



DVH IMSR

DR. D. VEERENDRA HEGGADE INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH, DHARWAD-580004
(A Unit of Janata Shikshana Samiti)



No.3 June 2017

Visit of our Chairman Padma Vibhushan Dr. D. Veerendra Heggade



Honourable Chairman of Janata Shikshana Samiti Dharwad Dr. D. Veerendra Heggade, Dharmadhikari, Shri Kshetra Dharmasthala, visited the Institute on January 28, 2017 and he also interacted with faculty and students in the campus.

EDITOR'S DESK

Dear Readers,

Greetings and a warm welcome to January – June 2017 issue of our newsletter "Dhara", which serves as an additional communication channel between DVH IMSR and our major stakeholders. Dhara presents bird's eye view of all the activities and event organized in the campus during last six months. This issue brings to readers, glimpses of all-round activities conducted at campus involving curricular, co-curricular, extracurricular activities and highlighting alumni demonstrating leadership in their profession - which is a core value that DVH IMSR is striving to achieve for their students. The highlight of this issue is the Entrepreneurial Training Program (ETP) and SEAL training program, which were successfully held in February – March 2017. We also present a series of events and activities organised by the PGP team, as well as by our students and alumni.

Please enjoy the 'Dhara' newsletter and we look forward to hear your feedback via email dvhimsrlibray@gmail.com

Editorial Team

FEATURES IN THIS ISSUE

- Skills Training Series
- The Entrepreneurial Journey
- Activities at the Institute
- Industry Study Tour
- Learn and Fun
- The Alumni Corner
- Farewell
- Life @DVHIMSR

UPCOMING EVENTS

- Academic Excellence 2017
- SPIN Selling Workshop
- Alumni Meet - 2017

EDITORIAL TEAM

- Prof. Manish Kothari
- Prof. Pooja Ainapur
- Prof. Shreevatsa Gudi
- Mr. Anand Ulaya

DESIGN

- Mr. Sachin Navale

www.dvhimsr.ac.in

"If you realize that you have enough, you are truly rich"
- Lao Tzu

WORKSHOP ON APTITUDE SKILLS

An aptitude is a component of a competence to do a certain kind of work at a certain level. Outstanding aptitude can be considered "talent". An aptitude may be physical or mental. As a part of standard procedure to prepare our students for campus interviews and to provide a competitive edge we organized workshop on Development of Skills for Quantitative Aptitude and Reasoning From 1st February to March 10th on Bi-weekly basis. Prof. Karane, taught our students that every career option requires a particular aptitude combination that should match with the individual's potential ability to grow with that career.



THINK BUSINESS

The session was organized in order to enlighten students on changing economy and virtual currency that has often dealt with mindboggling rate changes from Rs.20 to Rs.98000 in very short span from its inception in 2009 which in itself is a remarkable change for currency such as BITCOIN. The session was organized on 04.02.2017 by Mr.Hanumanthgouda C H who is engaged in trading of crypto currency and MLM (Multilevel Marketing) for many international brands in South-East Asian countries and Gulf countries. The Session elaborated with briefings on various digital currencies that have become the accepted mode of payment for various transactions throughout the globe. The session was co-organised by our second semester student Mr. Abhishek Baddimani who is also engaged in similar kind of business.



SELF-MADE: SUCCESS STORIES BY SIDDAROODA KANAVALI

The Entrepreneurship Lecture series was held on 06.02.2017 with the speaker being Mrs. Prema M, who is the proprietor of Siddharoodha Khanavali. The firm is currently engaged in maintaining two hostels and PG's in Hubli. The owner is one of the SHG Members from the SKDRDP groups and is functioning in an unique way, and in a process of 'Creating Home Away From Home'. She is a great orator and great inspirer for many students who were mesmerized by the way the lecture was delivered. She is also a great practitioner of CRM in healthy way. The students had lot of learning about commitment, dedication, failures and decision making abilities which were part of her entrepreneurial journey.



"High expectations are the key to everything."

- Sam Walton

AN ENTREPRENEUR'S JOURNEY



Entrepreneurial Spirit: The session was organized on 18th February, 2017 for getting insights from Mr.Chandrashekar Shivvayamath, Proprietor for Shri Sai Enterprises and Alumni of DVH IMSR) and Mrs. Jyoti (Partner of Shri Sai Enterprises) who has set an example as women entrepreneur from Dharwad District and has won many awards for the same. The idea for conducting this session was to put students to taste the entrepreneurial waters and provide the feeling of the problems faced by entrepreneurs, Idea Screening process, Marketing, financial planning and constraints involved during pricing the product to set the niche in the market. Shri Sai Enterprises is engaged in manufacturing of various handcrafted paper bags of various quality and supply it to various modern format stores and its right thing working in the direction of Go-Green Initiative drive of this new enterprise.

