

# MITE

## Department of Management Studies

### BULLETIN 2020-21



## Mangalore Institute of Technology & Engineering (MITE)

Accredited by NAAC with A+ Grade, An ISO 9001: 2015 Certified Institution

(A Unit of Rajalaxmi Education Trust®, Mangalore - 575001) Affiliated to V.T.U., Belagavi,

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BadagaMijar, Moodbidri-574225

# **DEPARTMENT OF BUSINESS ADMINISTRATION**

## **ANNUAL REPORT 2020-21**



**Mangalore Institute of Technology & Engineering**  
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## DEPARTMENT OF BUSINESS ADMINISTRATION

### ACTIVITIES 2020-21

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**ACTIVITY 1. ORIENTATION & INDUCTION PROGRAMS – 2020 14 to 19-01-2021**

**14-01-2021 – Orientation Program**

The Department of Business Administration organised an Orientation program to the batch of 2020 on 14<sup>th</sup> of January followed by Induction program during 15-19<sup>th</sup> January 2021. All the events in the programme were held online in view of the existing pandemic situation.

The master of ceremony Prof. Verina D'Souza began the Orientation program on the 14<sup>th</sup> Jan 2021. Welcoming the new students and dignitaries, Prof. Jayadeva Prasad M – HOD of Dept of Management Studies, MITE gave a brief introduction of the speakers and he also explained the schedule of the Orientation programme. He presented the welcome address and gave a professional start to the event.

The Principal, Dr. G. L. Easwara Prasad briefed the new students about history and background of the college as well about the facilities and amenities inside the campus. He highlighted the achievements and the international/national awards won by the students of the college. He went on to explain the various industry tie-ups of the institutions and also elaborated on the opportunities these tie ups provide to the students to sharpen their skills. He concluded his talk by highlighting the progress of the institution since inception.

Mr. Praveen Kamath – General Manager HR & Head global delivery enablement at Wipro who was the chief guest of the function congratulated the new batch of students for their decision to pursue higher education. He explained the importance of MBA education in the industry and informed how an MBA can contribute and grow in the corporate. He advised four mantras to the students and elaborated how regular practice of these techniques can bring about a change in the overall personality of the students that fits into the expectations of the corporate.

Alumni play a crucial role in the process of learning and development of the students of any institution. Mr. Bharat H S Batch of 2015-17, currently working for Unacademy, Bangalore as Senior Business Development Associate recalled the happy times he spent in the campus during his college days. He spoke about the support available from the members of the faculty for self-development.

Ms. Roshini Menezes, other alumni of the institution belonging to 2014-16 batch shared her experiences of life at MITE and how learning in these two years contribute to the career development of an individual.



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Mr. Rajesh Chouta, Chairman of the Rajalaxmi Education Trust in his thought-provoking speech, emphasised the importance of Management education for the development of the society. He urged the future managers to make full use of the various opportunities coming up in the next two years to develop one's management and entrepreneurial skills. He reiterated the need to have a bigger vision than just making simple career. He informed that having a larger vision of being a job creator is more relevant to future managers. He said, the goal of the manager has to be towards uplifting the society rather than just to be engaged in a 9 to 5 job.

Vote of thanks was rendered by Prof. Pradeep Kumar. The inaugural function concluded on a very positive note.

### **15-01-2021 – Induction Program Day 1**

After the successful completion of the Orientation program, a four-day online program was conducted to induct the students.

On 15<sup>th</sup> January 2021, Dr. Jayashri Shetty, conducted webinar through Google Meet and explained all the academic requirements. The University norms and academic requirements as per the University was explained in detail.

The next session was conducted by Prof Abhaya Kumar.K. He spoke about the activities of the department under Unnat Bharat Abhiyan (UBA). He explained the activities conducted during the previous year, the management learning to the students by these activities. He also spoke about the proposed activities for the current year batch.

The final session on the day was conducted by Mr. Dheeraj Sheety – General Manager – HR, JBF Petrochemicals. He motivated the students by giving examples of extraordinary success achieved by ordinary people. He also gave advice about the expectation from Management graduates and how to have a smooth transition from campus to corporate.



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**16-01-2021 – Induction Program Day 2**

Mr. Chetan Prabhu – Manager, E&Y, Bangalore addressed the students through a webinar on day 2. He spoke about corporate qualities that the budding managers need to possess. He spoke about various options a finance role has in the corporate world. Mr. Chetan went on to explain the different operations that has been done at a tax consulting firm and how the knowledge of MBA helped in growing up the corporate ladder.

The second session on the day was held by Prof. Varun about the activities at MITE with regards to college fests. He explained the achievements of students of MITE at various intercollegiate fests. Numerous awards won by the senior batch acted as a motivation for the fresh batch of students to achieve big, have fun and gather knowledge in the process. Prof Varun explained the importance of participating in these cultural fests and the experience and knowledge that can be gained from these activities. He also explained, with his own examples from student life, about participating and learning from intercollegiate fests.

**18-01-2021 – Induction Program Day 3**

Dr. Suphala Kotian, professor, AJ Institute of hospital management and External councillor of MITE addressed the new batch of students on the penultimate day. She gave a lot of tips to students about managing in the tough times of pandemic. She gave tips to cope with the online classes and how to get adjusted to new situation. She motivated the students to stay focussed and positive. She highlighted the importance of maintaining a fixed schedule and stick to it. All the students greatly benefited from it.

The second session of the day was about the Marketing club and other activities. Prof. Pradeep Kumar B R conducted this session. He introduced the students to all the activities that are generally conducted by the marketing club. He informed about the case study competition and the learning students get by participating in it.

The third session of the day was by Prof. Surjit Ram. He spoke about the importance of MBA Education. He reiterated the importance of MBA in personal life, career progress, job opportunities and how one can improve the ability to manage things by learning MBA.



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**19-01-2021 – Induction Program Day 4**

Prof. Jayadeva Prasad. M, Head-Dept of Management, MITE was the speaker on the day four of the induction program. He spoke about the topic “Two years of MBA Journey”. He lucidly explained to students how MBA is an experience more than a degree. How students have to experience management in all the activity they do, learn from the activities more than from the books.

The next speaker was Mr. Sheraz Hussain – Managing Director, Sunshine Traders, Moodbidri. Being a successful entrepreneur himself, he spoke about the attitude and skills required to succeed as an entrepreneur. How patience plays a big role to succeed as an entrepreneur was highlighted in his talk. Mr. Sheraz is also an Alumnus of MITE and he shared his experiences of MBA life.

The third session of the day was by Prof. Verina DSouza. She spoke about the various outreach programs conducted by MBA dept of the institution. The activity under the banner of HR club, Eco club, CSR Club were explained by her. She highlighted how invaluable management lessons are learnt while doing many activities and how traits such as compassion, ethics are important to be a successful manager.



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## ECO CLUB



## Activity 2

## Ecosystem Restoration- A Panel Discussion

05-06-2021

World Environment Day is celebrated every year on June 5<sup>th</sup>. A Panel discussion was held by ECO CLUB volunteers of MITE MBA. Each panellist presented their views on different sub themes under the overall topic: "ECOSYSTEM RESTORATION"



ShaliniHegde, 1<sup>st</sup> MBA welcomed the audience and the moderator of the session, Puneeth DV introduced each panel member. Moderator, later started the discussion by speaking about the significance of celebrating World Environment Day. He mentioned that a clean environment is essential for healthy Living and that the more it is ignored, the more it would become polluted with contaminants and toxins which has harmful impact on humans and other animals on the planet. The panellists spoke on different themes like:

1. Erosion Control (Factors Affecting Erosion, Measures to control erosion)
2. Reforestation (Importance, Current status)
3. Removal of Non-Native Species and Weeds (Prevention and Eradication)
4. Ecosystem Services (Ecosystem supports, Ecosystem assessment)

The event ended with a Q&A session and vote of thanks by Dhanya Bangera

VIDEO LINK OF THE

EVENT: <https://drive.google.com/file/d/1xzVQddBNQdL8fdMvLPfFvo5HpfSpjNbt/view>



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**ACTIVITY 3: PLASTIC WASTE-PREVENTION & MANAGEMENT 01.07.2021**

A special session on Plastic waste – prevention and management was organised by ECO CLUB involving two student panellists who did extensive study on the topic.

The event began with the HOD MBA welcoming all the attendees and giving a brief introduction to issues involved in ECOLOGY in today's world. He also highlighted the importance of doing research and presenting in forums like ECO CLUB on such important issues.



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**ECO CLUB, Department of MBA**



**Sonam Tirkey, 2<sup>nd</sup> MBA**

Presents a webinar on

**Plastic waste – Prevention and Management**



**Pratik Shetty, 1<sup>st</sup> MBA**

**DATE: 1-7-2021**

**TIME: 11:30-12:30PM**



1st Panellist Sonam Tirkey spoke about plastic and different types of plastics including thermos plastic. She also spoke about the uses and abuses of different types of plastics and how one could manage plastic waste.

2nd Panellist Pratik Shetty spoke about the application of Recycled Plastic and about the Plastic Bitumen Road Process. He also highlighted the Government Initiatives in plastic waste management. He further spoke about how companies like HUL, S.B.I, Nike and Flipkart have taken initiatives in reducing plastic in packaging. He also gave a ten step road to reduce plastic pollution.

The event ended with a fruitful discussion between audience and the panellist.

**Video Link:**

[https://drive.google.com/file/d/14aQsDXQeEUIZ59T\\_TEH6yYk4WZ4QsA\\_t/view](https://drive.google.com/file/d/14aQsDXQeEUIZ59T_TEH6yYk4WZ4QsA_t/view)

## ACTIVITY 4

## VANAMAHOTSAVA

05.07.2021

ECO Club of Department of MBA, MITE celebrated Vanamahotsava on the 5<sup>th</sup> July 2021. The event was graced by the Principal, Vice Principal, Heads of the Departments, Faculty members, staff members and student volunteers of ECO Club of the institution.



The event began with the address by the Principal Dr. G L Easwara Prasad wherein he highlighted the role of the institutions in contributing to the green ecology by activities such as afforestation. He also mentioned that it is imperative to fight the ever-increasing pollution and the environmental hazards caused by the various human activities.

Later the Principal planted a sapling to symbolically inaugurate the vanamahotsava program. More than 50 saplings were planted on the day by people present at the event. Video Link:

[https://drive.google.com/drive/u/1/folders/1CzyiSAIkY\\_IaKK0xSkumAphpEXLsvpi](https://drive.google.com/drive/u/1/folders/1CzyiSAIkY_IaKK0xSkumAphpEXLsvpi)  
[t](#)



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## CSR CLUB





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**ACTIVITY 5:**

**CHILD LABOUR**

**25.6.2021**

As a part of sensitizing students about the problems of Child labour a guest session was organized by the CSR Club on the topic.

The guest speaker was Prof Surjith Ram, who is a lawyer by qualification and is a Professor at the Department of Humanities at MITE.

In his talk, Prof Surith Ram highlighted the problems of Child labour and how it affects the society. He further explained the Child labour Law and legal framework under which the government operates to eradicate this evil practice.

The session ended with a lively Q&A session.



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Where Stones  
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**CSR CLUB, Department of MBA**



Presents a webinar on  
**‘Child Labour’**  
By  
**Prof. Surjit Ram**  
Department of Humanities  
MITE, Moodabidri

**DATE: 25-06-2021**

**TIME: 11:30-12:30PM**



**ACTIVITY 6:**

**BE HUMAN TO ANIMALS**

**16.06.2021**

Animals are as much a part of this planet as human beings and they possess as much right to fair and just treatment as human beings on this planet. In order to sensitize our students to the cause of Animal rights a special lecture is organised by the CSR Club of MITE MBA.

