

# DHARA

Annual Newsletter



## Message from the Hon'ble Chairman

I believe that the newsletter – 'Dhara' will serve as a window and create new benchmarks by upholding the vision of the institute to excel not only in academics and co-curricular activities, but create a difference in life of every student through personal and professional grooming during the stipulated period that can be viewed which has been our driving force for the decennial celebrations.

Best wishes for the success and bright future for 'Dhara'.

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



## 2016-18 University Rank Holders



Ms. Soumya Jahagirdar, 1<sup>st</sup> Rank and 5 Gold Medals



Ms. Vijayashree Prabhu, 2<sup>nd</sup> Rank



Ms. Padmini Sangannavar, 3<sup>rd</sup> Rank

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DVH IMSR

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## From the Director's Desk

One more batch is passing out of the portals from our Institute. They are coming out at challenging yet most exciting times. The expectations of the industries are very high. The following are the tips recommended by the successful HR executives from Forbes Human Resources Council to the new graduates:

**1. Show Flexibility:** Flexibility is like trust: you need to earn it. If you want a certain experience, you have to show you can contribute to the employer's expectations as well. The best employee is one who is nimble, one who can adjust their approach with different people/personalities, flex their schedule when the business requires it and quickly problem-solve/innovate when faced with obstacles

**2. Utilize Social Media:** Employers are looking at social media. Build a strong profile and list your achievements as you go on LinkedIn. Make sure to show your successes

**3. Be Proactive:** Take charge of your own career by becoming proactive, not reactive.

**4. Be Ready To Work:** One of the issues, one often hears from managers who hire recent graduates is that they spend a lot of time teaching them how to be employed: show up on time, dress the part, prepare for meetings, complete work by the deadline, collaborate, communicate, etc.

**5. Show Your Employer You are Hungry :** Take the time to learn your role well and ask for more. Show your new employer that you're hungry by kick-starting your learning. Offer to help with projects, stay late, come in early, take on extra challenges or even propose a project. Always go the extra mile.

**6. Find A Mentor:** Maybe the best way to accelerate your career growth is by finding a mentor who can help guide you through your early career and beyond.

**7. Create A Positive Brand:** Start branding yourself with your very first job. Your work ethics and interactions with colleagues set the tone for your next move. Your behavior creates a path to success.

**8. Be Confident, But Humble:** Graduates are coming with a new perspective and learning. Employers need to see a person who is confident in their skills and abilities. However, employers also want to see a willingness to learn and grow. While demonstrating all the necessary qualifications of the job, a graduate needs to show the interviewer that they have the humility to ask questions. Both traits go hand in hand.

**9. Take Advantage of Additional Training:** Take advantage of additional training offered by your new employer. Ask managers and HR what courses are available. Self-selected training serves as a strong signal of employee drive and can be the springboard into a thriving and fulfilling career.

**10. Be Curious:** The best part of this period of your life is that you have the maximum bandwidth to be curious. So learn as much as you can. You will find opportunities where you can add value by being guided by curiosity. Wish you a great career ahead.

Dr H N Shivaprasad  
Director, DVH IMSR

### FEATURES IN THIS ISSUE

Outreach Programs

Programs and Initiatives

Expert Talk Series

CSR Activities

Alumni Spotlight

Academic Excellence

## Editor's Desk

Dear Readers,

DVHIMSR warmly welcomes you to the fifth edition of its Newsletter 'Dhara'

Once more, it is with immense pleasure that we are given the opportunity to work on the fifth edition of the Institute newsletter. As we all know, a newsletter mirrors an Institute's vision and mission. It also highlights events, activities, Life skills trainings, Behaviour shaping programs, Outbound training programs, Academic competency and achievements. In this edition, we have tried to capture last one year's of excitement and activities.

The Alumni and Student Corner section has lots of variety this time. We have a 'The life of an MBAPreneur's success story, our regular feature, and a set of portrait sketches by students.

We take this opportunity to congratulate our students Ms.Soumya Jahagirdar, Ms.Vijayashree Prabhu and Ms.Padmini Sangannavar to have made DVHIMSR proud in Karnatak University Dharwad by securing the University First Rank, Second Rank and Third Rank respectively in the 2016-18 Batch Exams. We are all proud of you dear students!

We do hope that the newsletter encourages many more students to use it as a platform to express their creativity. We sincerely hope that this edition makes for an interesting read.

We would like to conclude by quoting few words of former president **Dr. A. P. J. Abdul Kalam**, who propagated the power of dreaming.

*"Dream, Dream, Dream*

*Dream transfer into thoughts*

*And thoughts result in action*

*Success will be yours."*

Please feel free to offer any suggestions for improvement

Sincerely

Editors

### EDITORIAL TEAM

Prof. Keerti Kulkarni

Prof. Vidyavathi B

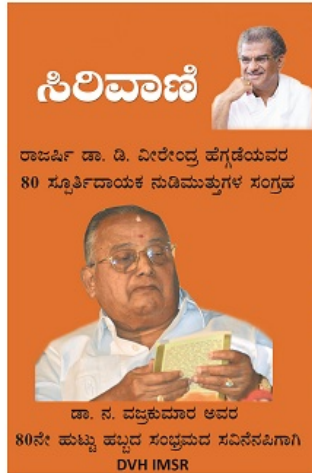
Prof. Shrivatsa Joshi

Mr. Anand Ulaya

Mr. Sachin Navale

## Birthday Celebration of Hon'ble Secretary

On the occasion of 80<sup>th</sup> birth anniversary of Dr. N.Vajrakumar, respected Secretary, JSS, visionary educationist, great human being, father figure for all of us at JSS institutions on 29<sup>th</sup> May 2019, DVH IMSR came out with a small Booklet 'Siri Vani' containing 80 quotations of our Hon'ble Chairman Rajarshi Dr.D.Veerendra Heggade, Dharmadhikari, Shri Kshethra Dharmasthala.



