

# DHARA

## Annual Newsletter

### Chairman Message



I am pleased to know that the Institute is bringing out the fourth edition of Institute's Newsletter 'Dhara' and I take this opportunity to congratulate the editorial board, all the students and faculty for this effort.

I appreciate the constructive activities and achievements of the Institute, both in curricular and co-curricular activities.

I am confident that you will not only keep up the tradition and the benchmark but also improve further befitting the SDM ethos and stands.

May Lord Manjunatha Swamy Bless you.

**Rajarshi Dr. D. Veerendra Heggade**  
Dharmadhikari of Shri Kshethra Dharmasthala,  
Chairman Janata Shikshana Samiti, Dharwad

### 2015-17 University Rank Holders



**Ms. Vidyashri Savadatti**

1<sup>st</sup> Rank and 4 Gold Medals in Karnatak University Dharwad



**Ms. Pooja R. Wodeyar**

2<sup>nd</sup> Rank in Karnatak University Dharwad

**Vol. 4 June 2018**



**DVH IMSR**

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

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## From the Director's Desk

"We judge ourselves by what we feel capable of doing, while others judge us by what we have already done" - H W Longfellow

### Greetings from DVH IMSR

As we are embarking on 10<sup>th</sup> year of our glorious existence and of overseeing the graduation of 2016-18 batch, I thought we can reflect on some important things which may help one succeed.

In your career 5 Cs will help you succeed. The first one of the Cs, and the most important, is the C of character. Across your journey of life you will find many opportunities to do what is effectively a short cut. But you need to ask yourself and ask within you, is it right or is it wrong? And if you get an answer within you that it is wrong, have the character to stand up and say: I will not do it. You will always find somebody at the workplace telling you: do it differently if you want to grow faster. Don't make the choices between short cut growth vs sustainable careers and character is what will get you there.

The second C is conviction. If you are convinced about something, go ahead and do it. But, always question yourself between conviction and daring or recklessness before being sure it is conviction.

The third C is commitment. If you want to really progress, enjoy what you do and believe that true commitment comes out of passion and enjoyment in your work.

The fourth C which is highly essential in present times is creativity. You dare to be different because growth and opportunity are not a straight line. You must have the courage to stand up and say: I want to do it this way, however stupid it may look. It is always better to be considered stupid and even be ready to fail because the learning you get out of that creativity will significantly benefit you in the future

The last C is capability. Capability is primarily about execution. If you are capable, but you don't focus on committed execution, your capability is wasted. Enhance your capabilities continuously over time. Test the limits of your capability at all times. You will be successful.

All of you are highly enthusiastic. You are young; you've got a lot of opportunity. The world is your oyster. I am sure you will create some impact on people around you. I hope at that time you will definitely remember who was responsible for getting you to where you are. As you achieve success in life remember those who helped you and return that gift by helping others achieve their best. Have a spirit of giving back.

We, at DVH IMSR family, wish the 2016-18 Batch success in all their endeavors. May Lord Almighty bless you all.

**Dr H N Shivaprasad**  
Director

### FEATURES IN THIS ISSUE

Outreach Programs	Women in Action
Programs and Initiatives	Alumni Reminiscence
Expert Talk Series	Academic Excellence

## Editor's Desk

### Dear Readers,

It is a matter of pride as well as pleasure to present before our readers 4th issue of Dhara. We feel honoured for the faith reposed in us for performing the role of editors of Institute Newsletter. We have put our whole-hearted efforts to give complete account of academic activities of our Institute. Current issue covers a wide range of news and events, dealing with Outreach Programs, Hands-on Trainings, Workshops, Management Fest, and Industry Learning Visits, Leadership Talks, Cultural and Sports activities.

To showcase the learning resource centre, which is the cornerstone of our institute, and to commemorate the Library week various events were organized in association with Malayala Manorama Bangalore. To compliment the said event and as a part of our outreach program, to fulfil the social responsibility of the institute, we distributed Manorama Year Books to around 35 Rural Government High Schools of Dharwad District for their respective libraries.

Women in focus – "The health of women and girls is of utmost concern" Various sessions focusing on women's health - like Doctor's talk and wellness test were organized to create an awareness on health issues in adult and teenage girls. In association with medical team of SDM College of Medical Sciences we organised basic blood tests in general and tests to check the Hemoglobin levels in particular for our girl students and women faculty since haemoglobin levels are prime indicator of anemic condition. Awareness of Anemia and its serious repercussions on women's health were highlighted through interaction with the medical team.

A dedicated section has been incorporated to hear from our Alumni – 'Alumni Reminiscences' where they discuss about various aspects pertaining to their life lessons and other business specific learnings that they received during their career on-the-go.

