

MITE

Department of Management Studies

BULLETIN 2022-23



Mangalore Institute of Technology & Engineering (MITE)

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DEPARTMENT OF MANAGEMENT STUDIES

ACTIVITIES 2022-23

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ACTIVITIES 2022-23				
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Department of Management Studies

Marketing Conclave 2022

Title: Marketing Conclave-2022

Date: 09/09/2022 and 10/09/2022

Duration: 9:30 – 4:00 pm

Target Audience: I MBA Students of MITE.

Summary: The department of Business Administration organised a two day Marketing Conclave - 2022 on 9th and 10th September 2022 for I MBA students. Ms. Trupthi of I MBA was the MC for the event. She extended a warm welcome to the speakers and the audience.



The inauguration was held on 9th September at 9:15 AM. The inauguration was presided over by Dr. M S Ganesha Prasad – Principal of Mangalore Institute of Technology and Engineering. Mr. Abhijith Karkera, Ms. Srinivas Amin and Mr. Ramani Venkat were also present at the inauguration event. Dr. Jayashri Shetty in her welcome address informed the gathering that marketing conclave give good exposure to the students about the corporate

functioning. The president Dr. M S Ganesha Prasad in his presidential address said that Marketing has turned out to be a very key function in any organization. He said that, new age technology like digital marketing, analytics have to be incorporated to be successful in the present age of highly competitive market. He acknowledged the presence of the corporate sales specialists in the conclave and opined that the art of selling is gained by experience. It is important for the student community to understand the fine differences in the selling process followed by different industry. The individual style in selling also makes a key difference and exposure to all these gives students lot of confidence when they venture out to the corporate world after the end of their course. He encouraged the students to participate actively in the session and make most of the opportunity available.

Ms. Trupthi of I MBA rendered the vote of thanks and inauguration ended on a positive note

SESSION - 1

Mr. Abhijith Karkera – 10-09 -2022; 9:30 to 10:30 AM
Area Sales Manager with Hindustan Coca Cola Beverages Pvt Ltd.

Keynote from the address:

Mr. Abhijith Karkera is Area Sales Manager with Hindustan Coca Cola Beverages Pvt Ltd. He discussed about the various concept of marketing and sales that is being implemented in Hindustan Coca Cola. He started with identifying the key differences between the sales and marketing function for a FMCG industry. He conducted activities to improve the negotiation skills of the students. He narrated a few experience of product launch and branding activities carried out in their organization. He showed videos of product launch and how they target their customer segment and how all the communications are directed towards making a positive brand image for their product. The session was very interactive and many questions were answered by Mr. Abijith Karkera. The session was a good learning experience to the students.

SESSION – 2

Mr. Venkatesh Amin – 10-09-2022; 10:30 to 12:00 PM
Former Area Manager – Castrol India Ltd

Keynote from the address:

Mr. Venkatesh was the Area Sales Manager with Castrol India Ltd. Currently he is a corporate trainer and adds value to many companies to improve the business efficiency. In his talk about the marketing management, he spoke about large population of our nation and huge demand and opportunities it provides for the marketers. He said that the demand for any product that can meet the needs of the customer is huge.

He informed that the products are categorised into many types like raw materials, consumables, spare parts etc. He highlighted around 15 industries which are considered to be sunshine industry and are likely to grow many times in next 20-35 years. He also encouraged students to be part of any of these sunshine industries to have a high growth career.

Mr. Venkatesh informed that to be in a successful business, we have to skill up and scale up. He said that only when the organizations skill up, they will be able to scale up and also only when the organizations scale up, they can afford to skill up. He also played a video of a furniture manufacturing company and spoke about how they adopt value selling to satisfy the needs of the customer.

SESSION – 3

Mr. Mithun Athikari – 10-09-2022; 12:00 to 1:00 PM

Area Business Manager – Samsung Electronics India Ltd

Mr. Mithun Athikari is the Area Business Manager with Samsung Electronics India Ltd. He is in-charge of the development of the agency and channel partners for the geographic area of Dakshina Kannada. He spoke to the students about the importance of channel partners and the contribution by them to the growth of the company. He shared the top level organization structure and informed how business is divided into verticals like consumer electronics, Audio Visuals and internet mobiles. He said that, the business growth in each of these verticals are clearly identified and measured. He informed that keeping the channel partners motivated and extracting business through them is a different art and needs to be practiced to perfection. Many insurance companies follow similar business models in hiring agency managers and acknowledge this a key lever for the business growth. Towards the end of the session, there were many questions from audience about the Samsung mobiles, competition from Chinese manufacturers and the need to continuously release new models etc.

SESSION – 4

Mr. Ramani Venkat – 10-09-2022; 2:00 PM to 3:30 PM

Former Business Manager – Hitachi Data Systems

Mr. Ramani Venkat is an NLP trainer, serial entrepreneur, sales and strategic consultant and has worked at senior managerial positions in various Multi-national Companies.

He is currently working at Recession Busters and is a Co-founder and sales director of Bizz Diagnostics. He is also working as consultant and as mentor for budding startups.

Mr. Venkat has an experience of working in the IT field for more than 25 years in companies like Hitachi Data systems, sanAT technologies. He has featured in several articles like electronics for your, Channel world, express computers, BenefIT magazine.

He started his talk with activity to reinforce the fact that when the targets are bigger, the outcome is better. Companies expect their employees to stretch and also be productive. In his talk Mr. Ramani Venkat spoke about the myths and facts about the sales profession. He said that the outcome of the sales department can be accurately measured. It is the only revenue generating function in an organization. He said that it is a myth that females cannot be a good salesperson.



DEPARTMENT OF MANAGEMENT STUDIES

ORIENTATION PROGRAM - 22MBA

Department Management Studies organized an orientation program for the new batch of MBA & MCA students on 17th February 2023. The objective of this program was to acclimatize the students to the new environment and get them acquainted with the institution's culture and also to provide the newly joined students a glimpse of activities, facilities available, action plans, skill sets expected from them, etc. About 120 students attended the program. The rationale for orientation was to ensure a smooth transition for the students into the university system.



Dr. Ganesha Prasad, the Principal, introduced the students to the institute environment, facilities, programs offered, and extracurricular activities and highlighted the achievements of the College. He concluded by saying Hard work is the only gateway to success.

Prof. Jayadeva Prasad, Director of PG studies, explained the importance of setting goals in life that would help in being successful in the corporate world. He said most students come to the PG program without understanding its significance. He emphasized the need for good communication skills which are essential to survive the competition. He also informed students about the qualities that corporates look for in MBA graduates at the time of hiring and how to prepare themselves to meet these challenges.



Mr. Rajesh Chouta, Chairman, enlightened and blessed the new batch of MBA & MCA students with his words of wisdom. He proposed that the students should live with perfect and holistic health to contribute to the collective well-being of humankind. His words “You are the one not responsible only for your destiny, you are the one responsible for the entire country’s destiny”. He pointed out that students should be equipped with multi-skills, the right attitude, and time management and must desire learning and positive restlessness for self-improvement.

1. Industry Orientation - Day 1

On 20th Feb 2023, the Department of Management Studies organized an induction program for 1st Year MBA students. The guest speaker was Mr. Raghunandhan M N, Senior Manager and Global Head –WFM, Glow Touch.

Mr. Raghunandhan M N emphasized how fortunate the youngsters are to learn about the business world at such an early stage through interactions and connections with industry speakers. He stressed the need of taking a specialization that will assist the student's future needs. He discussed how crucial it is to receive an offer letter through college placements because the job market is becoming increasingly competitive and advanced. He explained how technology is consuming all aspects of life and how students must be extremely quick to adapt and keep pace with the changes. He strongly suggests using social networking platforms like LinkedIn, Naukri.com, etc., and staying active regularly to build the network. He also provided a scant description of WFM's nature and operation. He concluded with advice to learn something new every day to increase one's knowledge.



3. Industry Orientation - Day 2

On 21st Feb 2023, the guest speaker was Mr. Adarsh, M, Regional Manager - South Karnataka Head, ICICI Prudential, Mangalore.

He gave brief information about the Company and started explaining that all marketing jobs are not field jobs, there are other different kinds of jobs in every organization related to marketing like Product Marketing Manager, Social media Marketing Manager, etc. Then he briefly explained the difference between NRE Account and NRI Account. He also spoke about Health Insurance. He said after joining any organization, from the 1st salary one can invest in the stock market instead of wasting money. But before investing in the stock market, it is best to get an expert's opinion regarding the stock market.

4. Industry Orientation - Day 3

The 3rd day of Industry Orientation was held on 23rd Feb 2023. Mr. Puneeth M, Regional Head Sales, ICICI Bank, Mangalore was the resource person. Mr. Puneeth has 17 years of experience in the finance field. Currently, he works for ICICI bank as Regional Head - Mortgage Loans, for 4 districts.

Mr. Puneeth M spoke about the demand and supply in the job market concerning sales jobs in the banking sector. He also advised the students to develop decision-making abilities which can be inherited through academic learning. Staying updated with new skills is required to match the changing job requirement. He also spoke about team management. Recent mergers of the banks, NBFC, banking operations, old-age private banks, and new-age private banks were some of the concepts he touched upon. He said relationship building, maybe with corporate clients, retail clients, or industry clients has much significance in maintaining harmony in business. He added saying each individual has their potential, never try to underestimate yourself, and not restrict yourself. Finally, he reminded of Dr. APJ Abdul Kalam, by saying 'Dream Big' and achieve great milestones.



5.

5. Industry Orientation - Day 4

On 23rd Feb, the Department of PG studies organized an induction program for 1st - year students. The guest speaker was Mr. Mohammed Saqib, Delivery Manager, Pacewisdom, Bangalore.

He started the session with a question that how much time it will take to prepare a resume. He gave information about how to prepare a resume and explained about purposes, different types of resumes, and highlighted the keywords, and about customizing the resume. About Email ID he said it should look professional and simple. Later he started to talk about Interview presentations. He also gave some suggestions for the young masters like how they should maintain discipline in work and build their professional life. He added saying enjoy your work and not money. He showed some of the mind-blowing career jumps that are made by some successful people. He ended his session with the words “Start working, succeed, and let people call you special.”



6. Industry Orientation - Day 5

Mrs. Annapoorna V Bhat, Head HR, Bolas was the resource person on 24th Feb 2023. She had over 20 years of experience in the corporate field. She has been an entrepreneur.

She started the session by saying life is not a race it is a marathon, and one should define their success or designation. According to her success is not about position but a state of mind while we are working. She said one must have a risk appetite, when you take risks you learn many new things. She stated that the young generation has to gain more knowledge and skills, as competition is increasing knowledge is the only weapon where one can survive. The speaker said that there are several job roles such as payroll, recruitment department, and training and development department where these three departments are considered as main. She also said that one must work hard and think smart, every role in an organization is important, and never go for an instant solution. And she ended the session by saying to make choices wisely and smartly, as there are a lot of opportunities for young generations.



7. Industry Orientation - Day 6

Mrs. Soumya Shree, Senior Manager - Software services, Flatworld Solutions, Bangalore was the resource person on 25th Feb 2023. She had around 17 years of work experience in the corporate field. She has worked in various industries like IT, Insurance, and BPO.

She started her session by saying a lot of opportunities are there for MBA students in companies like Apple, Amazon, TCS, Microsoft, etc. More number of applications for IT sector job is from MBA background students as they have a greater number of specializations like finance, human resource, marketing, information technology, operations, system management, entrepreneurship, health care management, etc. She also stated how much skills are important for every job in every person's life. She gave brief explanations about soft skills, leadership skills, communication skills, versatility skills, problem-solving and decision-making skills, networking skills, teamwork, critical thinking, inter personnel, cross-cultural competency, professional pragmatism skills, etc. She concluded the session by saying to make choices wisely and smartly, don't run behind success. Run behind something called excellence and then success would automatically follow you.



DEPARTMENT OF MANAGEMENT STUDIES

WORKSHOP ON INSURANCE DOMAIN

Date: 24th and 25th February 2023

Target Audience: MBA students

The Department of Management Studies at MITE takes immense pride in fostering a holistic learning environment for its students. As part of our commitment to bridging the gap between theoretical knowledge and practical industry insights, we consistently organize workshops featuring eminent industry professionals. These workshops serve as invaluable platforms for our students to gain exposure to real-world challenges, explore diverse career opportunities, and envision the future of various sectors.

In our ongoing endeavor to provide students with a multifaceted understanding of industries, we recently conducted a Workshop on the Insurance Domain. This workshop, comprising five enlightening sessions, aimed to demystify the complexities of the insurance sector, shedding light on its significance, career potential, and the transformative innovations shaping its future.

Each session was meticulously curated, featuring distinguished speakers from the insurance industry, who shared their wealth of experience and knowledge. From quantifying insurance needs to exploring diverse insurance products, from discussing career prospects to understanding the pivotal role of customer experience, these sessions encompassed a wide spectrum of topics.

This report presents a comprehensive overview of the workshop, encapsulating the key highlights, insights, and motivational messages shared by our esteemed resource persons. It is our hope that this report will not only serve as a record of the workshop but also inspire our students to consider the insurance domain as a promising and dynamic field for their future careers.

Join us as we delve into the world of insurance, unlocking its potential, and envisioning the possibilities it holds for aspiring professionals. The following pages encapsulate the essence of our Workshop on the Insurance Domain, an educational journey that aimed to empower and enlighten the students of MITE

Session 1 Decoding Insurance Coverage

Date: February 25, 2023

Time: 10:00 AM - 11:00 AM

Target Audience: Students of MITE

Venue: Auditorium II

Resource Person: Mr. Ruben Menezes, Director, Associated Financial Advisors Pvt. Ltd, Mangalore

Session Highlights:

Mr. Ruben Menezes delivered an enlightening presentation on "Quantum of Insurance." He emphasized that many individuals purchase insurance policies without fully understanding their value. Advisors often focus on their interests rather than risk management, leaving customers vulnerable in times of need.

The quantum of insurance should consider factors such as age, income, retirement plans, and more. Mr. Menezes shared a formula with students to calculate the optimal insurance coverage required to secure their retirement or their dependents' future.



Session 2 Navigating Insurance Products and Their Purpose

Date: February 24, 2023

Time: 3:00 PM - 4:00 PM

Target Audience: Students of MITE

Venue: Auditorium IV

Resource Person: Mr. Santhosh J, Associate Manager L and D, HDFC Life Insurance Company Ltd., Mangalore

Session Highlights:

Mr. Santhosh discussed the "Rise of Insurance and Insurance Products." He elucidated various insurance policies, including term insurance, life insurance, and general insurance, along with their purposes and relevance. Mr. Santhosh also tackled the challenges posed by documentation in the Indian insurance sector.

He encouraged students to consider insurance as a promising career choice, highlighting how technology has revolutionized the industry. Insurance professionals no longer rely on traditional paperwork but use innovative methods for business development. The session concluded with an engaging Q&A session.



Session 3 Unlocking Opportunities in the Thriving Insurance Industry

Date: February 24, 2023

Time: 2:00 PM - 3:00 PM

Target Audience: Students of MITE

Venue: Auditorium IV

Resource Person: Mr. Suresh A, Area Sales Head, HDFC Life Insurance Company Ltd., Mangalore

Session Highlights:

Mr. Suresh addressed the audience on the topic of "Introduction to Insurance Products and Their Relevance." He emphasized that the insurance sector had been one of India's fastest-growing segments for two decades and continued to hold significant potential.



Mr. Suresh conveyed that a career in insurance extends beyond door-to-door sales, offering diverse and interesting job roles. He discussed the positive impact of digitalization on insurance processes, making them more accessible. The session concluded with an engaging Q&A session.

Session 4 Elevating Customer Experience in the Insurance Industry

Date: February 25, 2023

Time: 11:00 AM - 12:00 PM

Target Audience: Students of MITE

Venue: Auditorium IV

Resource Person: Mr. Harish Pawar, Branch Manager, HDFC Bank Ltd., Mangalore

Session Highlights:

Mr. Harish Pawar discussed "Making Customer Experience Better – A Case Study in the Insurance Industry." He stressed the significance of exceptional customer service in any industry, emphasizing that delighted customers become powerful advocates.



The session emphasized the role of customer service and experience as competitive differentiators in insurance. Mr. Pawar highlighted how technology, such as artificial intelligence and robotic process automation, had improved the customer experience. He encouraged students to choose their career paths wisely, as this decision would shape their future. The session ended with an interactive Q&A session.

Session 5 Building Careers in the Dynamic Insurance Domain

Date: February 25, 2023

Time: 2:00 PM - 3:00 PM

Target Audience: Students of MITE

Venue: Auditorium IV

Resource Person: Mrs. Lakshmi Shetty, Regional Sales Manager, TATA AIG General Insurance, Mangalore

Session Highlights:

Mrs. Lakshmi Shetty highlighted the fantastic job opportunities and career potential in the insurance industry. She emphasized that the industry offered a rewarding path for those passionate about working, traveling, understanding new cultures, and accepting challenges.



She shared her personal journey, initially hesitating to enter the insurance sector but eventually achieving success. Mrs. Shetty stressed the importance of a strong academic background and explained the various career options available in both general and life insurance.

In conclusion, the workshop provided students with invaluable insights into the insurance industry, its career opportunities, and its future outlook. The session concluded with an interactive Q&A session.

DEPARTMENT OF MANAGEMENT STUDIES

International Conclave on “Artificial Intelligence and Industry 4.0 – Application in Business Management”

03-04 March 2023

Department of Management Studies and the Department of Computer Applications jointly organised a two-day International Conclave on 'Artificial Intelligence and Industry 4.0 – Application in Business Management.' The event, which commenced on the 3rd of March 2023 garnered widespread acclaim and participation from across the academic and industrial spectrum.



The conclave opened on an auspicious note with the inauguration ceremony, where the chief guest was the eminent Dr. Madhusudan Singh, Head of Artificial Intelligence at L&T Technologies Bangalore. Dr. Singh, in his thought-provoking inaugural address, lauded MITE's choice of theme, considering it a rare yet crucial combination of words. He commended the institution for its foresight in selecting such a pertinent topic, emphasizing

the transformative global revolution brought about by Artificial Intelligence. During his keynote address, Dr. Singh provided attendees with a comprehensive overview of AI and its multifaceted applications across diverse spheres of life.

Mr. Rajesh Chouta, Chairman took the stage in his presidential address, emphasizing the pivotal role of such conferences in providing students with invaluable learning opportunities.

Prof. Jayadeva Prasad, Director of PG Studies, extended a warm welcome to the gathering, while Dr. Ganesh Prasad, Principal of MITE, eloquently traced the evolution of technology over the years, highlighting the omnipresence of Artificial Intelligence. Prof. Pradeep concluded the inaugural session with a gracious vote of thanks.

Expert Sessions - Day 1:

The conclave featured an array of expert sessions on its first day, including a talk by Dr. Jayavardhana Gubbi, Principal Scientist at TCS. Dr. Gubbi provided insights into how Artificial Intelligence-driven technologies like HyperOps are revolutionizing the way industries operate and sustain themselves.