## Rural Marketing is Real Marketing -

### An Experiential learning University of Agricultural Sciences, Dharwad.

To expose and train farmers on various aspects and to new technologies, like drip irrigation, fertilizers, pesticides, seeds, food processing, soil quality, agri finance and insurance, marketing, contact farming, post-harvest management, rural retailing etc. as a part of Rural marketing course. Our 3<sup>rd</sup> Semester students visited 'Krishi Mela 2018' on 24<sup>th</sup> September organised by University of Agricultural Sciences (UAS), Dharwad under the guidance of the course Faculty.



## Ethnic Day Celebration

To mark the respect and revere our Indian culture, girls at our Institute celebrated the saree day on 16<sup>th</sup> September 2018 at our institute. The students participated actively. Cultural activities were conducted to unleash the talents in students.



## Sports Event: Samar 2018

Our students participated and won 1<sup>st</sup> Prize in Boys Mini Cricket and won 2<sup>nd</sup> Prize in Girls Throw Ball, conducted by Chetan Business School, Hubli on 1<sup>st</sup> October 2018.



## Freshers Day: A Good Beginning always has the best ending - Shubharambh.

Freshers Day event was organized in the campus for the decennial batch students of Master of Business Administration programme 2018-20. The ceremony began with auspicious lamp-lighting by Dr.N.Vajrakumar, Honorable Secretary and Dr. Ajith Prasad, Finance Officer, Janata Shikshana Samiti, Dharwad. The dignitaries gave valuable insights about the present Management Education Systems.



## Invited Talk

### Life Lessons for Success - Ms. Lopa Saigal

Ms. Lopa Saigal, General Manager, Tata Consultancy Services Mumbai delivered a guest talk on 10-10-2018. Her talk focussed on 'Life Lessons for Success'. She pointed that, one must focus on one's goal and give everything one got because if one change one's change it to if one changes one's. Every now and again because of failures, problems or tough situations then one can't achieve anything significant. The experiences she shared were truly the life lessons that one need to incorporate their life.



### Alumni Talk- A Nostalgic Association

Ms. Amruta, alumni from batch 2011-13 addressed the students on 18-10-2018. She is an innovative entrepreneur heading 4 organisations. She shared her experiences from being a student at DVHIMSR to her journey of being a woman entrepreneur, the hardships she went through and how she overcame all the hurdles. She also emphasised that the learning she gained from the institute had made her journey smooth and interesting.

### A Talk on Personality Development By Shri. Mukul Kanitkarji

In association with Bharatiya Shikshan Mandal (Uttar), JSS SMI UG PG Center and DVH IMRSR jointly organized a special lecture on 'Importance of Personality Development for Post Graduate Students' by Shri Mukul Kanitkar, Visiting Faculty Department of Management IIT Mumbai on 27<sup>th</sup> October 2018.



### 'Donate Blood, Save Life' - DVHIMSR Voluntary Blood Donation Camp

Institute hosted a voluntary blood donation camp in association with SDM College of Medical Sciences and Hospital, Dharwad on 3<sup>rd</sup> November, 2018. A team of doctors and technicians of SDM had assisted and the camp saw an enthusiastic participation from students and staff.



## Navarathri Celebration - Festival to Beacon

Navarathri Celebration was held at the institute on 17-10-2018 with huge pomp and gaiety. Maa Saraswati Pooja was performed. Cultural treat and Dandiya Raas were conducted by the students.



## Corporate Talk on Recent Trends in Retail Sector

Mr. Shreekanth, Zonal HR, Future Group, Small Format Bangalore & Mr. Manjunath, HR North Karnataka Future Group had visited the campus, on 24<sup>th</sup> October 2018. They took a session on 'Recent Trends in Retail Sector' mainly emphasizing on issues related to retail sectors and how department stores and online retail outlets will change the business scenario of retail business in India.



## Working Paper Presentation

Ms. Sanjana Patil, 4<sup>th</sup> semester student won the second prize in the Working Paper Presentation competition organized by KLE Technological University School of Management Studies and Research, Hubli on 26<sup>th</sup> October 2018 wherein students from various places participated.

## Maharshi Valmiki Jayanthi 2018

The institute celebrated Valmiki Jayanti on 24.10.2018, which marks the birth anniversary of the great author who authored the epic 'Ramayana', which contains Shlokas and cantos by offering flowers and reciting prayers.

# Experiential Learning

## Academic Excellence 2018

### University Gold Medalists and Rank Holders Felicitation

The Award giving ceremony is an event which has been inherited since inception and has become legacy at DVHIMSR to felicitate the University Gold Medallists & Rank Holders. The ceremony took place on 29-11-2018. The ceremony was presided in the presence of HH Sri Vishvesha Tirtha Swamiji of Pejaware Mut, Udupi. Dr.N.Vajrakumar Honorable Secretary, Dr. Ajith Prasad Finance Officer JSS, Dr.H.N Shivaprasad Director DVH IMSR and Governing Body Members of JSS Dharwad.

