

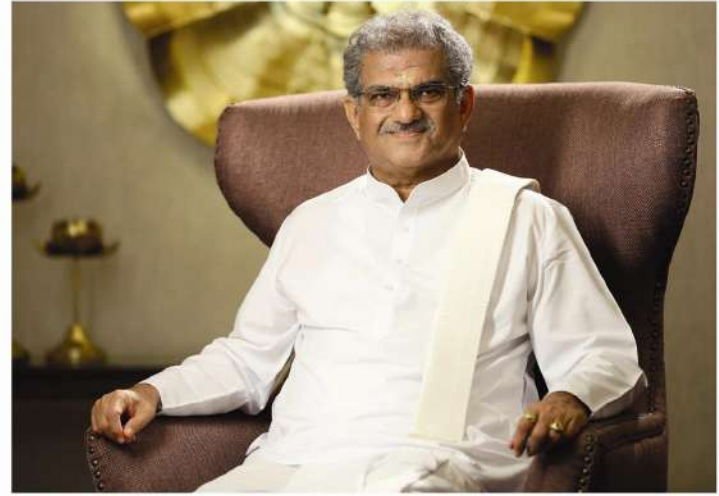
Chairman Message

I am glad to know that the Institute is bringing the seventh edition of this Newsletter even during the current pandemic scenario of Covid-19 which shows the institute commitment and thrive towards continuous learning and activity based orientation.

The pandemic which has brought lot of hurdles and problems to our economy and this had led to newer ways of delivering the education modules to the students. The pandemic has impacted education systems around the world, forcing more than 1.5 billion students out of schools and universities. The crisis offers an important reflection point for education leaders to question the status quo and explore new approaches for delivering quality education to millions of children.

The real-time scaling lab approach is guided by the notion of adaptive learning. That is understanding local contexts, being flexible when plans change, and systematically learning along the way. A number of key actions underpin an adaptive learning approach, such as experimenting with new approaches, leveraging deep roots within communities, sharing knowledge, and embracing windows of opportunity.

People have a new hope which will be bestowed upon each one of us with the blessings of almighty during this pandemic and as famous quote by Swami Vivekananda says "Arise, Awake and stop not till your goal is reached". The goal of today is zero covid everywhere and follow the new norm, which is the new normal of the new world. Till then 'Stay Home, Stay Safe, Keep your family safe'.



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



Our Proud Academic Achievers - 2019



Industrial Visit - Hyderabad



DVH IMSR

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

Vidyagiri, DHARWAD - 580004, Karnataka

Phone: 0836-2461010, Email: jssdvhimsr@gmail.com

www.dvhimsr.ac.in

Faculty Publications

1. Prof. H. N. Shivaprasad and Sudeendra Koushik, published paper titled 'Aligning Industry – Academia Collaboration for Innovation Efficiency and Effectiveness' IEEE Engineering Management Review, Vol.48, No.2, Second Quarter, June,2020.
2. Prof. H. N. Shivaprasad and Anshu Rani published paper titled 'Building Web-Analytics system to Measure Perceived Source Credibility in Electronic Word of Mouth Communication', International Journal of Information Systems and Social Change , Vol. - 11, Issue - 2, April – June 2020.
3. Prof. H. N. Shivaprasad and Jyothi E Singh published paper titled' The Influence of Behavioural Factors in Equity Investment Decisions: An Exploratory Analysis', International Journal for Research in Engineering Application & Management (IJREAM), Vol.-4, Issue - 1, 2019, DOI : 10.18231/ 2454-9150.
4. Prof. Pooja Ainapur published paper titled 'Impact of Telecom penetration on Lambani people in Tanda, International Journal of Research and Analytical Review, Issue No 2, July 2019, ISSN: 2348-5138
5. Prof. Manish Kothari and others published a paper titled 'Business Models and Financial Innovations are the determinants of Success for Microfinance in India: A Case Study on Ujjivan' ICCRESMA 2020, NFED Conference, Chennai, February 2020. DOI : 10.9756/ BP 2020. 1002 / 34.
6. Prof. Mangala Yaragatti & Preeti Medar published a paper titled 'A Comparative study on non performing assets of private sector bank with reference to Yes Bank', International Journal of Analytical Research in Engineering, Sciences and Management, Vol-8, Issue 7, July 2020, ISSN No: 2455-6211.
7. Prof. Manish Kothari & Nagendrappa published a paper titles 'A study on Customer Profiling and Marketing strategies adopted by Microfinance Institutions', International Journal of All Research Education and Scientific Methods (IJARESM), Vol.8, Issue - 8, August 2020, ISSN No: 2455-6211.