Ms. Suma Nayak is the guest speaker on the occasion. Ms. Suma Nayak is a lawyer by profession and an Animal activist. She runs an organization called Animal Care Trust (ACT) at Mangalore which takes care of stray animals and gives them shelter. ACT has an animal care centre at Kulshekhar, Mangalore and they have a big team of volunteers to rescue and nurture street animals.

	<b>CSR CLUB</b> <b>DEPARTMENT OF MANAGEMENT STUDIES</b> <b>Organises a guest lecture on</b> <b>'BE HUMAN TO ANIMALS'</b>	
		
<b>16.06.2021</b>	<b>Ms SUMA R NAYAK</b> Trustee, Animal Care Trust Shakti Nagar, Mangalore Will speak on the topic	<b>3.00-4.00 PM</b>
Ms Divya Prabhu, Animal Lover and ex-faculty, MITE will be present		
<b>ALL ARE REQUESTED TO REGISTER AND ATTEND THE ONLINE SESSION</b>		

In her speech Ms. Nayak highlighted the importance of fair treatment to animals and how it is important for the young generation to inculcate such values in life. She also introduced ACT through a slide show and explained the objectives and activities of the organization. She further motivated the students to come forward and be volunteers for the cause of Animal care.

Video Link:

<https://drive.google.com/file/d/1NTxzjTqSCoESgm872bPgLLQxcb2jAR69/view>

**ACTIVITY 7: VISIT TO ANIMAL CARE TRUST, MANGALORE 7.9.2021**

Animal care Trust, Kulshakehar, Mangalore, an NGO was set-up with a view to rescue abandoned and injured animals. VATHALSALYA is a home for animals and it stands as a monument of compassion towards them. It is situated on half an acre of land at Shakthinagar, Mangalore. It is primarily a treatment centre that houses about 300 animals at any given time.

**Brief about the event:**

The visit to animal care trust Shakthinagar was organized by CSR club on 7th of September 2021. Five students of 1st year MBA with the guidance of lecturers visited the Animal Care trust. The main purpose of the visit was to donate a sum of Rs.4430/- that was collected from students and faculty members of MBA department. It was a good exposure as student members of CSR Club got an opportunity to learn about the trust and its activities.



*CSR Club volunteers at Animal Care Trust*

A volunteer from the trust showed the team around and she explained how they take care of the animals. The visiting team was shown different blocks where the animals were kept; it included a block for blind dogs, a block for kittens and puppies, a block for permanent residents, a block of dogs that are up for adoption. The most important part was a block named 'Mathruchaya' in which the new born puppies and the mother-dogs are given special attention.



The volunteers of the trust are very fond of the animals and treat them as their own. They take utmost care of hygiene and safety of these animals. There is also a separate block for the diseased and infected animals where entry is prohibited for everyone except the doctors who treat them. They also take in female dogs, sterilize them and leave them back to where they belong. The trust conducts several camps to find homes for stray animals.



*Blocks for Animal care*







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# RESEARCH CLUB



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**ACTIVITY 8: TRAINING ON CHI-SQUARE TEST USING SPSS 30.6.2021**

Research Club of MITE MBA conducted a hands-on training session on application of Chi-square test using SPSS package.

The speaker for the session was Dr. Lokesh who completed his graduation from St. Aloysius College, Mangalore, M.com from Mangalore University, and MBA from KSOU (Karnataka State Open University) and completed PhD under the guidance of Dr. Ishwara P from Mangalore University. He worked as faculty in the department of MBA at SDM College of business management for 6 years, worked 8 years as Assistant Professor in department of MBA at Sahyadri Engineering and management. Currently he is working as Assistant Professor in Government First Grade College, Punjalkatte. He has published more than 25 papers in national and international journals and also presented papers.



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**DATE: 30/06/2021**

**WEBINAR**

**TIME: 11:30 – 12:30 PM**

**Department of MBA - Research Club**

**conducts a webinar on**



**Chi – Square tests in SPSS**

**Dr. Lokesh,**

Assistant Professor, GFGC

Punjalkatte

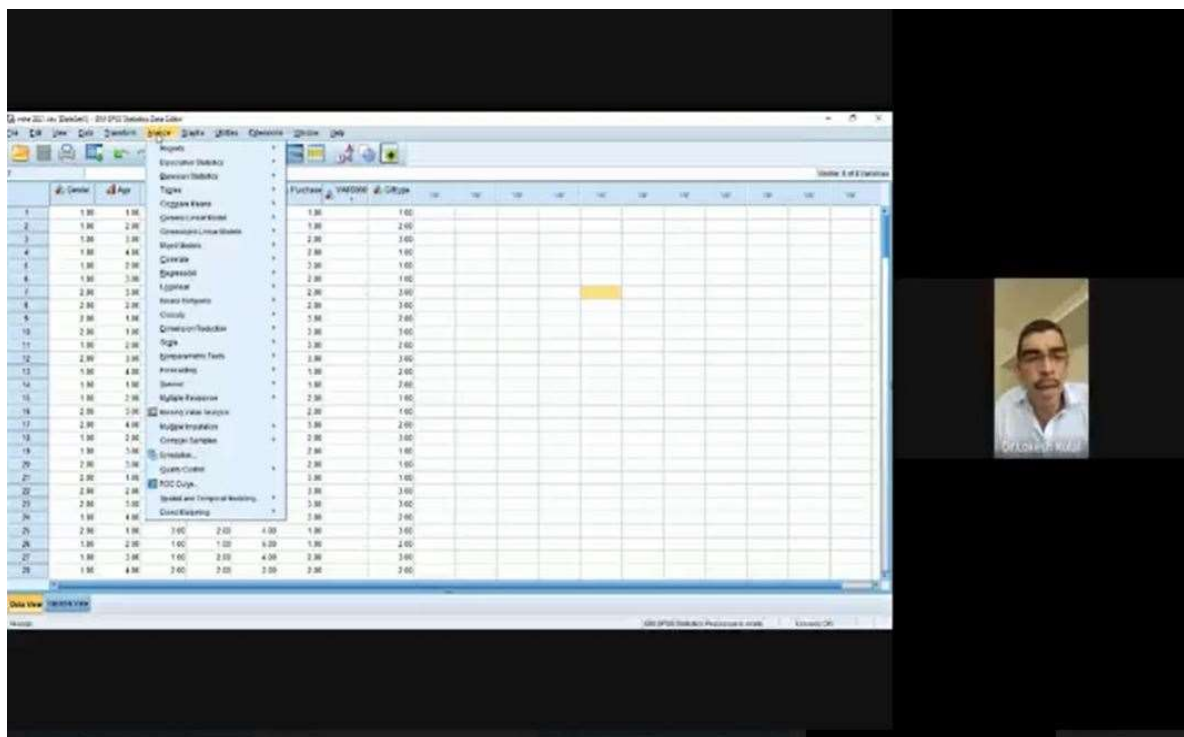


Most of the management research projects use non-parametric tests as well. Causal studies demand for correlation related statistics; particularly, the variables with multiple choice responses uses chi –square test. Most of the MBA projects uses this kind of analysis.

Prof. Loksha started with the objectives, hypothesis and classification of data in management research. Types of chi square test were discussed in detail with few live examples.

Students discussed about their project objectives and the suitable statistical tests were advised for their project hypothesis. Hands-on training on import of data, data management, variables management in SPSS was given. Methods of running the three types of chi square tests were demonstrated and the interpretation of the SPSS output was also discussed in detail.

Sakshi Poojary from 4<sup>th</sup> semester MBA was the host for this online webinar.






Video Link:

[https://drive.google.com/file/d/1PTm-lhnueJ-SDktybqZTmmfJyw\\_gD4-7/view](https://drive.google.com/file/d/1PTm-lhnueJ-SDktybqZTmmfJyw_gD4-7/view)

**ACTIVITY 9:                      44th KSCST STUDENT PROJECTS                      2020-21**

Karnataka state council for science and technology (KSCST) organises annual student's project competition. This is a government funded student's project competition programme. Under this programme KSCST does funding for bio energy development, rural development, development of biodegradable products and environment protection project.

Since 2018-2019, research club members of MITE-MBA have been regularly participating in this annual competition. A total of ten MBA students had submitted three proposals for the 44<sup>th</sup> KSCST student project program conducted in the year 2020-2021.

		
<b>Mr. Keerthan</b>	<b>Mr. Charan L. Amin</b>	<b>Mr. Joveen Francis</b>
<b>“THE PANACEA FOR AIR POLLUTION – A STUDY ON MAHOGANY PLANTATION USING TRIPLE P BOTTOM LINE APPROACH”</b>		

Students' Project Selected for Funding Programme

Among the three project proposals submitted, two were selected for funding programme. The following projects were selected for funding of Rs 2000 each. The study was completed and final presentation was made by these groups on 17<sup>th</sup> August 2021.



Students' Project Selected for Funding Programme



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# ALUMNI CELL



## ACTIVITY 10

## ALUMNI INTERACTION

28.09.2021

Alumni cell organized an Alumni Interaction session with Ms. Roshni Menezes from the 2014-16 batch of MITE MBA. She is working with Interactive Broker software Pvt Ltd Mumbai as an HR recruiter.

During the session Roshni shared her experiences in job life and highlighted how it is different from student life. She highlighted the importance of hard work, discipline and focus in life.



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**Department of MBA**

**DATE: 28-09-2020** **TIME: 10:00 -11:00AM**



**BATCH  
2014-2016**

**ALUMNI INTERACTION**

**MISS.ROSHNI MENEZES**  
HR RECRUITER AT “ INTERACTIVE BROKER  
SOFTWARE PVT.LTD  
MUMBAI

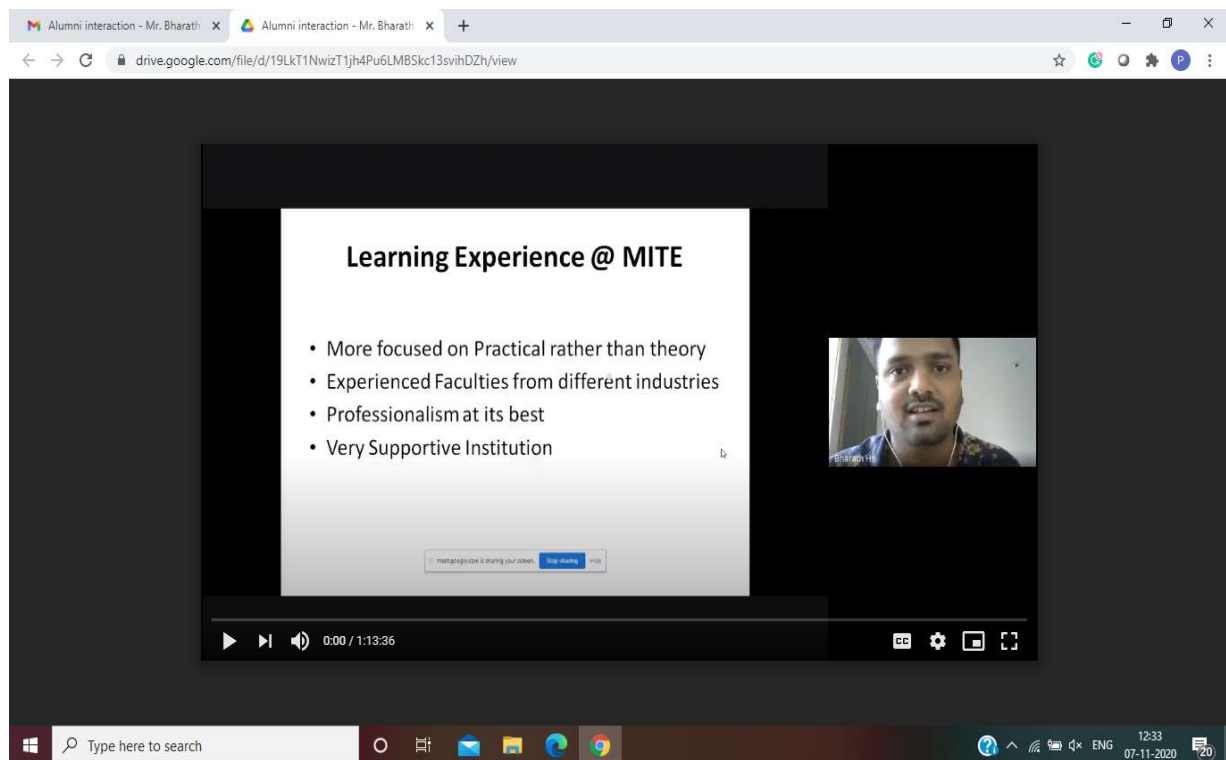


She advised the present batch of students to cherish every moment of learning opportunity as the golden period of student life will not come back. She warned that every mistake committed later costs a lot while every mistake committed now is a learning opportunity.