Dr. Sheela Siddappa, Principal Data Scientist at Kyndryl, Bangalore, delved into the strategies employed by companies to leverage AI in the marketplace. She elucidated how AI analyzes consumer behavior, ensures product availability, and motivates consumers to make purchases.

Mr. Praveen Kamath, General Manager - HR for Global Strategic Hiring at WIPRO, shared valuable insights into Human Resource Management. He outlined the growing role of data science and Artificial Intelligence in talent acquisition, learning and development, and performance management.

Expert Sessions - Day 2:

The second day of the conclave commenced with a captivating talk by Prof. Shanti Sekhar, hailing from Curtin University, James Cook University, Australia, MDIS, and Training Vision Institute, Singapore. Prof. Sekhar underscored the significance of Data Science and Industry 4.0 and shed light on the emergence of Industry 5.0 as a new revolution in the business domain.

Mr. Balram Ramamurthy, Director at Renewable Virginia and Georgia Transformers, USA, delivered an engaging lecture. He provided a detailed account, backed by several case studies, of how Artificial Intelligence is poised to reshape the future of business. He emphasized that these changes will occur sooner than anticipated, transforming the business landscape at an unprecedented pace.

The concluding session was led by Mr. Rajesh Nambiar, Director of Educational Programs and Certification (Asia Pacific and Japan) at UiPath. He narrated how software-driven robots are revolutionizing processes in the new industry, optimizing production, and minimizing wastage.

The International Conclave attracted more than 500 delegates, representing a diverse mix of students, faculty, and industry professionals from across the state. The event served as a melting pot of ideas, insights, and innovations, fostering collaboration and knowledge exchange across disciplines.

The success of this conclave underscores MITE's commitment to advancing knowledge and innovation on the global stage. It is a testament to the institution's dedication to preparing students and professionals for a future driven by Artificial Intelligence and Industry 4.0.

CAREER GUIDENCE AND ALUMNI CELL

**Department of Business Administration
Two Days Alumni Technothon – MITE
(ATM Series I: AY 2022-23)**

Title : Career opportunities in Big-IV organisations

Resource person: Ms. Glevita Serrao, Associate 2, KPMG, Bangalore

Graduated Year: 2018 (Department of Business Administration)

Date: 09/12/2022

Time: 10:00AM

Profile of the Resource Person: Ms. Glevita Serrao an alumnus from the 2016-18 batch currently working as Associate 2, KPMG, Bangalore, has 4 years of working experience. She was the gold medalist in the college from the batch.

Brief about the event:

Alumni interaction aims to build a bridge between college life and career life so that the fresher graduates are made proactive to face the current challenges of the competitive professional world. Ms. Glevita Serrao started the session by sharing her experience in college and the importance of subjects in respective specialisations. She discussed about the building of Industry contacts in terms of organisational study as well as internship and also the need for the individual portfolio to approach jobs. She mentioned that preparation for a good career should start from the first year itself. All students need to make up their minds about their career options as their preparation should happen in that direction.





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Department of Business Administration
Two Days Alumni Technothon - MITE
(ATM Series I: AY 2022-23)
 Presents Talk on
Career opportunities in Big-IT organisations

Resource Person:



Ms. Glevita Serrao
(Batch: 2016-18)
Associate 2, KPMG, Bangalore

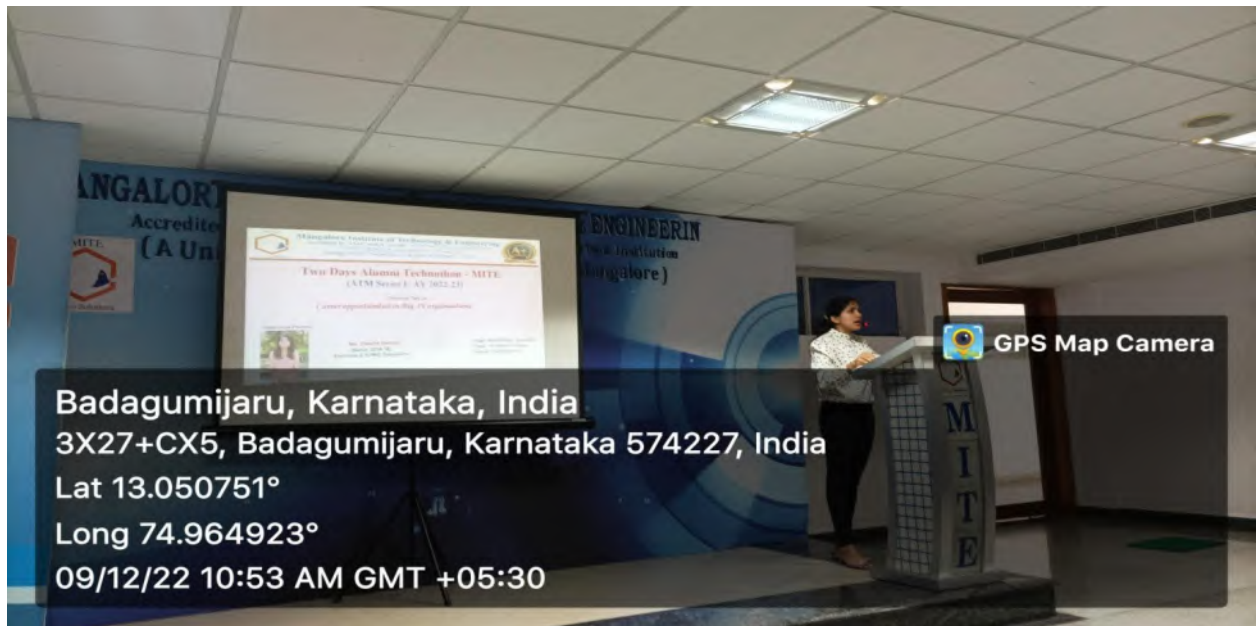
Date: 09/12/2022 , Friday
Time: 10:00am-11:00am
Venue: Auditorium-1

She appealed to students to build accounts on LinkedIn and Naukri.com. Most of the job postings are available on these sites. Recruiters will be active on these sites because they can track the right people who are required in their organisation. Any job interview will take its own time. So as a student better to get trained in advanced excel, the latest developments, etc. because preparing just before the day of the interview may not help much. She advised students to listen to classes carefully. Focus on core subjects and motivated them to work hard as their achievements in the institution may help them in facing interviews as well might help them in getting a good career choice.

Every organisation will have their style of recruiting and working. Organisations expect employees to handle key responsibilities with the utmost care from the organisational point of view. So knowledge of financial concepts, good knowledge about excel, client handling, etc. will play a crucial role. Hence, a student better develops habits which will help them in managing their career better. She iterated on the importance of being Industry-specific and keeping the basics correct.

She also told keep the resume ready anytime and should not have any mistakes. A resume is like a visiting card which will speak on behalf of candidates. Recruiters will take many decisions based on resumes. A resume must have all the details of a candidate like his educational qualifications, his experience, any certifications courses he has done, any specific

achievement in his life, etc. In the end, students asked questions and overall the session was



motivating and educative for the students and well-appreciated by all participants.

Ms.



Ms. Glevita answering the questions of students

Students listening to guest speaker

Two Days Alumni Technothon – MITE (ATM Series I: AY 2022-23)

Title : Career opportunities in financial sectors

Resource person: Ms. Chaithra Kini, Senior Manager, Kotak Mahindra Life Insurance Co.

Graduated Year: 2020 Department of Business Administration)

Date: 09/12/2022

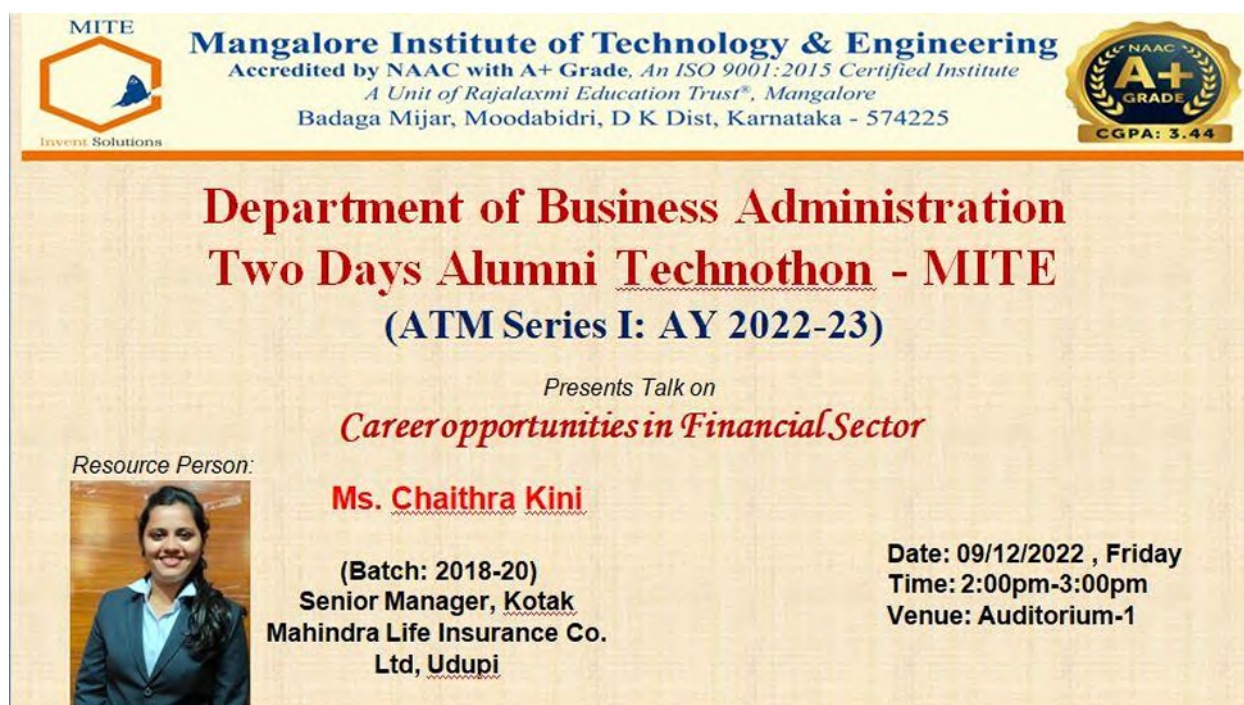
Time:

2:00PM

Profile of the Resource Person: Ms. Chaithra Kini, Senior Manager, Kotak Mahindra Insurance Co. Ltd, Udupi, an Alumnus of the 2018-20 batch, has 2 years of experience and has a good academic record. Brief about the Event:

Brief about the program:

The aim or objective of the Alumni Association is to develop and maintain a long-term relationship with the alumni working in different fields. hence Alumni talk session brings real-life knowledge sharing with existing students.



The poster features the MITE logo and name at the top left, followed by accreditation details. On the top right is the NAAC A+ Grade logo with a CGPA of 3.44. The main title is in large red and blue fonts. Below it, the resource person's name is highlighted in red. A small portrait of Ms. Chaithra Kini is on the left. The date, time, and venue are listed on the right.

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NAAC A+ GRADE
CGPA: 3.44

Department of Business Administration
Two Days Alumni Technothon - MITE
(ATM Series I: AY 2022-23)

Presents Talk on
Career opportunities in Financial Sector

Resource Person:

Ms. Chaithra Kini
(Batch: 2018-20)
Senior Manager, Kotak Mahindra Life Insurance Co. Ltd, Udupi

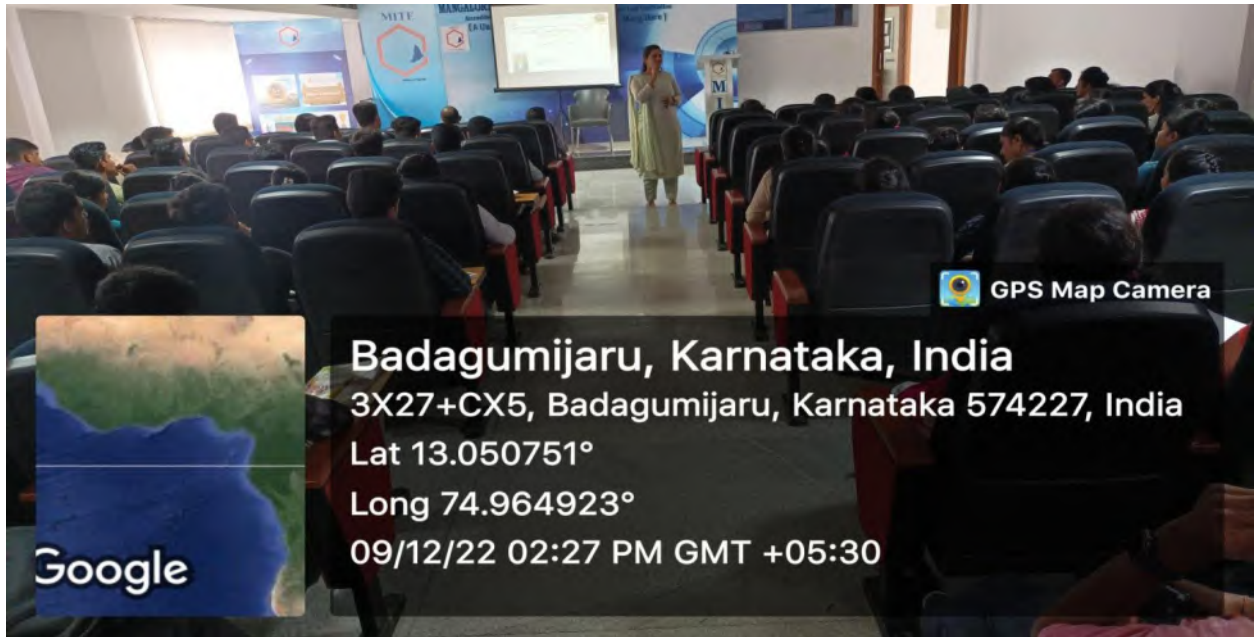
Date: 09/12/2022 , Friday
Time: 2:00pm-3:00pm
Venue: Auditorium-1

Ms. Chaithra Kini told communication is essential to get success in the financial sector. An ordinary student who never had any prior experience in a marketing job but now she is handling a team of more than 100 advisors under her and also she is mentoring new employees. She is the youngest employee to get the Dronacharya award of Kotak Mahindra Insurance Co. for her achievement in her organisation. She has already taken 2 promotions. She was studious in her subjects. College days were restricted to studying and getting good marks. She was a Finance and Marketing specialisation student. Her interest was in the Finance industry and her focus was KPOs. Being a commerce background student she never had any interest in marketing jobs but the campus placement in



Kotak Mahindra Life Insurance Co. gave her an opportunity to work. The industry was challenging, and handling customers was a bigger challenge as they come with a different temperaments. Though the beginning was tough she liked her job. She was never interested in travelling but for insurance policies, she had to travel to many locations.

She suggested students “like whatever they do” in their careers. Career choice is essential but more than choice if they show hundred per cent commitments in whatever they do, they can be successful. She advised students to develop strong communications skill and need to be faithful in their profession. In the modern day, any job is not restricted to a few hours. So students need to be ready for longer working hours which will make them to go out of their comfort zone. She appealed to students to take up challenges in life which will give them a lot of success as in every profession there will be challenges and organisations like people who take up the challenges. She had one such opportunity in her career, she could successfully complete it. So her organisation recognized her performance, promoted her as well as gave her an award. She said, if she can be successful in her career anyone can be successful. She motivated students to take up marketing as a profession which gives a lot of satisfaction. In the end, students asked questions and overall the session was motivating and educative for the students and well-appreciated by all participants.



Guest Explaining concepts



Ms. Chaithra Kini Receiving memento

DEPARTMENT OF BUSINESS ADMINISTRATION – ALUMNI CELL

Guest talk on “Placement preparation and Career choice”

Guests: Mr.Aakash K Unnikrishnan
Mr. Nehad Nissar Ahmed
Ms. Armin Ravoof

Date: 17-12-2022

Alumni cell of MITE MBA conducts a series of alumni interaction sessions. Accordingly, the department organised a guest talk on the topic ‘Placement preparation and Career choice’ on 17-12-2022.

Date: 17-12-2022

Time: 12-1 pm

Target audience: 2nd year MBA students of 21MBA batch

Resource Persons:

Mr. Aakash K Unnikrishnan, an alumnus of 2019-21 batch, currently working as Talent Acquisition Specialist at Careernet Technologies, Bangalore, Mr. Nehad Nissar Ahmed’ an alumnus from 2019-21 batch who is currently working at Infosys, Bangalore, as an Assistant accountant and Ms. Armin Ravoof an alumna from 2019-21 batch, currently working as Talent Acquisition Specialist at SSI People, Bangalore.

Brief about the event:

Mr. Aakash K Unnikrishnan started the session by mentioning the importance of campus placement. He advised students about the expectation of employers as well as the competition outside. He focused on several fundamental aspects of placement like aptitude, group discussion, personal interview, etc. He also advised students to improve their abilities by obtaining certification courses from various websites which will give a unique impression about the candidate to the recruiter.



Mangalore Institute of Technology & Engineering
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A Unit of Rajalaxmi Education Trust®, Mangalore
Badaga Mijar, Moodabidri, D K Dist, Karnataka - 574225



Department of Business Administration
Alumni-Institution Interaction
Presents a talk on
Placement Preparation and Career Choice
Resource Persons:



Ms. Armin Ravoof
Talent Acquisition Specialist, SSI People
Bangalore (Batch: 2019-21)
Date: 17/12/2022 , Saturday



Mr. Nehad Nissar Ahmed
Assistant Accountant, Infosys, Bangalore
(Batch: 2019-21)
Time: 12:00-1:00pm



Mr. Aakash K Unnikrishnan
Talent Acquisition Specialist, Careernet
Technologies, Bangalore (Batch: 2019-21)
Venue: Auditorium-1

Mr. Nehad Nissar Ahmed spoke about his journey of getting placement. He mentioned about challenges that he faced to get placed in Infosys. He appealed to students to be fundamentally strong because no organisation expects graduates to know how an industry operates. But if the student is not fundamentally strong he may not be able to work in any organisation as no company will teach the basics of concepts. He also focused on building a profile on platforms like LinkedIn, Naukri, etc. where the notification of openings is usually found as well as recruiters do look at the profiles of the candidates.

Ms. Armin Ravoof, who is currently working as Talent Acquisition Specialist, said that she knows about the mentality of applicants. She focused on the usual mistakes that candidate do before attending the interview. She said any recruiter will observe the activities of candidates on social media platforms because he gets to know how active and up-to-date the candidate is. So updating social media platforms is essential. He also focused on interview preparation skills like aptitude, group discussion and also preparation for personal interviews.

She said aptitude cannot be learnt overnight so students in college life should practice regularly. During personal interviews, no candidate should lose his cool as recruiters would like to put them under pressure and wants to see how you perform in such a situation. The practice is essential to undergo a personal interview. Students should use the library, learn new concepts, know the latest trends as well as software, should work on their soft skills, etc.