We offer our sincere acknowledgments to the Honorable Secretary and Finance Officer JSS for their continuous support, encouragement provided to bring out this Newsletter.

Team Dhara wishes its readers a joyful and a fruitful reading experience ahead. We welcome your valuable comments which may be posted at [dvhimsrlibrary@gmail.com](mailto:dvhimsrlibrary@gmail.com)

### Editors

### EDITORIAL TEAM

Prof. Keerti Kulkarni	Mr. Anand Ulaya
Prof. Vidyavathi B	Mr. Sachin Navale
Prof. Shrivatsa Joshi	

### Industry Rendezvous

The institute organized an Industrial Tour for 2016-18 batch from 17<sup>th</sup> to 20<sup>th</sup> Sep 2017. The Tour enables the students to understand the importance of practical learning and application of theoretical concepts to deal with real time scenarios. The students visited Rane Madras Manufacturing Limited, Mysore and Dodabetta Tea Factory – Green Tea Preparation plant and the Tea Museum – OOTY which have given them the exposure to two fastest growing sectors such as Beverages and Engineering equipments and components manufacturing industry.



### Key Snippets on Mutual Funds

A One Day Workshop was organized to provide an overview on Mutual Funds to the students of 3<sup>rd</sup> semester on 15.9.2017. The resource person for the workshop was Mr. Amit Kulkarni - AMFI advisor who has rich experience and proficiency in managing the client's portfolio.

### Induction Program: 2017-19 Batch: Welcoming new lime lights

An Induction programme was organized for welcoming the new batch of 2017-19 students on 25.09.2017. Dr. N. Vajrakumar, Secretary and Dr. Ajit. Prasad, Finance Officer, JSS inaugurated the induction programme by lighting of the lamp. Dr. N. Vajrakumar congratulated and wished all the new students. He gave a bird's eye-view of the contribution of JSS institutions to the society and deliberated upon the importance of education in one's life.



### Teacher's day Celebration: 'If you can read this, thank a teacher'

To commemorate the 130<sup>th</sup> Birthday of Dr. Sarvapalli Radhakrishna, 5<sup>th</sup> September 2017 was celebrated as Teacher's day. The 2016-18 batch students celebrated Teacher's day to express their gratitude and appreciation towards the faculty by sharing the importance of teachers in moulding their lives and career.



### Saraswati Pooja and Dandiya

On the occasion of Dasara celebrations, Saraswati Pooja – was held at the Institute on 24.09.2017 along with Dandiya dance was performed by students. The event was filled with lots of energy, enthusiasm, passion that drove the students to feel the new world of rich Indian culture and heritage.



### E.I.D Parry – Placement Drive for HR

E.I.D. Parry (India) Limited is one of the leading sugar manufacturers in India. The company visited our campus for recruiting the positions in Management Trainee-HR on 29.11.2017. The interviews were conducted by Mr. Sharan Hugar, Senior- HR. Three students from our institute were shortlisted.

## Campus Activities

### Dr. K. Devaraj Felicitation:

Senior Management Professor Dr. Devaraj K, Director, SDM P.G. Center for Management, Mangalore, was felicitated on 17.11.2017 in recognition of the contribution that he has made in building our institution right from its inception. On this occasion, he spoke about the need for being trustworthy and emphasized that 'trust builds trust'. He deliberated on 5 Ps i.e. Proper preparation provides proper performance which was very much appreciated by the audience present.



### Prof. Vinod Basupattad's Farewell:

#### 'A LEADER WHO HAD NO TITLE'

Farewell Programme was organized to Prof. Vinod Basupattad on 08.09.2017. Dr. H. N Shivaprasad, Director, all teaching fraternity, Students and Non teaching staff were present during the farewell. Prof. Vinod is well-known faculty member for his remarkable contributions and self driven initiatives towards the institute. Team DVHIMSR wished him success for his new academic assignment. On this occasion, a special memoir 'Vinod - A leader who had no title' in recognition of his contribution to the development of the Institute.



### Fresher's Party 2017 at Dharwad Adventure Base

The senior batch students organized a splendid Fresher's Party for the new batch, on 6.11.2017. The senior students whole heartedly extended a warm welcome. The event was filled with joy, fun, new talents expo, and dance performance by senior students. The fresher's enjoyed to their fullest and also appreciated the team work of organizers and seniors.



### CMDR Activity:

One day workshop on Personality Development was conducted by CMDR in collaboration with KHRS and DVHIMSR on 16.11.2017. Our faculty Prof. Pooja Ainapur and Prof. Shreevatsa Gudi were resource persons of the event and they conducted workshop on topics of Effective Communication & Art of Public Speaking and Dimensions of Personality Development respectively. This workshop helped students to get equipped with necessary skills that are required to create successful managers.