A LESSON ON ENTREPRENEURSHIP



ENTREPRENEURSHIP LECTURE SERIES

The session was organized on February 22nd 2017, for the final semester students to give them practical insights from Mr. Rakesh Upkari, Founder and Director of Kriya Innovative solutions who provide consultancy for budding entrepreneurs for establishing their business enterprise. The session threw a lot of insights on government schemes such as MUDRA, Start-Up Schemes, Make in India initiative, and Minority Schemes for creating and nurturing entrepreneurs in India. The session was also helpful in mentoring students on preparation of project reports which is prerequisite document for getting funding under government schemes.

NISM CERTIFICATIONS



The financial literacy drive from SEBI which involves information and training being given to the undergraduate and post graduate students on various certification programs. The National Institute for Securities Market (NISM), promoted by SEBI offers various certification programs, the awareness session was organized at our institute by having a NISM certified trainer Mr.Chaitanya Kittur for delivering a session on Financial Planning on 27th February 2017. The students were initially made aware of importance of Financial Planning and were informed about various certification programs, duration of each program and were issued reading materials distributed from NISM.

"Never leave till tommorrow, which you can do today"
- Benjamin Franklin

CAREER TALKS

The Guest Lecture series was continued on 4th March 2017 by imbibing students in assimilating information on various terminologies used in credit assessment which is prerequisite for banking institutions to assess the financial viability of a project before disbursal. Mr. Pranav Navale, an alumnus of DVHIMSR presently working as Assistant Manager (Credit), Axis Bank discussed about the processes and applied techniques in assessing projects of different industries in the SME segment.



SEAL TRAINING PROGRAM

Student Engagement Applied Learning (SEAL) was a 2 days financial markets workshop organized in association with Karvy Stock Broking Ltd, Hyderabad, on 22nd and 23rd March, 2017. This is part of Karvy's initiatives in CSR. The session helped the students to understand the basics of financial markets, trading in equities, derivatives and also provided deeper insights on various concepts such as Forward, Futures and Option - Put option, Call option and fundamental analysis. The key trainers for the session were Mr.Osho Krishan and Mr.Pulkit Suryakar, who were versatile with diverse knowledge on various topics in financial markets and did a fabulous job in grooming the students. The students also received workshop certificate on SEAL from Karvy.



CAREER MOVES

The Career Guidance and Enhancement program was organised by DVHIMSR on 19th April, 2017, in which the renowned corporate trainer, author and motivational speaker, Dr.B.Shivaprasad was invited who is helping students and organisations to grow better and greater. Dr.Shivaprasad elaborated and emphasized on factors such as positive thinking, decision making, resume writing, goal formulation and other related skills being the driving force for having great careers for the students. He asked the students to set the goal in the written form and motivated them to drive their passion and desire to achieve it.



"In Life We Can Have Results or Reasons"

- Harald Anderson

NEW VISTAS OF LEARNING

Industrial visit with Batch 2015-17 of MBA to Rane (Madras) Ltd, Mysore, which is part of the Rane Group of Companies. The company is in Automotive manufacturing sector involved in the manufacture and distribution of steering and suspension systems. Industry interaction is not simply a visit to an organization it is a complex process which enables a realistic approach integrating multiple functions of management and administration to provide a holistic experience to our students. The visit was organized for our students on 21st February 2017, as a requirement to train and develop the right kind of man power necessary to sustain and promote industrial and economical growth.



INDUSTRY VISIT – PRATEEK APPARELS

On 21st April'17, Industrial visit for the 2nd semester students was organized. The visit was to Prateek Apparels- A cloth manufacturing and retailing company at Varur, Hubli.

The HR manager, Mr. Shankar briefed up about the plant and different process that take place in manufacturing readymade garments. He explained about every activity happening in fabric department, cutting department, numbering section, fusing area, stitching, grading and also elaborated on how after grading they were ironed, labeled and packed for final delivery. The garments are sold under retailer name 'Brand Studio', through e-retailing sites like Myntra. As more number of women workers were employed in the unit, they have crèche for toddlers.

The Students were amazed to look at the different processes that were carried out and linked them with the theories they have learnt. The industrial visit to Prateek Apparels was an enriching experience for the students in getting real time exposure which can help them in their internship and further career enhancement.



