



Sri Poornaprajna Evening College, Udupi

(Promoted & Managed by Udupi Sri Admar Matha Education Council, Reg. Bengaluru)
NAAC Accredited, Affiliated to Mangalore University

Internal Quality Assurance Cell

Criterion 7—Institutional Values and Best Practices

Key Indicator - 7.3 Institutional Distinctiveness

Institutional Distinctiveness:

“Poorna Palana: Cherishing the Journey of Growth”

Established in 1966 by H.H. Sri Vibudheshha Teertha Swamiji of Sri Admar Mutt, Sri Poornaprajna Evening College is dedicated to societal welfare with the motto "Amritam Tu Vidya" (Education is the continuous process). The institution fosters an egalitarian learning environment, offering opportunities for students to earn while learning and assisting professional students of CA and CS to pursue their professional courses during the day while continuing their degree education in the evening.

The diverse student base of the college includes working class, professional students, married women, and retired civil personnel. There is no age restriction for seeking admission to the evening college. The enrolment of women has increased over the years reflecting institutional inclusiveness and commitment to societal welfare. The institution nurtures its students to become patriotic, value-centered, ethical and contribute to the development of the country.

The uniqueness of the Institution is highlighted by the following dimensions:

➤ **Equitable Education and Education for all ages:**

The college believes in *education for all*, egalitarian in true spirit by offering scope for higher learning among people irrespective of caste or colour, higher or lower, young or aged. Promoting education for a continuous and inclusive journey for individuals at every stage of life, the institution caters to diverse students who aspire to learn; to whom age is just a number and intellectual prosperity is the priority.

➤ **Evening Study, Daytime Prosperity:**

The academic flexibility and the pedagogy adopted by the institution serve everyone in enriching their career goals. Students earn their livelihood during daytime and study during evening hours. This will enable the students apply what they have learnt at job to enrich themselves.

➤ **Humble Origins, Grand Achievements:**

The institution nurtures the individuals in such a way that they enrol as a job-seeker and turnout to be job creators once they are graduated. Students obtain entrepreneurial insights through institutional practises aligning with its vision. Students working in unorganized sectors have successfully transitioned to prominent roles in reputed Multinational companies, Indian Railways, Postal Department etc. highlighting the transformative impact of the college on its students.'

➤ **Value Education:**

Education without values is detrimental to society. Being an institution established by a spiritual centre, priority is given to values and ethos along with modern education. Frequent discourses on Value Systems, celebration of festivals, and Graduation Day by worshipping Goddess Saraswathi are practices which show the institutional commitment to the value-centred growth of the students.

➤ **Academic and Beyond-Academic Support:**

The College has recorded an average 91% results in the last five years and cent per cent results in PG Course throughout. The career progression of the students in professional courses and jobs is the indicator of institutional excellence.

The College is an avenue for the consistent and sustainable progress of the students. Alumni of the college mentor the students by extending their support as facilitators and orient the students with their expertise and experience. Equal importance is given to sports and students get exposure to indoor and outdoor games. The College students have represented the university in several zonal-level events such as chess, table tennis, volleyball, cricket, karate, bodybuilding etc.

➤ **Cultural Hub:**

The college stands as a cultural hub of Udupi District, serving as a nexus for diverse cultural activities, artistic expressions, and intellectual pursuits. Through various events, and cultural initiatives, the college not only enriches the academic experience but also fosters community feeling, celebrating the vibrant cultural heritage of the region, and providing a platform for exploring and expressing their creativity.

➤ **Students' Social Responsibility:**

The college envisioned with societal responsibilities, has conducted several outreach and extension programmes for community enrichment. The NSS Unit of the college is conferred with the State Award in the year 2016-17 for community service. Beach cleaning drives, Swacchath Rallies, Blood Donation Camps, Vaccination drives, plantation drives, Paryaya Karasewa are some of the initiatives where students have exemplified their societal responsibilities. Fundraising campaigns at the time of natural calamities, Self-stitched mask distribution, survey programmes to understand the problems of the underprivileged, initiatives to preserve historic monuments, and waste management drives have made the students responsible citizens.