### A talk on Demonetization and its impact on Banking Sector

As a part of corporate lecture series, the Institute arranged a special seminar on Demonetization and its impact on Banking Sector on 16.12.2017 by Mr. Srinarsimha Kamath, Cluster Head of Axis Bank. He gave various insights of Demonetization and its impact on economy with special reference to banking sector.

# Experiential Learning

## Outbound Learning: Career Enhancement and Value Addition Programs (CEVAP):

As a part of outbound learning initiative for flagship MBA program, institute had organized an outbound training program for the first year students (2017-19 Batch) at Whistling Woodz Wilderness River Resort, Dandeli on 16.10.2017. The training program was organized with an aim to offer a foundation for students to build communication skills, team building, leadership qualities and inherit managerial skills. The students actively participated in the program and learnt lot different attributes which benefits them in the long run.



## SALES DARPAN

Experiential Learning - Sales Drive Event was organized on 10th and 11th October 2017 on the occasion of Youth Festival. All students keenly participated through booking stalls in the campus. In today's world, it becomes imperative to test the knowledge by applying it in a practical way. Sales Darpan gave students the platform for gaining insights on the art of selling, dealing with customers, understanding different aspects of marketing and to deliver high end quality service to customers. The students learnt the real art and techniques of sales management through an unconventional way of selling.



## Syndicate Bank's Vigilance Awareness Week

Vigilance awareness week was observed in association with Syndicate Bank, Dharwad from 30th October, 2017 to 4th November, 2017. During this week It emphasized on impact of the ill-effects of corruption amongst school and college students, and special efforts were made by each branch to reach out to students by organizing quiz competition on 'My vision – Corruption free India'. Our students Mr. Praveen Tadsad, Mr.Taheer Hussain and Mr.Shivraj Bansi won the prize for securing highest marks in quiz competition.

## Library Week

'Books are good enough in their own way, but they are a mighty bloodless substitute for life'. The Institute celebrated Library week from 28th October to 4th November 2017. On this occasion we felicitated, Mr. Anand Ulaya in acknowledging his contribution as our Librarian and single handedly making library as the best Knowledge and Learning Resource Center as one of its kind in North Karnataka region, and being a valuable resource who needs to be appreciated to the full extent that he deserves.

As a part of CSR activity, from 28th October to 31st October, DVHIMSR in association with Malayala Manorama, Bangalore, distributed General Knowledge - Manorama Year Books to various Urban and Rural Government High School Libraries in Dharwad.



## Programs & Initiatives

### Prof. N. Vajrakumar Award 2017

J.S.S. Group of Institutions organized a felicitation program of Shri. Mahendra Singhi who was awarded with Prof. N. Vajrakumar Award 2017. He is the Founder President of All India Jain Youth Federation, Mahaveer Limb Centre, Hubli, has been the source of inspiration for the upbringing and nurturing the Federation in right directions.



### Analysis of Union Budget 2018-19

A Talk on Union Budget 2018-19 was delivered on 13.02.2018. The resource person was Dr. N. G. Chachadi, Economist, Former Principal Karnatak Arts College Dharwad. He highlighted the key aspects of the budget and also provided lot of impetus towards Agriculture, Healthcare, Education sectors and rural development.



### Felicitation : Dr. Shivappa, Director, KIMS.

Dr. Shivappa, Director, Kousali Institute of Management Studies (KIMS), Karnatak University Dharwad, was felicitated on 1.03.2018 in the institute by the Director, Dr. H. N. Shivaprasad. During this session Dr. Shivappa gave an insight of the upcoming new syllabus for the MBA course from the academic year 2018-19.



### Lift Inauguration

Dr. N. Vajrakumar, Hon'ble Secretary of JSS Group of institutions and Dr. Ajith Prasad, Finance Officer JSS, inaugurated New Lift Services on 12.02.2018. It would be most useful for the physically challenged students.



### KUD Local Inquiry Committee Visit

The Local Inquiry Committee from Karnatak University Dharwad, headed by Prof. J. S. Bhat visited our institute on 03.01.2018. The Committee expressed their complete satisfaction with the progress made by the institute over the years.



### Campus Placement Drive - Ninjakart

Ninjacart a modern Agri- marketing platform that connects farmers to business conducted pool campus recruitment process on 10.01.2018. Around 65 students from various management institutes participated enthusiastically. The company selected 14 students in total out of which 6 students were from our institute for the positions of Executive Sales.



## Programs & Initiatives

### Outreach Program: Government High School, Kalkeri Dharwad

The institute organized an outreach Program for SSLC students at Government High School Kalkeri, Dharwad District on 20.11.2017 with the support of students. The school children actively participated and were fascinated with the educational and extracurricular activities. The Headmistress of the school, Mrs. V.G.Patil, expressed her gratitude for conducting such educating programs which motivated the children in their process of learning and updating in this changing world.