FEATURES IN THIS ISSUE

Outreach Programs	Re-invent Entrepreneurship
CSR Programs and Initiatives	Alumni Reminiscence
Industry Connect	Emerging Trends in Management

Editor's Desk



Dear Readers,

It gives us immense pleasure in presenting the sixth edition of Dhara – News letter from the house of DVH IMSR, which is annual news letter and is an attempt to showcase the list of all activities and events being organized from July 2019 to June 2020.

This edition is a special one as it unfurls strong belief in almightily which has kept us all in good health and spirit during COVID pandemic. This edition covers major special events such as Pathabhishekha award for academic excellence to meritorious students, plastic & dust free campaign like Swatch Bharat Abhiyaan during our Chairman's Birthday. This particular edition also covers students' activities in sports, academic related and co-curricular activities like paper presentation, cultural events, fresher's party and many more cherishing events.

Our Alumni reminiscence has been covered in this edition which is also saga of the achievements of our beloved alumni in various fields viz., BFSI sector, Media and communication industry, Hospitality startup, FMCG, IT & ITES sectors.

I hearty acknowledge everyone for their direct and indirect contribution for the successive release of this news letter.

Editors

EDITORIAL TEAM

Prof. Sunilkumar Hiremath
Prof. Manish Kothari
Mr. Sachin Navale

Corporate Social Responsibility - DVHIMSR

As a part of flood relief contributions were made through distribution of a truck load of fodder and cow feed to cattle at Shivayogi Mandir Pattadakal (Near Banashankari Temple Badami, North Karnataka) about 150 KM from Dharwad by Dr.H.N Shivaprasad Director DVHIMSR, faculty and staff on 16th August 2019.



One Day Pedagogy Workshop

One Day Pedagogy Workshop was organised at the Institute on 14th September 2019 for 3rd and 4th Semester MBA (CBCS) of Karnatak University Dharwad in Association with Kousali Institute of Management Studies Dharwad.



'Emerging Trends in Marketing'

Mr.Narayan Shanbhag, Director S-Tree Building Solutions, delivered an invited talk organized for MBA 2019-21 Batch on September 25, 2019. He opined in his remark that the emerging trends in marketing of the new product directly to the customers through multi medias like Facebook, Twitter, Print media, TV Channels instead of conventional marketing techniques.

Mr. Narayan Shanbhag gave insights into the marketing profession and the opportunities available to build a career.



Invent or Reinvent Entrepreneurship

Mr. Vijay Mane, Founder & CEO, ALBUMIZER which is a smart-fast-easy application for photo book designing and first to set up marketplace (www.aftershoot.in) for photo book designing and printing, has delivered the session for MBA 2019-21 batch students during Induction program held on 27th September 2019.

Mr. Vijay Mane has pioneered the art of placing words with precision in minds of students about, what is SUCCESS in mind of entrepreneurs and how to continue in business with changing market environment. The talk was concluded with the interactive session with guest speaker.



Late Prof. H V Nagesh Memorial Prize

On the occasion of birth anniversary of noted academician Late Prof. H.V Nagesh, Dr H N Shivaprasad handed over the 'Late Prof. H V Nagesh Memorial Cash Prize - 2019' Awards to five students of DVH IMSR. The awardees were selected based on both need and merit basis.



Navaratri Day

Navarathri Celebration was held at the Institute on 5th October 2019. Saraswathi Pooja was performed. Cultural treat and Dandiya Rass with colour were conducted by students.



Campus Activities

Outbound Induction Programme for First Semester (2019-21)

A Three Day Outbound Training Program was organized by the institute between 17th and 19th October 2019 at Nature Bound Sahyadri Org, Ankola, Uttara Kannada. This outbound program was specially designed for new batch(2019-21) students to enhance and develop new set of managerial skills viz., team building, time management and decision making skills. After successfully attending this program students realized the importance of life skills and managing self without external support. This excursion made the students feel confident and mentally strong to face difficult situations in their career. This training also gave them ideas on how to be good team player and ways to motivate the team members.



HRD and Professional Skills Development

An introspective session was held at the Institute on 14th November 2019, for 3rd semester students as a part of Open elective subject 'HRD and Professional Skills'. Guest Speaker, Swami Vijayananda Saraswati Maharaj of Ramakrishna Ashram, Dharwad has highlighted the journey of Swami Vivekananda with different instances. He opined that despite tremendous growth in science and technology, a person should introspect himself or herself in behaviour and culture.

The talk was followed by meditation and bhajans, which were sung by students under the guidance of Swamiji. The students felt the session to be very useful and transformational.