The University gold medalists Ms. Vidyashri, Ms. Pooja, Ms. Saher and Ms. Shrinidhi were felicitated for securing University ranks and Gold medals.



## Outbound Training Program

### Achieving Excellence Together – Nature Bound at Sahyadri Hills.

A three days outbound experiential learning Program was organized for the students of 3<sup>rd</sup> semester at Nature Bound Sahara, Ankola, Uttar Kannada during 17<sup>th</sup> to 20<sup>th</sup> November, 2018. The programme was to exhibit & enhance the inherent skills of students in the area of teamwork, team building, communication, leadership, time management, problem solving, decision making, motivation, managing critical situation, adaption to change, positive attitude and personality development.



## An investment in knowledge, pays the best dividends....

Mr.Rudragouda N Harakuni, Regional Head , M/s. Geojit Financial Services Ltd.,Bangalore delivered a session on 'Challenges and various avenues of investment' on 07-12-2018 for the 3<sup>rd</sup> semester students to educate them on various investment avenues available in market and latest innovations and happenings in the investment arena and the challenges they would come across in an real world scenarios of investment that will drift their careers to newer heights.

## Career Prospects in Media Industry - Radio FM 93.5

Talk on 'Career Prospects in Media and Advertising Industry's was held on 16<sup>th</sup> November 2018. Mr. Ravi Kulkarni, Head of Red FM 93.5 addressed students and gave great insights on Media and Communication Industry.



## OUTBOUND LEARNING ACTIVITY

Institute organized an outbound training activity for the new students (2018-20 Batch) at Whistling Woodz Wilderness River Resort, Ganeshgudi (Dandeli) on 4<sup>th</sup> December 2018 as a part of Induction Programme aiming to orient the students on team building and managing skills.



## Expert Talks and Learning

### Kshitij 2018: Brand Manager

Students of 3<sup>rd</sup> Semester Ms. Shahina Nadaf and Mr. Muralidhara V Budyalmath bagged the First Prize in the event 'RAJDOOT'- BRAND MANAGER being organised as a part of the Kshitij event by Kousali Institute of Management Studies (KIMS), Karnatak University, Dharwad on 11<sup>th</sup> December 2018.



### How Can an MBA Help My Career? - Mr. Sanjeev Rathod

To give students an edge in the job market, a interactive lecture session was conducted by Mr. Sanjeev Rathod, Management Consultant, Operations Head, M/s. Green Innovation Center for Agriculture & Food Sector at Narayangaon, Maharashtra, on 'How Can an MBA Help My Career'? i.e., Career Aspects for MBA and pre-requisite skills needed to develop a right career on 18<sup>th</sup> December 2018. Mr. Sanjeev elaborated on how failures are the pillars of success and the importance of sharpening of one's skills is essential quality for students to have sustained growth in their careers.



### A Session on Global Securities Market Innovation and Automation

Institute organised a special talk on 'Global securities market innovation and automation' by Mr. Prashant Koti, Vice President, JP Morgan, Bangalore on 09-02-2019. In his talk he also focussed on how global securities markets promotes and affects on economic growth using modern technology.

### Students paper presentation in the 7<sup>th</sup> International Conference on Managing Human Resources at the Workplace.

*"Participation is the Real Goal & One of the Best Methods of Educating"*

3<sup>rd</sup> semester HR students participated in the Conference and presented papers in 7<sup>th</sup> International Conference on 'Managing Human Resources at the Workplace', organized by SDMIMD Mysore on 14<sup>th</sup> and 15<sup>th</sup> December 2018.



### National Youth Day

National Youth Day was organised to commemorate the 156<sup>th</sup> birth anniversary of Swami Vivekananda. On this occasion, our faculty Prof. Shreevasta Gudi delivered a lecture on 'Overall Personality Development through Vivekananda's Teachings' at JSS K.H.Kabbur Institute of Engineering Dharwad.



# Programs & Initiatives

## ED LECTURE SERIES - I

### Entrepreneurial Journey - Ms. Tanu Hiremath

The Decennial Anniversary is traditionally celebrated with gifts of tin or aluminum, but there's nothing wrong with breaking the tradition with a gift which the best commemorates ten years of enactment and leadership. As a part of a Decennial Anniversary celebration, and with 'Make in India' being a buzzword today, we at DVH IMSR are conducting a series of Entrepreneurship Session to drive the entrepreneurship essence and passion among our students. The Session started with Mr. Chetan Shivvayamath and Ms. Tanu Hiremath on 16<sup>th</sup> February 2019, who are into entrepreneurial activity in manufacturing Paper bags of various sizes, colours and materials under the banner of M/s. Sai Enterprises and was taken as part of Swachh Bharat Abhiyaan to have plastic free environment. The challenge, prospects and the journey was given emphasis to, in the session with functional imperative on FMO (Financial, Marketing and Operations) aspects of the Business. The Session was a great learning experience for students and they clarified their doubts on various aspects of entrepreneurship.