### Outreach Program: Vanita Seva Samaj Girls High School, Dharwad

As a part of Corporate Social Responsibility-an outreach Program was organized at Vanita Seva Samaj Girls High School, Dharwad for the SSLC students on 27.11.2017. The students of the institution had major contribution in organising this event. Their contribution helped the program achieve its success. The students of the school were inspired with the activities arranged and were enriched with lot of fun and learning.



### A Talk on Career Advancement in Retailing

Our Alumni Mr. Khaleel Ahmed, who is presently working with Grexter as an Operations Head visited our institute on 29.11.2017. He shared his experiences in the field of retail industry and stressed upon need of the market dynamics of various FMCG brands at corporate level. He interacted with the students of marketing specialization.

### Birthday Celebration of our Hon'ble Chairman:

Rajarishi Dr D Veerendra Heggadeji is known for his principles, values and philanthropic activities and he has heralded the beginning of a new era. On the eve of his birthday celebration on 25.11.2017, as a mark of respect for his vision of creating clean and healthy India and to drive youth towards healthy and for growing India as developed economy. The Institute took an initiative to clean the premises of the institute as a part of 'Swaach Bharat Abhiyaan'.



### PG Teaching Assistant Programme (PGTAP)

Our Institute initiated a special program as a part of the skill enhancement in Computers and C Language. The program designed as 'PG Teaching Assistant Program (PGTAP) added value to the students of I semester. The sessions were conducted by Ms. Soumya S. Jahagirdar of 3rd Semester.



## Programs & Initiatives

### Capability Building workshop series: MS Excel Training

A workshop on MS Excel at intermediate level was conducted from 28th February 2018 to 12th March 2018 for the final year students. The sessions were handled by Mr. Rangappa Yaraddi, Corporate trainer. Students were benefitted by exploring various applications of MS Excel using financial and statistical tools that will be of greater utility in marketing and financial careers.

### A Review Talk: Analysis of Economic Survey 2017-18

A session on Analysis of economic survey 2017-18 and Union Budget 2018-19 was conducted by chief patron Dr. S T Bagalkoti, Department of Economics, Karnatak University Dharwad on 5.03.2018. Dr. Bagalkoti gave a profound view on economic activities of our country. Information on various sectors and their performance and contribution to overall growth index was also presented by the resource person with whom the students had an excellent interaction and clarified their doubts regarding various macro-economic issues.



### ASEAL program by Karvy Stock Broking Ltd, Hyderabad

As a part of capability building session by us, Karvy Stock Broking Pvt Ltd, Hyderabad, was invited to expose the students to the concepts, processes and practices of primary and secondary market, SEAL (Student Engagement and Applied Learning) program held on 15th and 16th March, 2018. The Program aimed to provide the financial market insights to the finance specialization students in understanding the nuances of financial markets. It gave the students an insight on various financial services and terminologies related to stock market.

### MCP Interview: Mahindra and Mahindra Financial Services

Mahindra Financial Services Ltd, conducted interview sessions on 03.03.2018, as a part of exposure programme in corporate project experience for the final year students for the selection of potential candidates for major concurrent internships in the finance specialization. The interviews were handled by Mr. Siddu Huded, alumni of the institute.



### Leadership Talk Series: What does a Leader do?

Dr. A. H. Chachadi, Former Director KIMS, Dharwad conducted a special session on Leadership skills for the I year students on 13.03.2018. He made the students understand the concept of leadership and how does it function, and focused on leadership styles and the key factors that are essential in becoming a leader. The talk ended with Q&A session wherein inquisitive students asked questions regarding leadership. Sri. I.R Patil, Chief Operations Manager LPG (Retd) was also present in the session.





### Retail learning activity - WMB (Wagmal Mutha Bhuraji)

The institute organised a field visit to WMB, Hubli, a supply chain management company for the processed food packaging in FMCG on 01.12.2017. The students of marketing specialization were the main beneficiaries of this visit. It provided them with insights on the various aspects of supply chain management and exposed them to the world of retail, packaging.



### Retail and Service operations Interface

As an academic live-learning activity, an action oriented drive was organized by the Institute for the marketing students on 30.11.2017. The purpose of the activity was to help the students in understanding the hypermarkets, its visual merchandising, stacking and product replenishment process at - Future Retail (Big Bazaar), Gokul Road, Hubli.

