



# DHARA

## Bi-Annual Newsletter

Dr. D. Veerendra Heggade Institute of Management Studies and Research, Dharwad-580004  
(A Unit of Janata Shikshana Samiti)

Issue 2, December 2016



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### EDITORIAL TEAM

Dr. Anil Yaragatti  
Prof. Mangala Yaragatti  
Prof. Sunilkumar Hiremath  
Mr. Sachin Navale

### MESSAGE FROM THE HON'BLE SECRETARY, JSS



**Dr. N. Vajrakumar**  
Hon'ble Secretary,  
JSS, Dharwad

It gives me immense pleasure to know that the second edition of Bi-Annual News Letter DHARA of DVH IMSR is ready to publish. I am glad that our team has acquired a clear vision and plan in two major and very important areas -Expert Talk Series and Social Entrepreneurship. This edition has made a wide coverage on diversified activities like corporate talk series, social entrepreneurship, Research Publication, Students active participation in extracurricular activities conducted by the DVH IMSR.

I congratulate the Director, Dean, faculty & staff members and students for bringing out this 2<sup>nd</sup> edition of Newsletter.

Wishing you all the best

Dear reader,

Greetings to you !!

### EDITORIAL

Here we are together again with the second informative issue of 'Dhara' newsletter with the latest news from our Institute. We have presented first ever Bi -Annual Newsletter 'DHARA' in May 2016, which was very successful in bringing out all those events, activities, seminars seemingly conducted as a part of campus curriculum.

The Institute has taken many initiatives in organizing training sessions, personal counselling activities, events, national celebrations and cultural activities during last few months. In this edition, along with publications section we have added poetry, paintings from students and some informative articles on events being conducted at the campus.

The Newsletter is the outcome of a vision set by Hon. Chairman, Padmavibhushana Dr. D. Veerendra Heggade, we place on record our deep sense of gratitude for his blessings. Dr. N. Vajrakumar, Secretary of JSS has been a source of inspiration and guiding star for future endeavours and Dr. Ajith Prasad, Finance Officer for JSS has immensely supported to this edition.

Happy reading !

Editors



Occasion: Release of 'Dhara' Inaugural issue by Dr. N. Vajrakumar, Hon'ble Secretary, JSS, Dharwad

### Extraordinary Achievements:



Ms. Shrinidhi Namasevi of batch 2014-16 MBA secured the 3<sup>rd</sup> rank to Karnatak University Dharwad.



Ms. Divya Yadalli of batch 2015-17 won second prize in project presentation competition conducted by KLE Tech. University, Hubli.

## Expert Talks & Training

### Talk on 'Work Culture'

Dr. Ashok Chachadi, a well-known Professor at Kousali Institute of Management Studies, Dharwad delivered a session about "WORK CULTURE" on 10<sup>th</sup> May, 2016. The session was specially designed for management graduates. He emphasized that work culture is a concept that deals with study of belief, thought process and attitudes of the employees. In order to bring changes in organization, students should embrace thoughts and ideologies. The session was helpful to students to adopt self-evaluation techniques.



### Brand Scan

Dr. Prashant Yatgiri, Associate Professor (Marketing) at eminent B-School T.A.Pai Management Institute (TAPMI), Manipal, delivered a lecture on "Brand Scan – derived from an annual event at TAPMI based on the theme - Live Marketing Research. This session was held on 12<sup>th</sup> May, 2016 and gave an insight into practice of self-assessment for management students based on their approach with client companies to execute a live project.

### Talk on Retail Industry

It has been an earnest initiative from the Institute to explore industry environment by stimulating and enhancing knowledge and skills of the students. Mr. Raghawendra Singh, Store Manager, Decathlon, Hubli conducted a session on "Retailing Industry in India" – Sports and Wellness Merchandise retailing at Decathlon on 5<sup>th</sup> October, 2016. The session was very useful in providing information about various challenges in sports merchandise retailing industry and how students have to utilize available opportunities in present scenario. Mr. Raghawendra emphasized on student's preparedness towards attending interview and gave valuable suggestions.



### Talk on Competency Development

Corporate Lecture series is a planned initiative organized to improve the competency level of the students, a talk was held on 9<sup>th</sup> November, 2016. Mr. Sanjeev Rathod, Development Consultant at Dr. Reddy's Foundations, Hyderabad delivered a session on 'Competency Development'. His discussions highlighted about how competencies can be effective in implementing an effective corporate culture in a competitive environment. This session helped students to understand Key Result Areas and how individual competencies are to be developed and utilized within the workstation.