Mr. Aakash K Unnikrishnan addressing students



Mr. Nehad Nissar Ahmed interacting with students



Ms. Armin Ravoof addressing the gathering



Audience listening to the guest

Department of Management Studies

Report on the Guest Lecture

Title: Career Opportunities in Investment Banking

Date: 05/04/2023

Duration: 3:00 pm – 4:00 pm

Target Audience: I MBA Students of MITE.

Summary: Career Guidance Cell of Department of Management Studies organised a talk on 5th April, 2023 for I MBA students. The topic was Career Opportunities in Investment Banking. The resource person for the session was Dr. K. Abhaya Kumar, Sr. Asst. Professor, Department of Management Studies, Mangalore Institute of Technology & Engineering. He discussed about the basics of Investment Banking. He introduced to students about the functions of an Investment Bank. He informed the major investment banks in the world and their presence in India. Towards the end of the session, Mr. Abahaya answered questions from the students.

Resource Person:

Prof. K. Abhaya Kumar is working in MITE for the past 5 years. He is a MBA from VTU. He has more than 13 years of experience in Academics. He started with Career with Investment Banking firm IBM before switching over to academics. His area of interest is Finance and Accounts. He is currently pursuing PhD in VTU and his research area is agricultural commodity hedging.

He has more than 10 research papers in reputed international journals. He has presented papers in many National and International Conferences.

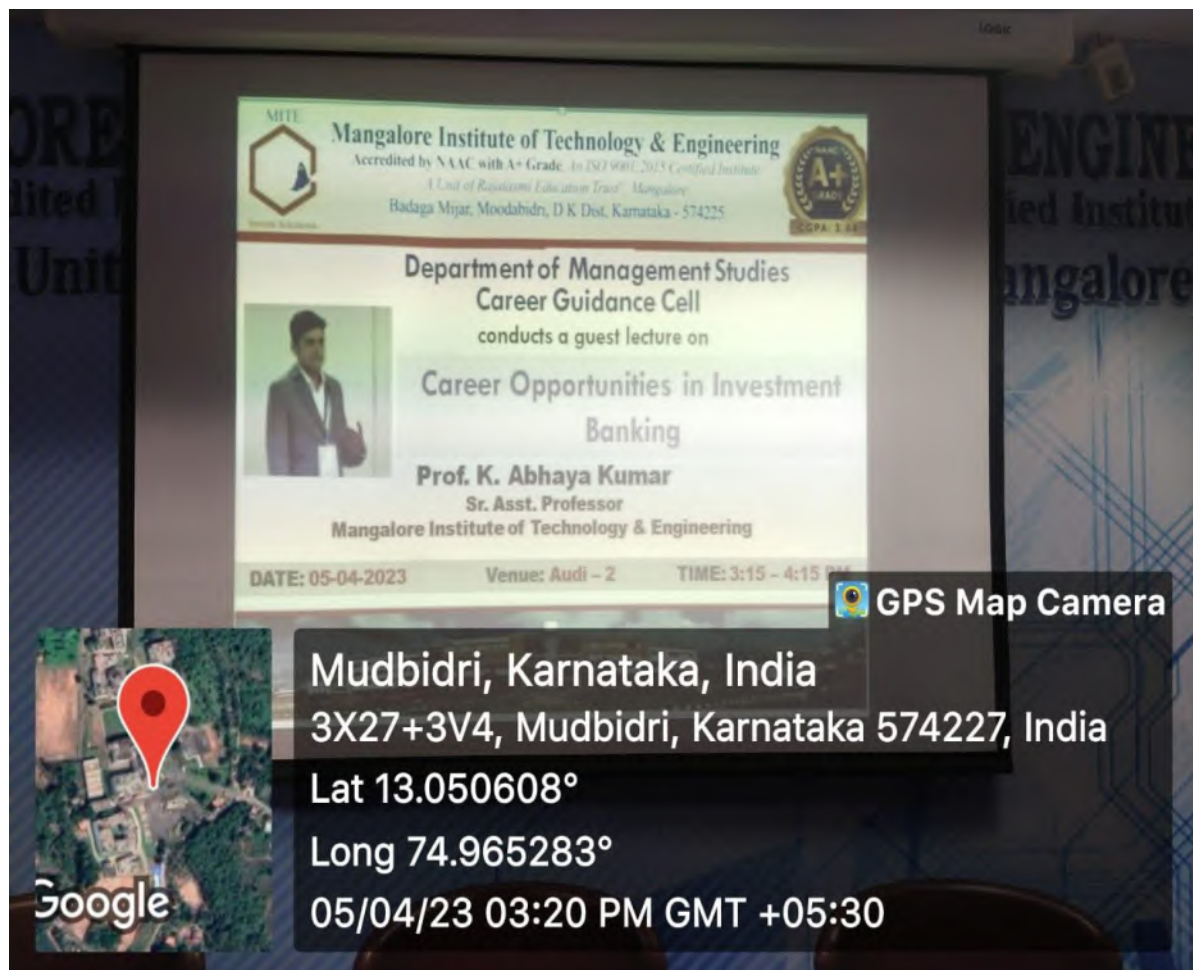
Keynotes from the address:

Prof. K. Abhaya Kumar delivered a technical talk about the Career Opportunities in Investment Banking. He mentioned the functions of Investment Banking as Mergers and Acquisition, Corporate Financing, Underwriting, Equity and Fixed Income Research and Sales and Trading. Prof. Abhaya provided numerous examples of global investment Banking

firms operating in India like State Street, JP Morgan, Deutsche Bank. He informed that many of the students of MITE are working in many leading investment banking firms.

According to Prof. Abahaya, the major skill sets required by the students to enter the Investment Banking sector is good communication skill, impeccable research, quantitative and analytical skills, conversant in Microsoft office products, especially Microsoft Excel, strong financial modelling skills, ability to work in a fast paced, team based environment with minimal supervision. He encouraged the students to practice aptitude solving from the beginning. He informed that many investment banking firms will have aptitude test round in the campus placement.

Due to paucity of the time, the session was concluded with Question and Answer session where the speaker clarified many queries raised by the students.





Mr Abhaya Kumar

Mr Abhaya Kuma addressing the audience



Department of Management Studies

Report on the Guest Lecture

Title: Career Opportunities in Marketing & Sales

Date: 26/04/2023

Duration: 3:00 pm – 4:00 pm

Target Audience: I MBA Students of MITE.

Summary: On 26th April, 2023 Career Guidance Cell of Department of Management Studies organised a talk for I MBA students. The topic was Career Opportunities in Marketing & Sales. The resource person for the session was Prof. Akshathraj Jain, Sr. Asst. Professor, Department of Management Studies, Mangalore Institute of Technology & Engineering. He discussed about the fundamental sectors where marketing and sales jobs are found. He discussed about the various job titles that are available in Marketing and sales field. He informed the major growth opportunities in sunrise sectors in India. Towards the end of the session Prof. Akshathraj answered questions from the students.

Resource Person:

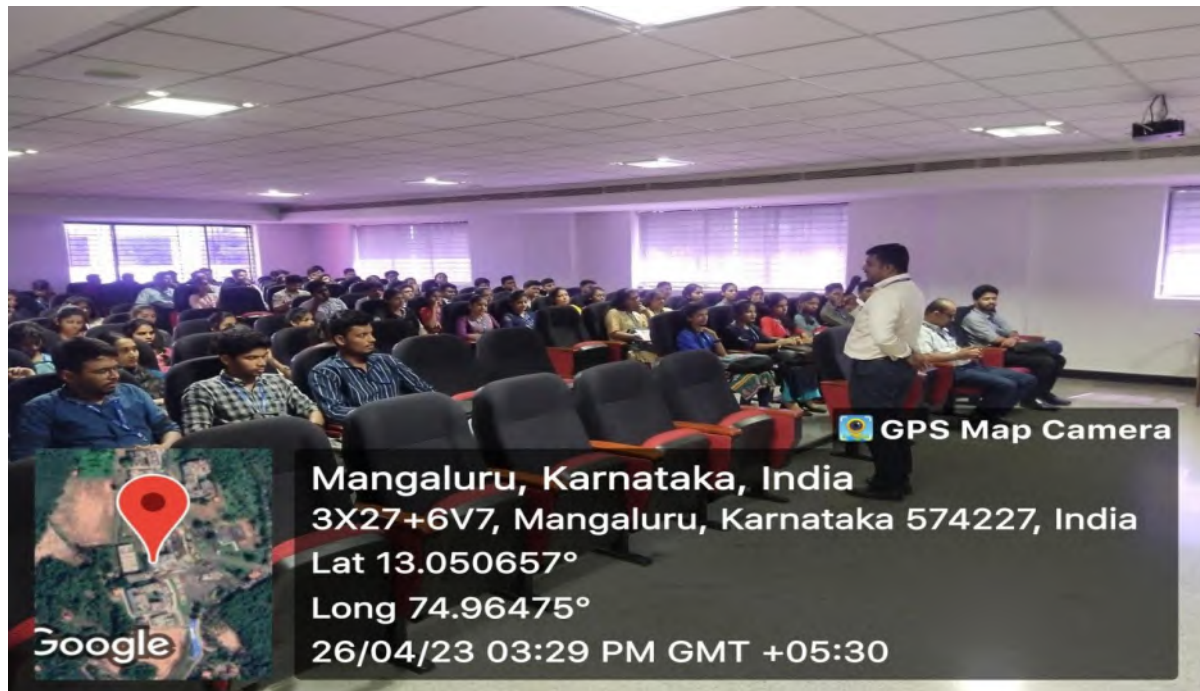
Prof. Akshathraj Jain – Sr. Asst. Professor in MITE. He is working with MITE for the past 2 years. He is a MBA in Finance from VTU. He started his career as Business Development officer at M/s Religare Life insurance company. After working for one and half year, the passion to teach made him to join academic field. He has a good track record in academic in terms of self-learning as well as group learning. He has conducted various training programmes for small and medium scale enterprises in and around Mangalore.

Keynotes from the address:

Prof. Akshathraj Jain delivered a talk about the Career Opportunities in Marketing and sales. He started off by mentioning that every product and services have to be marketed and sold in the market. It is imperative for any product and services to be brought to the awareness of the consumers and then create interest which may lead to desire to buy and culminate in the purchase decision in the minds of the consumer. It is in the hands of the marketing and sales team to ensure consumers go about the full experience.

According to Prof. Akshathraj, the major skill sets required by the students to enter the Marketing and Sales sector is good communication skill, ability to strike good relationship with clients, conversant in Microsoft office products, especially Microsoft Excel, strong reporting and forecasting skills. He encouraged the students to practice good communication skills from the beginning of the course.

Towards the end of the session, speaker clarified many queries raised by the students.



Department of Management Studies

Report on the Guest Lecture

Title: Marketing Career in FMCG Sector

Date: 29/04/2023

Duration: 9:15 am – 10:15 am

Target Audience: I MBA Students of MITE.

Summary: Career Guidance Cell of Department of Management Studies organised a talk on 29th April, 2023 for I MBA students. The topic was Marketing Career in FMCG Sector. The resource person for the session was Mr. Abhijith Karkera, Team Lead, Hindustan Coca Cola Beverages Pvt Ltd.

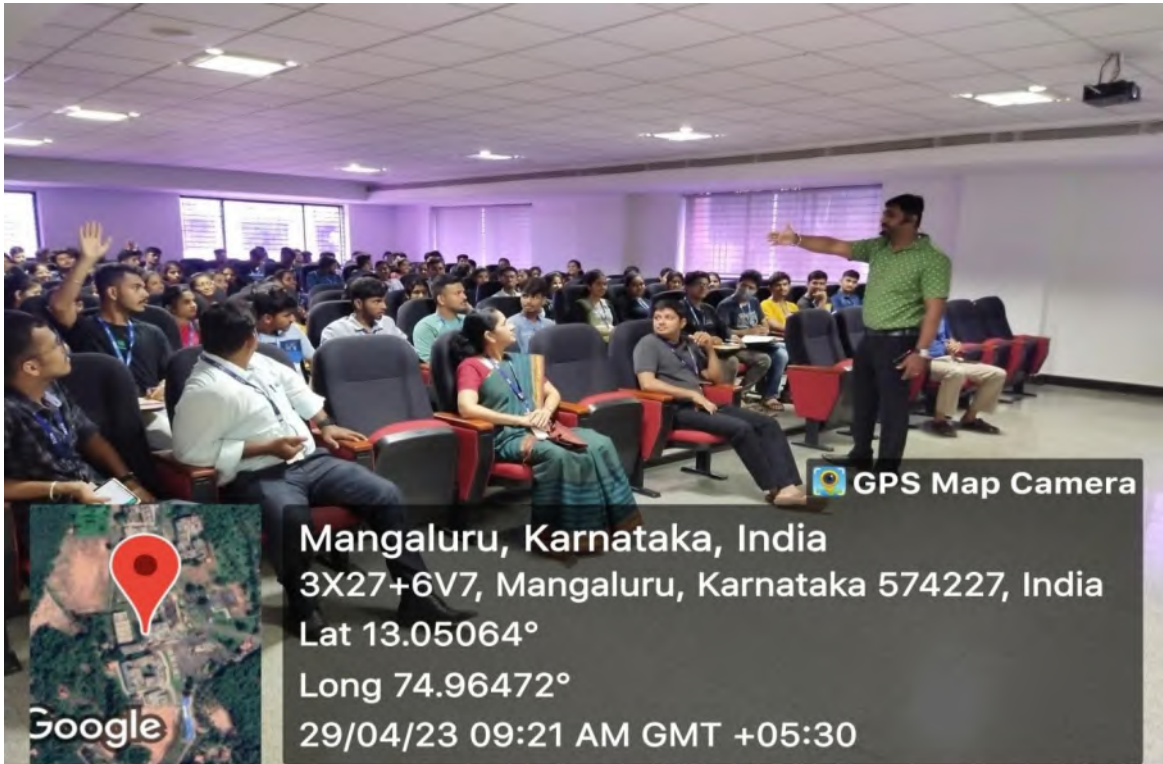
Resource Person:

Mr. Abhijith Karkera is the Team Lead with Hindustan Coca Cola Beverages Pvt Ltd. Previous to this he was working as area manager with Swiggy. Mr. Karkera has more than 10 years of experience in Sales and Marketing. He holds a degree in Bachelor of Engineering and Masters in Business Administration. He is involved in strategising and executing the sales and marketing plan for Hindustan Coca Cola Beverages.

Keynotes from the address:

Mr. Abhijith shared his experience at Coca Cola. He started his talk by informing the students that Coke is the 2nd most used word in the world. It is one of most recognised brands globally. They follow very good system of selling, forecasting, reporting. Career in sales of FMCG product is highly dynamic and challenging. It is a fast changing world and sales people need to be constantly learning and developing. Customer relationship is vital for success in sales and marketing. He urged the students to work on the communication, and body language.





Two Days Alumni Technothon – MITE (ATM Series II: AY 2022-23)

Title: My job experience as business analyst

Resource Person: Ms. Rachana Kotian, Associate Business Analyst, TietoEvry, Bangalore

Graduated Year: 2020 (Department of Management Studies)

Date: 20/05/2023

Time:

9:00AM

Profile of the Resource Person: Ms. Rachana Kotian is an alumna of batch 2018-20. She is currently working as an associate business analyst, Bengaluru.

Keynote Address: Ms. Rachana Kotian started her session by mentioning the importance of academics to be successful in a corporate career. She said, focusing on classroom learning and having a strong fundamental knowledge of the concepts related to the industry in which students have an interest is essential to be successful. She said; to focus on gaining additional knowledge by reading relevant books from the library which will support the students when facing interviews or when performing a job. She said: along with the classes, participating in Co-curricular activities is also important.

She mentioned not just participating in fests or participating in college activities is not sufficient, she highlighted the importance of taking up classroom activities like presentations, participating in GD, responding to questions from faculties, taking up leadership positions, performing activities like talking up Mc, etc. She also mentioned taking up online courses from websites like Coursera, NPTEL, MOOCs, etc. This will help in building their resume as well as will boost their confidence while facing the interview they will be unique when they give an interview and their resume also will be unique among a lot. She appealed to students to focus on campus placement because going to placement outside the campus will be very much challenging because unlike them there will be students from many other colleges and the level of competition will be very high so getting placements will become challenging.

She in her talk spoke about her position and her job profile in her company. She said: she got campus placement and she was extremely happy about her campus placement. She had not

many expectations from the job as she was not much aware of her profile. She said continuous learning made her learn the job profile in depth and she is being successful in managing her profile. She mentioned that these profiles are given to those people who have eight to 10 years of experience in terms of software development and they will also have a good number of years of experience as a management trainee.

Ms. Rachana Kotian appealed to students to keep learning regularly. She said continuous learning made her learn her job profile quickly and become successful in the profile. She also mentioned that there is a lot of demand for business analyst positions but students need to have a strong fundamental knowledge else they will be outdated to perform that job. In classrooms, faculties will teach all fundamental concepts but students focus only on numerical and other factors which as a student they have to change and they have to focus on fundamental factors so that when in a job they can perform the job easily. She appealed to students to ensure that they take up all the opportunities other than curriculum and take maximum advantage of being on campus. She appealed to students to focus on campus placement. The session ended with a question and answer from students.



Ms. Rachana Kotian addressing students

Two Days Alumni Technothon – MITE (ATM Series II: AY 2022-23)

Title: My job experience in PWC

Resource person: Mr. Yathish Poojary, Senior Analyst, Taxation, PWC, Bengaluru

Graduated Year: 2019 (Department of Management Studies)

Date: 20/05/2023

Time: 11:00

AM

Profile of the Resource Person: Mr. Yathish Poojary is working as a senior analyst, Taxation, PWC, Bangalore for 3.5 years.

Keynote Address: Mr. Yathish started the session by mentioning career opportunities in Big-IV firms. He said, the opportunities are plenty but students need to choose the right path in their career choice and need to start their journey in that direction right from their college days. Modern technologies like AI, IoT, etc. are taking over jobs which human beings used to do once Upon a time. So he requested students to select a carrier in one such industry where the carrier can for long for the next 15 to 20 years and the experience gained in all these years will be useful in making their life for the upcoming years.

He suggested students take up campus placements seriously. He advised students to make a list of at least 10 companies which is their dream organisations. Focusing on these organizations will help students to prepare according to the requirements of those organisations and they can also learn about job specifications which these organizations offer to the freshers. He advised students to have social media accounts, particularly on LinkedIn, Naukri.com, etc and make sure they have a strong resume and particular keywords are mentioned about their interested career choices. He said LinkedIn is a great place for students to know about career opportunities get connected to people who are in that industry and get friends and it will help in getting better placement for them.

Once students know what is expected from them preparing in that direction will become easy. LinkedIn will generally guide students about what sort of questions will be asked in an interview and the relevant answers will also be available for students. He said students need

to prepare on campus for attending interviews and getting placed. Students must practice aptitude

questions GD and HR rounds on campus because always the classrooms are experimenting grounds for students and whatever they learn here will be very useful for students in building up their career. He urged students to be fundamentally strong in whichever industry they are focusing on. He mentioned the students the companies are looking for smart candidates. So wide knowledge in varied fields will give confidence to students to face the interview and get selected for their dream positions.