LEARN AND FUN

The high involvement and packed course content allows lesser time to a student to enjoy and mingle with counterparts. Student tour is done with a purpose of leisure and recreation outside the academic environment, these are mainly undertaken for relaxation. Such trips give exposure to students on various aspects like culture, tradition, history, environment and architecture at the various sites. Our students were taken to Mysore and Ooty for 2 days 21st & 22nd February 2017, which developed integration amongst students, with an intention to give out of the classroom experience.



"Act enthusiastic and you will be enthusiastic"

- Dale Carnegie

REPUBLIC DAY CELEBRATION

The 68th Republic Day was celebrated in its solemnity and grandeur by JSS Group of Institutions on 26th Jan 2017. The national Flag was hoisted by the Finance Officer JSS Group of Institutions Dr. Ajith Prasad. The students saluted the National Flag and pledged themselves to upholding the honour and integrity, diversity and uniqueness that is "India". The choir group presented the National Anthem. All the staff and students joined the choir and the song reverberated in the surrounding. A brief speech on the significance of Republic Day was given by the students. The staff and the students dispersed after snacks with the image of fluttering tri-colour in their mind.



SPORTS DAY

Sports has no longer remained only for sports person and athletes, it leads to a rewarding career with MBA as a professional course like sports management.

"I always felt that my greatest asset was not my physical ability, it was my mental ability." – Bruce Jenner

We organized Annual Sports Day' function at the institute for our students 11th & 12th February 2017, to feel relaxed from busy schedule of academics, students participated in various competing sports activities like, Volleyball, Cricket, Basketball, Throw ball and 100 mts flat race, etc.



ETHNIC DAY: GOING TRADITIONAL

In the era of modernization and westernization when most of the people are moving away from their own culture and history, events like Ethnic day enable the young generation to revive love and respect for their own culture and history. On 2nd March 2017. For Ethnic day celebration Girls were dressed in Ghagharas, Lehngas, Traditional Sarees, and boys wore Sherwanis, Lungis, Dhotis, and even Turbans, what could have been easily mistaken for a fancy dress was actually "Ethnic Day Celebration". The theme for celebration was "respecting respective culture". The event began with ramp walk, both girls and boys displayed their traditional outlook. Organizers presented the prize for best traditionally dressed girl and boy.



"The purpose of our lives is to be happy"

- Dalai Lama

WOMEN'S DAY CELEBRATION

International Women's Day was celebrated on March 8th, 2017 the day that represents an important opportunity for individual to celebrate the progress, achievements and contribution of women, raise and confront difficult questions and challenges, build broad support for women's rights and work toward the full and equal participation of women within all areas of society. On the occasion of celebration of International Women's Day at DVH-IMSR all girls students were shown motivational video and movie emphasizing on women empowerment and achievement, gender equality, stereotyping and responsibility of women towards the society. The event ended with all the boys students of the college making the lady faculties and girl students to cut the cake to honour womanhood.



ADIOS! FAREWELL

The First year students had organized farewell function 'Sayonara Shubhrambh' which means 'saying good bye and wishing them good luck for their new beginning'. It was a three day event with different themes, the first day began with 'TWIN DAY- Know your Twin' and ended with Treasure hunt, Second day was 'RETRO' theme a chance to reminisce the 1980s; Third day was 'HAWAIIAN' theme with 'Selfie Station' to probe the students to take selfies by using props available in the station.



The main event was in the evening on 25th March 2017, Students performed various cultural programmes, the highlights of the function was reviving of the memories through presentation which added life to the event. An evening filled with emotion that one could not express through mere words but expressed with Photos, Selfies, Cameras, Dance, Enjoyment, Compassion and Attachment. With the dream of future and a vision of reaching their dreams the seniors bid adieu. The day ended with delicious dinner arranged.



AMBEDKAR JAYANTHI

Dr. B R Ambedkar, The Man behind India's Social Reformation. 126th Birth Anniversary of Dr. Ambedkar was celebrated at our institute with great passion on 14th April 2017. Our faculty Prof. Vinod Basupattad explained the contributions of Dr. Ambedkar towards protecting the rights for the socially neglected. Their rights of freedom, equality and eradication of untouchability and his Ph.D. thesis considered to be the best till date at London School of Economics. Our Director Dr. H.N. Shivaprasad spoke about enhancing the living status by securing the fair distribution of wealth, adding directive principles of state policies in the Indian Constitution.