### A Workshop on 'Art of Selling' – By Mr. Ramu Shankarrao

A Two Day Workshop on 'Art of Selling' was organized on 31<sup>st</sup> January and 1<sup>st</sup> February 2018 at our institute. The resource person for the workshop was Mr. S. Ramu Shankarrao, a senior management consultant from Sangatikarna Corporate Services, Mumbai. He Focused on the Concept of SPIN Framework (S- Situation, P- Problem, I- Implications and N- Need Pay-off) for problem solving situations in sales. 3<sup>rd</sup> Semester students experienced the art of selling skills with live examples and cases presented by him.



### A Talk on Analytical skills by Mr. Girish Naik

A technical session was delivered by Mr. Girish Naik, GM & Country Head - Engineering Services, Design Division- Tata Consultancy Services on 10.02.2017. He interacted with 3<sup>rd</sup> semester students and emphasized on acquisition of analytical skills and application of knowledge are the key factors in contributing towards success in today's competitive world.

### Rural Marketing Course Workshop

As a part of course curriculum, a workshop on 'Regulated Market' was organized at Karnataka State Government - Agricultural Produce Market Committee (APMC) Seminar Hall, Hubli on 27.11.2017 in collaboration with DVHIMSR. Mr. G Venkatesh, Principal of the APMC Institute, addressed the students at APMC Training Center Hubli. He interacted with the students on his experience of rural marketing in the field. This workshop enabled the students in gaining knowledge of broad based rural market and differentiated the field study from book knowledge.



### HR Harmony – A Management Fest, 2017

Institute feels pride in the celebrations of winning the Best Manager Award in the HR Harmony Management Fest. Mr. Tarun Abraham of final year bagged the prize. The team also bagged prize for video skill on, "HR Practices in 2050". This Management Fest was hosted by KLES's IMSR, Hubli on 09.12.2017.



## Need Based Fund to Poor Students - Combined Social Responsibility

As a part of international Women's day celebration, students and faculty together donated Rs. 26,000/- to meritorious poor two girl students, Ms. Anjali and Ms. Kanchana of Vanita Seva Samaj Girls High School, Dharwad for their further education. Smile on their face created moment of contentment for all of us.



## SRUJANI: Women's Talk

An awareness programme on Women's Rights on Sexual Harassment was organized on 7.03.2018 on the occasion of International Women's Day by Dr. Sarayu Prabhu, Dr. Charulatha Melavanki, Ms. Jayashree Nadig and Mr. L.V. Prabhu, working members of 'Srujani' - An organization which creates awareness on protecting women rights against sexual harassment, deliberated on the various issues and problems faced by women in professional and personal life.

## Wellness Test: Hemoglobin test for Girls

As a part of health awareness program, Hemoglobin test was organized as a part of International Women's Day celebrations, in association with SDM Health centre, Dharwad on 08.03.2018.



## Doctor's Talk: Health Awareness Session

A session was held on 'Reproductive Health Needs of Young Women' by Dr. Rathnamala M. Desai, MBBS, MD (Ob & Gyn) Professor and Head, Department of Obstetrics and Gynecology, SDM College of Medical Sciences, Dharwad, on 17.02.2018. She spoke on various Health and Hygiene aspects, life style, more work-pressure leading to early diabetes, Obesity Depression in women. Ladies and girls present in the session interacted with her and got the guidance from the doctor.

## International Women's Day:

### Women's Talk: Ms Shravani Pawar

on the eve of International Women's Day 2018 - An awareness session was held at the premises by Ms. Shravani Pawar, Managing Director, Safe Hands 24X7, on 08.03.2018. She spoke on various emerging challenges and discussed issues and problems faced by women in today's world and suggested them to be self reliant and confident.



## Expert Talk Series: A Session on Human Psychology by Dr. V. A. Amminbhavi

As a part of Guest Lecture series, A Session on Human Psychology was organized on 14.03.2018. Dr. Vijaylaxmi A. Aminabhavi Dean of Social Sciences Karnatak University Dharwad was the resource person who emphasised on different aspects of developing effective self and said that mind is complex, mind can make your life or break your life, it is responsible for biological impact which has three layers of minds viz., conscious mind, subconscious mind, unconscious mind and two instincts constructive and destructive. She also explained how to protect the mental health for self development, accept yourself as you are, open mind is base for self development. Students showcased their curiosity with effective interactions.



### FAREWELL 2016-18 Batch

The First year students arranged a heartfelt farewell to the out-going batch at Nature First Eco- Village, Halligeri, near Dharwad on 23.03.2018. A video was made on their two year journey and life at campus. The out-going students shared their views and experiences which was followed by Prize Distribution ceremony for all the winners of the events conducted. Cultural activities were conducted by the first year students.