Mr. Yathish requested students not to forget their passion. If they can meet their passion as their profession it's great. Otherwise, students need to focus on their passion because passion will motivate them to work continuously and a day will come when they may need to focus only on their passion. Their passion could be anything like painting drama gardening cooking etc. There are a lot of hobbies which will help students to build their careers and it may become a strong point in their resume following their hobby they should also be prepared to face relevant questions about those hobbies. The session ended with a question and answer from students.



Speaker Mr.Yathish Poojary addressing MBA students

Department of Business Administration

Report on the Guest Lecture

Title: B2B Marketing Management

Date: 13/07/2022

Duration: 12:00 – 1:00 pm

Target Audience: II MBA Students of MITE.

Summary: The marketing club of department of Business Administration organised a talk on 13th July, 2022 for II MBA students about B2B Marketing Management. Mr. Venkatesh S Amin, Ex-Area Manager, Castrol India Ltd was the resource person for the session. Ms. Jane Quadras of II MBA was the MC for the event. She extended a warm welcome to the speaker and the audience. She also introduced the speaker to the students. Mr. Venkatesh discussed about the applications of B2B Marketing concepts in the business environment. He showed the websites of ‘GEM – Government-e-Marketplace’ and demonstrated the operations of a B2B firm in internet procurement situation.

Resource Person:

He is a member of the Kanara Chamber of Commerce and Industries and is a management consultant to V.K Furniture- Mangalore, Maroor Group, Moto Mark, Auto Mark, Ramnath Traders and a few small scale manufacturing companies in Baikampady industrial area, Like J.V. Springs etc. He is a Corporate Trainer on strategy to various associations of Kanara Chamber of commerce like Automobile Association, Pharma Association, Merchants association etc. He has conducted over 100 plus training programmes on strategy to various organizations.

Keynotes from the address:

Mr. Venkatesh delivered a talk about the B2B marketing management. He began with the introduction to large population of our nation and huge demand and opportunities it provides for the manufacturers of B2B products. He informed the various types of B2B customers like

Government customer, institutional customers, and enterprise or agency customers. He also informed that the B2B products are categorised into many types like raw materials, consumables, spare parts etc. He highlighted around 15 industries under B2B categories which are considered to be sunshine industry and are likely to grow many times in next 20-35 years to come. He also encouraged students to be part of any of these sunshine industries to have a high growth career.

Mr. Venkatesh informed that to be in a successful business, we have to skill up and scale up. He said that only when the organizations skill up, they will be able to scale up and also only when the organizations scale up, they can afford to skill up. He introduced the students to government of India website called “Government-e-marketplace.” He informed how this platform acts as a facilitator between the purchasing government organization and any seller in any part of India. He told the students that anybody can become a seller in these platforms. There is also an e-platform of the government of Karnataka for government procurement activities. In the end of the session, the speaker showed videos of how automation and technology helps in optimizing the resource utilization and refining the operations. He played the videos of technology adoption in e-commerce aggregator like flipkart. He also played a video of a furniture manufacturing company and spoke about how they adopt value selling to satisfy the needs of the customer.

The session ended with the MC thanking the speaker for the knowledge sharing. She also thanked all the audience including the faculty members, and students for their active participation.





HR CLUB

HR Club

Organised a workshop on

“Speak to Lead “Enhance Your Public Speaking Skills”

Date: 19th December 2022

Duration: 10:00 AM – 2:30 PM

Target Audience: 9th Standard Students

Venue: Government High School Bailur.

The HR Club of the MBA Department, MITE organized a workshop on **“SPEAK TO LEAD -ENHANCE YOUR PUBLIC SPEAKING SKILLS”** On 19th December 2022 for 9th Class Students at Government High School Bailur.

Mr. Rigved inaugurated the programme by greeting the vice principal Mrs.Gretta and the students of Govt High school. During his speech, he briefed the students about the program. Mr.Vishal and Mr. Bhavan discussed on various dress codes, appearances, hairstyles, etc., and why they are significant in our daily lives.

The HR club members then conducted various game that got everyone involved in the class. As the students were guessing words and solving puzzles, they were all extremely eager to share their responses, which made the activity much more engaging. Students who were interested in writing poetry were given the opportunity to write and present them between these sessions.

Ms. Stella and Ms. Sushma made a presentation on gesture and posture, during which they discussed how varied gestures and postures might convey something about a person's confidence.

A motivational, award-winning animated video was the subject of another, more engaging exercise with the students. Many students took part, and it was a terrific opportunity for them to learn. The student tried to talk and shared the message of the video.

A seminar on improving public speaking abilities and overcoming stage fear was led by Ms.Sujaya and Ms. Sylvia. Mr.Rigved discussed how physical traits, posture, and how one's looks and body language might talk about one self.

The students then participated in a group exercise that focused on communicating ideas solely through actions rather than words. Through this activity the students gained knowledge about how different people will communicate in different situations.

Ms. Shreya and Mr. Rigved gave a vote of thanks, and Ms. Srinidhi presented vice principal Greta ma'am a memento as a token of gratitude. The vice principal mentioned the program in her speech, which was a great appreciation for the team. It was a great initiative taken by the club members to conduct this programme and also was a great success with over 235 students attending the programme.



Group photo with Students and Teacher



Mr. Rigved conducting a session for the students.

HR Club

“PARIVARTHAN”

Date: 19.07.2022.

Duration: 1.00 pm to 4.00 pm.

Target audience: Second-year MBA.

Venue: Karnataka Public School, Mijar.

Kaushal Vikas Programme is an initiative taken by the HR Club of Mangalore Institute of Technology & Engineering, MBA Department, Moodbidri, Mangalore with the intention to help students of the locality and share the information with them to guide for their future.

The program **“PARIVARTHAN” A student counseling session** was held on 19th December 2022 in Karnataka Public School for high school students where the main motive was to analyze the root cause of their problems and find solutions to these problems and to motivate them to improve or excel in their career.

The program started with an inaugural function by welcoming chief guest Akshatha D’souza and Headmistress Mrs. Veena by Professor Verina D’souza lecturer from the MBA department, MITE.

A small skit was conducted by the HR club members regarding how much studying and getting good marks are important. They have also emphasized topics such as making good friends who would motivate and help you to do the right things.

It was followed by a presentation regarding why a career is important for students along with a presentation on what are the problems, especially getting smartphone addiction, exam fear, stress, anxiety, etc. Also, they provided them with some useful study techniques to face the exams with confidence.

The HR club members made sure to also collect a few problems and issues faced by the students and report them to the Headmistress Mrs. Veena to resolve them and help them to overcome them.

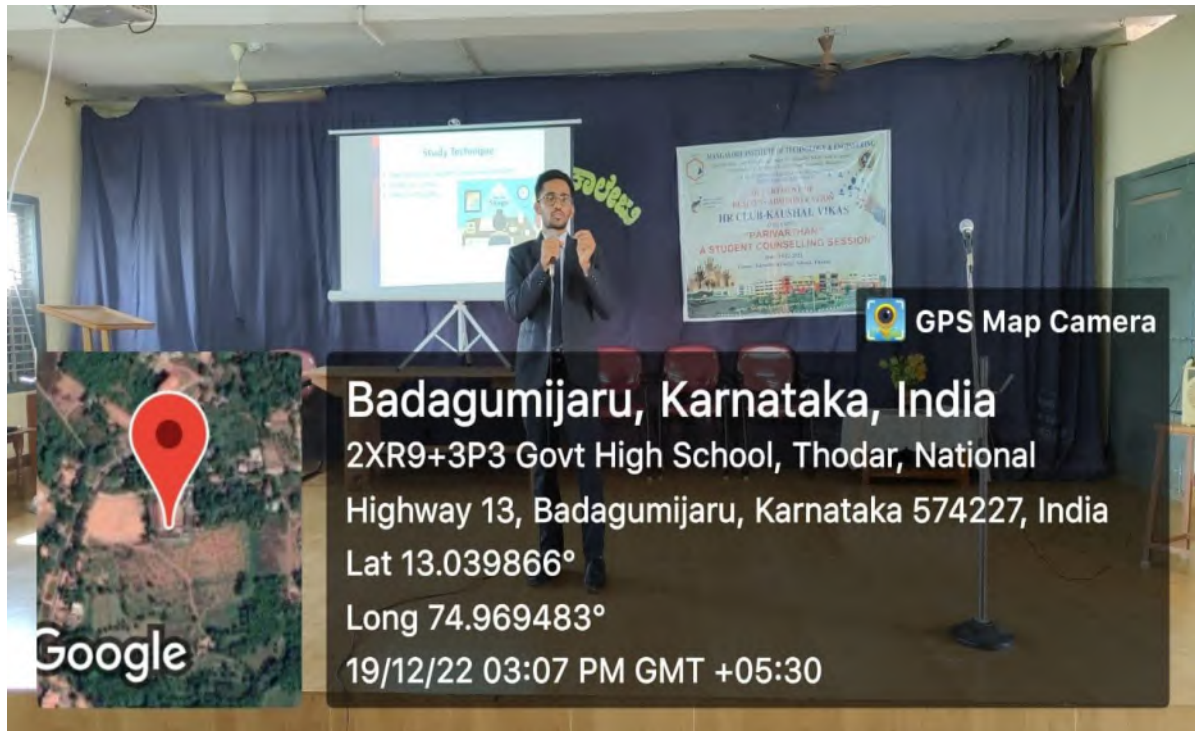
The program is made to help to know what students are lacking and to realize what they are going through and how they are distracted by various other factors and other problems. Major issues they had are distractions, lack of focus, lack of understanding capability, and lack of interest.

At the end of the event, the club members collected feedback from the students regarding the program and suggestions and improvements to the program.

The program has taught the club members how to address others' problems and provide solutions to them by helping, suggesting and guiding them to lead on the right path. The motive was to bring changes in the student's life and urges them to have a good career and aim in their life. With 114 students participating, it was a successful programme.



The Club members along with the Guest speaker, headmistress, and lecturers



Mr. Ganesh Shetty presenting on the topic



Professor Verina D'souza addressing the students

Department of Business Administration

HR Club

Organised a workshop on

“CAREER GUIDANCE PROGRAM”

Date: 20th December 2022

Duration: 02:30 AM – 04:00 PM

Target Audience: 9th and 10th Standard Students

Venue: Shri Subramanya High School, Kadandale

The HR Club of the MBA Department, MITE organized a workshop on **“CAREER GUIDANCE PROGRAM”** On 20th December 2022 for 9th and 10th students of Shri Subramanya High School, Kadandale.

The program began with greetings from Mr. Hrithik Poojary to the High School Principal Mr. Santhosh and also presented a bouquet as a token of love and respect. The session started with a lot of discussions about career guidance after 10th and PUC. The variety of courses that are available, as well as the career opportunities present.

Courses that were discussed in the program ranged from Pre University courses (Science, Commerce, and Arts), Degree to Master. Mr. Kiran briefly explained various courses in Commerce whereas Mr. Akshay for Arts and Ms. Koushini and Ms. Akshatha for Science. Degree courses and Master's courses were handled by Ms. Priyanka, Ms. Levisha, Mr. Niksheth, Mr. Hrithik, and Mr. Prashith.

The students learned and gained important insights that will benefit them throughout their lives. Information was provided on how to apply for scholarships and competitive exams, and if any students had questions, the club members were ready to address them.

A feedback form was circulated to the students which were to make any future self-improvement. To get feedback and suggestions from the students, they distributed feedback forms for future self-improvement. Mr. Kiran delivered a vote of thanks to the school's honorable principal, Prof. Santhosh, the lecturers, and all of the school's lovely students for listening and interacting with the team.

The whole team's talent and work were recognized in the principal's speech of appreciation. To end the program on a sweet note chocolate was given by the team to the students. It was a great initiative taken by the club members to conduct this program and also was a great success with over ----- students attending the program



Club members along with the students

Members conducting activities with the student



HR CLUB-KAUSHAL VIKAS

“ಸ್ಪರ್ಶ”

ಮಕ್ಕಳ ಸಂರಕ್ಷಣೆ ನಮ್ಮೆಲ್ಲರ ನಿರೀಕ್ಷೆ

Date: 20th December 2022

Duration: 10:00 AM – 1:00 PM

Target Audience: 1st to 3rd Standard Students

Venue: St. Thomas English Medium School Alangar

Kaushal Vikas Programme is an initiative taken by the HR Club of Mangalore Institute of Technology & Engineering, MBA Department, Moodbidri. This program intends to provide the students within the locality with important information, guidance and awareness which is useful for their future.

The program “SPARSHA” was held on 20th December 2022 in St. Thomas English and Kannada Medium School, Alangar where students of grades 1, 2 and 3 were made aware of good touch and Bad touch as it helps children to better understand how to protect themselves from abuse and it also encourages open communication between parents or teachers and their children.

The programme started at 10:30 am with a welcome speech given by Ms Geetanjali a member of the HR Club welcoming the headmistress of the English Medium School Sylvia Desa and the Kannada Medium School headmistress Sister Helen Govies.

The programme started with a small video named “KOMAL” which is a video made by the Childline India Organisation to be shown at all the schools on abuse and harassment.

An interactive session by Ms Dhanyalatha Shetty and Ms Joylin Shalet Menezes on what is a touch and how to differentiate a good and bad touch and if faced such problems what the next steps are to be taken.

A very short and interactive skit was done by the HR club members which showed various situations a child would face at various different places and what are the things to be done were also explained through the skit.

Children were made to recall the things that were conveyed to them and later feedback in the form of ticking pictures which showed good and bad touches were also given.

Teachers also gave feedback and spoke about the programme conducted and appreciated the club members for spreading such awareness to the children and also hope to conduct many more similar programmes to provide help to the children.

It was a great initiative taken by the club members to conduct this programme and also was a great success with over 235 students attending the programme.



Interactive skit conducted by the club members



The club members along with the St Thomas School Lecturers



Ms Kavita Presenting on the topic.

ECO CLUB

ECO Club

National Pollution Control Day

Eco Club MITE is known to conduct activities on preserving the ecosystem. Hence conducts activities on plastic ban, protection of the environment, pollution control, etc. Accordingly, the Eco-Club MITE organised a national pollution control day on 02-12-2022 at MITE campus.

Date: 02-12-2022

Time: 11.00-1.00 pm

Target audience: Students and Faculty of MITE

Venue: PG Block

Brief about the event:

National Pollution Control Day is observed on 2nd December to spread awareness about the problem caused by increasing pollution. As per the National Health Portal of India, around 7 million people across the world die due to air pollution every year.



The poster features the MITE logo and name at the top left, followed by accreditation details: 'Accredited by NAAC with A+ Grade, An ISO 9001:2015 Certified Institute' and 'A Unit of Rajalaxmi Education Trust®, Mangalore'. The address 'Badaga Mijar, Moodabidri, D K Dist, Karnataka - 574225' is listed. On the top right is the NAAC A+ Grade logo with a CGPA of 3.44. The central text reads 'ECO CLUB - MITE' in large red letters, with 'Organises' below it. The event title 'NATIONAL POLLUTION CONTROL DAY' is in large green letters. At the bottom, the time 'Time: 2.00 – 3.00 PM' and date 'Date: 02/12/2022' are specified. The bottom of the poster shows a wide-angle photograph of the MITE campus buildings.

Pollution is a major problem faced not only by India, but the whole world is battling with it. It is also known as environmental pollution. So to bring awareness about environment pollution and its impact, Anti pollution day is observed and awareness was created in the

young minds of students of MITE. The volunteers were divided into 10 teams and each team came up with innovative posters about National Pollution Control Day.

Team leader	Team members
Kiran S	Shoeffa, Kavitha, Vidya, Shreya, Hrithik, Anvith, Prajesh, Yathikiran, Thupthi, Sharon.
Bibin	Edlin, Deekshitha, Stella, Praveeth, Akash, Apthesh, Dhanyalatha, Geethanjali, Princiya.
Vishal	Meghashree, Koushini, Charan, Sushan, Nikitha, Natasha, Joyline, Akshatha.
Bhavan	Ashwini, Sampreetha, Amarabhirama, Prapthi, Ashika, Nandesha, Niksheth, Pavan and Pallavi
Ananthesh Bhat	Shruthi, Prathiksha, Criston, Dafney, Payal, Shreeram
Ramya R	Swathi, Panchami, Prasanna, Prashith, Preethika, Sachal, Girish, Payal, Nithin
Parikshith Shetty	Amruth, Dickson, Ganesh, Praneesh, Priyanka, Shrinidhi, Sushan, Sylvia, Vionna, Yuktha
Hegde Sankesh Vittala	Levisha, Sujaya, Surabhi, Rajesh Pai, Primus, Akhilesh, Vineeth, Jeevan, Pratheesh,
Shraddha	Abdul Munaf, Reeshama, Rigved, Sachal, Sara Pinto, Sharanya, Shashikiran, Shriraksha, Sinchana, Sujith Krishna, Suraksa
Sangeeta Raju Sampoor	Akshay, Ashwath, Sandesh, Sohan, Sandeep, Sushma, Rovina, Rohan, Nithin

Students created different posters and presented them to the audience. Each team was given different topics. Every team focused on different types of pollution, their causes, their impact and the best possible solution. Students presented to all the students who approached them and a public exhibition was made to attract the interest of all the students. Each team focused on environmental issues like noise pollution, air pollution, water pollution, industrial waste, plastic pollution, river pollution, soil pollution, etc and mentioned that we have pollution everywhere affecting our soil, air and water.

Students came out with innovative solutions for all the problems mentioned above and said during lock pollution was reduced drastically due to decreased human activity. Students appealed to the gathering that we have to follow pollution prevention measures because we have manuals for 'Pollution Prevention and Control', but in practice, prevention is less seen on the ground. Finally Prof. Jayadeva Prasad, Director – PG studies addresses the gathering and said the solution for all types of pollution is in our hands but we just do not follow. He

appealed to students to be more responsible citizens of the country by not polluting the environment as well as creating the awareness in the minds of people.