## Industrial Visit

### VRL Logistics Ltd. and Prateek Apparel, Hubli

Students of II Semester (batch 2016-18) visited VRL Logistics, Hubli on 11<sup>th</sup> May 2016. VRL Ltd, is pioneer in providing a safe and reliable delivery network in the field of logistics service. During the visit students understood the functionality of various departments viz., Courier Service, Priority Cargo and operational processes. On the same day students also visited Prateek Apparel - a supplier and manufacturer of men and women garments, pant, shirt, trousers, ladies top, t-shirts.



### Walchandnagar Industries, Dharwad

Students of II semester (batch 2016-18) visited Walchandnagar Industries Limited (WIL) on 1<sup>st</sup> October 2016, which is an ISO 9001: 2008 certified Indian company. Students visited various departments like Material procurement, Quality Assurance, Production, Planning and Control division. Over a period of time, WIL has moved over to manufacturing precision instruments. Students interacted with Divisional Manager of the department and thoroughly understood the process followed in each department. Currently, the unit in Dharwad manufactures and supplies an economical range of mechanical precision instruments and component tools to a number of industries in India and abroad under the TIWAC brand name.

## Academic Excellence Celebration - 2016

**Academic Excellence** is an event to celebrate and honour the outstanding academic performance of the students in the University Examinations. Ms. Shantala Anchatgeri and Ms. Smita Nayak of Batch 2013-15 secured 1<sup>st</sup> and 2<sup>nd</sup> Rank and Ms. Deepthi Mudvedkar of batch 2012-14 secured 3<sup>rd</sup> Rank to Karantak University, Dharwad. The program was organized by the Institute on 16<sup>th</sup> June 2016 to honour the rank holders and distribute the Medals. Gold medals were conferred to respective recipients by Hon.Chairman, Padmavibhushana Dr.D.Veerendra Heggade. Also the other top three students of the Institute Ms. Pallavi Kulkarni, Ms. Asha Pujar and Ms. Rachana Huddhar were felicitated on this occasion.



## ACTIVITIES AT THE INSTITUTE

### PGCET Crash Course

PGCET Crash course was organized for prospective MBA aspirants from 13<sup>th</sup> June, 2016 for a period of 10 days. This crash course covered Aptitude, Quantitative techniques, Logical reasoning, General Knowledge and Current affairs. The crash course was structured to cover the syllabus and examination format of PGCET and 54 students attended the Crash Course.



### Induction Program



A new batch (2016-18) of students were formally welcomed on 16<sup>th</sup> September 2016, the program was inaugurated by the Director Dr. H.N.Shivaprasad. The programme is an initiative to guide the students on the Institution culture and blend them to the environment of the academic of higher learning. The program helped the new students to acquaint with curriculum, project internship, process of conducting internal assessment. The Director of the Institute explained about various stringent measures to be followed by the students during 2 years of MBA Program.



### Laptop Distribution

Honorable Secretary of JSS Institutions Dr.N Vajrakumar, Finance Officer Dr. Ajith Prasad, Dr. H.N. Shivaprasad Director and Dr. Anil Yaragatti Dean-Academics of the Institute distributed the laptops to new of batch (2016-18) of students. Institution initiated this to create a digital platform by sharing relevant academic information and accessing library portal, which helps students to be updated with information.



## ACTIVITIES AT THE INSTITUTE

### Mission Clean: Swachh Bharat Movement on the occasion of Gandhi Jayanti

A Clean India Campaign is an extensive and widespread event across the nation. Swachh Bharat Movement has become one of the most venerated event of the country. On 2<sup>nd</sup> October, 2016 on the occasion of Gandhi Jayanti, students of our institute participated in the Swachh Bharat campaign. Our institute with an aim of maintaining clean and dust free campus under the guidance of Director, Dean along with faculty, staff and students organized the campaign and were fortunate enough to be the part of this Mahatma Gandhi's 148<sup>th</sup> birth anniversary.



### Freshers' Day for 2016-18 Batch on 8<sup>th</sup> October, 2016.

Freshers' day marks as a memorable day in the life of every new student at DVH IMSR. The Freshers' day was a day that was filled with excitement, joy, music, enthusiasm, laughter and happiness. The programme started with Management games, Ramp walk, Dandiya and many more Cultural events. Saree day celebration gave the students memorable moments, which they cherish forever.