Students, Staff and Faculty garlanded and showered flowers to celebrate the occasion.

"A smile is your greatest social asset"

- Zig Ziglar

INTERNSHIP EXPERIENCES



It was my privilege to work as an intern with "Berger Paints India Limited" as part of my MBA course and pursue my Major Concurrent Project. I was asked to start the field based marketing activities of the Berger Paints and was assigned the existing network of Opinion leaders like painters to identify their perception and expectations from Berger paints and also activate them to recommend and use Berger paints in more of their projects.

It was a wonderful experience to study the taste and preferences of paints by the end customers and also the role of painters. I also learnt about how to communicate, negotiate and convince the owners of the houses to choose Berger Paints for the best ever lasting effects.

Mr. Sanjeev Kulkarni, Company: Berger Paints India Ltd. Bangalore
Area: Marketing



I pursued my internship at Motilal Oswal Securities Ltd - A Stock Broking Firm.

The internship provided me with a cumulative opportunity to integrate all learned theoretical knowledge at the institute with an application orientation in the practical setting. It was very memorable and rewarding experience. I was able to work independently on the projects with the help of learning experiences that I gathered from the expertise of the staff.

Working in the office gave me valuable experience such as making spreadsheets, answering and making phone calls, assembling and distributing mailings, creating awareness among the public regarding our company and its products, attempting and trying to open Demat a/c for the customer. The experience helped me to gain more confidence, connecting with people, the responsibility given enhanced my skills in marketing and I was encouraged to think big and work independently.

Ms. Vidyashri Savadatti, Company: Motilal Oswal Securities Ltd, Hubli
Area: Finance



My internship was with Karnataka Automats Pvt. Ltd., (KAPL) which is an Engineering Company located at Bangalore. As Bangalore is an Electronic and IT hub, there is lot of diversity in terms of culture and challenging circumstances which results in survival of the fittest. KAPL was also facing challenges in managing diverse culture at workplace. So, I undertook the challenge as an opportunity to study on diversity management.

The managers at KAPL were informative and supportive that helped me to shape my view towards different aspects. The internship was a life changing experience for me. The knowledge I assimilated helped me to correlate my academic studies with practical exposure and build my confidence.

Ms. Divya Yadahalli, Company: Karnataka Automats Pvt Ltd, Bangalore
Area: Human Resources



The Institute inaugurated ten-days Coaching Program for the students appearing for the Post Graduate Common Entrance Test (PGCET) 2017 and Karnataka Management Aptitude Test (KMAT) 2017.

"Instead of becoming an accountant to others after three years of degree, being a self-employed entrepreneur is more meaningful"

- Dr. D. Veerendra Heggade

INTERACTIONS WITH ALUMNI

Alumni Speak is a section where the esteemed alumni speak about their experiences at DVHIMSR and the industry. For the third issue, we dedicate this section to an alumnus who made his way becoming an Entrepreneur.



Mr. Chandrashekar Shivaynamath
Proprietor,
Shri Sai Enterprises
Alumnus of Batch - 2008 – 2010

When did you decide to start your own firm/ business – did this idea occur to you before MBA, while MBA or after working for a few years?

Since from graduation I had a thought to set up my own business but I had no idea when to start & how to start, What would be the product? But slowly I started getting idea when I was in MBA because I learnt key informative subject like SME & Entrepreneurship Development these subjects helped me to prepare the frame work for my Business. Post MBA I slowly started implementing my ideas with the help of knowledge which I gain during my course of MBA.

What inspired you to venture into the field of Paper Carry bags?

In Indian economy SMEs are providing more opportunity in terms of generating employment but if we compare with rural & backward areas still people are struggling to get regular employment so I took this as my first priority and

started SHRI SAI ENTERPRISES with WOMEN EMPOWERMENT as a motto. I decided to manufacture PAPER CARRY BAGS to because it's a future oriented product & people now a days are environmentally and socially conscious which inspired me to select this as the product to start my venture. I did 3 years of survey on the product prior to setting the business through which I found the expected results.

In today's hyper competitive market where the prime motive of the companies is to maximize profit, how do you balance?

In case of hyper competitive market companies should make; process re-engineering to control the cost, introduction of new ideas or products to the customers and segregation of products & customers.

What kind of support did you get from your family and friends?

Family & friends played major role to set up my business. Being in corporate environment it was a major challenge to set up my business. Hence, I took the support of my sister to look after production, quality maintenance as well as customer retention. Friends supported me by providing key corporate accounts and also provided word of mouth publicity resulting in brand awareness.