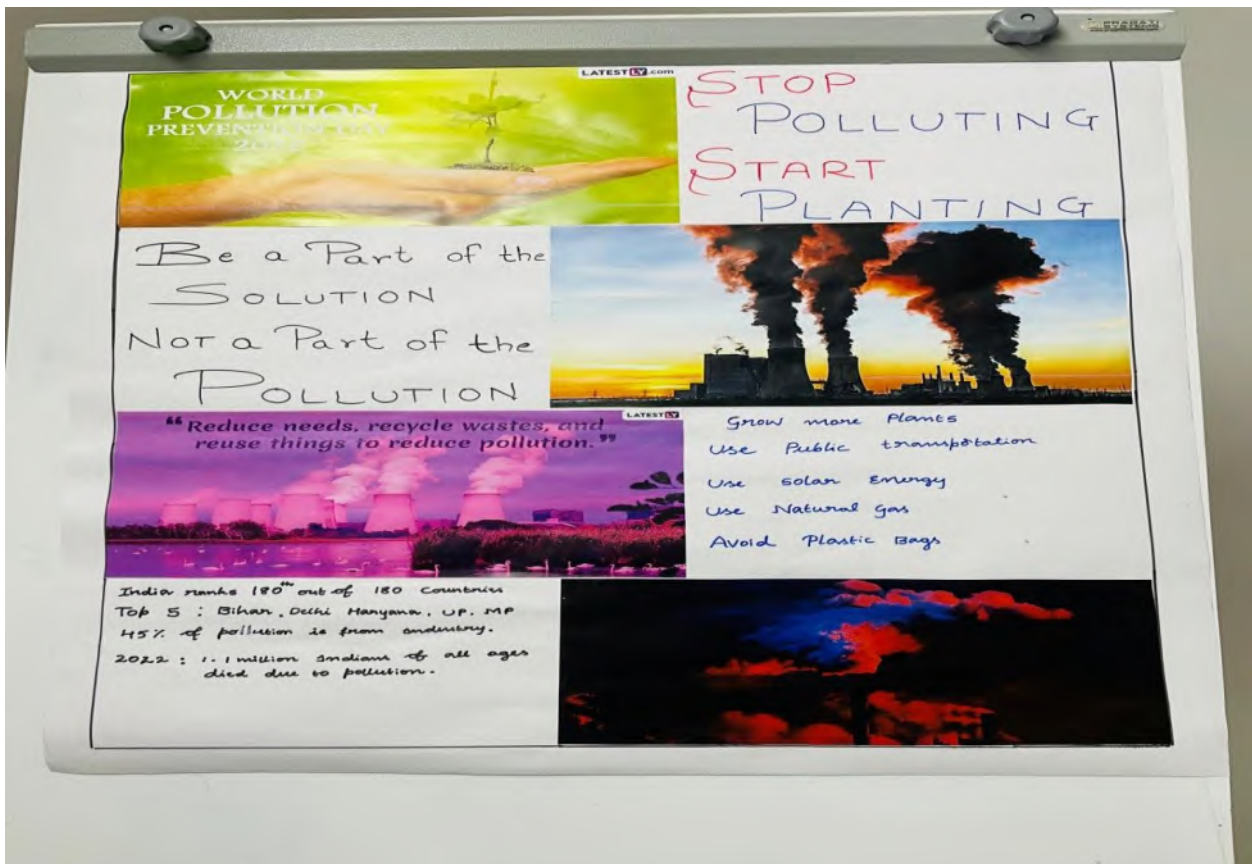


Photographs of the posters of National Pollution Control Day

Creative work by students

Group photo of faculty members and students along with their work





“A DISCUSSION ON PLASTIC RAIN”

Date: 23rd December 2022

Duration: 12:00 PM - 1:00 PM

Target Audience: 2nd year MBA

Venue: Room 301, PG Block, MITE

Brief about the event:

The Eco Club of MBA Department, MITE organised a discussion on plastic rain by Ms. Ashwini Jain and Mr. Niksheth Poojary on 23rd December 2022 for the 2nd year MBA students.



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Department of Business Administration
ECO CLUB
Presents

A discussion on
PLASTIC RAIN

Mr. Niksheth Poojary
2nd year MBA

Mis. Ashwini Jain
2nd year MBA

Venue: PGL 301
Date: 23-12-2022
Time: 12:00 -1:00 PM

With our every breath, we may be inhaling substantial quantities of microplastics that eventually flow into our blood and accumulate in our organs, according to a new study. The smallest particles can enter blood streams and collect in organs like the liver and brain. The earth is facing the challenge of overcoming problems created by plastic. Ms. Ashwini spoke

about plastic rain which happened in New Zealand and the potential causes of plastic rain. She said plastic as small as 5 millimeters have already invaded the food chain and is already found in blood veins and is posing a new threat to the human being.

Plastic rain is the new acid rain. Plastic rain is even worse than acid rain. Mr. Niksheth came out with a solution part for the problem of plastic. He said mankind has already polluted the ocean to such an extent it takes so many years to clean it. If human beings do not focus on solutions to the plastic problem like reducing the usage of single-use plastics, reducing the usage, reusing used plastic, recycling plastic, etc. the environment may be full of microplastic and we may breathe, eat and drink plastic one day. The immediate requirement is the need of coming up with an alternative solution for plastic. Though a lot of research is happening for finding out an alternative, but not happening at the pace, that is expected. He iterated the importance of coming out with an alternative solution and appealed to his friends to reduce the usage of plastic. The session ended with questions and answers.



Ms. Ashwini and Mr. Niksheth presenting on plastic rain

Link for video: https://drive.google.com/drive/folders/1-cedHI2GA7MNEdJr88K-A4t_f_luJ-C1?usp=share_link

“Beach Cleaning Abhiyan”

Date: 20th January 2022

Duration: 6:00 AM - 7:30 AM

Participated by: Second year MBA Students

Venue: Sasihitlu Beach Surathkal

The Eco club volunteers of the College carried out Beach Cleaning Abhiyan at Sasihitlu Beach, Haleyangadi, Surathkal as a part of the Swachhta and Plastic-free campaign, which was organised by the Department of Business Administration, Mangalore Institute of Technology & Engineering Moodbidri, under the banner of Eco-Club, MITE. The main aim of conducting this activity was to sensitize the students about cleanliness and also to share awareness about not littering the beaches. 17 volunteers participated in the Beach cleaning drive on January 20th 2023 from 6 to 7:30 a.m. Eco club Programme co-ordinator Mr. Akshathraj Jain accompanied the volunteers.

Objective:

- To encourage our students to take an active role in the preservation and cleaning up of the beach
- To help maintain beaches clean and trash free

The aim behind the ‘Beach Cleaning Drive’ was to remove the plastic waste which was thrown by people and thrown out from the sea. Teams of volunteers spread all around the beach with disposable bags and collected many types of plastic waste. The Drive ended with giving the waste to the dumping van and meeting with the beach cleaning officials and leaving behind a clean beach.



The gloves and masks were distributed to the volunteers from Eco-Club. The volunteers proceeded to the beach and there they were provided with the cleaning materials like bin bags and tubs. The students were assigned spots to be cleaned. They picked garbage of all kinds and later segregated them and transferred them onto tractors carrying wet and dry waste. The cleanliness drive went on up until 7:30 am.

To clean the surroundings of the beach and create awareness among the tourist to keep the beach area clean Eco Club volunteers of our college participated in Clean up activity and removed the debris from the beaches and collected data to prevent such pollution in future. They also spread an awareness campaign to the visitors to use dust bins etc to reduce waste. A large number of plastic covers and wastage were collected by the students and kept the beach area clean and neat.



Video link:

https://drive.google.com/drive/folders/1RpTphTB_y23H99R_Om4vermwQtKD4t?usp=share_link

**DEPARTMENT OF MANAGEMENT STUDIES
&
DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING
(Accredited by NBA)**

In association with ECO CLUB

TITLE OF THE SESSION: "Mission LiFE Towards Protection of Environment"

SPEAKER NAME: Dr Ravi D R

VENUE: Auditorium-IV

DATE: 16.05.2023

TIME: 12:15 PM

ABOUT THE SESSION:

Department of Management Studies and Department of Electronics & Communication Engineering in association with ECO CLUB organised an awareness session on "Mission LiFE Towards Protection of Environment". The speaker to the event was Dr. Ravi D R, Environmental Officer, Karnataka State Pollution Control Board (KSPCB), Mangaluru.

Total number of participants were **xxx** from various streams ie E&CE, CSE, ISE,CIV, MBA and MCA.

SPEAKERS PROFILE:

Dr. Ravi D.R. with Ph.D in Environmental Economics from University of Mysore through Institute for Social & Economic Change (ISEC), Bangalore & M. Tech in Environmental Engineering from Sri Jayachamarajendra College of Engineering, Mysore (under VTU, Belgaum) is a seasoned professional with over 28 years' of rich experience involving Monitoring, Liaison, Treatment Plant Operations, Environmental Management, Maintenance Management, Urban Governance, Statutory Applications with extensive and diverse experience in Private and Government agencies.

- Presently working as Environmental Officer at Karnataka State Pollution Control Board (KSPCB), Mangalore

- Co-authored and published a Text Book for Engineering Students Entitled “Environmental Issues, Law and Technology- An Indian Perspective” Published by Research India Publications, New Delhi.2010.
- Completed 2 Text Books (One of this is the PhD thesis which is in the process of peer review by the publisher) and the other is on “Introduction to Environmental Economics”. Is under review by the Publisher.
- Wrote 4 chapters (Impact of Climate Change on Water Resources, Sanitation, Urbanization and Land Use Change) as a part of study conducted by the Board for the preparation of action plan for mitigation of Climate Change. The project includes public consultation of different stake holders throughout the State.
- Participated in the Television Show on different issues of Impact of Solid Waste on Bio Diversity, Celebration of Eco Friendly Ganesha Festival and Health Impact of Air Pollution in Doordarshan, Chandana Channel (Kannada).
- Presented research papers in International Conferences and in National Conferences in different areas of Environmental engineering.
- Published papers in International Journals on different concepts.
- Conducted number of awareness programme as Resource Person on different areas like Bio- medical waste management, Water & Air Pollution, Water & Sanitation, Environmental Auditing, Environmental Accounting and etc
- Guiding Ph.D, PG & U.G Students on different areas of Pollution Control & Environmental Engineering.
- Completed a Project on “Water Resource Accounting” as a part of study on “Green GSDP Accounting for Agricultural, Water & Forestry: Methodological Issues” for Environmental Management & Policy Research Institute (EMPRI- Department of Forest, Ecology & Environment, GOK) with financial Assistant from Department of Planning, Programme Monitoring and Statistics, Government of Karnataka.
- Worked as Core member for a project on “Climate Change”- Preparation of Action Plan for Karnataka, initiated by Karnataka State Pollution Control Board.
- Written a Chapter on “urban governance, air pollution, And health implications” in the edited Text book “Urban Governance in Karnataka and Bengaluru: Global Changes and Local Impacts” published by Cambridge Scholars Publishing, UK, 2016.
- Completed Writing a Chapter on Status of Water, Air & Noise Pollution and Industries as a part of “State of Environment Report- 2017, Karnataka”, a Project of

Ministry of Environment, Forest & Climate Change, through Government of Karnataka, executed by Environmental Management & Policy Research Institute (EMPRI- Department of Forest, Ecology & Environment, GOK) Bangalore.

- Writing a Book Titled “Handbook of Waste Management in Food and Allied Industries” along with Dr. Sandeep Mudliyar, Scientist CFTRI. It is under progress.
- More than 150 Technical Talk were delivered in different Workshop/training Programme /Conferences, as Resources person, on different issues of Pollution control & Resource Conservation, Since 2016.
- Visited Sweden to understand “Best Practices in Environmental Governance in Hazardous Waste and e- waste Management @ Sweden” during September 2019. Visited Umea, Stockholm and Lund. The visit was sponsored by Swedish EPA through Centre for Science & Environment.

BRIEF ABOUT THE TOPIC DISCUSSED:

Speaker spoke about Mission LiFE – LiFEstyle for Environment ie, Mission LiFE is an India-led global mass movement to nudge individual and community action to protect and preserve the environment. He also said Honourable Prime Minister Shri Narendra Modi Launched Mission LiFE. , “The mantra of Mission LiFE is 'LiFEstyle for Environment'. Which connects the powers of the people for the protection of this earth and teaches them to utilise it in a better way.” He further elaborated and said, “Mission LiFE makes the fight against climate change, in which everyone can contribute within their capacity. Mission LiFE follows the P3 model, which stands for Pro Planet People, focusing on a LiFEstyle of the planet, for the planet, and by the planet. It advocates for a circular economy, where the concept of reduce, reuse and recycle is crucial to balance development, economic growth, and sustainability.

Initially he spoke about present issues of ground water level, soil purity and Air quality. Physical and economical scarcity. Gave example of Bangalore Air pollution level which is more than 2-3% higher than WHO standard range. The Natural resources like Air, water, Soil, Minerals are considered as public good and has been misused in bad way.

Discussed on LiFE Actions ie Energy Saved, Energy Reduced, Healthy LiFEstyles Adopted, Sustainable Food Systems Adopted, Waste Reduced, Water Saved, Single Use Plastic Reduced. LiFE builds upon India’s environment-friendly culture and traditional practices like several unique water harvesting techniques, contextual to local conditions, are practised across India,

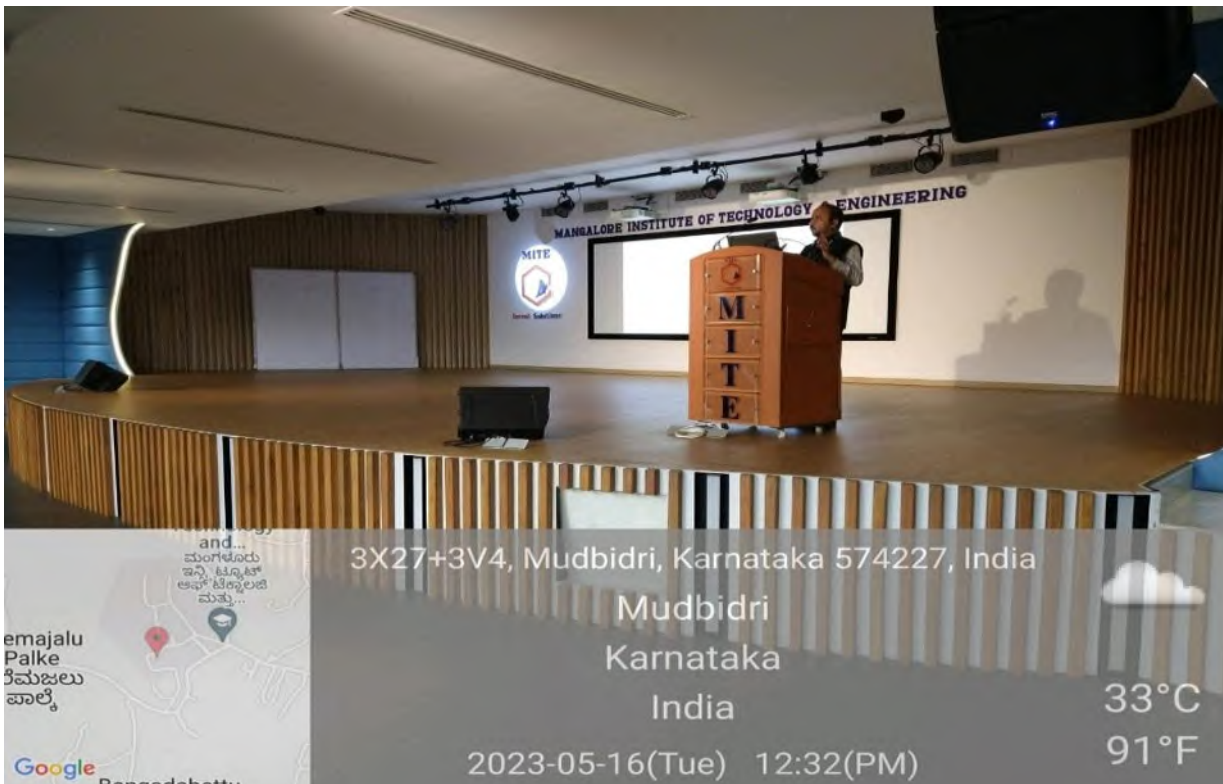
Clayware, are commonly used for cooking and serving purposes, minimise electricity consumption, preference for plant-based foods and millets.

He discussed about what are the technological changes required for the solution for environmental problems. Objectives, Implementation Mechanism, Impact, Key ideas, Themes, listed efforts of Mission LiFE has been discussed briefly.

He concluded mentioning Environment protection is linked to the efforts of every individual. Ancient Indian literature is replete with reference to the management conservation and protection of the environment. Texts like the Arthashastra, Upanishads and Vedas, will highlight the values of environmental protection. This ancient wisdom will guide our everyday action. So let us choose LiFE.

Later everyone should up and recited the LiFE Pledge,

“I pledge to make all possible changes in my daily LiFE to protect the environment. I also commit to continuously motivate my family, friends, and others about the importance of environmentally friendly habits”.



Dr. Ravi D R, Environmental Officer, Karnataka State Pollution Control Board (KSPCB), Mangaluru



delivered a awareness session on "Mission LiFE Towards Protection of Environment"



Audience taking oath

ECO CLUB - MITE

Vanamahotsava - 2023

Date: 13-07-2023

Time: 9.30 AM

Target audience: Students and staff of MITE

Brief about the event:

The annual 'Vanamahotsav' was celebrated by MITE NSS on 13-07-2023 in the college premises. Accordingly MITE NSS along with Eco Club organised this event as part of green campus initiative.



The banner is divided into two main horizontal sections. The top section has a white background with the MITE logo on the left, the institute's name and accreditation details in the center, and the NAAC A+ Grade logo on the right. The bottom section has a green background with the text 'ECO - CLUB' in large black letters, followed by 'in association with' in smaller blue letters, 'National Service Scheme' in large orange letters, and 'conducts' in yellow. Below this, 'VANAMAHOTSAVA' is written in large red letters. On the right side of the green section is a logo of the National Service Scheme and a small image of a green plant. At the very bottom, a black bar contains the event details: 'Venue: MITE Campus', 'Date: 13.07.2023', and 'Time: 10.30 AM'.

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(A Unit of Rajalaxmi Education Trust®, Mangalore 575001)
Mijar, Moodbidri 574225, D.K. Dist, Karnataka

NAAC
A+
GRADE
CGPA: 3.44

राष्ट्रीय सेवा योजना
NATIONAL SERVICE SCHEME

ECO - CLUB
in association with
National Service Scheme
conducts
VANAMAHOTSAVA

Venue: MITE Campus Date: 13.07.2023 Time: 10.30 AM

The event began with an eventful speech by the Principal Dr. Prashanth C M about the importance of trees and their socio-economic impact. He said environment day acts as a platform that helps create awareness about various issues that have adverse effects on the environment, like global warming, pollution, deforestation, and crime against wildlife. The

students were made to understand and appreciate the role played by the planting and maintaining trees in preventing global warming, reducing pollution, etc. This led to enthusiasm in students to plant more saplings.

Later Principal planted a sapling to symbolically inaugurate the Vanamahotsav program. Students showed great eagerness while planting the saplings of various trees. They were told the importance of each tree that was planted. This activity helped to instil the value of social responsibility in students. More than 50 saplings of fruit and trees were planted.



Principal, Faculty members, NSS volunteers and Eco club volunteers with saplings





Principal planting a sapling



Students planting saplings

FINANCE CLUB

Group Discussion Competition

Date: 19th July 2023

Time: 11:00 AM to 1:00 PM

Event co-ordinators: Shrinidhi Shetty & Priyanka Quadras

Judge of the Event: Dr. Jayashri Shetty

Venue: PGL 301

Brief about the event:

The group discussion competition was organised to enable the students to analyze themselves on a variety of parameters, such as their level of confidence, teamwork qualities, communication, leadership, analytical, and logical skills. The competition began with the welcome by Shraddha K of 2nd year MBA. There were 11 teams, consisting of 7 students in each team. Each team was allotted 15 minutes. The judge for the event was Dr Jayashri Shetty. The topics discussed in the group discussion were

- Impact of Sri Lanka's Economic crisis on India
- Is India ready for electric vehicles?
- Is social media making people unsocial?
- Indian villages are our strength
- We need more Entrepreneurs than Managers
- Is India ready for a cashless economy?
- Will e-commerce dominate physical stores?
- Work from home Pros & Cons
- Challenges of Digitalisation
- NEP - the New Economic Policy
- Technology increases unemployment

Overall the discussion was fruitful as each one of them actively participated in the discussion.