### Welcome to Our New Faculty

The DVHMSR welcomes our new faculty members Prof.Bhagyashree Aneesh and Prof.Shrivatsa G.Joshi to campus. They are enthusiastic and ready to empower our students to excel, dedicating themselves to success inside and outside the classroom.



Prof.Bhagyashree Aneesh



Prof.Shrivatsa G.Joshi

### A Well Deserved Congratulations!!

Congratulations to Prof.Sunilkumar Hiremath and Prof.Manish Kothari on being promoted to Associate Professor



Prof.Sunilkumar Hiremath



Prof.Manish Kothari

### INSTITUTE SPONSORED INTERNATIONAL CONFERENCE

Prof. Shreevatsa Gudi attended Asian Media Information and Communication Center, INC, 25th Annual Conference 2017 " Rethinking Communication in Resurgent Asia" Held on 27<sup>th</sup> -29<sup>th</sup> September, 2017 at Miriam College, Quezon City, Philippines and Presented a Papers on "Effect of Spiritual Communication on Individual at Workplace" and "Radio and Political Messaging - A study on PM Modi's Mann Ki Baat Speeches".



### Campus to Corporate

Institute has a good track record of placing students in different companies. It equips students with required skill sets by providing them various training programs to meet the industrial requirements. Guest lecture series were organized by inviting professionals from reputed companies as a part of Industry- Institute-Interface program basically to give exposure to students on latest happenings in the Industry and to get them groomed accordingly.



### Sports day – A Team building Exercise

As a part of extra-curricular activity, institute organized one-day sports for all the students of I and III semester on 17.02.2018. The students participated enthusiastically and equipped themselves with team building skills.

## Alumni Speak

**Alumni Speak is a section where the esteemed alumni speak about their experiences at DVHIMSR that has driven changes in their life and career. The section focuses on challenges faced and opportunities grabbed with their path-breaking performance in the journey of becoming an entrepreneur.**

• **Tell us all about your venture Chouson Total Packaging Solutions.**

Established on 3rd June 2013, we (CHOUSON TOTAL PACKAGING SOLUTIONS) are one of the Leading manufacturers and suppliers of export quality Corrugated Boxes and Cartons.

Our range includes Corrugated Boxes with Multi-color Printed Carton, Corrugated Cartons, and Lidded Corrugated Boxes. In addition, we also provide Customized Corrugated, Heavy Duty Corrugated Boxes, Corrugated Carton Boxes. All our products are manufactured using high grade raw material acquired from the reliable sources and are widely used in various industries such as pharmaceutical, food and sugar factory.

• **How did you get the idea to start this venture?**

Many ideas to start a company came to my mind while pursuing MBA. In that, I selected the packaging industry.

• **When the company was formed and how easy was it to get funding?**

The company was founded in June 2013. We have struggled a lot for two years to get the fund for working capital. After that, it got stabilized due to increase in production.

• **How do you plan to offset competition from other packaging players?**

Best quality and service, backed by the infrastructure that we have set up is helping us. We are also working on the new and innovative designs through a proper research. Competition is good, as we will always be on toes to get into new ways of getting new customers through our network and satisfy their requirements. Quality at low cost is our agenda to have a positive approach towards market.

• **How do you generate new product ideas?**

Ideas and new concepts are the most important aspects of a successful enterprise. We get ideas through many ways- some of them are from the employees and staff, sometimes from the customers. Currently, we are working on the export norms for potential new clients from foreign countries. Management education has helped me in identifying the new ideas and testing the concept on the business front. Proper exposure is the key always, as ideas can be given by anyone. But the business implication of the idea and conceptualising it with cost, quality and profit from it is the most important factor.

• **How important was MBA education for you to become an entrepreneur?**

Basically, I belong to a family of agricultural background. There are huge opportunities in India. All we need to do is prioritise our ideas and work hard. The MBA Education is important for an entrepreneur. The MBA taught me a structured way of thinking and analysing the market opportunities.



**Mr. Satish Chougule,  
Managing Director,  
M/s. Chouson Total Packaging Solution, Belgaum.  
Alumnus of Batch 2008-2010**

• **What advice would you give to our MBA students who want to become entrepreneurs?**

Go after your passion! If you have a passion for work, you will be very successful.

Every big problem is a big opportunity and, if there is no problem, there is nothing to start. Don't be afraid to make mistakes because you are bound to make mistakes and learn from them. If one start-up fails, it doesn't mean that you will always lose, but it is a great learning experience.

• **What are the challenges faced by you for achieving success?**

The drive to succeed is very important. Confidence, Clarity of thought and ability to focus on the right things have helped me. I have been able to focus on making changes and solve unstructured problems with my ability. I also believe Prioritising and execution. I believe that strategy and execution are in the ratio 20:80 per cent.