## Sankalp 2019

Sankalp 2019, Management Fest Organised by Shri Manjunatheshwar Institute of Under Graduate & Post Graduate courses, Dharwad, was conducted on 22<sup>nd</sup> Feb 2019. Ms. Soujanya H and Ms. Padmashri secured 3<sup>rd</sup> prize in Vijayapen, an advertising print copy competition and Mr. Abbas Ali and Mr. Vishal Loni won 1<sup>st</sup> prize in the Treasure hunt.

## Achievements at PINNACLE 2019

Team DVH IMSR actively participated in Pinnacle a sport event organised by Global Business School, Hubli. The team showed their grit and guts by winning numerous trophies. The team had performed exorbitantly with flying colours securing winning position in Cricket (Boys), Relay 4 X 100, Shuttle badminton (Boys) and had secured Runners-Up position in Shuttle badminton (Mixed Doubles).



## ED- LECTURE SERIES - II

As a part of the Decennial Celebration second ED session was organized in the Financial aspects of business on 23<sup>rd</sup> February. Considering finance as the driving sector for growing entrepreneurship in the country along with the Government launched various schemes for developing a conducive environment for entrepreneurship and for having ease of doing business. The session was divided into two parts, the topic for the first being 'Career and growth prospects for the Banking sector in India' by Mr. Sumeet Mahajan, AVP and the Branch Manager, Equitas Bank, Hubli and Mr. Amit Naik, the Branch Manager, Equitas Bank, Dharwad. The second part of the session was on the topic 'Credit Assessment Process of B-plan projects undertaken at Bank by Mr. Pranav Navale (Credit Manager- SME division), Axis Bank, Hubli. The students had a great interaction and had great learning experience on credit assessment practices and career growth prospects in banking sector.



## Tribute to the Martyrs of Pulwama Attack



## Shri Kshetra Dharmasthala Special Publications



# Experts Talks and Trainings

## ED LECTURE SERIES - III

The 3<sup>rd</sup> ED session as part of the Decennial Celebration was conducted on 2<sup>nd</sup> March 2019, considering the startup to be the buzzword of the current arena. Mr. Rithwik M S, the founder of the startup 'Dough Paze' who has received the Young Achiever Award, 2019 by Mr. Sadhguru at TiECON, Hubli in January 2019, for being one of the fastest growing Start-Up in the North Karnataka. He elaborated on the issues and challenges being faced during the entrepreneurial journey which was driven by successive learnings, new practices and innovation which has driven the company to be a company with Rs. 5 crores turnover and achieved many Rewards and Accolades in its growth story. The students had a great interaction and had great learning experience in Start-Ups, the B-plan concept and funding being the highlighted topics being discussed followed by commitment, focus and innovation is driving factors.

## Academic Excellence Report for the Academic Year 2018-19

Award Ceremony to felicitate the University Gold Medalists & Rank Holders was organized on 28<sup>th</sup> February 2019. The ceremony was preceded in the presence of Dharmadhikari Rajarshi Dr. D. Veerendra Heggade, Dr.N.Vajrakumar Honorable Secretary, Dr. Ajith Prasad Finance Officer JSS, Dr. H.N Shivaprasad Director, DVH IMSR and Governing Body Members JSS Dharwad.

The DVH IMSR team congratulates and wishes continued success to all the Rank holders in their future endeavours to Ms. Soumya Jahagirdar, 1<sup>st</sup> Rank with 5 Gold Medals, Ms.Vijayashree Prabhu 2<sup>nd</sup> Rank and Ms. Padmini Sangannavar 3<sup>rd</sup> Rank to Karnatak University Dharwad.



## Business Plan Workshop

A Workshop on 'Business Plan' in association with Sangatikanara Corporate Services Private Limited, Mumbai was organized for the final year students on 7<sup>th</sup> March 2019. Mr. Ramu S, who is the Director of the company, was a resource person for the workshop. The students got the scent of his rich experience in the area and learnt the contents of B-plan, creation and execution.

## Art of Spin Selling

"Sales is not about selling anymore, but about building trust and educating"- this quote by Siva Devaki puts the impetus on the sales in all the fields of management and not just marketing. Awareness and busting of myths in this profession is necessary from the beginning. In this perspective, Workshop on 'Art of Spin Selling' for the 2<sup>nd</sup> semester students by Mr. Ramu S. Director Sangatikanara Corporate Services Pvt Ltd on 8<sup>th</sup> March. 'Activity and Action' oriented session was very much appreciated by the students.



## CSR ACTIVITIES - Back to the Society

DVH IMSR continues its best practices in association with M/s.Malayalam Manorama, Kochi - 'Back to the Society' on 25<sup>th</sup> February, by our Institute. The drive which would break our tradition of taking gifts from others to giving 'back to the society' from the pool of knowledge that we have been driving from our excellence of ten years. We at DVH IMSR have planned CSR activities in a continuous association of the third year with Malayam Manorama Publication, Kochi as a part of celebrations of 'Library Week' by donating books, stationary along with co-curricular activities to 25 schools in different villages across Dharwad.





## INDUSTRIAL & EXCURSION TOUR

The Industrial Tour was organized for 3 days (23<sup>rd</sup> March -27<sup>th</sup> March) to Mysore – Ooty for learning and enriching experience for the 2<sup>nd</sup> year students. The visit included to drive key learnings from the industries such as Doddabetta Tea factory and Chocolate factory followed by a Museum visit at Ooty. This visit gave students an insight on how tea powder is manufactured. The Tour gave students a refreshing, enlightening, adventurous, nostalgic and tremendous learning experience with visits to some of the prominent places in these two destinations.