➤ **Greenovation and Green-vision:**

The Campus is surrounded by a lush green environment having several rare species of plants, a temple of Vasuki (Abjaranya) where a sense of compassion towards nature and creatures is developed. Institutional green vision is visible through practices such as proper waste management, Project Nivedana, Green and Energy Audit.

➤ **National Development through Economic Stewardship:**

Our institution supports the country with Chartered Accountants, Company Secretaries, and Cost and Management Accountants who give crucial contribution to the economic development and regulatory compliances of the country. Over the years, graduates with

different professional capacities are produced by this institution. Collaboration with the *Atal Incubation Centre* has helped in fostering societal entrepreneurship among the students.

➤ **Distinguished Graduates:**

The Visionary saint **Sri Sri Vishwaprasanna Theertha Swamiji**, Trustee of **Sri Rama Janmabhoomi Trust** is a proud alumnus of our institution.

The institution has produced visionary business leaders, thinkers, academicians, spiritual leaders, and sports icons over the last 57 years. Notably, distinguished alumni such as Mr. Yash Pal Suvarna and Mr. Lalaji R Mendon, who have served the country as MLAs, attest to the college's role in producing successful leaders.

Sri Poornaprajna Evening College welcomes students from diverse backgrounds, including Indian Army veteran Sri Poornaprajna Evening College proudly accepts students from a wide range of backgrounds, including those who have served in the Indian defence and have selected our institution to continue their education after attaining superannuation.

Located in the coastal region, college has supported students engaged in fishing for their livelihood, and also empowered them to establish their ventures. We proudly acclaim that Ms Tanvi Jagadish, the only *woman surfer of the country* and an inspiring woman entrepreneur, TedX Speaker is our alumni.

The institution envisions a comprehensive approach to the overall development of students, fostering an environment that goes beyond academic achievement to nurture well-rounded personalities ready to excel in a dynamic world.

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पूर्णश्च पूर्णमादाय पूर्णमेवावशिष्यते ॥
ॐ शान्तिः शान्तिः शान्तिः ॥



Prominent Alumni of the College



Sri Sri Vishwaprasanna Teertha Swamiji
Trustee of Shri Ram Janmabhoomi Teerth Kshetra Trust and chief of the
Udupi Pejavar mutt



Mr. Ramesh A Bangera
Founder

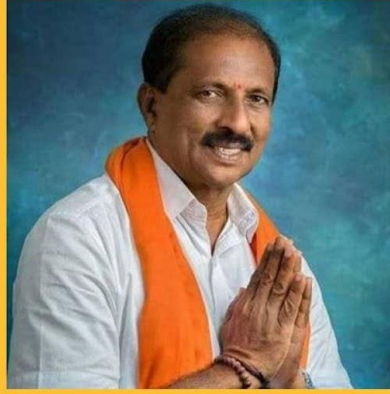
He is responsible for the strategic direction, management and growth of the group. Backed by rich experience in manufacturing of aluminium utensils, he has a proven track record through his leadership, vision and understanding of strategic market issues.





Dr. Thalluru Shivarama Shetty

Well-known entrepreneur of Udupi, yakshagana artiste, arts promoter and three-time recipient of the Kannada Rajyotsava award.



Mr.Lalaji R Mendon, Ex MLA, Kaup Constitutency





Mr. Yashpal Suvarana MLA, Udupi



Sri Hari Narayana Dasa Asranna

**Kateelu Shri Durgaparameshwari Temple Priest and
President: Durga Makkala Mela (Childrens' Yakshagana Troup)**

<http://www.kateeldevi.in/Product/Detail?Product=pillars-of-shree-durgaparameshwari-temple&Pid=178>





General Manager of Badagabettu Credit Co-operative Society Mr. Jayakar Shetty
President of Udupi District Co-operative Union For the period 2019-20 to 2023-24.