• **Why does everyone think Indians lag in product innovation?**

Indians are not behind in product innovation. What we lack is proper exposure of our ideas in the national and international market. Indians are known for Jugaad, but we lack in believing our potential in innovation and we are left behind for actualising our ideas due to many constraints, right from funding and proper support from authorities.

• **How supportive is your family for your entrepreneurship?**

Support from Family and friends is vital in the formation and running of an entrepreneurship. Emotional and financial support is something we always get from our close network. When a family believes in the skills, thought and capacity of our ideas, that's the biggest strength in any entrepreneur's life. Belief, Trust and recognition of potential are the vital keys.

• **What are your future plans?**

Expanding the business to sustain in future; Growth in business is always the vision of any entrepreneur. Growth should happen not only in customer base, but also in new technology adaptation to increase productivity. Engaging Proper and fit employees will increase the efficiency of the overall system. Expansion of current packaging products to get aligned in the industry are the future plans.

**By Mr. Anand Ulaya**

## ALUMNI REMINISCENCE

I am a proud alumnus of DVHIMSR. I was a student of 1st batch MBA programme at DVHIMSR, this programme gave me a holistic view that helped my goals in both professional and personal life, in being more clearer in job and life. It gave me good opportunity to learn new things and helped build confidence and positive attitude. It's an honour being associated with this great institution; I would like to thank the institute for giving me an opportunity to share my experiences about the institute.



**Ms. Pallavi Bharati**

Senior Staffing Specialists, Interaction Recruitment, United Kingdom, Batch: 2008-10



My experience began with this lovely institution since the day I joined and for me learning under the blessings of His Holiness Dr. D.Veerendra Heggadeji was something of a blessing in disguise. I learnt so many things from the institute right from basic management to the art of handling people. This has truly helped me in my banking career where I have to work with people and deal with customers. I am always thankful to the faculties for imbibing academic skills with practical knowledge, which was a driving force both in my academics and my career as a banker. I will always remember my institution as a pillar of strength that gave a solid platform for my career.

**Mr. Prateek Malagi**

Branch Manager, Vijaya Bank, Hassan, Batch: 2009-11

MBA at DHIMSR has helped me to evolve as a professional individual by unlocking the true potential within me. Helping me to understand the dynamics of management, communication, inter-personal skills with a focus on the importance of personality development that has a direct impact on attitude and behaviour. I am very fortunate enough to be part of this institution in 2nd batch. Being alumnus of SDM Engineering College, the legacy of being blessed by Dr.D.Veerendra Heggadeji continued. The excellent infrastructure facilitated the learning activities. The diverse team of faculty, being basic building block of institution, imparting the knowledge and helping us to achieve our goals. Their extra and consistent efforts in teaching, friendly approach in clarifying the issues and support for participation in extra-curricular activities is a benchmark of teaching standards. The system of surprise tests, presentation activities, demo classes, assignments, projects, industrial trips, management fests took the learning to next level. Indeed it was great journey.



**Ms. Asha Annigeri**

Project Engineer, Aceic Design Technologies, Bangalore, Batch: 2009-11



"DVH IMSR - A temple of abundant knowledge and never ending Sea of Wisdom, which shaped many talent and helped me master various skills required for the business world.

I am really grateful to each and every Professor and staff for their efforts, love and support and the opportunities provided for me to enhance my knowledge and uplifting my skills to move ahead in my career goals"

All I can say is, If you have high aspirations, career ambitions, are willing to put your hard work and efforts, then DVHIMSR with its resources and its faculty team along with its vast association in industry and academia will help to mould you into a good business leader of the future.

**Mr. Sharan A Mathapati**

Dy Manager - CS, Lloyd Insulations India Ltd, Bangalore, Batch 2013-15

Dr.H.N.Shivaprasad, participated in One Day Workshop on “Introduction to Structural Equations Modelling (SEM) with R Programme” at R. V Institute of Management, Bangalore on July 1, 2017.

Dr.H.N.Shivaprasad, and others presented a paper titled “ An Insight into Behavioural Finance: A Review of Literature” at the International Conference on Financial Markets and Corporate Finance organised by at Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur during 7th & 8th July. 2017

Dr.H.N.Shivaprasad, attended Pre-Conference Workshop on “Contemporary Issues in Finance, Accounting and Banking” organised by Sri Dharmasthala Manjunatheshwara Institute of Management Development (SDMIMD), Mysore on August 17, 2017

Dr.H.N.Shivaprasad, participated in the Parallel Track Session as a Session Chair in the 6th International Conference on Emerging Trends in Finance, Accounting and Banking organised by Shri Dharmasthala Manjunatheshwara Institute of Management Development (SDM IMD), Mysore on 18 and 19 August, 2017.