## Felicitation to Bankers

Demonetization has brought many changes and equally challenging circumstances to financial institutions especially banking. Most of the bank employees during the demonetization phase (Including the weekends) worked overnight without taking any leave for fifty two days. DVH IMSR felicitated all the employees of the Syndicate Bank and Vijaya Bank to boost the morale of the employees and recognizing the services of bank employees to the society.



Students of JSS K H Kabbur Institute of Engineering (Polytechnic) visited our Institute on 7<sup>th</sup> October 2016. The purpose of this visit was to gain basic knowledge on hardware & networking and availability of standard commercial software packages. Mr. Sachin Navale, System Admn., DVH IMSR delivered a practical learning session on Networking (LAN and Wi-Fi), hardware and software of personal computer which is meant for students' continuous learning and explore new things. Students were enlightened with sufficient knowledge about E-Library, OPAC and working of Cyberoam endpoint data protection.



Students of III Semester of Batch 2015-17 visited an industrial exhibition IMTEX "Indian Metal Cutting Exhibition" held at APMC Hubli. Many leading national and international manufacturing companies from the metal forming sector were participated in this Exhibition. This was a significant forum for our students to learn all aspects of forming technologies, predominantly sheet metal forming. This exclusive business-to-business event helped our students in understanding a range of technologically innovative manufacturing and engineering products and applications.



## AICTE Visit

The AICTE Committee, New Delhi visited the campus on 21<sup>st</sup> December, 2016. The committee of three members examined all the necessary documents mandated as per AICTE regulations. The Committee had interacted with the students and inquired about infrastructure facilities, teaching methodologies and other extra facilities available at the Campus. They expressed their happiness by scrutinizing well maintained documents and stipulated guidelines being followed by the Institute. They also held a Meeting with faculty members and provided valuable inputs on teaching methodology.



## Visit of Local Inspection Committee (LIC)

LIC a statutory committee from Karnatak University Dharwad visited the Institution on 24<sup>th</sup> January 2017 as part of regular annual inspection stipulated by the Karnatak University Dharwad. During the visit the Committee thoroughly examined the teaching and learning methods adopted by the Institute. The Committee was extremely happy with prevailing infrastructure, procedures and systems followed by the Institute.



## RESEARCH AND PUBLICATIONS

### Attendance in Seminars / Workshops / Conferences

**Dr.H.N.Shivaprasad**

Attended 1 day Symposium on 'Emerging Issues in Accounting', organized by Global Academy of Technology, Bangalore (in association with ICAI, Bangalore Chapter) on 8<sup>th</sup> December, 2016.

### Publications

**Dr.H.N.Shivaprasad and Others**

'Business correspondents Model and Its Contribution in Promoting Financial Inclusion in India', International journal of Research in Computer Applications and Management, Vol.6 (2016), issue no. 12. pp1-6 (ISSN2231-1009).

**Prof.Vinod Basupattad and Prof.Manish Kothari**

Retailing Shift In India –Driving the rural growth in food and grocery retailing formats and models to penetrate smaller towns and villages. Published in International journal of Latest Technology in Engineering, Management and Applied science, Volume V, Issue XI, November 2016 ISSN-2278-2540

**Prof.Pooja Ainapur & Others**

International Journal of Social science and Humanities Research ISSN 2348-3164 vol .4 issue 2 :pp(479-491)April-June 2016

**Prof. Pooja Ainapur and Others**

Work Life balance policies, practices and its impact on organizational performance Volume V, Issue VII, July 2016,ISSN 2278-2540

**Prof.Keerti Kulkarni & Others**

A Study on beta analysis of selected stocks, International Journal of Applied Research in Computer science and Management studies, Vol 4, Issue 6, June 20156 ISSN 2321-7782

**Prof.Vidyavathi B. and Others**

A Study on macro-economic indicators and their impact on exchange rates, volume 7(3) 2016:160-169 July 2016. ISSN222960DX.International Journal of Engineering and Management Science.

## PLACEMENT PROMINENT RECRUITERS

### Recruiters

Despite the tough global economic environment we at DVH IMSR are very proud of having 65% placements for the-2014-16 Batch students. The placement distribution of our students is depicted in the chart.

