped a lot of artists not only to present their talents but also make their art reach a lot of people as well. Q: What do you think of the latest dancing fashions? A: Dance is like an extension of your mind and thoughts. It is related to culture. As we know, there are many and all were related to our Indian culture and we are aware about it. Earlier we were stuck to our own culture only. But now when people started to think creatively, it paved the way for new fashions and forms. We started experimenting with two different forms and

found a new flow and it began to be like an ongoing process which took the dance forms to its peak level as we see day by day. And also people started liking these new flows. Q: What are the challenges you faced initially in your dancing career? A: Challenges come in different ways. I had traveled to different places to get proper training and a person who knows dance exactly when it comes to family reality shows there were different challenges. But actually those challenges were not even challenges for me as I took dance because I want to get more into it. Q: Is there anything you want to share with our readers regarding how they can achieve success using their talents? A: Once you know what your talent is, keep working on that and make sure you put all your efforts. Try to make something unique what others might like and gives you opportunity

### World Non-Governmental Organisation (NGO) Day

By:Abhishek Krishna

World NGO Day, observed on February 27th, is a global day to appreciate and celebrate NGOs. The term comes from the NGO community of the United Nations General Assembly, recognizing the importance of non-governmental organizations in achieving the Sustainable Development Goals, especially in relation to resilience to disasters. The

### Parashurama Theme Park, Karkala



By:Melanie Shetty

Parashurama Theme Park features a 35-foot-tall bronze statue of Lord Parashurama to boost cultural and temple tourism in coastal Karnataka. A master plan on the cards, according to the chief minister. With the construction of ports and highways, the government seeks to promote regional growth as a

whole. The theme park has a restaurant, museum, open-air amphitheatre, drawings illustrating Lord Parashurama's life, and audio-visual exhibition. It also has a bharat mandir, inaugurated by Karnataka's chief minister Basavaraj Bommai near Bahur, in the Udupi district. Lord Parashurama's statue has already drawn hundreds of visitors all across the nation.

### SAC Bird Count Returns Healthy Avian Numbers in Campus



By:Melanie Shetty

Count 2023, Glenn Thomas Rodrigues, Assistant Professor, Kiran Ven. Lecturer and Dr. Hamachandra, Associate Professor and HOD, lead the campus' bird count team. 36 students from both campuses completed the survey. With a count of 35 species in 2022, the ADITT campus was designated as an abird hotspot. This year's CBC data revealed the presence of 63 species. 36 students from both campuses completed the survey with a count of 35 species in 2022, the ADITT campus was designated as an abird hotspot. This year's CBC data revealed the presence of 63 species. 36 species have been discovered on the SAC campus in Mangalore. Birdwatching is a hobby where people can make significant contributions to a collective understanding of birds which During the bird count, nesting sites for various species of birds were observed.

32 species of birds were identified on the campus of SAC Mangalore and 60 species of birds were identified on the campus of St Aloysius Institute of management and information technology ADITT during the four-day campus bird count event. On both campuses, greater racket-tailed drongos, common and jungle mynas, rock pigeons, purple-rumped sunbirds, pale-bellied flowerpecker, Asian koels, and red-whiskered bulbuls have been spotted. The Dept of Zoology organised the campus Bird

week of February as World NGO Week. In 2011, the opening ceremony was held with the motto "Together we make a difference". Other events such as street games, musical performances, and art exhibitions were part of the celebration.

Praveen Dantre  
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Praveen  
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Principal