The talk ended with a Q&A session where students raised many questions about career choice and Roshni answered them deftly.

## **ACTIVITY 11: CAREER OPPORTUNITIES IN EDUTECH INDUSTRY 07.11.2020**

Mr. Bharath H S has completed his master degree in Business Administration with Human Resource and Marketing specialization. He has completed his bachelor degree in Aerospace and Rocket Engineering. He is currently working as a Senior Business Development Associate at Unacademy. He worked as a sale trainee for Cisco system under the payroll of Adecco Implant till 2018, then he partnered with GRU furniture during September 2018 to July 2019 and later on, he worked for Market Knights Pvt Limited from September 2019.



Following topics were covered by the speaker:

### **✦ Career Options:**

The Speaker spoke about the opportunities for freshers and their career development, and how one can nurture his/her skills, gain experience and grow. Further, he stressed on how punctuality plays an important role in one's career.



✦ **Key Management skills:**

Speaker highlighted that leadership, problem solving skill, self-confidence, and time management are the key management skills required to succeed in the Industry.

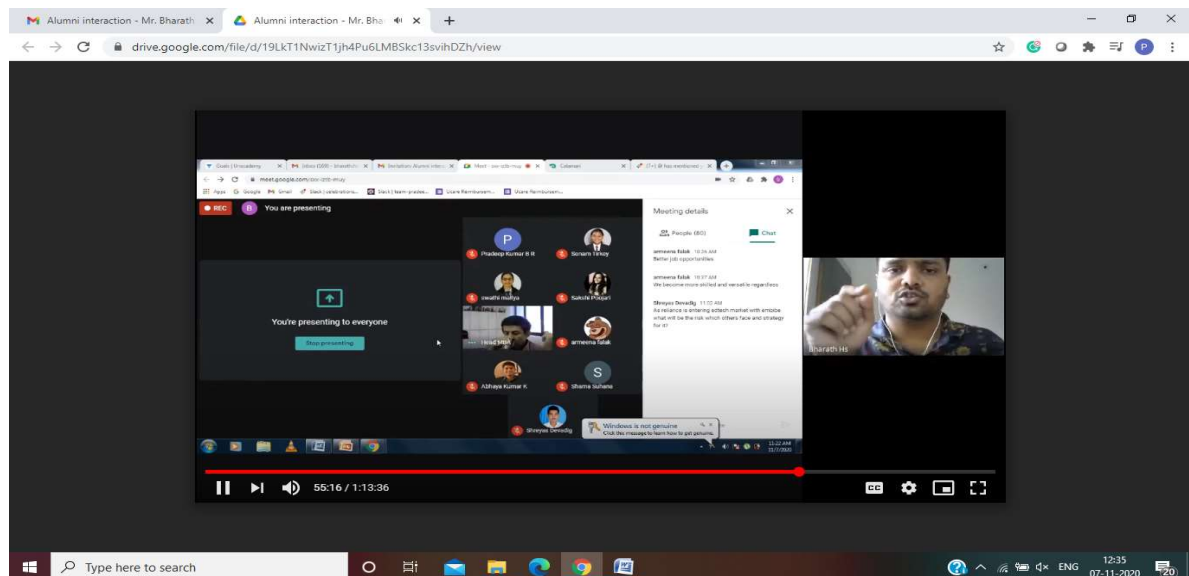
✦ **Edtech Industry:**

Speaker gave a brief introduction to the Edtech industry. He also explained the working of Edtech industry particularly the sales function. He informed how they make use of the technology in generating leads and then convert the leads into customers. At Unacademy, they use a lead generation tool called Lead square, which allocates the leads generated to sales persons. Sales persons then contact the allotted leads and work towards closing the sales.

Towards the end of the event, there were questions from the audience about career options, the guest answered all the queries of the students and the event ended with MC thanking the guests and audience.

Google Meet link of the event:

<https://drive.google.com/file/d/19LkT1NwizT1jh4Pu6LMBSkc13svihDZh/view?usp=drivesdk>



**ACTIVITY 12:      ‘A THOUGHT FOR CAREER’ – SHREEJAYA      14.08.2021**

Ms. Sreejaya, an alumna from the batch 2016-18 who is currently working as HR Generalist, Kreditbee, Bangalore was the guest speaker.

In her talk Ms Sreejaya covered details about her corporate journey and shared some of the important learning with the students. She highlighted the importance of involving in curricular activities like case study discussions, classroom discussions, panel discussions etc. in order to develop a confident personality to handle situations.



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**DATE: 14/08/2021**

**TIME: 11:00 – 12:00 PM**

**Department of MBA – Alumni Association**

**Online Alumni – Institution  
Interaction**

**Ms. Sreejaya,**  
 HR Generalist, Kreditbee  
 Bangalore





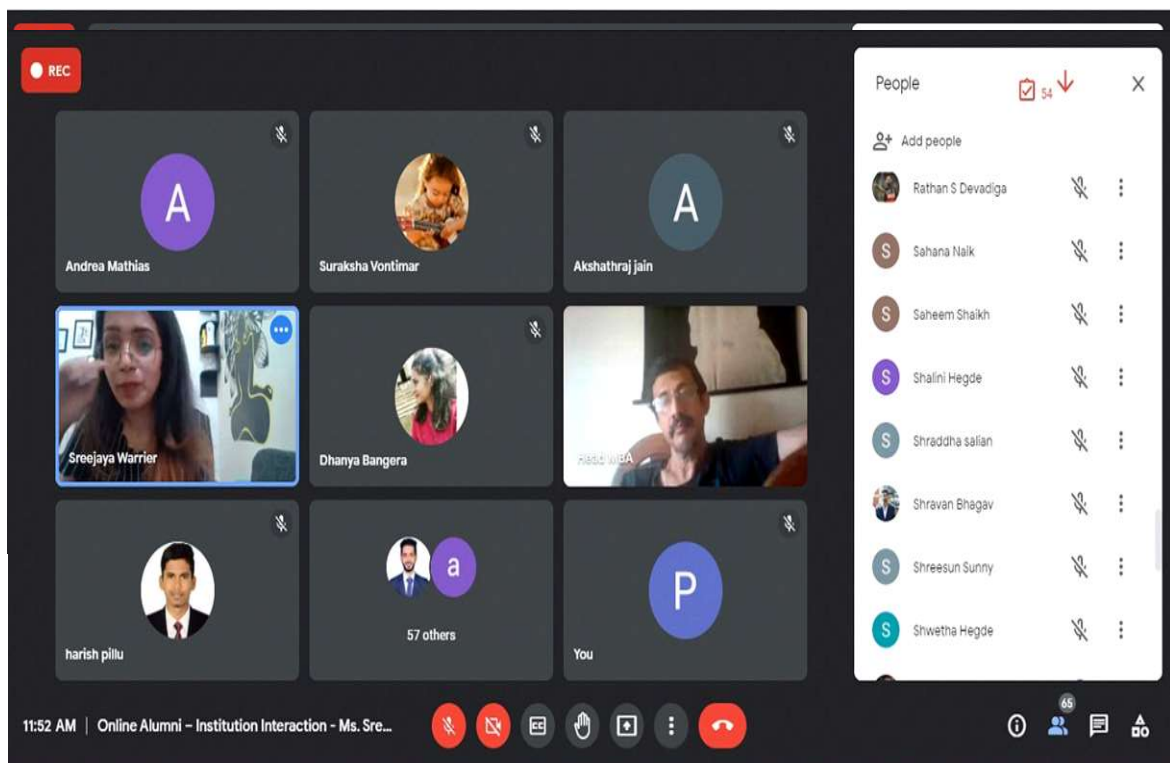
*Ms. Sreejaya addressing the MBA students through webinar*

Ms. Sreejaya appealed to students to also to participate in co-curricular activities which will help them in developing their communication skills, co-ordination skills, ability to gel with people, decision making skills, ability to handle stress, pressure, etc. which will help the students in coping up with industry challenges. She further opined that there are rapid technological changes going on these days and therefore it is important for students to have latest knowledge about the industry

The programme started with welcome address by Ms. Suraksha Vontimar and ended with a vote of thanks by her.

Video Link:

[https://drive.google.com/file/d/1XMiGU\\_xULAeLTEmslNgo0edKgr\\_F\\_9Wf/view](https://drive.google.com/file/d/1XMiGU_xULAeLTEmslNgo0edKgr_F_9Wf/view)



*Ms. Sreejaya answering questions*



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## **FINANCE CLUB**



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**ACTIVITY 13: CAREER OPPORTUNITIES IN LIFE INSURANCE SECTOR 17.07.2020**

Nishanth M S, the speaker of the session is the VP, Head of Training at Bharti AXA Life Insurance. He is an MBA from Justice JKS HIM, Nitte. Nishanth is an L&D Professional with 17 years of hands-on experience in sales training, Sales strategy and Sales transformation. He has worked with ICICI Prudential and Bharti AXA Life and has proven track record of consistently achieving defined objectives through sales/training management processes.



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**DATE: 17-07-2020**

**WEBINAR**

**TIME: 10:30 –11:30 AM**



**Department of MBA**  
conducts a webinar on  
**Life Insurance and Career Opportunities in Insurance**  
By  
**Mr. Nishanth M.S.**  
Vice President – Head of Training  
Bharti AXA Life Insurance Co Ltd, Mumbai



In his session, the speaker covered history of Insurance in India and various categories of Insurance companies in both the Life Insurance and Non-Life Insurance sector. He discussed about the various channels in a Life Insurance Company viz., Agency, Bancassurance, Direct Distribution, Online and Alternate channels. Later, he spoke about the various job opportunities in a Life Insurance Company. He concluded the session by discussing the pros and cons of different kinds of careers in Life Insurance sector and the competencies required for each of them.


[Google Meet recording =>](#)

[https://drive.google.com/file/d/13kXGAiOq4Uq0hLYWoBQyXmJNeQwb\\_cCQ/view?userstoinvite=jayashri@mite.ac.in&ts=614060fc](https://drive.google.com/file/d/13kXGAiOq4Uq0hLYWoBQyXmJNeQwb_cCQ/view?userstoinvite=jayashri@mite.ac.in&ts=614060fc)





**ACTIVITY 14:                      DIGITAL FINANCE – A PANEL DISCUSSION                      08.08.2020**

A panel discussion by the students was organized to give a brief picture on how one needs to manage finance and how digitalization has changed the way one works. Digital India is a campaign launched by government of India as part of its objective to eliminate black money and to strengthen economy. Digital technology is rapidly transforming the way in which finance sector is operating and the benefits and challenges associated with it are also changing very fast.