SPEC- A Cultural Hub





Students are Centre of Learning here at SPEC



Education is the manifestation of the perfection which is already with them- We just fine tune it at SPEC



Aroma- Food Festival and Business Day- Being an Entrepreneur is Pride





Panel Discussion on Union Budget





Commerce Model Exhibition



Student Group Internship



Industrial Visit for Experiential Learning



Prajna Craft Mela- Towards Social Entrepreneurship



Entrepreneurship Development Cell

Ujala: the brand that 'white'washed the market

Business by borrowing ₹5000 to ₹1800 crore revenue today, Ujala owner's winning story!

In the 1970s, MP Ramachandran worked in the accounts department of a chemicals company in Mumbai. After about 14 years, when the company closed down, he started a business named after his daughter Jyothy in an underdeveloped, third-tier district to find the best fabric whitener for his clothes. He experimented with different chemicals and combinations for more than a year, until finally he had developed a purple-coloured liquid fabric whitener. In 1983, the product named 'Ujala' from 'Jyothy Laboratories' was launched, with six salesgirls hired to sell it directly to housewives in the district.

The year 1997 saw Ujala being launched all over India, and within three years, it had become a ₹100 crore brand. It soon diversified into other products and also grew geographically, planning acquisitions carefully, focusing on companies that would add to its core strengths. It pulled off a major coup in 2011 when it acquired a controlling stake in Nenehal India, which had brands such as Nene and Pvi in its portfolio.

By 2007, Ujala was ready to go public and the next year, the headquarters was shifted to Mumbai. Products which had been regionally launched were introduced pan-India.

JL operates 28 manufacturing facilities across 22 locations in India, of which six are ISO 9001-2015 certified. All of them use only non-hazardous methods of manufacturing. Green belts have been established around all factories, installation of biogas plants, rooftop solar panels, LED lights and other measures taken to reduce energy consumption have yielded good results.

Its products are available at more than 3.5 million retail outlets pan India, supported by a robust distribution network of about 5,000 stockists. Its rural reach remains strong.

The company also exports its products to about 14 countries around the world such as Sri Lanka, Mauritius, Malaysia, Hong Kong, Saudi Arabia, UAE, and Bangladesh.

Brand Ujala from Jyothy Labs is a byword in the fabric whitening scene today, and the Indian consumer has to thank its creator Moothedath Porjan Ramachandran of Thrissur, Kerala, whose insistence on wearing immaculate white clothes day in and day out led to have inspired its formulation.

If Ullas Kamath, Joint MD of Jyothy Laboratories Ltd (JL) can make the claim, "After the Indian post office, the best direct reach is by Jyothy Labs." It is because the company reportedly has one of the best direct coverage systems and rural penetration in the country today.

Ujala entered West Bengal to challenge Hecol Bengaluru's Robon Blue.



MP Ramachandran
Founder of Jyothy Laboratories

Entrepreneurship Development Cell

"Reviving Memories in Every Sip: The Story of Paper Boat"

Neeraj Kakkar was the few who went for a double MBA, and even fewer to become the coveted Palmer Scholar. However, after his MBA from Wharton in 2006, he wanted to start something of his own. In 2009, Hector Beverages took off. Neeraj launched a protein drink, followed by the energy drink 'Tango' in 2011. The drinks were successful, but Neeraj wasn't happy.

He wanted to make a drink that took people back to childhood memories. He still did not have that product until a memory occurred to him. During lunch hours at his ex-company Coca-Cola, he would savour the Aam Panna (Raw Mango Drink) that one of his friend's mother made at home. Well, no brand served these ethnic Indian drinks in the market. Neeraj wanted to be the first. Paperboat was born in 2013.

It started with two iconic flavours - Aam Panna and Jalebi. The flavours took off instantly, and Neeraj could not manage the demand. Its small facility in Gurgaon could only make 80 bottles per minute. Neeraj needed a capacity five times that.