## Elveety Industries Pvt Ltd (Parle Products) Industry visit

An Industrial visit to Elveety Industries Pvt Ltd, Hubli, a manufacturing plant for Parle products on 09-04-2019 for its 2<sup>nd</sup> semester students as a part of Production and Operations Management. Mr. Basavaraj, Public Relations Officer, oriented students on Parle Culture and the manufacturing processes followed in the organisation. The students had a great learning experience in the domain of productions and operations management in the FMCG Sector.



## FINOMANIA-2K19: FINQUEST Winners

Ms. Saloni S. Firagannavar and Mr. Akhil Vernekar won the First Prize in the Event 'Fin-Quest', part of the FINOMANIA-2K19 Management Fest organized by KLE Society's Institute of Management Studies and Research, Hubli.



## FAREWELL 2019

2<sup>nd</sup> Semester students bid farewell to the outgoing senior students at Tekfarm Retreat, Dharwad on 28<sup>th</sup> March. The event included entertainment games, experience sharing and guidance by senior students and had lot of memories to be cherished and shared for their future.

The events was full of fun, excitement and entertainment.

## AKSHAYA PATRA FOUNDATION - A VISIT

As a part of the Industry learning, visit for the 2<sup>nd</sup> semester students on 9<sup>th</sup> April 2019 was organized to Akshaya Patra, Hubballi, which is one of the India's largest kitchen. The International Society for Krishna Consciousness (ISKCON) initiative is world's largest NGO-run mid-day meal programme serving the wholesome school lunch. The students were enriched with value addition insights through observing, understanding of real time production process in the domain of food processing, packaging and transporting works.



## Late Prof.H.V.Nagesh Memorial cash Prize 2018

Academician Late. Prof. H.V Nagesh Memorial cash Prizes instituted by Dr. HN.Shivaprasad in memory of his father were awarded to meritorious students of the Institute. Ms. Saloni S. Firagannavar, Ms. Sanjana V Patil, Ms. Soujanya Hosakatti and Ms. Bhagyalakshmi Hegde who stood 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> in the merit list. The student who was the most transformed after the first year, Ms. S B Namrata was also awarded.



## Placement Activities

Placement training plays a major role in shaping up the career goals of students. It is the dream of every student to get placed in a top organization visiting their campus for recruitment. Keeping this key aspect into consideration, it is realized that training is important to enhance their employability skills and achieve good placement in various Industries.



At present, the competition for employment is increasing every day and placement has become a challenging task. Training of students and equipping them with life skills has become an important responsibility of the institution. Along with the management and technical expertise, development of a holistic personality is also necessary. To meet out these requirements, a full-fledged training cell is operating in our college to enhance the capabilities of budding managers on par with the industry standards. The Placement cell has organized 100hrs of Capability building programme on General Business awareness, Group Discussions, Quantitative Aptitude and Logical Reasoning etc. All the above mentioned training and coaching resulted in a greater increase in the acceptability of our students by the corporates through campus selections and off campus selections.

The list of companies in which our students are currently placed and performing their jobs by exhibiting skills learnt from the institute are as under:



## Ph.D Honour to Prof. Mangala Yaragatti

Prof. Mangala Yaragatti, Associate Professor was honoured with Doctor of Philosophy for the thesis titled 'The Impact of Rural Women Entrepreneurship on Women Empowerment - A Case Study of SKDRDP Promoted Limits' on 29-06-2019 from Rani Channamma University, Belagavi. The study is focused on understanding the impact of entrepreneurship of women empowerment and to study the correlation between women entrepreneurship and women empowerment under the guidance of Dr. S.G.Kulkarni, Principal Gogte College of Commerce Belagavi.



## K-SET Eligibility to

### Prof. Shreevatsa Gudi

Prof. Shreevatsa V Gudi, got qualified for Karnataka State Level Eligibility Test (K-SET) in the area of Management in the Year 2018.



### The Success Story of a MBAPreneur: An Interview with Ms. Amruta Saraf.

Ms. Amruta Saraf, an alumni from batch 2010-12 now an entrepreneur and heading 4 organizations: a security firm, a media firm, an NGO and a Co-operative bank managing more than 600 employees addressed our students and shared her experiences from being a student at DVHIMSR to her journey, her hardships of being a woman entrepreneur, and her winning strategies. She also emphasized that her learning at DVHIMSR has made her journey smooth, interesting and commendable.

#### 1. Can you tell us a bit about yourself?

Namaste readers, my name is Amruta Saraf, born and brought up in a nuclear conservative traditional family and holding a bachelor's degree in Computer Science and a MBA (HR and Marketing). Before being an entrepreneur have work exposure with Randstad India, Sahara Group, in various positions and domains of HR and Program Manager under Deshpande Educational Trust. Presently, Director and HR Head at DSJA Media Links Pvt Ltd, also serving as the Managing Director for Sahara Security and Manpower services, Vice President - Sarvarpan Foundation and Director for Shrikalyana Souharda Sahakari Niyamita, Bengaluru