### Internship:

DVH IMSR had very successful internship cycle this year. Many of our students interned with prestigious organization such as Vodafone, Hindustan Coca Cola Beverages Pvt Ltd, Pantaloons, ICICI Prudential Services, Ujjivan Financial Services, Berger Paints, VRL Logistics, Buy-Forex Online, Karvy Financial Services, Big Bazaar, etc. in various cities like Bangalore, Pune, Hubli and Davangere. The feedback that we have received from these companies about our student's commitment and performance is very encouraging.

### PLACEMENT PARTICIPANTS


## Placement Activities

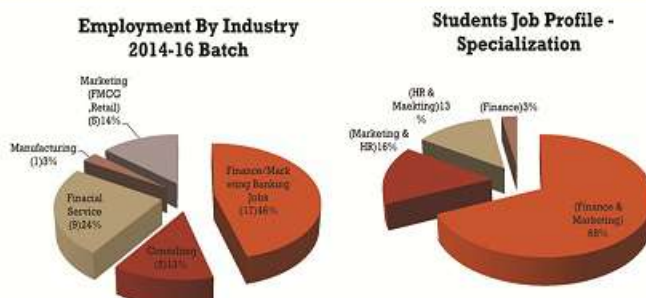
**1. Advance Excel Training Program:** Excel is a powerful tool that has become entrenched in business processes worldwide. We provide excel training for the IV Semester students on advance business excel tools.

**2.Group Discussion, skill development and personal counselling:** Today, many organizations look for candidates with great knowledge and interpersonal skills. Group discussions and personal interviews serve as the best ways to assess the efficiency of candidates. We were engaging students to participate in the group discussion and mock personal interview.

**3.Aptitude training Program:** Clearing the written test is one of the most important steps in securing a dream job. We made separate aperture in the time table schedule for Aptitude training.

**4.Lecture series on Communicative English:** Being able to communicate effectively is the most important of all life skills. Communication is simply the act of transferring information from one place to another. We organized communicative English classes for final year students.

## SECTOR WISE ALLOCATION OF JOBS



## LIFE @ DVH IMSR



By Ms. Krishnaveni Kashid, 2<sup>nd</sup> Sem



By Ms. Deeksha PP, 2<sup>nd</sup> Sem

### ಸಾಂತ್ವನ

ಆಡದೇ ಉಳಿದಿರುವ ನೂರಾರು ಮಾತು  
ಪರಿಚಯ ಭಯ ನನ್ನಲ್ಲಿ  
ಅಂಧಕಾರದಲ್ಲಿ ಮುಳುಗುತ್ತಿರುವ ಮನಕೆ  
ಬೇಕಿದೆ ನಿನ್ನ ಸ್ನೇಹದ ಹಸ್ತ

ತಂಗಾಳಿಯಂತೆ ನೀ ಸೋಕಿದ ಕ್ಷಣ  
ಮನಸ್ಸಿನ ಕೋಲಾಹಲಕ್ಕೆ ನೀಡಿತು ಸಾಂತ್ವನ  
ಈ ನನ್ನ ಮನಸ್ಸಿನ ಪುಟ್ಟ ಗುಡಿಯಲ್ಲಿ  
ಬೆಳಗಿತು ಜ್ಯೋತಿ ನಿನ್ನಿಂದ

ನಿನ್ನ ದನಿಗಾಗಿ ಕಾದಿದೆ ನನ್ನ ಮನ  
ನೂರಾರು ಪುಟದ ಪ್ರಶ್ನೆಗೆ  
ನೀಡು ನಿನ್ನೊಂದು ಭವ್ಯ ಉತ್ತರ  
ಆದರಿಂದ ಆಗುವುದು ಎನಗೆ ಸಮಾಧಾನ

- ಕು. ಚೇತನಾ ಎಂ. ಮುದಗೋಳ್  
ಪ್ರಥಮ ಎಂಬಿವ

### Inspirational Story

One day, a rich Dad took his son on a trip. Wanted to show him how poor live.

They spent time on the farm of a poor family.

On the Way home, Dad asked, Did you see how poor they are?

What did you learn?

Son Said... We have one dog, they have 4. we have a pool, they have river. we have tube lights at night, they have stars. we buy food, they grow. we have walls to protect us, they have friends.

we have tv, they spend time with family and relatives.

Then he Added: Thanks Dad for showing me how poor we are.

### LESSON:

It's not money that makes us rich, it's simplicity and love that makes our life.

Dr. D. Veerendra Heggade

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