The competition ended with vote of thanks.

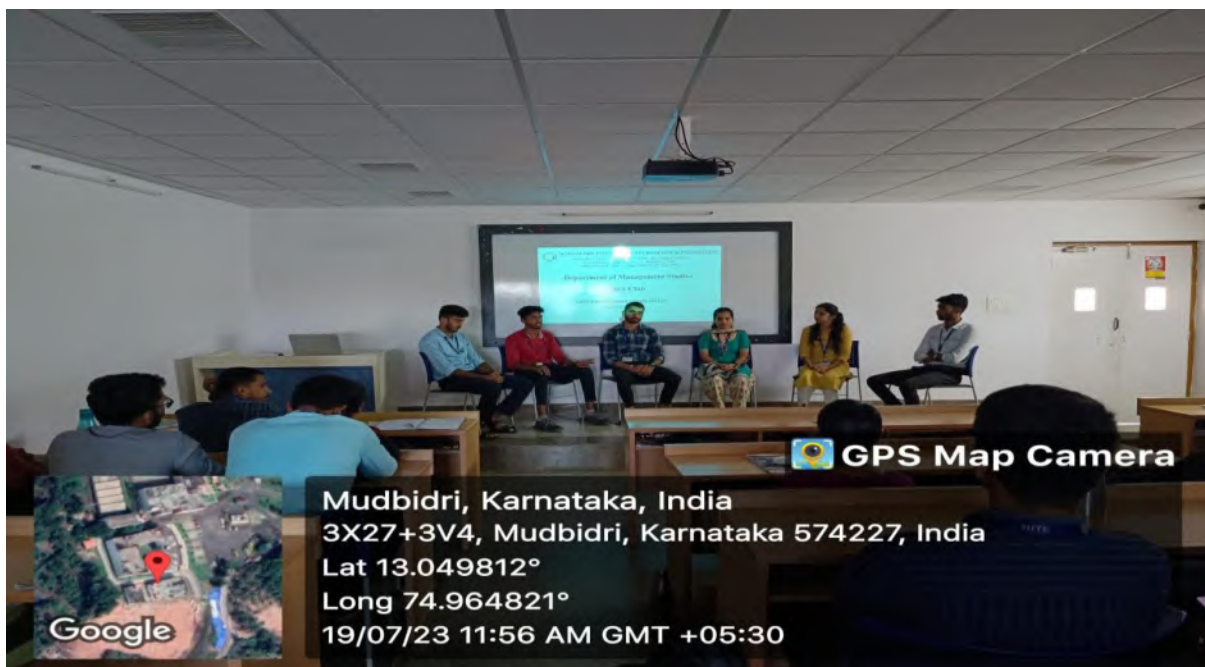
Winners of the Competition:

First Prize: Team 7 (Sandesh, Parikshith, Shreeram, Sujith, Nikshesh, Christon & Primus)

Second Prize: Team 6 (Shrinidhi, Rigved, Amrith, Sushma, Prasanna)



Team 1: Is social media making people unsocial?



Team 2: Challenges of Digitalization



Team 3: We need more Entrepreneurs than Managers



Team 4: Is India ready for a cashless economy?



Team 5: Technology increases unemployment



Team 6: Work from home Pros & Cons



Team 7: Will e-commerce dominate physical stores?



Team 8: Indian villages are our strength



Team 9: Impact of Sri Lanka's Economic crisis on India



Team 10: Is India ready for electric vehicles?



Team 11: NEP - the New Economic Policy

Workshop on Capital Market Awareness

Date: 14th December 2022

Time: 12:00 PM

Speaker of the Event: Mr. Sajan

Venue: PGL 301

Brief profile of the resource person:

Mr. Sajan has completed his M.Com and PGDM and presently pursuing his Ph.D. He has nearly a decade of work experience and domain expertise in the capital market with in-depth knowledge of multiple investment products. He has also been invited as a speaker in various Institutions across South India. Mr. Sajan has presented research papers at National and International conferences.



The poster is for a workshop titled "Capital Market Awareness" conducted by the Department of Business Administration at Mangalore Institute of Technology & Engineering (MITE). The poster features a portrait of Mr. Sajan, an expert in the capital market domain. It includes accreditation details from NAAC (A+ Grade) and ISO 9001:2015, and mentions sponsorship by the Bombay Stock Exchange and arrangement by Lotus Knowlwealth Pvt. Ltd. The event details are: Venue: PGL 301, Time: 12.00p.m, Date: 14-12-2022. The poster also includes the logo of the Institution's Innovation Council and a photograph of the MITE building.

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INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

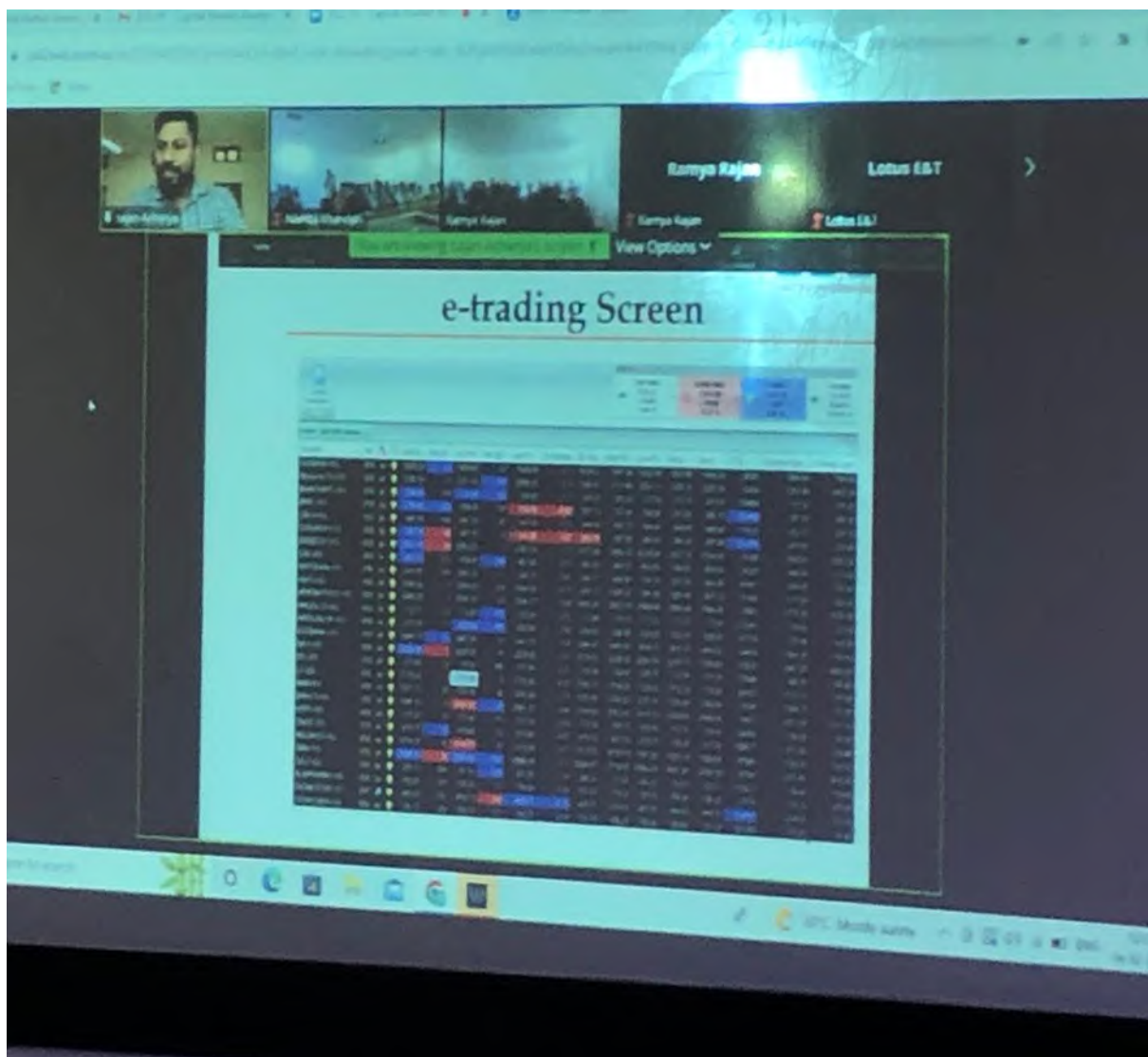
Department of Business Administration
conducts a workshop on
Capital Market Awareness
Mr. Sajan
Expert - Capital Market Domain

Sponsored by Bombay Stock Exchange and
arranged by Lotus Knowlwealth Pvt. Ltd.

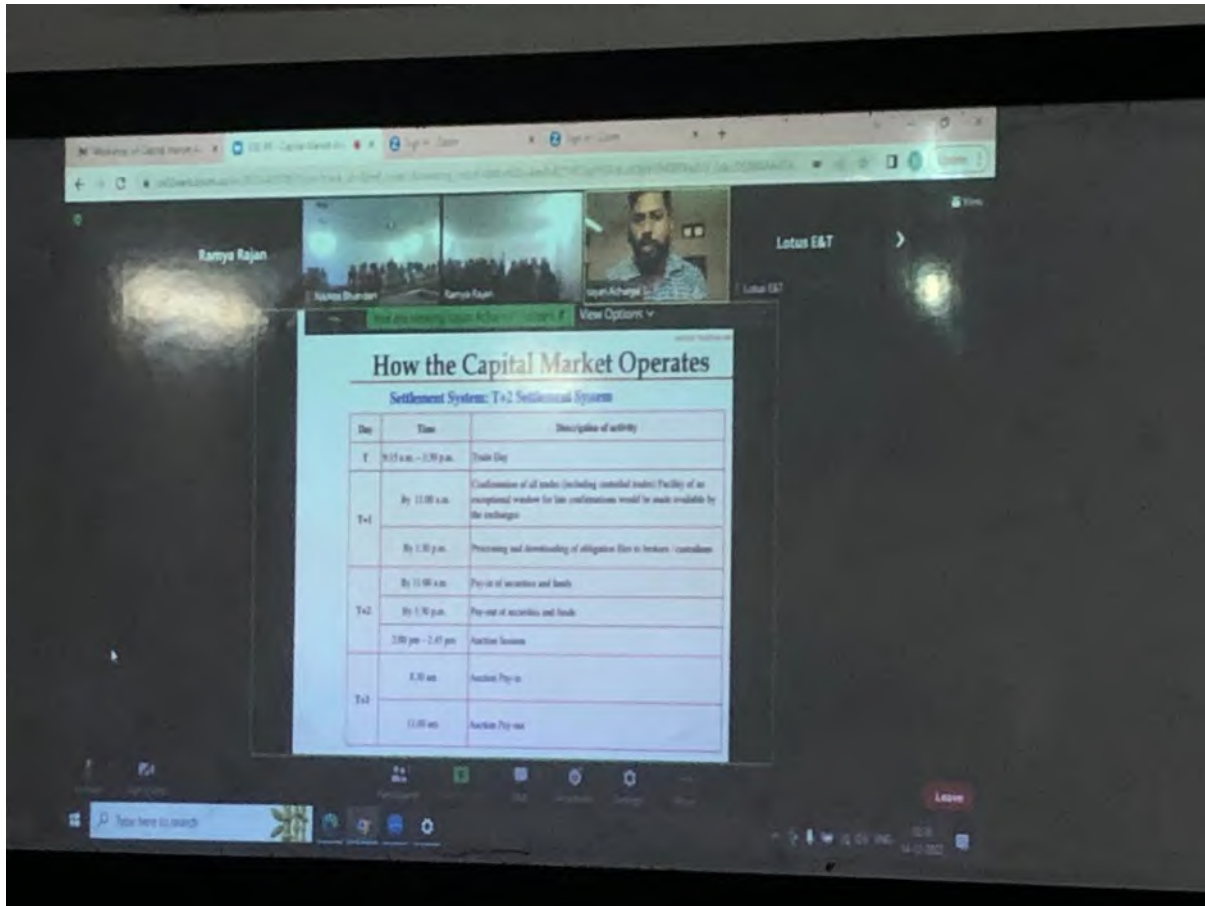
Venue: PGL 301 Time : 12.00p.m Date:14-12-2022

Brief about the event:

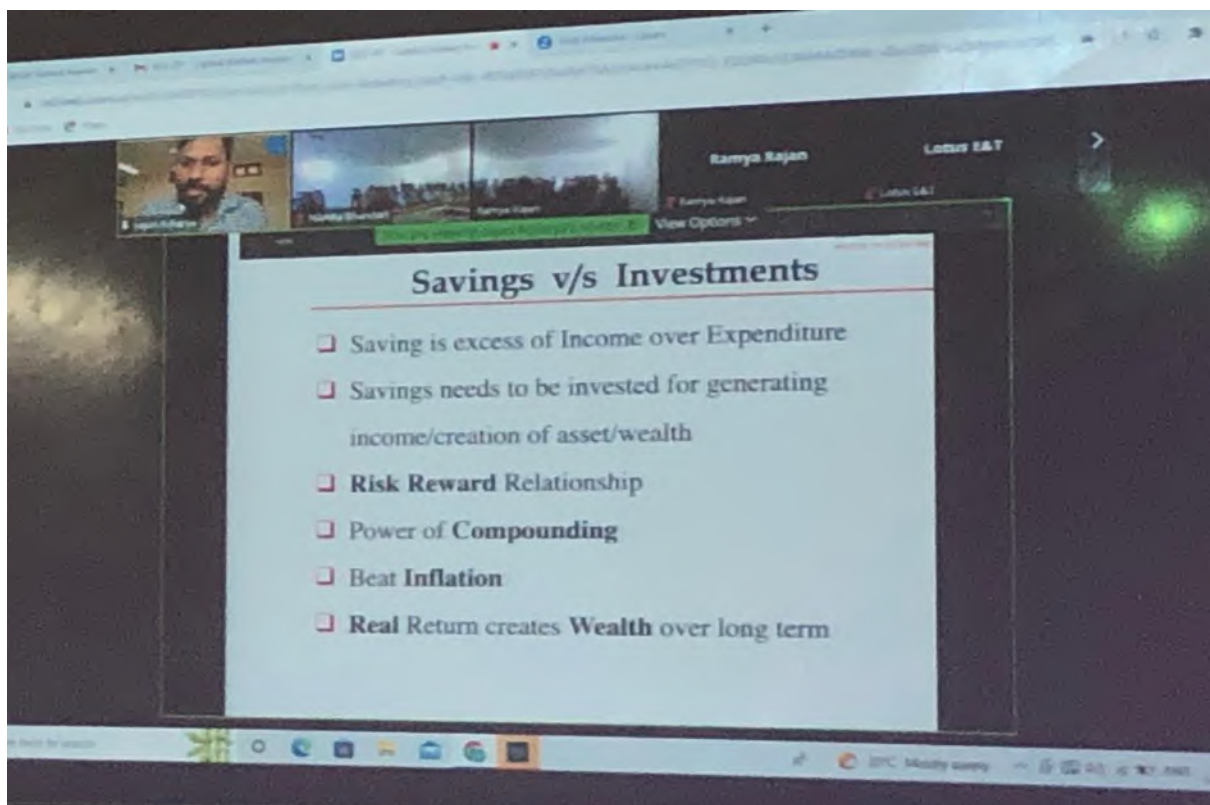
Mr. Sajan began his session with the basics of the stock market. He explained the procedure of investing in the capital market, and the difference between savings and investments. He also spoke about various options available in the mutual funds, features of mutual funds, and do's and don'ts of investment. Speaking about the equity investment speaker explained about the growth of Sensex, compounding impact of equity investments, inflation-beating capacity of the equity, and increasing consumer demand. He gave a message saying that "Investing is a full-time activity. There is no shortcut to making money". The session concluded with a short question and answer session.