The banner features the MITE logo and text: "Mangalore Institute of Technology and Engineering", "An ISO 9001-2015 Certified Institution", "(A unit of Rajalaxmi Education Trust, Mangalore)", and "Where Stones turn into Diamonds". It identifies the "DEPARTMENT OF MBA - FINANCE CLUB" and the "ONLINE PANEL DISCUSSION ON DIGITAL FINANCE".

MODERATOR	PANEL MEMBERS				
 SADHVI	 DHANYATHA	 DISHEL	 HARSHITHA	 VARSHA	 PRATHIKSHA

**DATE-08-08-2020    TIME-2.00 TO 4.00PM**

Sadhvi moderated the session and the following 29 panellists presented their views on various topics:

- Harshita – Net Banking
- Varsha – Automated Stock Trading
- Dishel- Payment Wallet
- Dhanyatha – Challenges of Digitalisation
- Prathiksha - Artificial intelligence in finance

The panel discussion enlightened the audience on why is it necessary to know about digital finance and the implications of it in day-to-day life. The Discussion ended with a Q&A session and summing-up by the moderator.

**ACTIVITY 15:      ROOTS OF CURRENT BANKING CRISIS IN INDIA      29.10.2020**

The speaker for the webinar was Prof. Prasanna Tantri, Indian Business School, Hyderabad. He has done ICWA from ICFAI and both his PGDM and FPM from ISB, Hyderabad. He has worked as a Unit Sales Manager at ICICI Prudential Life Insurance and later he joined Indian Business School at Hyderabad as Assistant Professor of Finance. He has research interest in Banking, Financial Inclusion, Financial Contagion, Regulation and Relationship between Politics and Finance.



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**DATE: 29-10-2020      WEBINAR      TIME: 10:15 – 11:15 AM**

**Department of MBA**  
 conducts a webinar on  
**Roots of Current Banking Crisis in India**  
 By  
**Prof. Prasanna Tantri**  
**Indian School of Business, Hyderabad**

The session began with a brief discussion on NPA. The speaker then spoke about the phenomena of ever greening of loans, with the example of YES Bank. Later, he briefed about the origin of the Banking crisis in 2008-09 with the introduction of regulatory forbearance. He also spoke about steps taken by the RBI like Asset Quality Review to counter it. Further, he touched upon 'Zombie Lending'. The speaker concluded the session by explaining the importance of a proper financial structure in any economy to ensure its growth and avoid instances of such frauds.

Recording of the session =>

<https://drive.google.com/file/d/1J7zz-fNRvOJFCZVaNPakCCfCzw3v83pK/view>



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**ACTIVITY 16:**

**INVESTMENT IN MUTUAL FUNDS  
AND FINANCIAL PLANNING**

**23.10.2020**

Mr. Ramchandra Bhat is a Post Graduate in Commerce and handles commerce subjects at MGM college, Udupi. He is an expert speaker on Capital Market with in-depth knowledge of various products offered in the market.



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**DATE: 23-11-2020**

**WEBINAR**

**TIME: 02:00 – 03:00 PM**



**Department of MBA - Finance Club**  
conducts a webinar on  
**Investment in Mutual Funds and  
Financial Planning**  
**By**  
**Mr. Ramachandra Bhat**  
Professor – Department of Commerce  
MGM College, Udupi



The speaker spoke on how the capital market brings buyers and sellers together to trade stocks, bonds, currencies, and other financial assets. He explained the role of internet in the capital market. He explained how to activate KYC process online. He briefed the differences between savings and investment and highlighted power of compounding. Later, the speaker explained the various features of asset classes such as Equity/Mutual funds, Gold, Bank FD, Company FD/NCD, Land/Flat, PPF, Sukanya Samruddhi scheme, etc. He concluded the session with a explanations on key aspects of Financial Goals, Insurance Planning, Tax Planning, and Retirement planning.



Zoom Meeting You are viewing Ramachandra Bhat's screen View Options

JAYADEVA PRA... Sushmita Tandel Bindu.A.P Jayashri Shetty

World Investor Week

### Basic Features of Asset Classes

ASSET CLASS	Return	Safety	Liquidity	Recurring/ Incidental/ Storing Costs	Invest ment Size	Periodic Income	Tax Exemption
EQUITY/MF	High	Low	High	Low	Low	Yes	STCG -15% LTCG- Profit >1 lakh
GOLD	Medium	Low	High	Medium	Low	No	No
BANK FD	Low	High	High	Low	Low	No	No
COMPANY FD/NCD	Medium	Medium	Low	Low	Medium	No	No
LAND/ FLAT	High	Low	Low	High	High	Yes	No
PPF/							

Unmute Start Video Security Participants Chat Share Screen Record Reactions End

Search

14:51 23/11/2020

*Mr. Ramachandra Bhat presenting about Investments.*

Zoom Meeting You are viewing Ramachandra Bhat's screen View Options

JAYADEVA PRA... Hariprasad M Sushmita Tandel Bindu.A.P

World Investor Week

### Savings v/s Investments

- ☐ Saving is excess of Income over Expenditure
- ☐ Savings needs to be invested for generating income/creation of asset/wealth
- ☐ Risk Reward Relationship
- ☐ Power of Compounding
- ☐ Beat Inflation
- ☐ Real Return creates Wealth over long term

Unmute Start Video Security Participants Chat Share Screen Record Reactions End

Search

14:38 23/11/2020

*Mr. Ramachandra Bhat comparing Savings V/s Investment.*

## ACTIVITY 17:

## FINANCE QUIZ COMPETITION

27.01.2021

A Quiz competition was conducted to assess the awareness of students about financial matters. Dr. Jayashri Shetty and Prof. Varun coordinated the event. The 1<sup>st</sup> year students participated in this event.

The coordinators briefed the rules and regulations of the competition. There were 50 questions from different knowledge base such as Personality, Tag lines, Logos etc. Most of the questions were provided with 4 options and the students had to answer the quiz individually. Some of the questions asked in the competition were:

Winners:

First Prize - Kavyashree, Namitha, Joylyn Dcosta

Second Prize - Vishalakshi, Saheem Shaik, Rathan S Devadiga, Alan Jose



*Quiz in progress*



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**ACTIVITY 18:**

**CAPITAL MARKET AWARENESS**

**12.05.2021**

The guest speaker was Mr. Pankaj Mathakar. He is an Electronics Engineer with over two decades of work experience in the financial IT space. He has expertise in training and was employed with an MNC Bank, where he handled multiple functions including IT Projects, Program Management, Risk Management, IT Budget Planning, Resource Optimization and Process Enhancement. He is an investor and has domain expertise in the Capital Market with in-depth knowledge of Multiple Investment Products.



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**DATE: 12-05-2021**

**WEBINAR**

**TIME: 03:00 – 04:15 PM**

**Department of MBA - Finance Club**  
conducts a webinar on

**Capital Market Awareness**



**By**  
**Mr. Pankaj**  
Electronics Engineer  
Financial IT Space



*Webinar display*

The speaker started with analysing the performance of stock market under e-trading screen platform. He spoke on how the capital market operates by giving brief explanation about e-trading, its benefits and about De-materialization. Then he spoke about Savings v/s Investment with regard to risk reward relationship, inflation and return. He also explained basic features of Asset classes with reference to its return, safety, liquidity, investment size, periodic income and tax exemption. Then he compared the returns of SENSEX and Gold for each block of 10

years from 1980-2019. He briefly described the meaning of mutual funds, its features, availability of mutual funds and types of schemes. He then spoke about key aspects of financial planning and also about financial products available at BSE. He summarized the talk with Do's and Don'ts for investors.



The slide features the BSE logo in blue, with the text "INVESTORS' PROTECTION FUND" in orange and "Capital Market Awareness" in blue below it. A small video feed of Pankaj Mathkar is visible in the bottom right corner.

Pankaj Mathkar's screen



The screenshot shows an e-trading interface with a table of market data. The table includes columns for security, bid price, ask price, last price, % change, and open/close prices. The data is organized by security type, with various stocks listed under the "Security" column.

Pankaj Mathkar's screen





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**ACTIVITY 19:**

**CAREERS IN FINANCE**

**26.06.2021**

Mr. Shreeharsha T, speaker of the session, is an MBA in Finance from Sahyadri College of Engineering and Management, Mangalore. He is currently working as an Advanced Finance Analyst at EY in Reporting and Analytics.



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**DATE: 26-06-2021**

**WEBINAR**

**TIME: 02:00 – 03:00 PM**

**Department of MBA - Finance Club**  
conducts a webinar on

**Career in Finance**



**Mr. Shreeharsha T,**

Advanced Finance Analyst, Ernst & Young, Bangalore



Shreeharsha, in his session highlighted the attributes of a strong resume and the most important contents in a resume that a recruiter will always look for. He also recommended to take up courses like Power BI, SQL, Access, Power Point, MS Excel, to add weightage to resume. He then explained financial service providers such as EY, KPMG, PWC and Deloitte. He also spoke about management consulting and core business services. He further explained the concepts like Investment banking, commercial banking, etc. He explained about Private Equity like TPG and Blackstone group and said that their expectations from the candidates are very high and the candidates must possess advanced skills. He also gave a lot of information regarding job opportunities in KPMG for a fresher from finance background.

Link of the recording:

<https://drive.google.com/file/d/1NPxxT1-0eDOQQnsidzzrHnotTDbqqslR/view>



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## MARKETING CLUB

**ACTIVITY 20: PANEL DISCUSSION ON COVID -19 OUTTURN 15.07.2020**

On 15 July 2020, MITE Marketing Club organised an online panel discussion on COVID-19 OUT-TURN. The moderator and panellists were the students of the MITE Marketing Club. The students and faculty members were part of the audience. Each panellist presented different facets of the topic COVID-19 OUT TURN.

The following were the panel members:



The event started with moderator, Sana Fathima welcoming the faculty members, audience and all the panellists. Then, a brief introduction about each panellist was given by the moderator.

The moderator through her presentation introduced Corona virus, the history of the virus and also statistical data on COVID-19 cases in India and the world over.

The panellists spoke on different themes like:

1. Impact of COVID-19 on Economy.
2. Consequences of Corona virus on Employment Sector.
3. Impact of Corona disease on Education Sector.
4. Impact of COVID-19 on Transportation Sector.
5. Outturn of COVID-19 on Automobile Industry.



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All the panellists who presented on the above themes clearly explained how badly COVID-19 has affected various sectors in India. The discussion was well received and there were many questions from the participants about the various aspects of COVID-19 on many sectors. The moderator directed the panellists to answer the questions from audience depending on the theme.

The event concluded by thanking the Management, Faculty Coordinator of MITE Marketing club for the opportunity provided to the students to actively participate and express their views on the topic. The participants also agreed that the message shared in the event is very informative and learnt that it is only through social isolation and through preventive measures one can stay away from Corona virus.

Recording of the event:

<https://drive.google.com/file/d/1ePZg4yrlevUWggtVxw-hubvR0EKagkm/view>



**ACTIVITY 21: HEALTH CARE INDUSTRY MARKETING 10.10.2020**

Mr. Sudhindra Bhat has completed his MBA from MAHE, Manipal and got certified at IIM Calcutta in “Advanced Program For Marketing Professionals”. He has worked in different hospitals as head of sales and marketing and currently is working in Columbia Asia Hospital Pvt Ltd, Bangalore as head of sales and marketing as senior manager.