Dr.H.N.Shivaprasad, and others presented the paper titled “A Study on Performance of IPOs in Indian Market (2013-2017)”, 6th International Conference on Emerging Trends in Finance, Accounting & Banking 18 & 19, August 2017 SDMIMD, Mysore

Dr.H.N.Shivaprasad, and others presented the paper titled “Evaluation of Electronic Word of Mouth as Information Source for Electronic Products in India”, International Conference on Marketing during 26th & 27th October 2017, SDMIMD, Mysore

Dr.H.N.Shivaprasad, and others presented the paper titled “The Status of Financial Inclusion- The Dimensions of Usage and Access of Financial Services”, in 3rd International Conference on Economic Growth and Sustainable Development: Emerging Trends during 10th & 11th November 2017, SDMIMD, Mysore

Dr.H.N.Shivaprasad, and others presented the paper titled “Role of Electronic Word of Mouth in Consumer Information Search in India”, in 11th Indian Subcontinent Decision Sciences Institute (ISDSI) International Conference 27th – 30th December 2017, by Indian Institute of Management (IIM), Tiruchirappalli T.N.

Dr.H.N.Shivaprasad, and others presented the paper titled “Determining the factors influencing Electronic Word of Mouth communication: A Conceptual model and some research proposition”, in 11th Indian Subcontinent Decision Sciences Institute (ISDSI) International Conference 27th – 30th December 2017, by Indian Institute of Management (IIM), Tiruchirappalli T.N.

Dr.H.N.Shivaprasad, and others, published a paper “Measuring Financial Inclusion: The Access and Usage Dimension”, Smart Journal of Business Management Studies, Tiruchirappalli. T.N, Vol.14 No.1 January – June 2018

Dr.H.N.Shivaprasad, participated as a Session Chair at the National Conference on “ Rural Opportunity – An Unexplored Terrain” organized by Shri Dharmasthala Manjunatheshwara PG Centre for Management Studies , Mangalore on February, 28, 2018

Prof.Shreevatsa Gudi, attended FDP on “Meaning and History: Mahabharata as Itihasa” at National Institute of Advanced studies, IISc Campus, Bengaluru on 24 & 25th July 2017.

Prof.Shreevatsa Gudi, presented the paper titled “Effect of Spiritual Communication on individual performance at workplace” at Asian Media Information &Communication Centre Inc, Mirium College, Quezon City, Philippine on 27th -29th September 2017.

Prof.Shreevatsa Gudi, presented the paper titled “Radio and Political Messaging- A study on Indian PM Modi’s Mann Ki Baat Speeches” at Asian Media Information &Communication Center Inc, Mirium College, Quezon City, Philippine on 27th -29th September 2017.

Prof.Shreevatsa Gudi, delivered a lecture in Specialized Training course on “Dimensions of Personality Development” on 16th November 2017 at Centre for Multi-disciplinary Development Research (CMDR) Dharwad.

Prof.Pooja Ainapur, delivered a lecture in Specialized Training course on “Art of Effective Communication & Tips on Public Speaking” “on 16th November 2017 at Centre for Multi-disciplinary Development Research (CMDR) Dharwad.

Prof.Sunilkumar Hiremath attended FDP on Using Blended MOOCs at Indian Institute of Management, Bangalore on 27th April 2018.

**IThe Word's Futility**

Wonderful dream constructs realm  
Hopes bring a joyful cream

World advances in every way  
Brain evolutes day by day  
But, life is a mystery we can't pay

The more we prosper  
At most they hamper  
But, life is a game we can't blame

Tsunami threats seldom times  
Impediments meet often times  
But, injustice strings us every time

While visioning transformations  
I could feel its malformation  
In the way of deprived humanity

Thus with a futile world  
In a depressed mode  
Let's emphasize to  
abolish the in human hold.

**CAREER LAND**

Ride on a career land  
With the face of wavering mind  
To capture the skill of your kind  
And build an amazing stand

Help your incredible mind  
To analyze the emerging trend  
And tackle it with your hand  
To give it an adorable bind

Give a hopeful hand  
To the one who has really planned  
to build a knowledge strand  
And make a benevolent band  
Then construct an efficient mankind  
On a resourceful land



Ms.Gouri H. Burli  
3rd Semester 2017-19 Batch

**Pencil Sketch Up a Cool Styleeee**



Ms.Bhagyalakshmi Hegde  
3rd Semester 2017-19 Batch



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### ADMISSIONS COORDINATORS

**Dr. Anil Yaragatti**  
9886431818

**Prof. Mangala Yaragatti**  
9916431818

**Prof. Manish Kothari**  
7892105563

**Prof. Shrivatsa Joshi**  
9036513833

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