

Digital Marketing Workshop

A four-day Online Marketing Workshop was conducted at GSSS Institute of Engineering and Technology for Women (GSSS IETW) for the students of B.Com and BBA on 16th, 17th, 20th, and 21st July, 2026. Around 20 students from both second-year and final-year participated in the workshop. The sessions focused on the basics of digital marketing, social media marketing, and online branding. The workshop provided students with practical insights into modern marketing strategies and enhanced their understanding of digital business practices.



Professional Development Programme

A five-day Professional Development Programme (PDP) on “**Instructional Design and Delivery Systems**” was organized by the National Institute of Technical Teachers Training and Research (NITTTR), Chennai, at GSSS Institute of Engineering and Technology for Women (GSSSIETW), Mysuru, from 21st to 25th July 2026.

The programme focused on enhancing innovative teaching methodologies, instructional planning, outcome-based education, and effective classroom delivery. Faculty members from various departments actively participated in the sessions, which included expert lectures, interactive discussions, and hands-on activities.

Representing GSSS Simha Subbamaalakshmi First Grade College, Mrs. Sneha B. R. from the Department of BCA and Mr. Prathap Kumar from the Department of B.Com and BBA participated in the programme. The training enriched their pedagogical skills and provided valuable insights into modern teaching and learning practices, which will contribute to enhancing the quality of education in the institution.



Orientation on Anti-Ragging Committee

An Orientation Programme on the Anti-Ragging Committee was conducted on 23rd July, 2026 at GSSS Simha Subbamaalakshmi First Grade College. The programme aimed to create awareness among students about the ill effects of ragging, their rights and responsibilities, and the importance of maintaining a safe and respectful campus environment. Students were informed about the institution's anti-ragging policies, preventive measures, and grievance redressal mechanism. The session encouraged students to uphold discipline, mutual respect, and a ragging-free campus.



Session on Financial Literacy

A Financial Literacy Session was conducted at GSSS SSFGC for the final-year B.Com, BBA, and BCA students on 24th July, 2026. The programme was organized by NSE and SEBI to enhance students' awareness of financial planning, investment, and financial markets. The session was led by Dr. Shivkumar, a SEBI Trainer, who provided valuable insights into financial literacy, investment strategies, and the importance of making informed financial decisions. The session was interactive and highly beneficial for the students.



Karighatta Clean Drive-2026

The NSS Unit of GSSS Simha Subbamaahalakshmi First Grade College (SSFGC) organized a Karighatta Clean Drive on 25th July, 2026. The initiative aimed to promote environmental awareness, cleanliness, and social responsibility among students.

NSS volunteers actively participated in cleaning the surroundings of Karighatta, spreading the message of environmental conservation and the importance of maintaining clean public spaces. The drive instilled a sense of civic responsibility and community service among the participants.



Expert Talk on Digital Marketing

A session on Digital Marketing was conducted on 29th July 2026 for the BCA students of GSSS Simha Subbamaalakshmi First Grade College. The session was delivered by Mr. Nikhil Furtado, Serial Entrepreneur and Head of Merako Media.

Mr. Furtado shared valuable insights into digital marketing, branding, social media strategies, and emerging industry trends. The interactive session equipped students with practical knowledge and inspired them to explore career opportunities in the field of digital marketing.



Orientation on Human Rights Protection

An Orientation Programme on Human Rights Protection was conducted on 30th July 2026 at GSSS SSFGC to create awareness among students about their rights, responsibilities, and the importance of upholding human dignity and equality. The programme was coordinated by Ms. Nagarathna, Coordinator of the Human Rights Protection Cell. The gathering was addressed by Mr. Prathap Kumar from the Department of Commerce spoke on the significance of human rights, constitutional values, gender equality, and the need to foster a safe, inclusive, and respectful campus environment.

The session encouraged students to respect diversity, uphold ethical values, and contribute towards building a society based on justice, equality, and mutual respect. It concluded with an interactive discussion, making the programme informative and engaging for the participants.



International Tiger Day

The NSS Unit and Eco Club of GSSS Simha Subbamahalakshmi First Grade College, Mysuru, organized a World Tiger Day Celebration on 31st July 2026 to create awareness about tiger conservation and wildlife protection. The programme featured an informative guest lecture by Mr. Narayan R., DRFO, Chamundi Wildlife Conservation Rescue and Rehabilitation Centre, Mysuru, who spoke about the importance of conserving tigers, protecting forests, and preserving biodiversity. Students gained valuable insights into the need for wildlife conservation and their role in safeguarding nature. The session was highly informative and encouraged students to understand the significance of tiger conservation. It inspired them to become environmentally conscious and actively support efforts to protect wildlife and preserve nature for future generations.



NSS Volunteers at Ashada Shukravara

The NSS volunteers of GSSS Simha Subbamahalakshmi First Grade College rendered voluntary service during the Ashada Shukravara celebrations at Sri Chamundeshwari Temple, Mysuru. The students assisted devotees, helped manage queues, and supported the temple authorities in ensuring the smooth conduct of the festivities. Their dedicated service reflected the NSS motto, “Not Me, But You,” while promoting the values of selfless service and social responsibility.



***"Education is the most powerful weapon which you can use to change the world."
-NELSON MANDELA***

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**NELSON MANDELA- Revolutionary
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