MR. Abhishek Sharma has completed his MBA in marketing from DAVV, Indore and he has also completed “Advanced Program For Marketing Professionals” from IIM Calcutta. He has been associated with many hospitals like Fortis, Apollo, etc. and is currently working with Columbia Asia Hospital Pvt Ltd as Sr. Manager, International patient services. He has experience in formulating and implementing annual business plan for international business



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**Department of MBA**

Presents a webinar on

**‘Healthcare Industry Marketing’**

By  
**Mr. Sudhindra Bhat**  
 Head Sales and Marketing  
 &  
**Mr. Abhishek Sharma**  
 Sr. Manager International Patient Service  
 Columbia Asia Referral Hospital, Bangalore

**MITE-MBA  
Marketing Club**



**DATE: 10 -10-2020**

**TIME: 10:15 AM**



Mr. Sudhindra Bhat began the session by explaining about the process of marketing services of a hospital. He introduced the major players in the market and the facilities provided by them. He spoke about how they establish relationship with their patients. They mentioned about the opportunities in India, which is about \$8billion in 2021.



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Following topics were covered by the speaker:

❖ **Marketing:**

The speaker spoke about the marketing in healthcare which is divided into three parts viz, Above The Line (ATL), Below The Line (BTL) and Through The Line (TTL). In ATL marketing is done through radio, Ads, newspaper etc. In BTL marketing is done through different ways such as through camps, activities, walkathon etc. TTL includes tools like SEO and other social media platforms to market and attract the people to the hospital.

❖ **Insurance and Corporate Marketing:**

The speaker explained about the role of insurance in health care marketing and how corporate marketing helps to reach out to its corporate patients and offer required facilities to them.

❖ **Career Opportunities:**

The Speaker spoke about the opportunities and career development in the field of healthcare where one can nurture his/her skills and experience and grow. Further, he also added that the healthcare industry is fast growing and would reach \$132 billion in coming years.

Towards the end of the event, there were questions from the audience about health care industry and about Columbia Asia hospital. The guest answered all the queries of the students and the event ended with the MC thanking the guests and audience.

**Recording of the session =>**

[https://drive.google.com/file/d/15v3vzvG4N7zKvaIU1LZk\\_qivDAIPC0n4/view](https://drive.google.com/file/d/15v3vzvG4N7zKvaIU1LZk_qivDAIPC0n4/view)

**ACTIVITY 22:**

**SERVICES MARKETING AT ZOMATO**

**17.10.2020**

Ms. Kalpitha has completed MBA in Marketing from Sahyadri College of Engineering & Management, Mangalore. She has worked as an intern with Manipal Group for 3 months. After Graduation, she joined Zomato, Mangalore as a Sales Manager and is currently working as Account manager at Bharat pay.

Ms Kalpitha began the session by explaining about her experiences at Zomato and the practice of Services marketing at Zomato. She introduced major players in the industry. She further spoke about the facilities Zomato provides and how they establish relationship with their customers.

The speaker covered the following points:



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**Department of MBA**

**MITE-MBA  
Marketing Club**

Presents a webinar on

**‘Services Marketing’**

By

**Ms. Kalpitha**  
Account Manager  
Zomato, Mangalore



**DATE: 17-10-2020**

<https://meet.google.com/wen-thog-qwo>

**TIME: 2:30-3:30PM**



❖ **Services Marketing:** She said that services marketing is a subset of marketing which covers the marketing of services. It refers to both business to consumers (B2C) and business to business (B2B) services. She worked as business to business (B2B) sales manager.

❖ **Power of internet:**

In her session the speaker explained about the role of internet in services marketing. She commented that Internet has massive power and is a new technology which spreads quickly around the world. Within this network, people can communicate, order, find information, and, socialise. She also gave example of how social media helped Baba ka Dhaba in New Delhi recently.

❖ **Career Opportunities:**

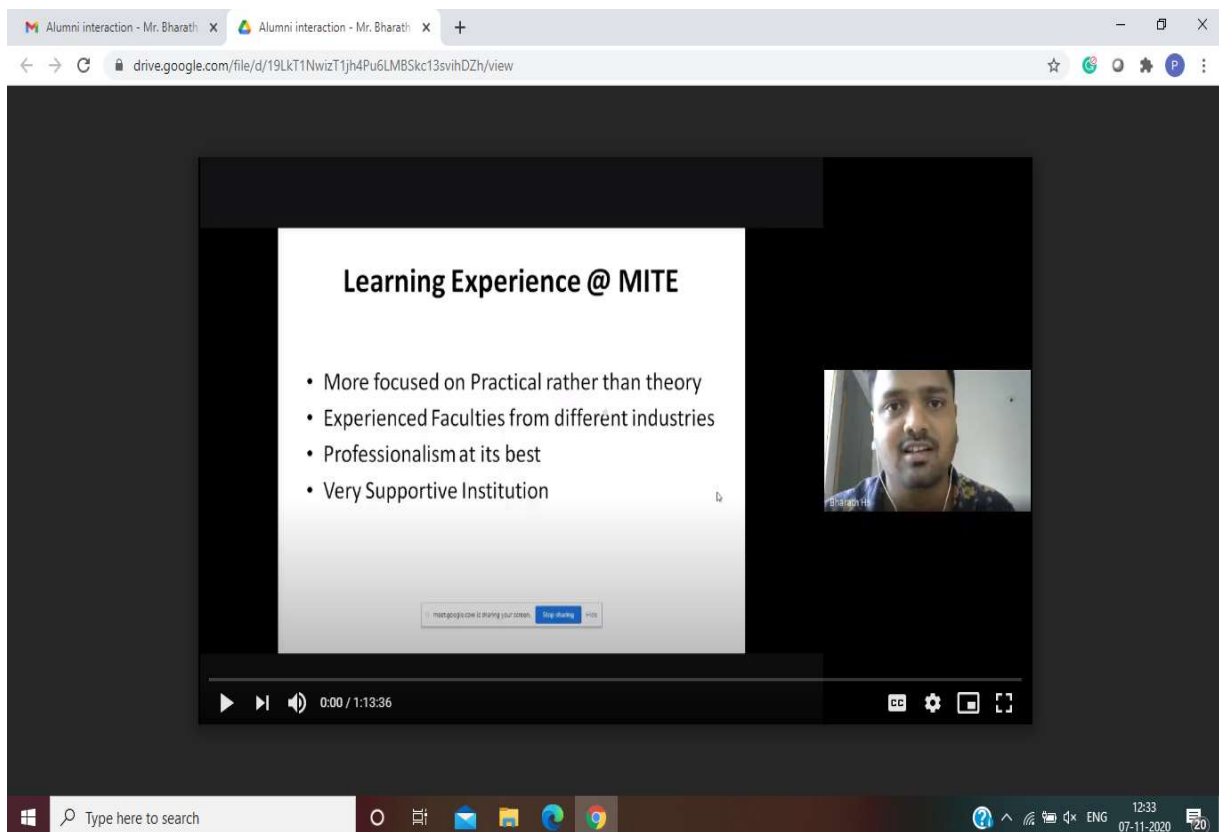
Here, the Speaker spoke about the opportunities in the field of services marketing where one can nurture his/her skills and experiences to grow. Further, she added some tips as follows:

- How to improve one's skills
- How to stand out among the competitors
- Reading daily news
- To be active in LinkedIn
- To take up an opportunity in a start-up, if possible.
- To build network/relationship that will help solve problems.

Recording of the event: [https://drive.google.com/file/d/1fLuxQvrIixk0m1jaIJ\\_WbRw7\\_-Arz2dq/view](https://drive.google.com/file/d/1fLuxQvrIixk0m1jaIJ_WbRw7_-Arz2dq/view)

### **ACTIVITY 23: A PRACTICAL GUIDE TO SELLING IN EDTECH DOMAIN 05.12.2020**

Mr. Bharath HS has completed his master degree in Business Administration with Human Resource and Marketing specialization. He has completed his Bachelor degree in Aerospace and Rocket Engineering. Mr. Bharath HS is currently working as a Senior Business Development Associate at Unacademy. He worked as a sale trainee for Cisco system under the payroll of Adecco Impant till 2018, then he partnered with GRU furniture DURING September 2018 to July 2019 and later on he worked for Market Knights Pvt Limited from September 2019.



The Speaker began the session by explaining about various guides to selling in edtech domain. He explained us about the skill that every sales person must possess to sell a product and how one can build their customers to buy their product.





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Following topics were covered by the speaker:

- Sales pitch:

Bharath spoke about the requisites of a good sales pitch and followed by several tips regarding how a sales pitch has to be done. For eg ; He suggested how a sale person should handle the customer and what are the tactics he has to incorporate.

- Advanced and flexible management skill:

E explained processes involved in handling customers.

- Edtech industry:

Speaker gave a brief introduction about edtech industry. He explained about the working of edtech industry especially the sales function. He informed how they make use of the technology in generating leads and then convert the leads into customer. At Unacademy, they use a lead generation tool called as lead squared, which allocates the leads generated to individual sales person. The sales person then contacts the allotted leads and works towards closing the sales.

Towards the end of the event, there were questions from the audience about career options, the guest answered all the queries of the students and the event ended with MC thanking the guests and audience.

Google Meet link of the event:

<https://drive.google.com/file/d/19LkT1NwizT1jh4Pu6LMBSkc13svihDZh/view?usp=drivesdk>

**ACTIVITY 24:      MARKETING MANAGEMENT CASE STUDY      30.03.2021**  
**PRESENTATION COMPETITION 2020-21**

The annual Marketing Management case study competition was conducted under the guidance of Prof. Jayadeva Prasad M, HOD, Department of MBA, Prof. Ramaswamy Balasubramaniam and faculty members of MBA. This was for the MBA batch of 2020.

The competition was held in 2 sages. Out of 61 students a total of 12 students were selected for the finals based on evaluation of their written case analyses.

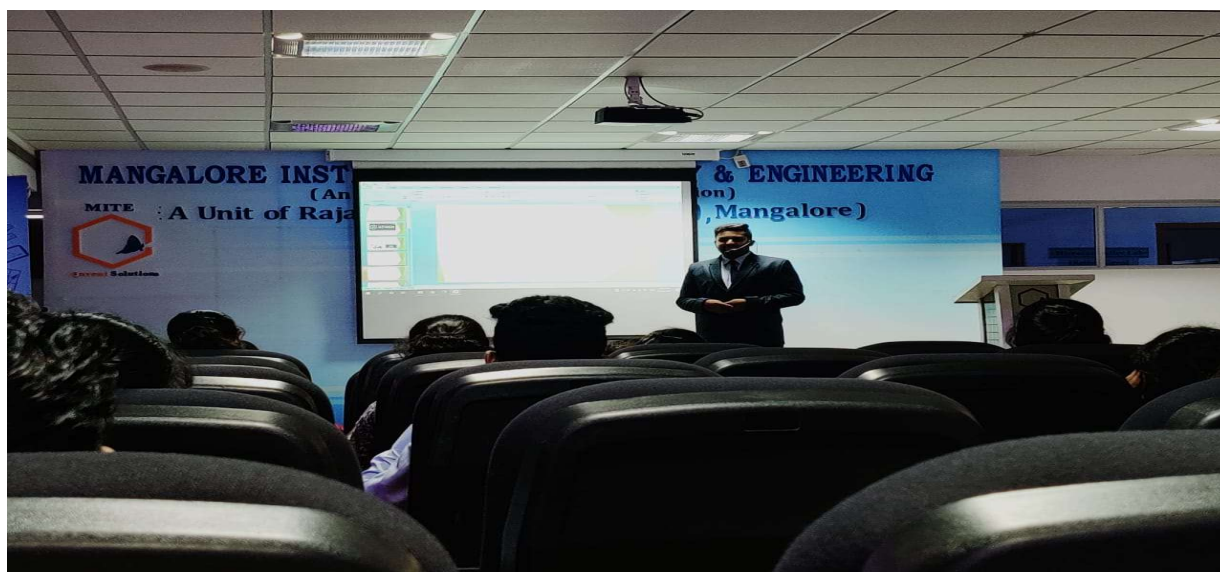
The second and the final stage involved an oral presentation of case analysis in front of a jury consisting of Prof. Pradeep Kumar, Prof. Varun K, Prof.Apoorva Rao and Prof. Surjit Ram