Explaining the Basics of the Stock Market



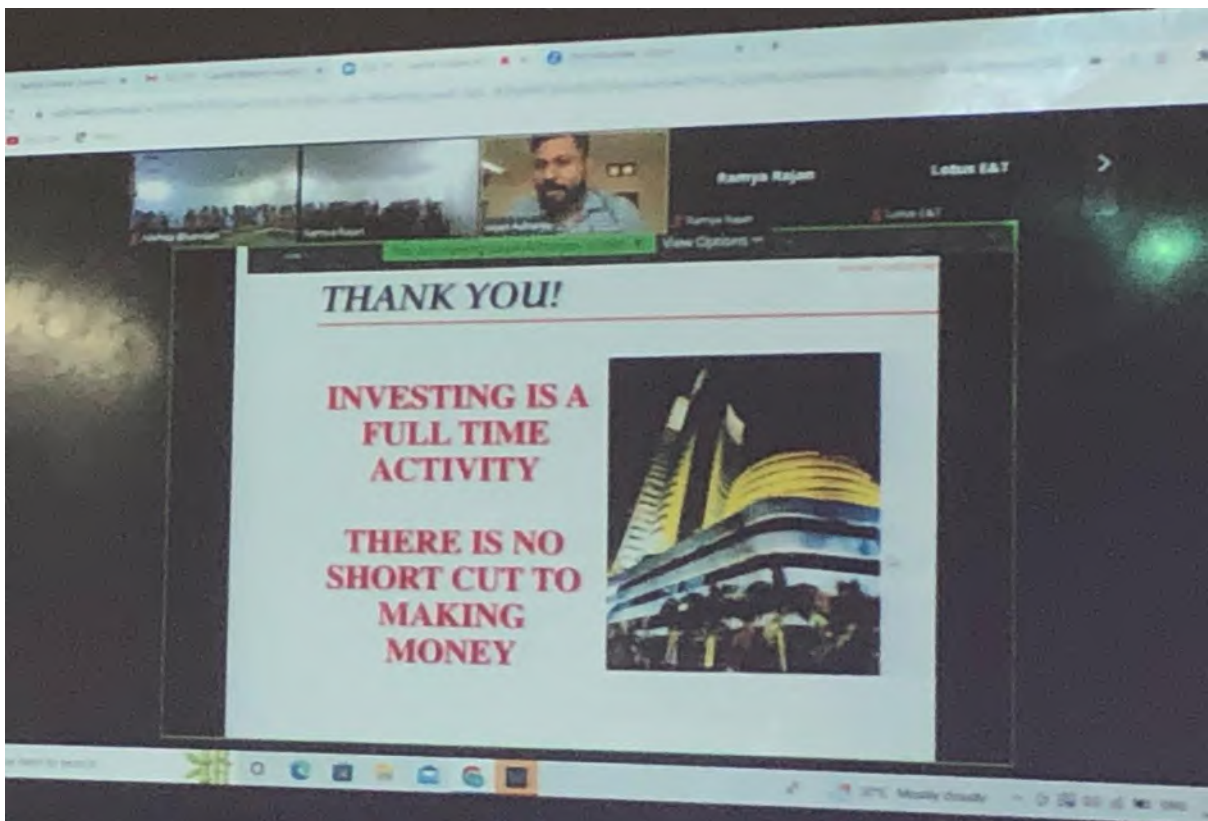
Explaining the procedure to invest



Difference between Savings and Investments



Students viewing the presentation



Concluding the session

Department of Business Administration

Case Study Competition

Date: 30th December 2022

Time: 11:00 AM to 1:00 PM

Event co-ordinators: Amarabhiram Swamy & Nandesh

Judges of the Event: Dr. Jayashri Shetty and Prof. K Abhaya Kumar

Venue: PGL 301

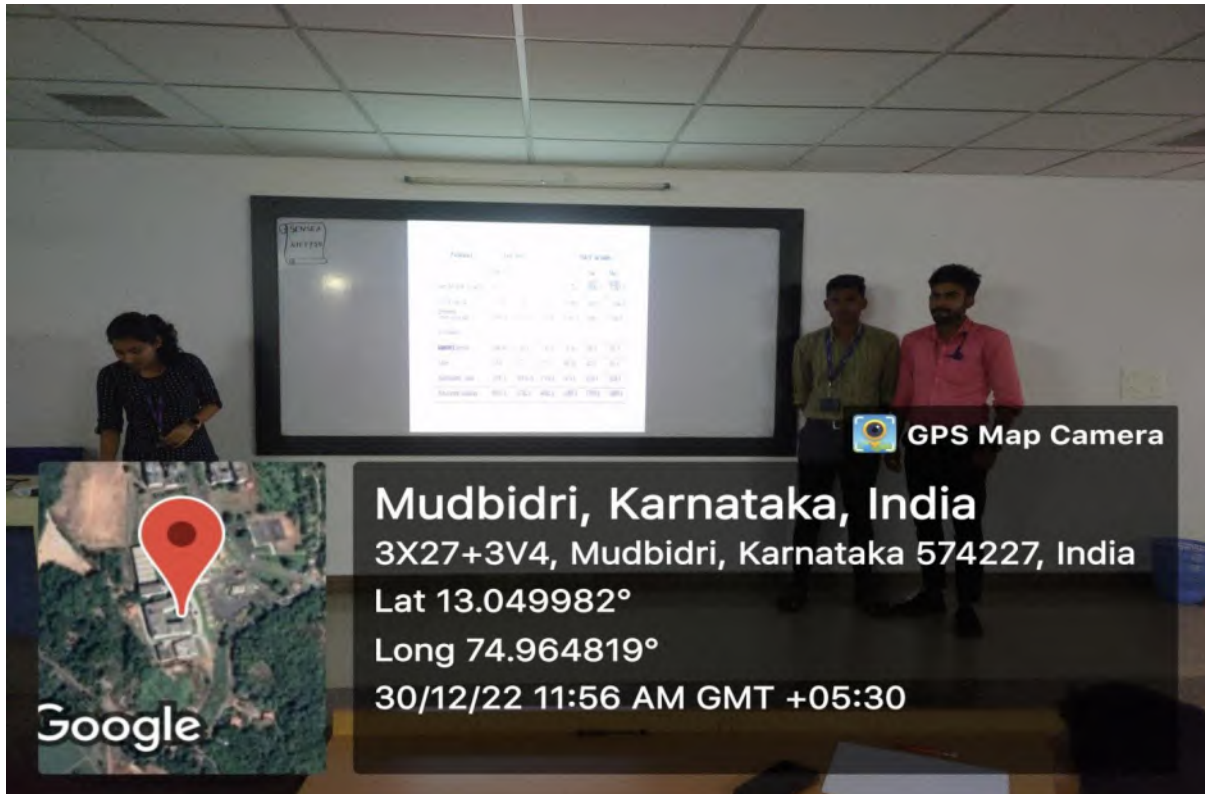
Brief about the event:

The competition began with a welcome by the event coordinator. Later the coordinator explained the rules of the competition. There were two rounds. The first round was Finance Quiz. After the first round, the top 18 participants were selected and formed into six teams of three participants each. Teams had to analyze the Financial Data of two companies assigned to them and make decisions about issuing long-term loans to one of the companies. Each team was given ten minutes for presentation followed by question and answer session for five minutes. All the teams actively participated in the presentation. The competition ended with vote of thanks.

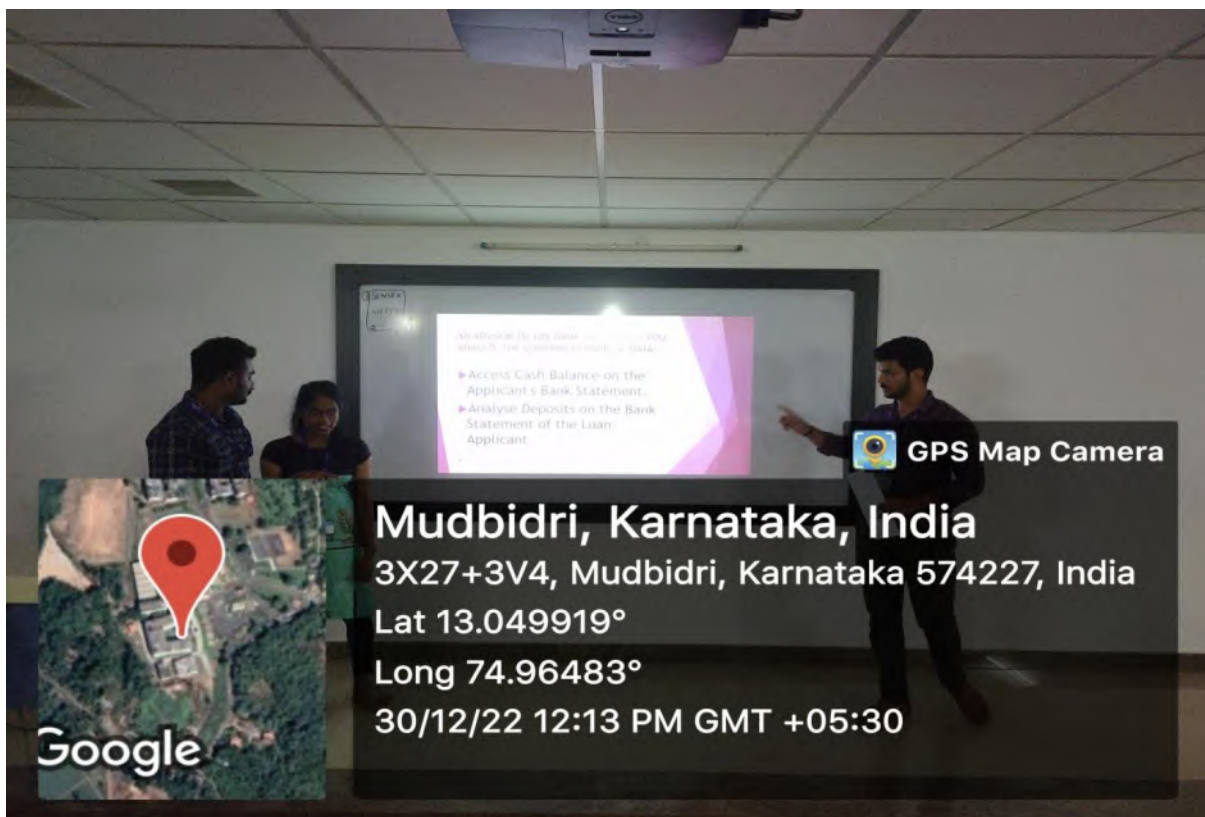
Winners of the Competition:

First Prize: Team 3 (Shrinidhi, Jeevan, & Sathvik)

Second Prize: Team 5 (Abdul Munaf, Ashika, Vineet)



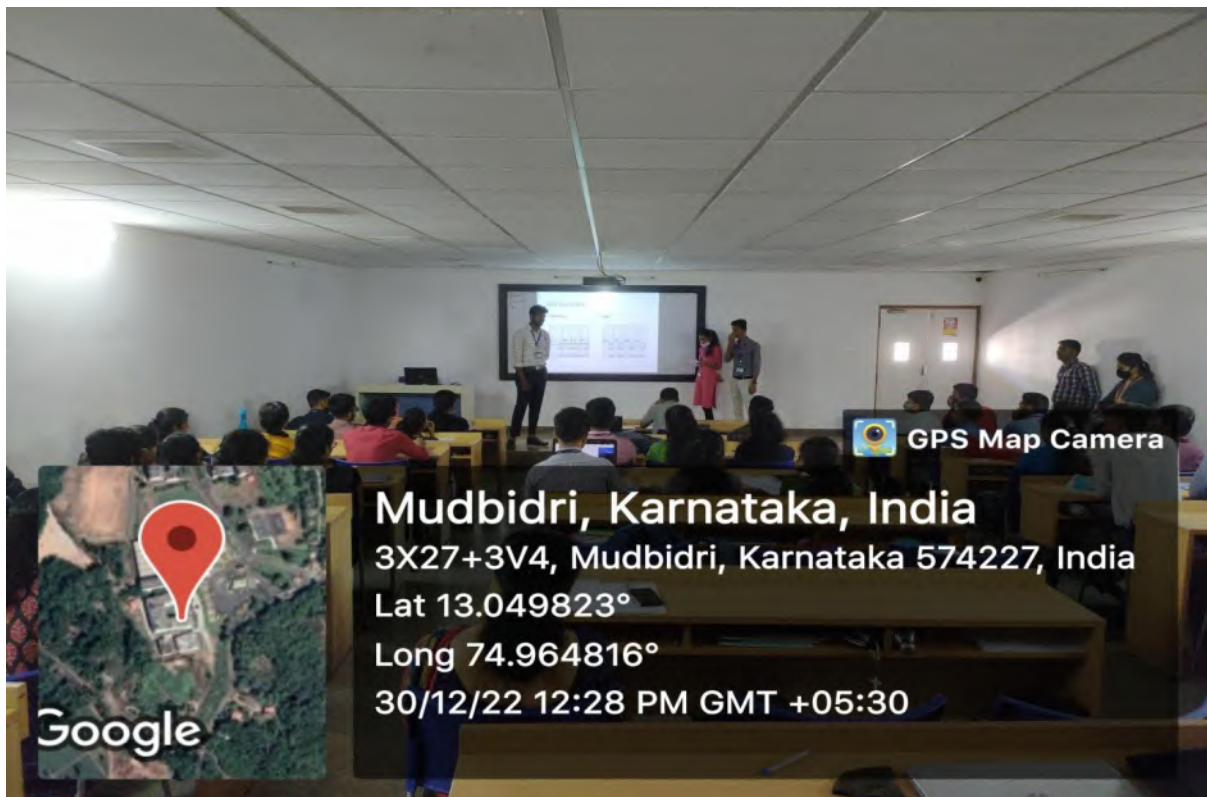
Team - 1



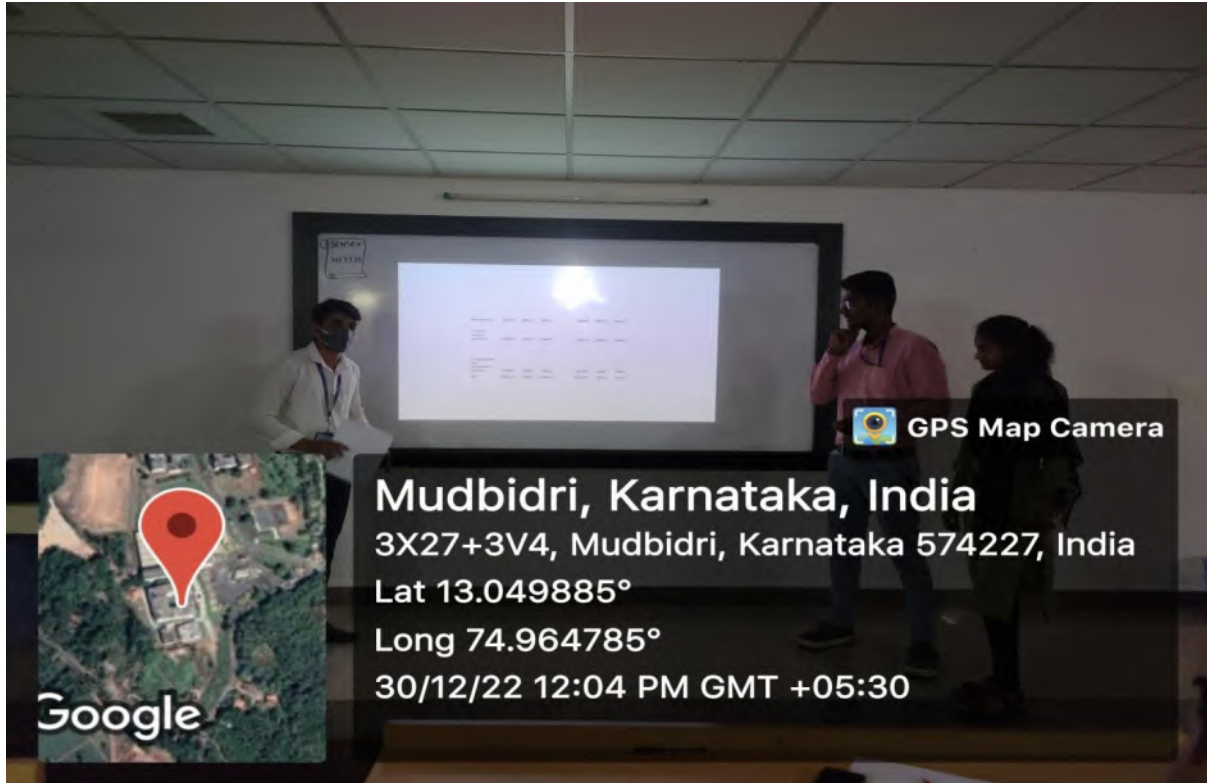
Team - 2



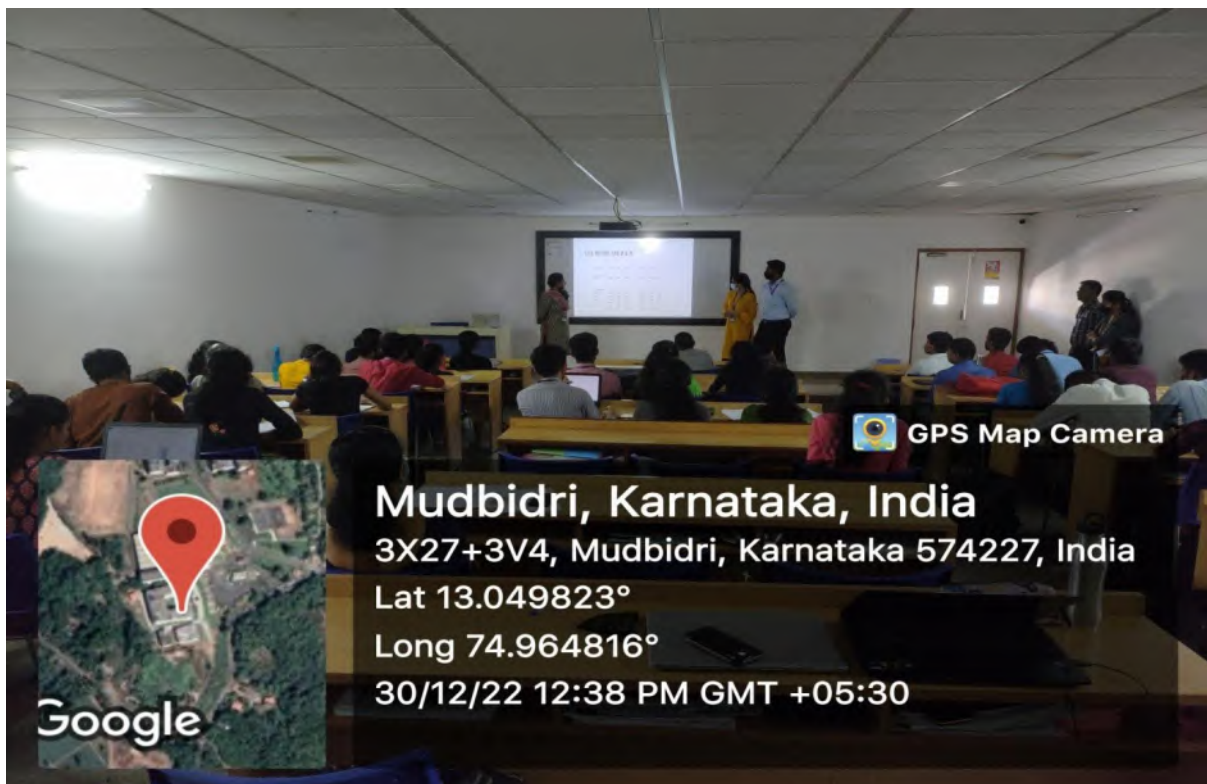
Team - 3 (First prize winners)



Team - 4



Team - 5 (Second Prize winners)



Team - 6

CSR CLUB

CSR Club

Organised a Visit to

“Ahimsa animal care trust at Bajagoli.”

Date: 21th January 2023

Duration: 02:45 AM – 3:30PM

Venue: Ahimsa animal care trust at Bajagoli.



The Mangalore Institute of Technology and Engineering College, MBA Department under the CSR club successfully organized a program on 21st January 2023 for a visit to the Ahimsa animal care trust at Bajagoli. The program was conducted to educate aspiring students about the different needs of animals and to encourage the students to animal adoption. There were 20 students who attended this program. We left at 1:45 pm from the college campus and reached Ahimsa animal care trust at 2:45 pm.

The owner, Virendra Jain escorted all the gatherings. The students were taken to the introduction room and given a briefing of rules and guidelines to be followed by everyone inside the Animal care trust. The students contributed some food items to the animal care trust to feed the animals. The students were also allowed to personally interact with the animals and feed them. The students spent time with the animals with love and care. In the end, some of the students were interested in adopting the animal. The program taught the

students how important it is to encourage people to animal adoption from dedicated care centers.