#### 2. How did you become an entrepreneur?

Well, that's a tough thing to answer. I never had dreamt of being an entrepreneur or running a business. Being from a traditional conservative family, father being govt. employee and mother being housewife, thought of working with MNC and earn handsome salary with a 9-6 job, so I never had a family background of business. With science background and degree in computer science with initial persuasion from my mom and boom for MBA to groom my management skills, with the urge to stand out of the crowd and being different from being engineers or doctors, became a challenge. The Paradigm shift in life came up after my MBA at DVH IMSR which changed my view of Job aspiration to becoming an full time entrepreneur. DVHIMSR provided me an platform to groom and enhance my entrepreneurship skills which made me explore new thinking and new possibilities. DVH IMSR gave me the wings to fly with extensive support of director and faculty which boosted my confidence and thus was a turning point in my career to think different. Later, I got married to a person who is a Mastermind in business skills, the one who believes in my dreams and supports me. This again gave me a boost to dream big and achieve things that are just unbelievable.

#### 3. Who inspired you?

My Mom is an extremely talented lady and was the one who inspired me to be an entrepreneur initially. Later, it is my husband, being my biggest inspiration till date to be an entrepreneur. I idolize Mrs. Sudha Murthy, business Tycoon, who has been a greatest source of inspiration in my life.

#### 4. As an entrepreneur, what is it that motivates and drives you?

The sense of giving drives me to work more when I see my employees run their families in the compensations that I provide. It motivates me when I see my employee's happy, feel to empathize them. It keeps me contended when I decide what I want to do and not someone else decides my job roles. After being entrepreneur, there is no time limits for work. Driven by challenge, thrilled by problems and obtaining solutions has become my driving force of learning and being on toes every minute to take my organisation to the next level. I am not bound to things and commitments.



Ms. Amruta Saraf

- Director and HR Head, DSJA Media Links Pvt Ltd.
- Managing Director, Sahara Security and Manpower Services
- Vice President, Sarvarpan Foundation
- Director, Shrikalyana Souharda Sahakari Niyamita, Bengaluru

#### 5. In one word, describe your life as an entrepreneur.

'Relentlessly Resilient' Well, in easy words CRAZY!! It's hard, but it's always enthusiastic. I would like to quote Peter Drucker "The best way to predict future is to create it"! This defines Entrepreneurship.

#### 6. What would you say are the key elements for starting and running a successful business?

The Most important element is Passion, the passion of carrying out your business and being entrepreneur, Passion drives motivation and motivation drives people that has led him/her to be an entrepreneur. They both go hand in hand and other elements for successful business would include proper planning, management of finances, streamline and channelizing, making your people understand the business and what exactly is expected out of them.

#### 7. How do you generate new ideas?

As I said, keeping one's mind opens all the time, irrespective of what you are doing. Ideas are everywhere its on you how you take them and make them as your USPs. Idea generation need not be always in four walls or in discussion room. Infact, the idea of News alert app was generated while I was watching a movie on television! Observation and learning makes you create more ideas with your unique touch. Someone rightly quoted "It's not about Ideas, its about making ideas happen".

#### 8. How do you encourage creative thinking within your organization?

I am happy to create an organization that is open to creativity and innovation, provide them a platform to think out of the box and get in new ideas and solutions. My team brings up creative meetings and discussions every week. Creativity is an undivided part of my organization. Hence it is valued most and kept employee friendly.

### **9. What is one characteristic that you believe every entrepreneur should possess?**

Empathy is one who should understand that one needs a team to build a dream to reality. It's not a one man's show. Business doesn't happen if you don't empathize with your customers and your people.

### **10. What are the most important decisions you make as a CEO of your organization?**

Every decision that I'm bound to take are important decisions, being a CEO; one should have a heightened awareness of the decisions that matter most to one's business. I have to be involved in the smallest (like placement of the flowers on the table) to the biggest (like investment in an idea or addition of new business portfolios) decisions of my business. Out of many decisions that are taken, to name a few are the tactical and strategic decisions, Talent planning, human resource management, compensation, employee engagement, performance management, acquiring and retaining customers, Recording and analysis of revenues, expenses and profits; accessing, managing and deploying capital; using financial dashboards to promote business goals, Infrastructure and facilities that are specific to the business, and many more

### **11. As an entrepreneur, what challenges have you faced in your career?**

The name entrepreneur itself is a big challenge! It's never easy to be a women entrepreneur which needs a whole lot of courage and struggle to work against the flow, being women, especially in the society which is a male oriented one. All thanks to my families on sides, and my employees who have been extremely supportive, understanding and boosting my energy whenever I feel low, have been in the businesses as they are dynamic in nature. At times understanding the customer needs and delivering them effectively and efficiently becomes a challenge in this competitive world.

### **12. What advice would you give someone going to start a new venture for the first time?**

The first and the foremost advise is one should understand that "THE SHOW MUST GO ON"! it takes your lifetime to build a venture. This is the most crucial decision that one has made in his/her life. The life gives the opportunity once and therefore one needs to open the doors then and should have complete belief in one's ideas. There will be many hurdles in the path of entrepreneurship, but one should have courage to face them with positive mindset. Always understand, Start with small, Never start big, increase gradually. Never put all your eggs in one basket. Be prepared to wear many hats. Invest your maximum time in developing your product / service. Have several trials before you launch. Its ok to be delayed but put the best one out. Hire wisely. Have some bondings and boundaries for your work. Manage time effectively. Be honest and fair in your dealings. The first 2-3 years are usually the most difficult ones. Be patient and don't lose hope. Most importantly don't lose your temper.