Mr Puneeth D V's presentation on Ather Energy won the 1<sup>st</sup> place

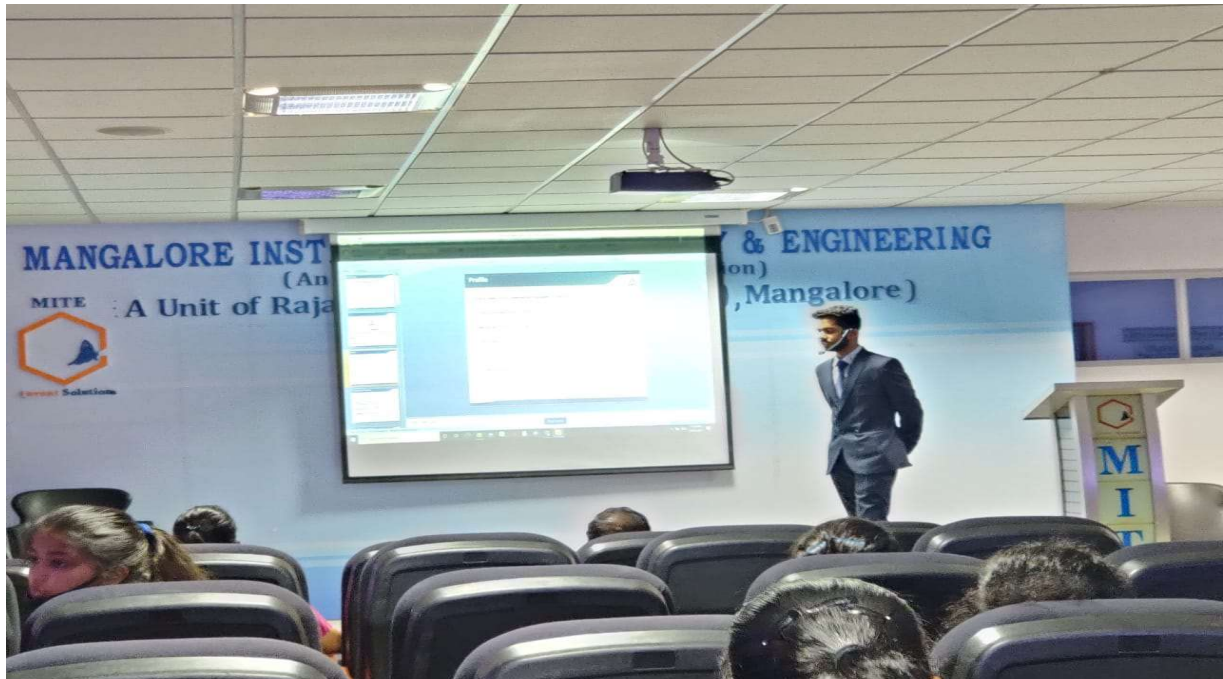
Mr Pratheek Shetty for the case ITC won the 2<sup>nd</sup> place and

Ms. Shalini Hegde secured the 3<sup>rd</sup> place for her presentation on the case KMF.

Winners were awarded certificates by HOD- Prof.Jayadeva Prasad. All the finalists were also awarded "Certificates of Appreciation". The topper received a special prize from Prof Bala Subramaniam, the Course Director in the form of a smart watch. Prof. Jayadeva Prasad congratulated the winners as well as all the participants for putting forth their best efforts in the case study competition. He also thanked Prof. Ramaswamy Balasubramaniam for his magnanimity and for being a great source of inspiration and motivation to students and the department year after year.



*Case study on Ather Energy by Puneeth D V*



*Pratheek Sheety presenting his case study on ITC*



*Finalists of the competition with Faculty members*





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**ACTIVITY 25: TECHNOLOGY PRODUCT OVERVIEW 22.05.2021**

On 22nd May 2021, marketing club of MITE-MBA organized a webinar about the technology product overview. The webinar was delivered by Mr. Sai Krishnamurthy – Product specialist – IKEA, Sweden. Ms. Pratheeksha of II MBA was the host of the event and introduced the guest to the audience. Mr. Sai spoke about process of technology product overview like the discovery phase, delivery phase and the activities that happen in each of these phases. The program was very well received by the students and they asked many questions to the guest to clarify their understanding.



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**DATE: 22-05-2021**

**WEBINAR**

**TIME: 12:00 – 1:00 PM**

**MITE-MBA Marketing Club**

**Department of MBA**  
conducts a webinar on

Join us  
[meet.google.com/bjc-dypo-yms](https://meet.google.com/bjc-dypo-yms)



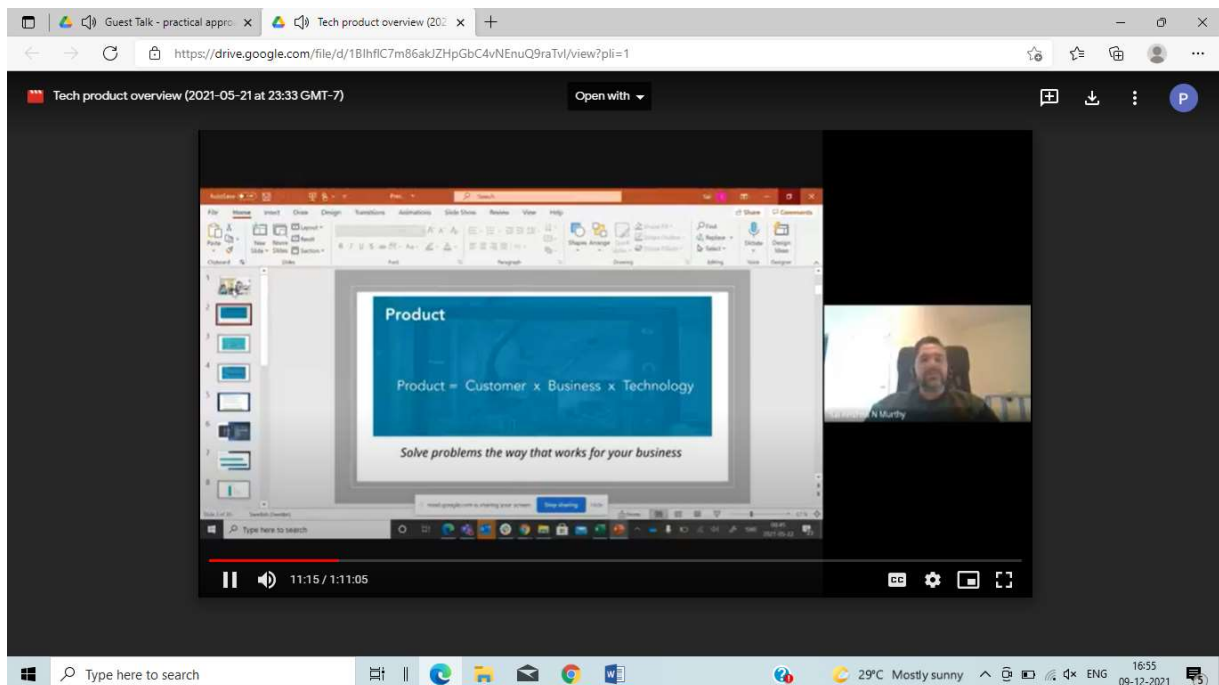
**‘Technology Product Overview’ -**  
**‘Creating tech products that customers love’**  
**By**  
**Mr. Sai Krishnamurthy**  
**Product Specialist,**  
**IKEA**  
**Helsingborg, Sweden**



Mr. Sai Krishnamurthy is the Product Specialist at IKEA, Helsingborg, Sweden. He holds an MBA degree from Maharishi Institute of Management, Chennai. Mr. Sai is a versatile and outcome oriented professional, having vast experience in managing and working across different section of people related to product development in an organisation. Mr. Sai comes with 18 years of combined work experience, in supply chain & product management of which 6 years have been in IKEA, Sweden and currently he is working as a Product Owner within IKEA group Digital. Prior to IKEA, he had handled managerial roles in the area of warehousing, order sourcing and fulfilment. Sai has also worked as a SAP functional consultant, where he has guided customers in their ERP journey. A few notable customers are - P&G, Macy's, L&T, Yum! Brands Inc.

Mr. Sai Krishnamurthy spoke about the Technology Product Overview. The session started with a brief introduction about the speaker as to how he managed his career progression without losing focus on the career goal.

After the Product discovery talk, he started with the presentation of Tech Product Overview. He explained about product team, product organisation, product manager etc. To understand better, he explained all these concepts with practical examples for the benefits of the students. He spoke in depth about product discovery, product delivery and about its value, ability and deliverability. He went on to explain different role with the help of examples. He showed videos on IKEA store, IKEA Museum and gave a brief about work culture of IKEA.



Mr. Sai concluded his talk by telling about his rich experience in his 18 years of work life. He advised students on different ways to plan one's career and acquire all relevant skills that will help the students to be more employable. He wished all the student the best in their endeavours and concluded the lecture.

Recording of the webinar =>

<https://drive.google.com/file/d/1BIhflC7m86akJZHpgBc4vNENUQ9raTvl/view>



**ACTIVITY26:**

**PRACTICAL APPROACH TO SALES PROCESS**

**18.06.2021**

On 18th June, 2021 the Marketing club of MITE, MBA organised a guest talk on practical approach to sales process by Mr. Ananth Tantry, Regional Manager, Middle East & Africa, Robert Bosch ME. He discussed in detail about the sales process that is followed at Robert Bosch, starting from prospecting to follow-up and finalizing the order. He emphasised the importance of knowing the customer and knowing the competitor. Towards the end of the session, Mr. Ananth answered questions from the audience about the appraisal system, budget allocation to the sales persons, etc. in their company. Students understood the practical aspects of sales process in a global firm.



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**DATE: 18-06-2021**

**WEBINAR**

**TIME: 11:30 – 12:30 PM**

**MITE-MBA  
Marketing Club**

**Department of MBA**  
organises a webinar on  
**‘Practical approach to sales process’**

**By**  
**Mr. Ananth Tantry**  
**Regional Sales Manager,**  
**Middle East and Africa**  
**Robert Bosch Middle East F.Z.E**  
**Dubai - UAE**

Join us on Google meet:  
[meet.google.com/czv-tknj-axb](https://meet.google.com/czv-tknj-axb)

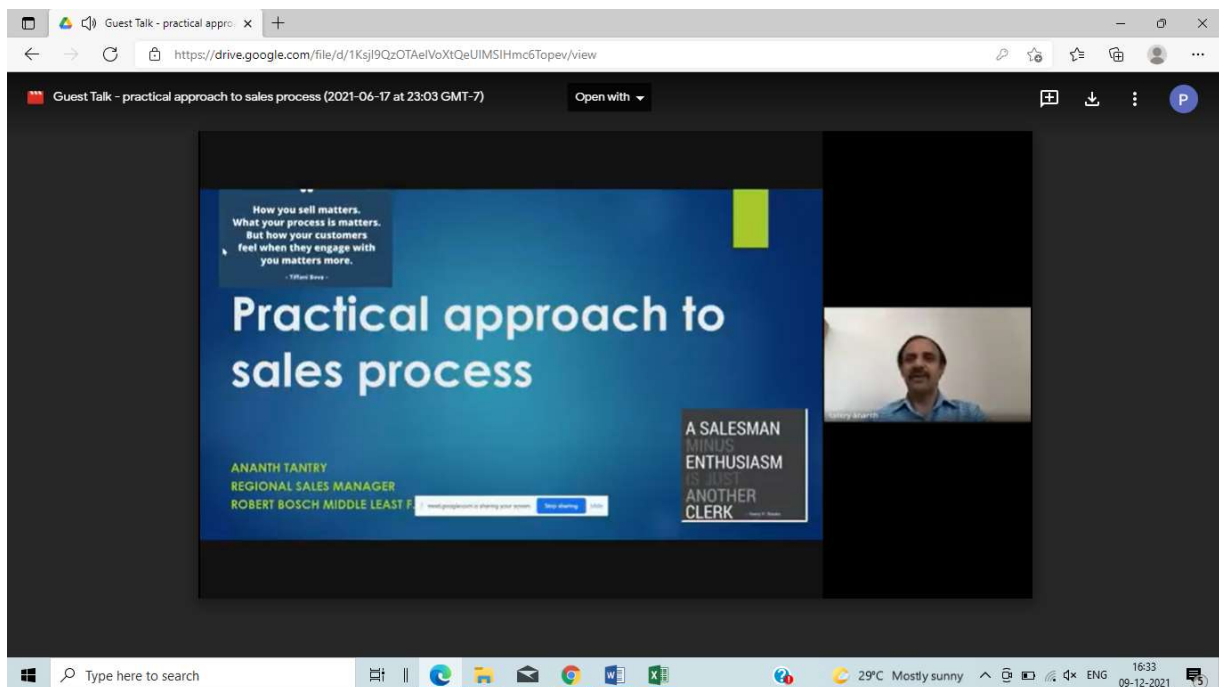



Mr. Ananth Tantry is the regional sales manager Middle East and Africa, Robert Bosch ME, Dubai, UAE. He is an Electricals and Electronics engineer from Coimbatore Institute of Technology and Engineering. He has over 32 years of experience in sales and marketing function across the world.