Infops chief Narayan Murthy decided to step in. In July 2015, Paperboat raised 182 CR from his office, Caterwan Ventures and Sequoia Capital. Neeraj finally got what he wanted. He expanded the second factory to Mysuru, which produced 380 bottles per minute.

Paper Boat's startup story is a testament to the power of tapping into cultural heritage, evoking nostalgia, and delivering authentic products that resonate with consumers. The brand's journey from a startup to a household name in India's beverage industry serves as an inspiration for aspiring entrepreneurs.



Neeraj Kakkar
Founder

Entrepreneurship Development Cell

"INFLATING DREAMS: MRF JOURNEY FROM RUBBER ROOTS TO GLOBAL ROADS"

MRF Limited, originally known as Madras Rubber Factory, is a well-established Indian multinational corporation that is a prominent player in the tyre manufacturing industry. The company was founded by K. M. Mammen Mappillai in 1946, and its startup story is a testament to vision, perseverance, and a commitment to quality.

The story of MRF began in the city of Madras (now Chennai), India, where K. M. Mammen Mappillai, a visionary entrepreneur, recognized the potential for a rubber business. In 1946, he founded MRF to venture into the rubber industry, starting with the manufacture of toy balloons, latex cast toys.

In the early 1950s, MRF transitioned into the tyre manufacturing business. The company expanded its product line to include high-quality rubber products, and by 1952, it had produced its first tread rubber. This marked the beginning of MRF's journey as a leading tyre manufacturer.

In the 1970s, MRF expanded its market reach by exporting its products to various countries. The company's commitment to quality and reliability earned it a reputation for producing world-class tyres. MRF became a preferred choice not only in the Indian market but also internationally.

MRF made significant strides in motorsports during the 1980s. The company became a prominent name in the Indian motorsports scene, sponsoring various events and teams. This move not only enhanced MRF's brand visibility but also demonstrated the industry serves as an inspiration for aspiring entrepreneurs.

MRF remains one of the leading tyre manufacturers globally, with a diverse product portfolio catering to different segments of the market. The company's commitment to quality, innovation, and customer satisfaction has contributed to its enduring success in the competitive automotive industry.



K. M. Mammen Mappillai

Weekly Bulletin of EDC articulated by the students



Artefacts at Archelological Museum





Artefacts at Archelological Museum



Sports and Academic Excellence





Aspire to Inspire
Our Success Story starts with the Students



Aroma 1.0 -A Business Day and food festival





Sports Team of SPEC
Where Women's play a Key Role



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"A hearty congratulations to our proud alumni who successfully cleared the CA finals in November 2023 and made us Proud"



CA Nagendra Hegde
2015-18



CA Narasimha Murthy Hegde, 2015-18



CA Sujith Adiga
2015-18



CA Priyanka Shruthi Noronha, 2016-19



CA Steffi D Almeida
2016-19



CA Arpitha Bhat
2016-19




CA Neeraja Suvara
2017-20



CA Santhosh
2018-21

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**"A HEARTY CONGRATULATIONS TO OUR PROUD ALUMNI WHO SUCCESSFULLY
CLEARED THE CA FINALS IN NOVEMBER 2023 AND MADE US PROUD"**



**CA Mahalaxmi Kini T
2014-17**




**CA Viona Parveen D Almeida
2015-18**




**CA Navya
2016-19**



**CA Vidhyashree Maiya
2018-21**

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Congratulations to all the Proud Achievers of CA-Inter Exam, November 2023



Ms Swathi K Acharya



Mr Chintan



Mr Chirag



Mr Chintan N Shetty



Ms Nisha Nayak



Ms Sakshi N Shetty



Ms Arpitha Gowda



Mr Sudhindra Acharya



Ms Veethika Shetty



Mr Athish Suvarna



Mr Prathvik Sherigar



Mr Srinivas Acharya



Mr Sanjay Pai



Mr Karthik Hande



Ms Tanvi Shetty

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State Best NSS Award during 2016-17





**Mangalore University Table Tennis Women's Team
Members from our college**