### **13. What are you doing to ensure that you continue to grow and develop as a CEO?**

I keep learning in every phase and every day. I keep upgrading with the society to be updated. I always work out of my comfort zone. I understand that I cant read my back, so I always keep myself open to feedback and take them positively. I try to have a healthy relationship with my employees, my co-directors, my competitors, this helps me to grow professionally. Reading helps me develop. So I read a lot. I have always stood by one thing , When people talk about you, it means that you are growing, hence I am open to critics.

### **14. What do you hope to see happen in the near future for small businesses in the India?**

Small businesses is beautiful and are at the heart of our economy. One must understand that no company in the world is self-reliant and fully integrated. In India small business is growing day by day, our country is large in size, population is high, hence the scope for new business and innovation has become predominant. As India is growing technologically and digital India has been an important aspect of growth, the scope for businesses in the field of digitalization has been growing exponentially. India is open to new and innovative startups for putting out new ideas and funding those ideas.

### **15. How has the training at DVH IMSR helped you in your entrepreneurial journey?**

The word DVH IMSR has been not less than a deity in my life. It would be not wrong if I say that it's a magical word or a word filled with miracles. DVHIMSR has been an inseparable memory; Its in my blood. It's a home away from home. DVH IMSR has been a wonderful and a memorable journey throughout. As I said earlier, I never thought I would be pursuing MBA as my career as I am from science background. But when I joined DVH IMSR my perspective towards my career and the way I started experiencing life changed. It gave me confidence and helped me a lot in shaping my career. The institute strongly persuaded me in building a strong business culture, dedication towards work, the commitment, empathizing and understand the client/ customer. It helped me to shape my career aptly and take life decisions. I would say, this institute has played a major role in my life in segregating between what's the right thing to do at the right time and planning my life neatly and in well terms successfully. It has given me self-sustenance, as promised, it has improvised my quality of life. The teachers who taught me are not less than my parents here. They cared for us, they strived for us and our success was something that they achieved. Overall, I would say DVH IMSR is the one if anyone would be interested to shape his/ her career successfully.

- Interviewed by Anand Ulaya

H. N. Shivaprasad and Anshu Rani published a research paper titled "Electronic Word of Mouth (eWOM) Strategies to Manage Innovation and Digital Business Model, Published by IGI Global, 2018 ISBN13: 9781522559931PP: 41-63.

H. N. Shivaprasad and Anshu Rani published a research paper titled "Where electronic Word of mouth stands in consumer information search: An empirical evidence from India in UNNAYAN : International Bulletin of Management and Economics, January 2019, Volume – X ISSN No. 2349-7165, pp.36-46.

H. N. Shivaprasad and Anshu Rani published a paper titled "Determinants of Electronic Word of Mouth Persuasiveness - A Conceptual Model and Research Propositions, in The Journal - Contemporary Management Research. September, 2018, Vol. 12, Issue No. 2, 1 - 16.

H N Shivaprasad and Jyothi Singh published a paper titled "The influence of Behavioural Factors in Equity Investment Decisions: An Exploratory Analysis in International for Research in Engineering Application & Management(IJREAM), Volume 5, Issue 31 , ISSN: 2454-9150.

H. N Shivaprasad presented a paper titled "Financial Inclusion with reference to access to banking services : region wise, population group wise & Bank Wise Expansion of the bank branches from 1985 till 2016, an Empirical Analysis – The Dimensions of Usage and Access of Financial Services" Co- Authored by H N Shylaja in the 4<sup>th</sup> International Conference on Economic Growth and Sustainable Development: Emerging Trends organised by Shri Dharmasthala Manjunatheshwara Institute of Management Development (SDM IMD), Mysore on November 23-24, 2018.

H. N Shivaprasad presented a paper titled "Exploring the Factors of Scale Development To Measure Electronic Word of Mouth Effectiveness" in the 6<sup>th</sup> PAN IIM WORLD COFERENCE held at IIM, Bangalore during 13-15 December, 2018

H. N Shivaprasad attended a Two-Day Faculty Development Programme on Teaching Methodology on 6<sup>th</sup> and 7<sup>th</sup> December 2018, at SDMIMD, Mysore.

H N Shivaprasad chaired two sessions in International Conference on 4<sup>th</sup> International Conference On Economic Growth and Sustainable Development- Emerging Trends held at SDM IMD, Mysore during 23<sup>rd</sup> and 24<sup>th</sup> November 2018.

H N Shivaprasad chaired a session in the National Seminar on "Banking System in Indian Economy: Roles, Prospects and Challenges" sponsored by ICSSR and DVH Chair for Studies on Health and Demography organized at Dharwad JSS IER & PRC, Dharwad during 10<sup>th</sup> and 11<sup>th</sup> December, 2018.

H N Shivaprasad delivered the talk on "Prompt Corrective Action of RBI" in the Plenary Session at the National Seminar on "Banking System in Indian Economy: Roles, Prospects and Challenges" sponsored by ICSSR and DVH Chair for Studies on Health and Demography organized at JSS IER & PRC, Dharwad during 10<sup>th</sup> and 11<sup>th</sup> December, 2018.