For the past 10 years he has been working with Robert Bosch ME. He is an approved safety consultant of Dubai and Abu-Dhabi police department for designing safety systems for buildings.

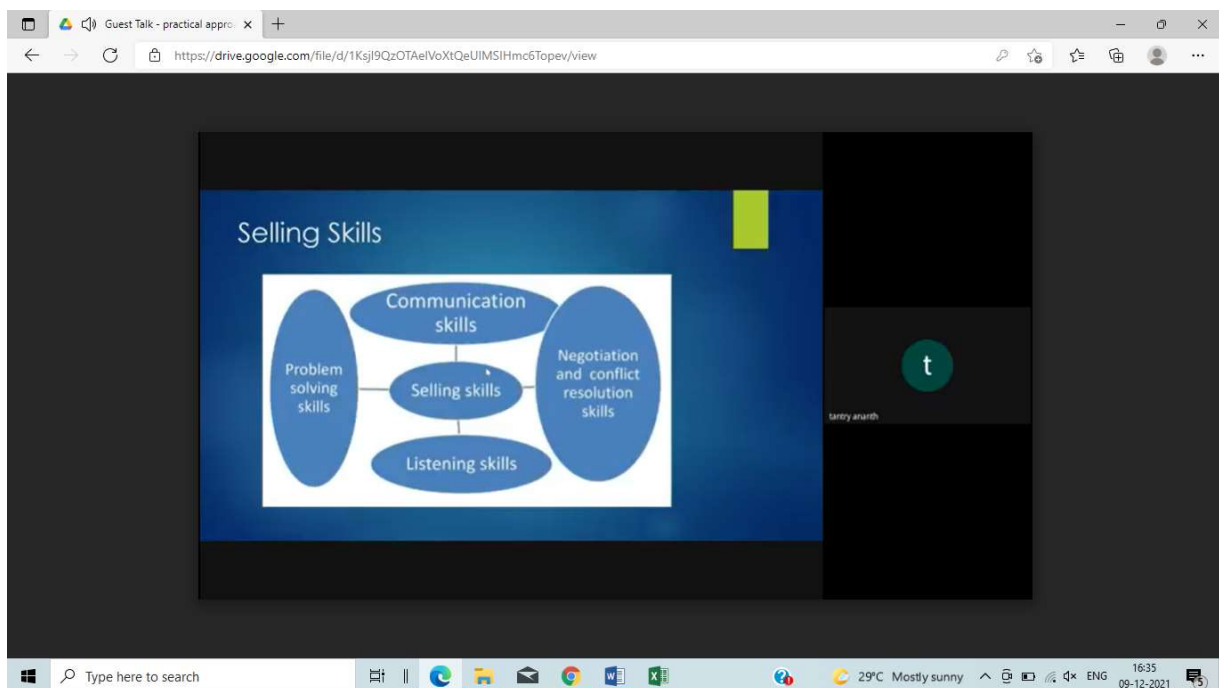
Ms. Farzeen Shafi of II year MBA who was the MC of the event began by extending a warm welcome to the guest, students and faculty members. The Event ended with the interactive session with students. Questions came up from the students which were clarified by the guest. Finally, the talk ended by thanking the speaker for his insightful talk.

Mr. Ananth Tantry held an interactive session about practical approach to sales process. The session started with a brief introduction about the Bosch group. Bosch's global manufacturing and sales network covers nearly every country in the world. Guest informed that Bosch group has diverse interest in business including automotive, building security systems, video system, software and services, fire retardant materials. Mr. Ananth is with the building security systems division. Bosch group has large references in providing security systems in Airports, Metro, Commercial complex world over. Out of four sectors i.e. mobility solutions, industrial technology, Energy & Building technology, and consumer goods. 60% share of sales is from Mobility solutions and Industrial Technology and remaining 40% is from Energy & Building Technology and Consumer goods and it has a revenue of over 77.9 billion Euros.



*Mr. Ananth Thanthry speaking about the sales process*

After the introduction of the company, he started off with the presentation of sales process beginning with demand generation, know-your-customer and know-your-competitor, preparing for the meeting/presentation, etc. and he further added that it is important to be on time for any meeting. It is also important to have a humble behaviour towards the clients and critical situations with them should be dealt with utmost patience. He explained how Robert Bosch earns from maintenance business from the existing customers after the lapse of the warranty period. "During new customer prospecting there is lot of importance to cold calling" informed Mr. Ananth and explained with the help of a case study, how Robert Bosch acquired a large order by making a cold call for a building which had 120 apartments. Along with the security systems they were also able to cross sell house-hold electrical appliances like washing machine, cooking range, dish washer and microwave oven. He gave tips about how to capture the interest of the new customers and keep them away from their competitors.



Towards the latter half of the talk, he spoke about the important selling skill students must acquire that will be helpful in their career. He said, a pleasing personality, communication skill, listening with empathy, dealing patiently with customers, and negotiating humbly are the hallmarks of a master salesperson.

Recording for the event =>

<https://drive.google.com/file/d/1Ksjl9QzOTAelVoXtQeUIMSIHmc6Topev/view>



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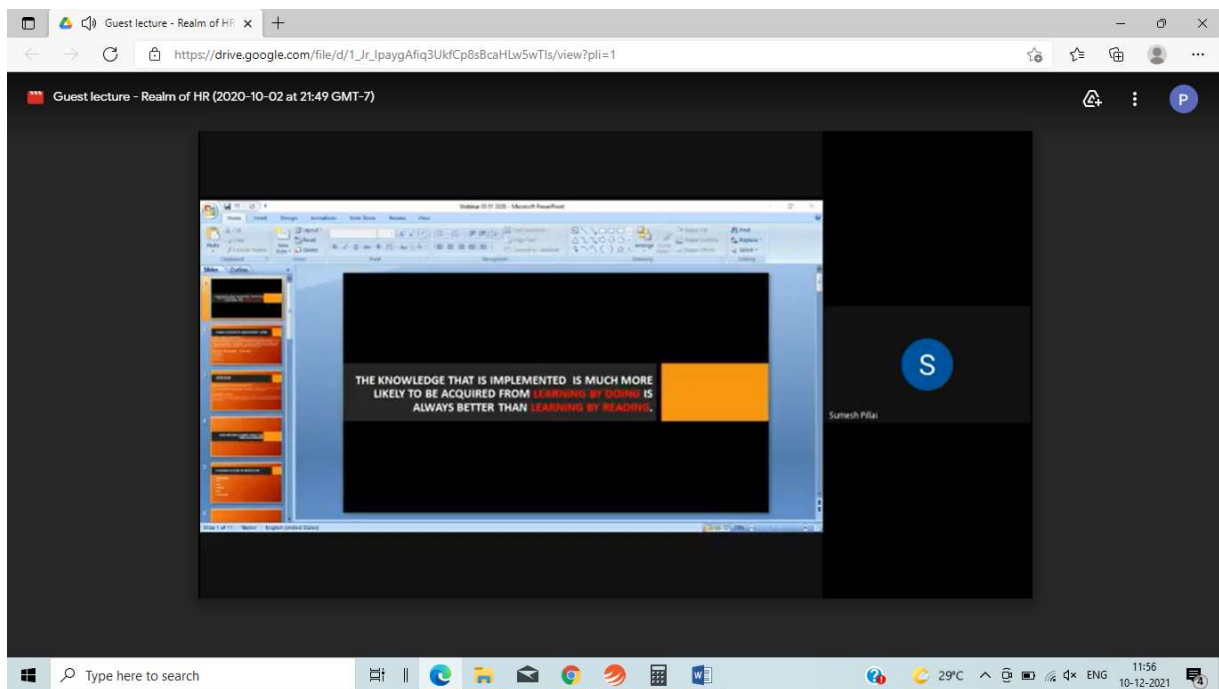
## HR CLUB

## ACTIVITY 27:

## THE REALM OF HR

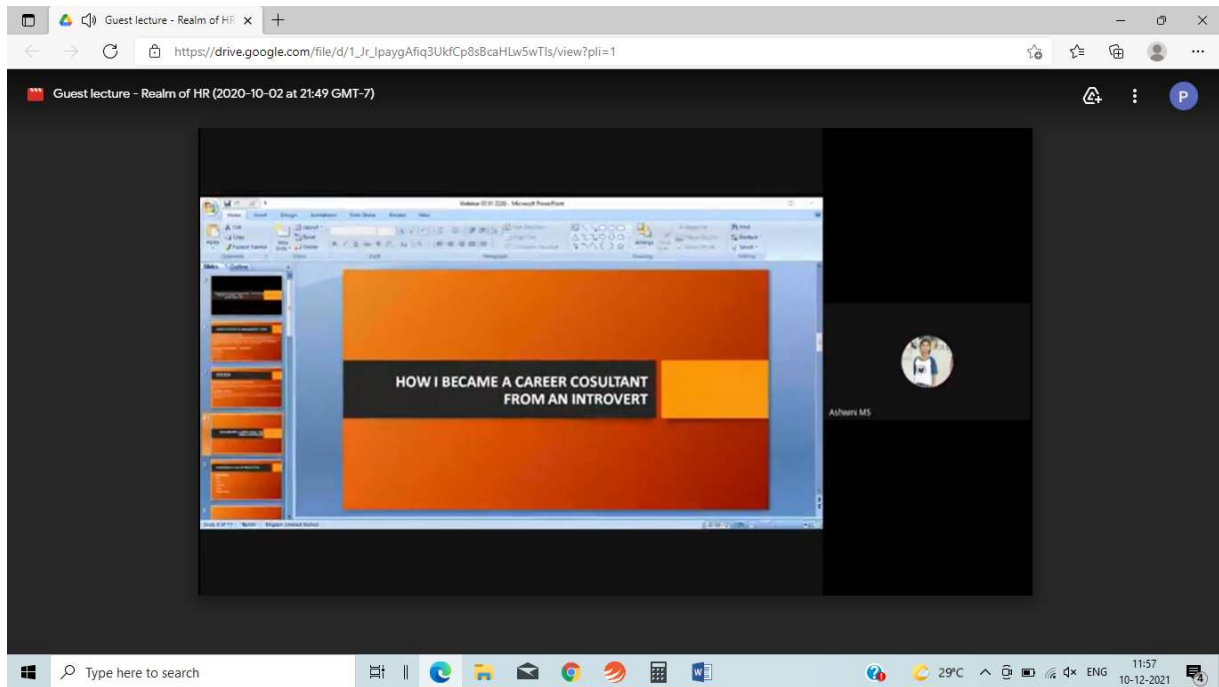
03.10.2020

The speaker for the webinar was Mr. Sumesh Pillai. He is a self-made entrepreneur and has completed Post Graduation in Marketing. In his earlier stint, he was part of Customer Service, Sales and Marketing Team for corporates like WNS, Accenture, Altisource, etc. He brings with him invaluable skills of Team Leading and Recruitment specialized in BPO/ KPO/ Sales and Marketing job roles. He is currently the Director at Excel solutions, Mumbai.