REASEARCH CLUB

DEPARTMENT OF MANAGEMENT STUDIES

Report of MBA Research Club Activity

Title: Special talk on “Academic Projects – Publication opportunities”

Venue: Auditorium 2 – MITE Campus

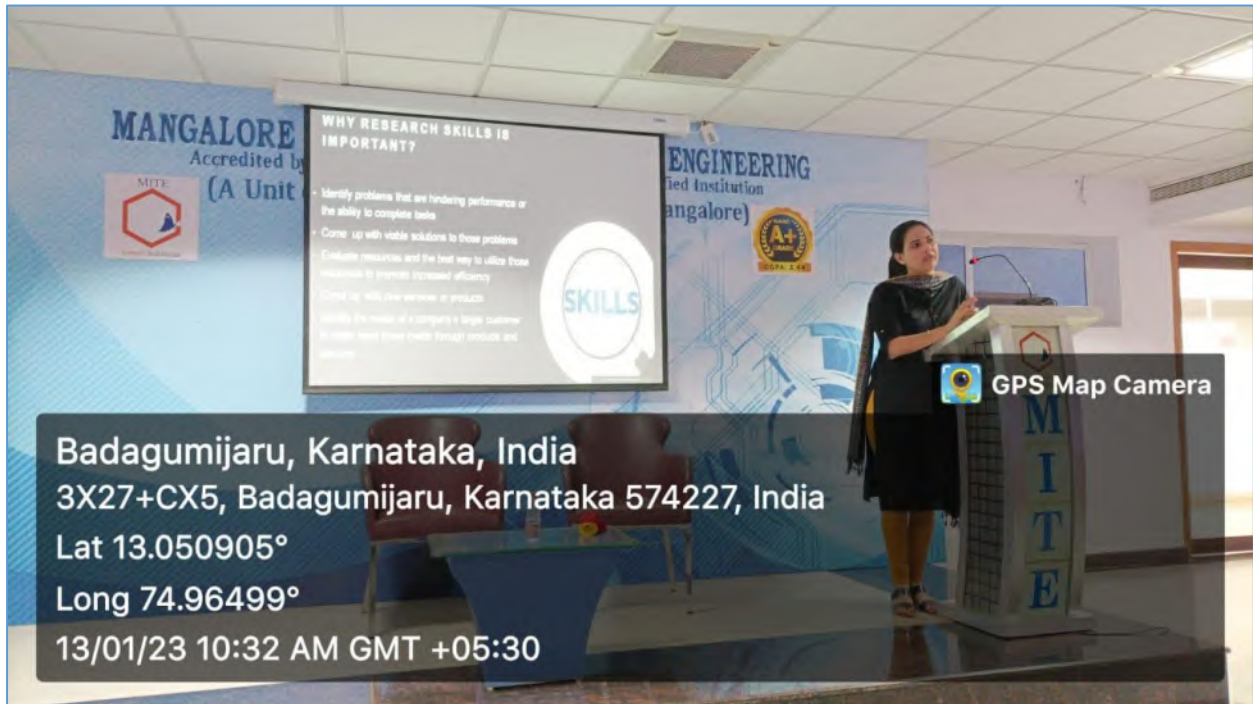
Date & Time: 13th January 2023, Friday – 10:00 AM – 11:00 AM

Target Audience: MBA 3rd semester students of 2023 Batch

Resource person: Dr Ankitha Shetty, Assistant Professor and Research Coordinator, Dept. of Commerce, Manipal Academy of Higher Education, Manipal. Prof Ankitha pursued her Bachelor of Commerce from Canara First Grade College in 2011. Later, in the year 2013, she pursued her MBA from Manel Srinivas Nayak Institute of Management (MSNIM), Mangalore. She started her career at Sahyadri College of Engineering and Management, Mangalore, as an Assistant Professor and Training Officer, where she worked for 2 years. She also received her Doctorate for her research study on "Performance of Bancassurance and Traditional Agency channel in Life insurance Industry" from MAHE School of Management, Manipal, in 2018. She has published research papers in good rated international journals. She is also a member of the Editorial Board of Asia Pacific Journal of Business Administration, Emerald Publishers.

Quality publication from an MBA graduate will help him to gain more knowledge and skills that, in turn, helps him to get good employment. A good academic project can be converted into a good paper for publication. In this regard, the MBA research club organised a special talk on “Academic Projects – Publication opportunities”. The program aimed to motivate students to work on publishable projects and to guide them to initiate good-quality work. Professor Ankitha spoke about problem identification/gap identification or topic identification for good-quality academic projects and publications. The key areas of discussion in the talk were the role of literature review in the idea generation process, types of research, sample design

process, and statistical analysis. Finally, Prof Ankitha discussed managerial skills and the skill sets required to get employment in marketing research companies.



Dr Ankitha Shetty delivering the lecture



Dr Ankitha Shetty with Prof Jayadeva Prasad M, Director PG Studies, MITE



Students listening to the presentation of Dr Ankitha Shetty



Lecturing delivered by Dr Ankitha Shetty to the gathering

INDUSTRIAL VISITS

DEPARTMENT OF MANAGEMENT STUDIES

REPORT ON INDUSTRIAL VISIT

Title: Industrial visit to Bharati Defence and Infrastructure Ltd, Mangalore

Place: Kudroli Bengre, Dakshina Kannada, Karnataka

Date & Time: January 31, 2023, Friday – 09:00 AM – 04:00 PM

Target Audience: MBA 3rd semester students of 2021 Batch

Brief about the event: As part of the MBA curriculum, the department of Management Studies organised a one-day industrial visit to Bharati Defence and Infrastructure Ltd (BDIL), Mangalore. Bharati Defence and Infrastructure Limited (formerly known as Bharati Shipyard Limited) was incorporated on June 22, 1976. It began as a partnership firm in 1968 which was converted into a Limited company in 1976 and later to a public limited company in 1996. It has state-of-the-art shipbuilding and fabrication facilities in, Dabhol, Ratnagiri, Goa, Mangalore, Chennai and Kolkata. The company's core activities are building commercial ships, fishing boats and repairing the fishing boats.

Mr Pavithran Alokkan – President and Yard Head of BDIL, accepted the email request for the visit and requested Mr Mahesh Narayana – General Manager of BDIL, to coordinate the visit. 93 students and 2 faculty members took part in this visit. Mr Mahesh Narayana addressed students about the operations of Bharati Defence and Infrastructure Ltd. He stated that the financial crisis of 2009 and the oil crises harmed the company's performance and financial position. He mentioned that the impact was not just limited to BDIL; the entire shipping industry suffered because of the crisis. Proper working capital management, project management and understanding of the business cycle are essential in today's dynamic business world.

Mr Ashish and Mr Diganth took us to the production departments, where they explained the complete ship production process. The company officials appreciated the discussion of students during the visit



Mr Ashish explaining the ship production process

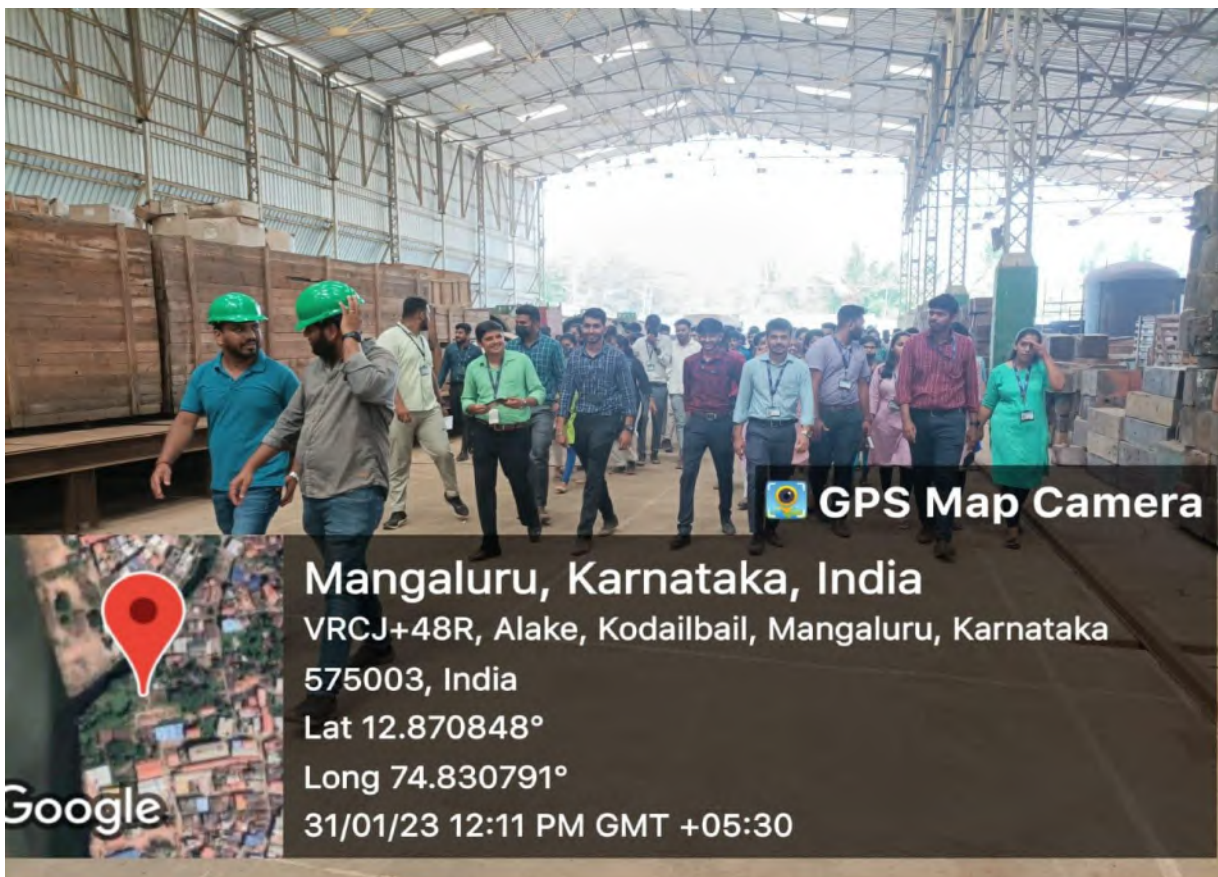


MITE MBA Students inside the Bharati Defence and Infrastructure Ltd



Students listening to the words of Mr Ashish

MITE MBA Faculty, BDIL Officials and Students walking inside the plant



Industrial Visit to SKF Elixir India Pvt. Ltd.

Title: Visit to SKF Elixir India Pvt. Ltd, Bannadka, Moodbidri

Date: 08-05-2023

Target: 1st Sem students of 22MBA batch

Brief Profile of the Company:

The SKF Elixir India Pvt Ltd is located in Bannadka a small village in Moodbidri Taluk of Dakshina Kannada. This company was started by a dynamic Entrepreneur Mr. G. Ramakrishna Achar, hailing from Gangolli, Kundapura Taluk. Presently he is serving as Managing Director of this private company. He is a true inspiration for many budding entrepreneurs because, in 198, he founded S.K.F. Industries, in a hired shed, in Moodbidri, with an initial capital of Rs.25000. Today the company has grown to the level of serving interstate and international clients.

SKF Elixir is engaged in the manufacturing of water purifiers cum coolers, dispensing plain, cold & hot water in a single machine for the first time in India. The company is also engaged in the manufacturing of Boiler machines for paddy growers. SKF with decades of experience in the manufacturing of grain processing machinery has a state-of-the-art infrastructure & trained personnel and technicians to offer world-class products at the most economical prices.

Brief about the event:

On 8th May 2023, 120 students from the first year MBA Batch 2022 and 2 faculty members visited SKF Elixir Bannadka, Moodbidri. The purpose of the visit was to understand the daily operations of SKF Elixir and understand the success story of entrepreneur Mr G. Ramakrishna Achar. Dr Laxmeesh- HR Consultant of SKF Elixir explained the success story of the Managing Director and the company. Ms Sumana Jain, HR Manager of SKF Elixir explained the labour laws applicable in their company. For a few specific operations-related queries from the students, Mr Vijeth Jain, Sales Manager of SKF Elixir gave convincing answers. Students raised questions related to inventory management, sales management and the strategies of the company during the COVID pandemic. Mr Chandraprabha from the production team guided students for the plant visit.



MITE MBA students and faculty with Dr Laxmeesh and Ms Sumana for a group photo



Dr Laxmeesh shares the success of the company with MITE MBA students

INDUSTRIAL VISIT TO KMF, MANGALORE

Title: Industrial visit to Dakshina Kannada Co- Co-Operative Milk Producers

Union Limited

Date: 18th August, 2023

Duration: Full Day

Target Audience: 80 Students of II-year MBA -21MBA Batch

Brief about the event:

As part of MBA curriculum, 80 students of 2nd year from 21MBA batch visited Dakshina Kannada Co- Co-Operative Milk Producers Union Limited on 18th August, 2023. The purpose of the visit was to understand the working of a co-operative and to gain insights on dairy enterprise opportunities. Ms Shashikala, an officer from the public relations department took students for the plant visit and explained each process in detail. Further, Ms Shashikala explained about the Nandini franchisee business model and the success story of dairy enterprise model of a few farmers to MBA students.

Students were very much participative in the discussion process. In the question and answer (Q&A) session, Mr. Parikshith asked about the issue of Ghee supply to Thirupathi temple. Mr. Bhavan asked about the competition status for flavored milk products segment in the Indian market. The competitive strategies of Amul, MTR and KMF (Nandini) were discussed in detail in the Q&A session. A few students asked about the future for local Cow (Desi) and role and responsibility of KMF in retaining the local Cow breeds. Overall, the visit gave good insights for MITE MBA students.



Department of Management Studies

Report on Industrial visit to Pilikula

Title: Industrial visit to Pilikula Artisans village and Planetarium

Date: 30th August, 2023

Duration: Full Day

Target Audience: 120 Students of 1st - year MBA -22MBA Batch

Brief about the event:

Rural marketing, bio-degradable products and tourism management have become an interesting industry and matter of discussion for the management students in Indian. In this regard, 120 students of 1st year MBA visited Pilikula artisan's village and Planetarium. The purpose of the visit was to understand the present status of demand for the bio-degradable products and the future prospects of this industry. Further, to understand the modern marketing strategies to sell these products. Pilikula was originally in to park, zoo, botanical garden and planetarium, this was basically to attract the tourists and travelers. Hence, the second objective was to understand the management of these tourist visiting destinations of Pilikula.

The artisan's village was the first location of visit to observe the production mechanism and to discuss the demand status and marketing strategies. Students asked various questions on durability of the products, costing of products and the demand driving forces for these products. Further, in the zoo, botanical garden and planetarium students learnt about the management of inventory and cash for the daily maintenance of the parks. Prof, Shanthi Sekhar from Singapore and all the teaching faculty of the management department were present for the visit.



MITE 22 MBA Batch Students at Pilikula near Planetarium



MITE 22 MBA Batch Students at Pilikula during the lunch break

**MOU
WITH DEGREE
COLLEGES
TO IMPART SKILL
DEVELOPMENT
TO UG STUDENTS**

MoU with Degree Colleges

MITE believes in growing hand-in-hand with its neighbourhood. It is the social responsibility of the institution to give back to the society around it. Accordingly, Department of MBA arranged for the Institute to sign Memorandum of Understandings (MOUs) with the neighbouring undergraduate colleges. These MOUs primarily focus on imparting Skill-based training programs to UG students - primarily Presentation and communication skills.

Training sessions and workshops were organised both at the MOU colleges as well as in the MITE campus for students of the associated colleges. The Institute has successfully made a total of 11 MOUs in three years' time since the beginning of this program and has trained a total of students.

The 11 MOUs entered by MBA MITE in its neighbourhood are:

1. St. Mary's College, Shirva
2. Sri Duragaparameshwari Temple First Grade College, Kateel
3. Sri Dhavala College, Moodbidri
4. MulkiSundar Ram Shetty College, Shirva and
5. MPM First grade College, Karkala
6. Government First Grade college, Hebri.
7. Government First Grade college, Kavoor
8. Mahaveera college, Moodabidri
9. Governement First Grade College, Punjalakatte
- 10.Sri Bhuvanendracollege, Karkala
- 11.Kukke Sri Subramnyeshwara College, Subramanya.

Terms of the MOUs with the UG colleges are as follows:

1. MITE shall impart skill based training to students of UG colleges in areas of Presentation/Communication, Interviews, Personality development and
2. other related areas and,
3. Training shall be imparted by MITE, totally free of cost, merely as a part of Corporate Social Responsibility gesture and no fees is chargeable by MITE

During 2022-23, MITE has added a few new programs for the benefit of MOU colleges. They include:

- Career guidance program
- Hands on training on team building
- Aptitude training
- Lecture on job opportunities after graduation

The Professors from the MBA department visited those colleges and conducted sessions on presentation skills. Subsequently, training workshops/hands-on training programmes were organised at MITE campus for the students of those associated colleges.

Sl. No	Date	MOU - Name of the college	Venue	Event	No of participants
1	09.11.2022	St. Mary's College, Shirva	St. Mary's College, Shirva, AV Hall	Placement Skills and Training program	121
2	09.11.2022	St. Mary's College, Shirva	Auditorium – 4, MITE	Workshop on team building	121
3	23/05/2023	Sri Mahaveera College, Moodbidri	Sri Mahaveera College, Auditorium	Lecture on job opportunities after graduation	135
4	23/05/2023	Sri Mahaveera College, Moodbidri	Auditorium – 4, MITE	Career guidance and team building program	135
5	01/06/2023	Government First Grade college, Poonjalakatte	GFGC Auditorium	Lecture on job opportunities after graduation.	90
6	08/06/2023	MPMFGC, Karkala	MPMFGC Hall, Karkala	Lecture on Interview facing skills	120
7	08/06/2023	MPMFGC, Karkala	Auditorium – 4, MITE	Career guidance and team building program	120
8	19/06/2023	Sri Dhavala College Moodbidri	Sri Dhavala College Moodbidri	Lecture on job opportunities after graduation.	100
9	19/06/2023	Sri Dhavala College Moodbidri	Auditorium – 4, MITE	Workshop on team building	100

Program 1: Placement skill and Training workshop and workshop on team building for St. Mary's College, Shirva

Date: 09.11.2022

The department of Management Studies conducted a placement skill and training workshop and team-building program at St. Mary's College auditorium, Shirva. Students were trained on career opportunities, aptitude training and interview-facing skills. Students then visited MITE Campus for training on team-building activities.



Program 2: Lecture on job opportunities after graduation and workshop on team building for Sri Mahaveera College Moodbidri
Date: 23/05/2023

A lecture on job opportunities after graduation was organised for the students of Sri Mahaveera college Moodbidri as a part of a knowledge sharing program. Later students visited MITE and organised a team building activity to build a bond and develop the habit of sharing as well as imbibed the habit of team thinking.



Program 3: Lecture on Lecture on job opportunities after graduation at GFGC, Poojalakatte

Date: 01/06/2023

The faculty members from MITE visited GFGC Poonjalakatte and conducted a career guidance program and conducted a workshop on interview-facing skills. The Faculty members from MITE visited GCFC and were given hands-on training on aptitude training, career choice and resume making.



Program 4: A talk on Interview facing skills, Career guidance and team building program MPM Government First Grade College, Karkala

Date: 08/06/2023

The team of faculty members from the department of Management studies Management Studies visited MPM GFGC, Karkala and conducted a training on interview facing skills and opportunities after graduation. Students were trained on career opportunities and team building skills.



Program 5: A talk on job opportunities after graduation and team building program for Sri Dhavala College, Moodbidri

Date: 19/06/2023

MITE believes in sharing knowledge with neighbouring institutes for the overall development of society. So, Faculty members of Department of Management Studies visited Sri Dhavala College, Moodbidri for the Career guidance and team building program and invited the students of Sri Dhavala College, Moodbidri for a hands-on workshop on team building.



Until now a total number of 766 students from 11 different colleges got the benefit of this Skill based development program under an MOU.