Being from a Non-Business background and venturing into a field of paper bags, which is a niche product must have been a challenge. What extra efforts did you put to rise above these challenges?

"Hard work is like a staircase & luck is like a lift, lift may fail but staircase is sure to take you to the top". Being a venturist I faced many challenges in terms of knowing the basic information about the raw materials and raising funds. I took the help my friends to gain information about the same. MSME helped us to raise the funds.

The MBA curriculum in Indian colleges does not support entrepreneur spirit. What more can be done to change this?

By adding more subjects on entrepreneurship & conducting special guest lecture from entrepreneurs, conducting events to encourage their skills are some of the steps taken to prioritize entrepreneurship.

"Winners don't do different things; they do things differently"
- Shiv Khera

ALUMNI SPEAK



Abhinandan Abhaya
Managing Partner,
HuPerp Management &
Consultancy Services LLP,
Bengaluru.
Batch 2010-12

Greetings to all the students of DVH IMSR. The process in DVH IMSR is, imbibing in the students with right culture and practice with tradition right from day one of student's joining. Had it not been the support of the faculty and staff of DVH IMSR, my journey would have been a tough ride.

Whenever I need to make a decision in my career, I always remember DVH IMSR with gratitude. MBA was more of refining my skills than learning. MBA at DVH IMSR has changed everything for me. It has given me the confidence to achieve goal's with a lot of ease. Being associated with the institution is a matter of pride for me, more so as I have been associated with it from the formative years.



Akshata Huddar
Proprietor,
Bharat Book Depot, Dharwad.
Batch: 2013-15

Studying at DVH IMSR was a great thing for me. The management education I received gave me a solid platform for my career in running the family business.

I learnt to give importance of teams and how teams make better decisions than individuals. From the day we joined the Institute we were trained how to build a better team as well as managing coordination among the team members. Participation in many Workshops, Seminars and Management Fest conducted by Institute helped me to bring out the leadership qualities. The knowledge what I have received from DVH IMSR was most useful to be a good Entrepreneur.



Basavaraj Kinagi
Proprietor,
Kinagi Enterprises,
Basavanbagewadi.
Batch 2013-15

Greeting to DVH IMSR.

The institute has helped me in gaining good insight about the corporate world. The faculty are well versed in their respective fields. I owe my gratitude to DVH IMSR for unflinching encouragement in helping me to extend my career in business. I suggest to my juniors to aim high; dream big to succeed in real life. Your education and hardwork will always pay off; it is only a matter of time. Good luck in your current and future endeavours.



Nithin Kumar P. S.
Proprietor,
Padma Engineering Works,
Mangalore.
Batch 2013-15

DVH IMSR provided the necessary basic foundation and direction to my career as an entrepreneur. It has nurtured me and made me what I am today. It made me more disciplined and focussed that has helped me to grow professionally.

I thank my Institute for exposing me to many new experiences that has changed my life.

I am very thankful to my faculty for their guidance, support, practical knowledge and positive encouragement provided over the course of 2 years.



Arjun Jose
Proprietor,
Solar Enterprises, Gadag.
Batch 2013-15

Success isn't just about what you have accomplished in your life it's about what you inspire others to do.

That's what DVH IMSR has inspired in my life by showcasing ME to Myself and helping me to be a better Entrepreneur.

“Action is the fundamental key to success”

- Pablo Picasso

CAMPUS PLACEMENT DRIVE

The placement scenario at DVH IMSR for the year 2016-17 has so far been fairly good.

The institute has a very effective and structured mechanism for the career guidance and placement of the students. Placement department nurture the students not only for the placements but also to assimilate corporate exposure by inviting the professionals from the reputed corporates.

The prominent recruiting organizations who visited our campus are:



The highest pay package offered to a student's is Rs. 7.2 LPA, with an average package of Rs. 2.8 LPA. All our recruiters have expressed satisfaction with the performance of the students in interviews and group discussions. DVHIMSIR has also lived up to their expectations with regard to infrastructure and facilities to carry out placement related activities in the campus.



LIFE DVHIMSR



BEGINNING OF A NEW ERA – FROM CAMPUS TO CORPORATE: BATCH 2015-17

DR. D. VEERENDRA HEGGADE INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

(A Unit of Janata Shikshana Samiti)

Vidyagiri, DHARWAD - 580 004, Karnataka. Ph: 0836-2461010 / 2461212, E-mail - jssdvhimsr@gmail.com