Prof. Pooja Ainapur presented and published a paper titled, "A Comparative Assessment on Work Life Balance of Employees with Special Reference to Women Employees of NWKSRTC at the 7<sup>th</sup> International Conference on Managing Human Resources at the Workplace on 14<sup>th</sup> and 15<sup>th</sup> December, 2018 organized by SDMIMD, Mysore.

Prof.Pooja Ainapur and Prof. Manish Kothari published a research paper titled, "A Comprehensive Assessment on Policies and Practices of Inclusive and Harmonious Workplace- Inclusive Pulse Check", in International Journal of Research and Analytical Review in Volume 5, Issue 3, July- September 2018 with ISSN 2349-5138.

Prof. Keerti Kulkarni presented and published a paper titled 'Impact of Corporate Social Responsibility on Business Performance' A Review Research at National Conference on Corporate Governance and Corporate Social Responsibility, Emerging Perspectives, Challenges and Opportunities with ISBN 978-93-5321-463-0, conducted and organized jointly by KLS, Raja Lakhamgouda Law College, Belagavi and KLS's Institute of Management Education and Research, Belagavi on 29-09-2018.

Prof. Keerti Kulkarni attended a Two-day Faculty Development Programme on Teaching Methodology on 6<sup>th</sup> and 7<sup>th</sup> December 2018 at SDMIMD, Mysore.

Prof. Shreevatsa Gudi attended a Faculty Development Programme a Two-day Faculty Development Programme on Teaching Methodology on 6<sup>th</sup> and 7<sup>th</sup> December 2018, at SDMIMD, Mysore.

Prof. Shreevatsa Gudi delivered a lecture on 'Learning in the New Era' organized and conducted by Samartha College of Commerce, Vidyanagar, Hubli on 29-06-2019.

Prof. Shreevatsa Gudi, presented the paper titled 'Sublimation of Teaching Management Education through Storytelling' at Manipal International Media Research Conference on Emerging Trends in Storytelling organized by MAHE, Dubai Campus, on 10-04-2018.

Prof. Shreevatsa Gudi and Others presented the Paper titled 'Living in Multicultural World – Millennial Tibetan refugees' Struggle for Cultural Identity', 26<sup>th</sup> Annual International conference organized by Asian Media Information and Communication at MAHE, Manipal between 7<sup>th</sup> and 9<sup>th</sup> June 2018.

Prof. Shreevatsa Gudi attended Pre Conference Workshop on 'The Latest Trends in HRM' organized by Sri Dharmasthala Manjunatheshwara Institute of Management Development, Mysore on 13-12-2018

Prof. Shreevatsa Gudi Participated in the parallel Track Session as Session Chair in 7<sup>th</sup> International Conference on 'Managing Human Resources at Workplace' organized by Sri Dharmasthala Manjunatheshwara Institute of Management Development, Mysore on 14<sup>th</sup>, 15<sup>th</sup>. Dec-2018.

Prof. Shreevatsa Gudi and Others presented and published the paper titled 'Impact of Individual Morale on Communication Patterns 7<sup>th</sup> International Conference on Managing Human Resources at Workplace' organized by Sri Dharmasthala Manjunatheshwara Institute of Management Development, Mysore on 14<sup>th</sup>, 15<sup>th</sup> -Dec-2018. ISBN:978-93-83302-35-2

Prof. Shreevatsa Gudi and Others published an article in regional language titled, 'Kanaka Kandante Bhakti and Samskruti' in TULUVA, Oct-Dec 2018, Vol-8, Issue-4, pp3-7, ISSN:2347-3452(Print)

Prof. Shreevatsa Gudi and Others presented the paper titled 'Samaja and Kayaka – Gandhi's reading of Bhagavad Gita' in Collaborative International Conference on Gandhi and Tagore, organized by MAHE, Manipal and Edinburgh Napier University, UK, 22<sup>nd</sup> and 23<sup>rd</sup> Feb-2019.

Prof. Shreevatsa Gudi and Others presented the paper titled 'Ethics of Expression a Look into Debate of Media Ethics and Freedom of Expression in Karnataka' at National Seminar on Reflections of Free Speech and Expression in the backdrop of social media in India, organized by Vaikunta Baliga College of Law, Udupi, Karnataka on 13-06-2019.

Prof. Shrivatsa Joshi delivered a lecture on 'Learning in the New Era' organized and conducted by Samartha College of Commerce, Vidyanagar, Hubli on 29-06-2019.

# Students Corner



## SKETCH UP A COOL STYLEEEEE



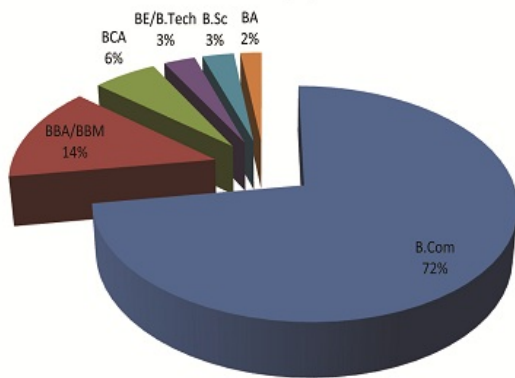
Ms. Bhagyalakshmi Hegde  
4<sup>th</sup> Semester 2017-19 Batch



Beginning of a New Era – From Campus to Corporate: Batch 2017-19

## PLACEMENTS - 2019

Streamwise Entry Qualification



Placement Overview 2017-19