The session began with Mr. Sumesh speaking about what exactly HRM is as a department and the roles and responsibilities of an HR person as an Administrator, Recruiter and Generalist. He spoke about his experiences of becoming a recruiter, coming from science background and how the field has influenced him. He also discussed how he worked on himself to evolve as a career consultant from being an introvert.





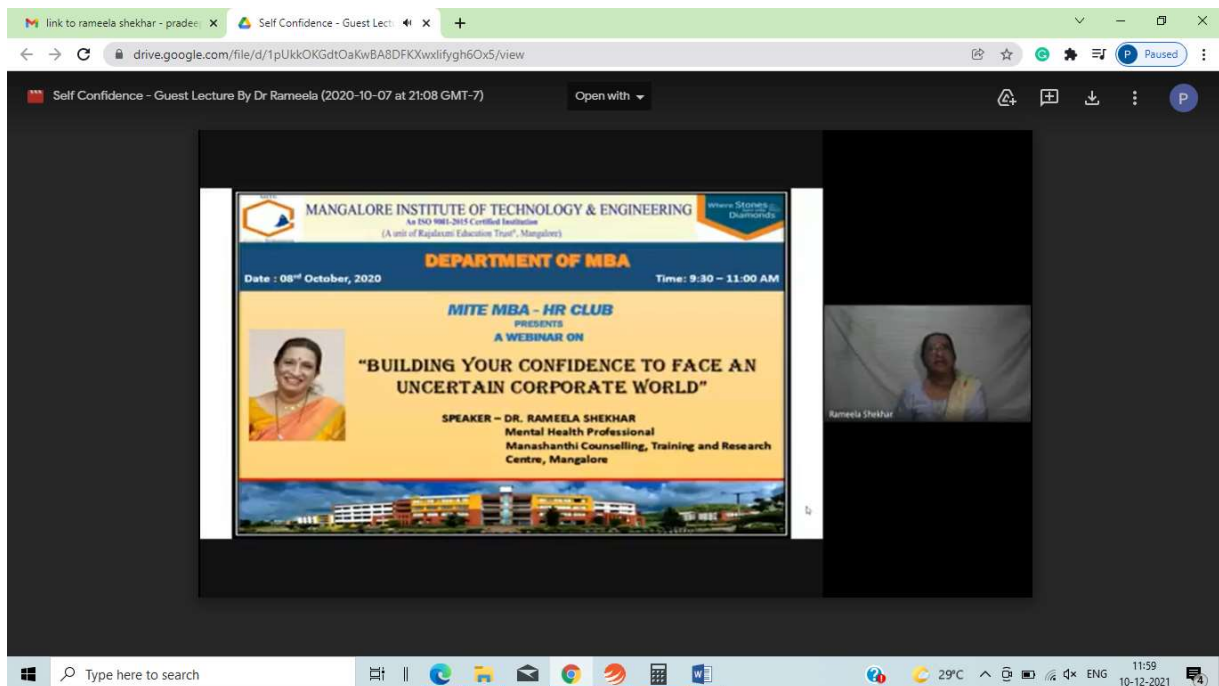
Later, he briefed about the economic factors of production which includes knowledge as well along with other traditional factors. He concluded the session by sharing his insights on why somebody must become an HR professional and left the audience with a thought provoking question, “What’s in it for you? – Monetarily and Psychologically”

Recording of the event =>

[https://drive.google.com/file/d/1\\_Jr\\_lpaygAfiq3UkfCp8sBcaHLw5wTIs/view](https://drive.google.com/file/d/1_Jr_lpaygAfiq3UkfCp8sBcaHLw5wTIs/view)

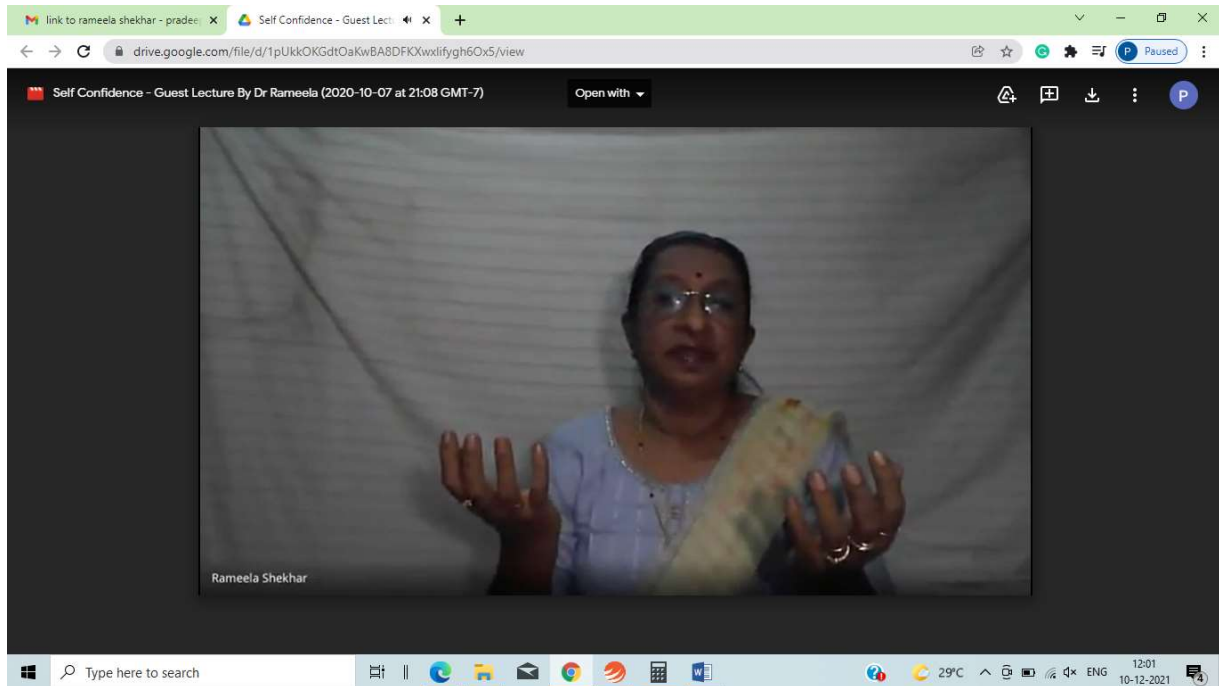
## ACTIVITY 28: BUILDING CONFIDENCE TO FACE AN UNCERTAIN CORPORATE WORLD 08.10.2020

Dr. Ramleela Shekhar, the resource person is a mental health professional and trainer at Manashanthi Counselling, Research and Training Centre, Mangalore. She completed her early education at Mangalore and then pursued her professional studies in NIMHANS, Bangalore. She served as a Professor, HOD and Dean PG Dept of Roshni Nilaya for 34 years. She has conducted more than 1000 programs for students, parents and teachers, and members of various Government and Corporate sectors on family life, family relationships, child mental health, healthy personality, stress management, mental health first aid, prevention of sexual harassment, etc. in different parts of Karnataka and South India. She was conferred the “Best Educationist” Award by the Global Society for Health and Educational Growth, New Delhi in the year 2015. She has authored many books on Child Mental Health and Women and Mental Health.



The speaker began the session by speaking about uncertainties during COVID-19 pandemic. As the pandemic has tremendously increased uncertainties, the public is worried about their health, students are worried about their academics and there is increased concern about finances etc.

This fear and uncertainty can leave us feeling stressed, anxious and powerless over the direction of life. She spoke about how to improve one's physical, emotional and social health during this time. She also spoke about dealing with uncertainties in the corporate world.



*Dr. Suphala Kotian speaking about facing difficult times with confidence*

Dr. Rameela added that it is normal to have different thoughts during uncertainties. She underlined the need to talk to someone about our thoughts and to seek professional help while in need. She concluded the talk by giving a few tips like, focus on things that are under our control, adopt behaviour to try to cope with discomforts, try to focus on present and enhance our resilience.

[Recording of the event =>](#)

<https://drive.google.com/file/d/1pUkkOKGdtOaKwBA8DFKXwxlifygh6Ox5/view>



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**ACTIVITY 29: TITLE: BRAIN BONANZA – HANG A MINUTE 25.01.2021**

The HR club students of II year organised a program for the first year students “Hang a minute”. A topic was given to students on the spot and were asked to talk on the same for a minute. This impromptu speech was conducted with the intention of eliminating stage fear and improving communication skills. The program aimed at triggering the minds to think and speak at the last minute without preparation thereby building leadership skills.

Prof. Apoorva briefed the students on the rules of the event. Each and every student came forward and expressed their opinion on the given topic. Prof. Apoorva and Prof. Verina were judges for “Hang a Minute”. A feedback pertaining to their impromptu speech was provided towards the end of the event. Prof. Apoorva in her feedback elucidated the essence of impromptu and the improvement it brings about in the oral expression of thought. Prof. Verina put forth techniques on how to deliver a better impromptu speech. Focus, slow delivery of speech, confidence and preparation time were emphasized.

The event concluded with a twist wherein the opinion of each and every student was taken as to who delivered the best speech. The scores of the judges and votes of students were collated and winners of the event were declared. Ms Shalini and Ms.Dhanya were the winners of Hang a Minute.

Prof. Jayadev Prasad, Head of the Department congratulated the winners and appreciated the active participation of students. A few students came forward and provided a feedback expressing that the event helped them in developing self confidence in public speaking. The first year batch comprising of 60 students participated in this event.



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**ACTIVITY 30:**

**Spin Room- A HR Debate**

**04.02.2021**

The HR club students of II year organised a competitive debate for the first year students under “Spin Room”-a platform for debate session. The event intended to enhance knowledge, improve communication skills, identify their strengths and weaknesses and to boost self-confidence.

The first-year batch of students were divided into groups. Each group was asked to pick a specific topic from the lot on the spot. Every team was allotted three minutes and they were asked to appoint a chairperson to introduce the topic. Students debated on the following topics pertaining to HR:

- Merit vs Seniority\_ what is more important for an executive post?
- What motivates a manager-money or perks?
- Whom should you choose as your best friend-A rich or an intelligent colleague
- Should Paternity leave be made mandatory in all organisations
- Hard work or Smart work - Which is important at workplace
- Good Communication Skills - A catalyst for Professional Growth

The members were asked to express their views for and against the topic. Prof. Apoorva and Prof .Verina were present as jury for the event. The judges posed questions to each team in turn, with the time split evenly between the two teams. The purpose of the judges’ questions is to push debaters to go further in their arguments, to substantiate their statements and to demonstrate a more complex and sophisticated grasp of the debate and the key issues at stake. They interacted with each team, gave invaluable inputs on points and stressed on the need to develop an out-of-box thinking.

Before the close of the event, the judges declared the names of the winning team based on their evaluation. The batch consisting of 61 students provided a feedback that the program was beneficial in motivating them to speak on a public platform and paved the way for improving their communication skills.