Placement Training Programme - Kits Distribution

Dr. N. Vajrakumar, Secretary, Dr. Ajith Prasad, Finance Officer, JSS and Dr.H.N Shivaprasad Director had distributed Campus Placement Preparation Course Books {Set of 3 books :viz., Logical Reasoning, Quantitative Aptitude, Verbal Ability} to 2nd year students of 2018-20 Batch on 10.10.2019



ACADEMIC EXCELLENCE 2019

Dr. D. Veerendra Heggade Academic Excellence Award-2019, Shri Kshetra Dharmasthala, Ujire were awarded to Ms. Soumya J, Ms. Vijayashree P and Ms.Padmini S for securing first three ranks respectively in MBA Program of Karnatak University, Dharwad.



SIP Paper Presentation Event

KLE Technological University, Hubli has organised paper presentation event on the theme of Summer Inplant Projects on 17th October 2019 in which Ms. Shivani Naik, our final year student had participated and secured consolation prize. The students from all management Institutions from North Karnataka had participated in this event.



Orientation Program for 2019-21 Batch

DVHIMSR organized a Orientation Program for Freshers of MBA batch 2019-21 at Tekfarm Retreat, Dharwad on 16th November 2019.



Outbound Training Program

A Three Days outbound training program was organized for our students of 3rd semester at Nature Bound Sahyadri, Uttara Kannada between 20th and 22nd November 2019. This program has been organized to exhibit & enhance the inherent skills of students in the process of building leadership skills and teamwork. This has helped to build confidence among the students in adaptation to change and develop positive attitude.



Constitution Day Observance

DVH IMSR celebrated "Constitution Day" on 26th November 2019. Dr. H N Shivaprasad, Director highlighted the importance of the day. On 26th November 1949, the Constituent Assembly of India adopted the Constitution of India, and it came into effect on 26th January 1950. Prof Shreevatsa Gudi, explained the Key Constitution Concepts followed by oath taking ceremony by students, faculty and staff members.



Behavioural Skills Learning

A One Day Workshop on 'Behavioural Skills and Neuro Linguistic Learning' was organized for the 1st semester students, on 23rd November 2019. The main objective of this workshop was to enhance the Learning skills of the students and encourage them to become reflective learners. The resource person for the session was Mr. Sajeev Rathod, Academic Trainer, ETC Consultants India Pvt Ltd, Pune.



71st Birthday of our Rev. Chairman

Institute celebrated the 71st Birthday of our respected Chairman Rajarshi Dr. D. Veerendra Heggade, who taught us the Art of Giving to the Society on 25th November 2019. On the same day entire campus was cleaned by students and faculty members with a motto of plastic free campus. This activity has been a part of swachh Bharat Abhiyan which replicate the message of rich Indian tradition and heritage of loving mother nature.



RURAL MARKETING IS REAL MARKETING

The 3rd Semester Students had visited to Karnataka State Agricultural Marketing Board at Hubli, which provides broad support to farmers in many ways from seed to selling of farm produced. Our students had insightful session on "Challenges in Agricultural Market", which assisted them in understanding the physical distribution, warehousing and marketing activities like e-choupal and entire supply chain of agricultural market.



Programs & Initiatives

Vikasan - Students Outreach Program

DVH IMSR organized an outreach program to SSLC students at Government High School Navalur, Dharwad. The school children were fascinated with education and extra curricular activities. The Head Mistress of the school Mrs. Anita C. Kadekodi, expressed her gratitude for conducting such education program, which will motivate the children in learning process.



Educational Industry Tour - Hyderabad: Batch 2018-20

Education industry tour was organized for 3 days (30th January - 3rd February, 2020) to Hyderabad for enriching experience learning for the 2nd year students. The visit included the key learning from the industry such as Parle and IT industry followed by a Salrjung Museum and Ramoji Film city. The tour gave students tremendous learning experience with visits to some of historical and prominent places in the region.



International Women's Day Celebration

International Women's Day was celebrated on 8th March 2020 at the Institute. Ms. Arati Hiremath, Founder of M/s. ARTIKRAFTS - Kasuti - Pride of Karnataka invited as the chief guest. There were various events and deliberations performed by the students. A cultural show was carried out which emphasised the role of women in the society.



Exhibition of Books

The Exhibition of 'Arrivals of New Books' was organized in the Knowledge Centre on 4th February 2020. This unique event gave assistance to students and faculty members to know about new arrivals of books for reading and references.



Local Inquiry Committee, KUD - Visit

The Local Inquiry Committee from Karnataka University Dharwad was visited the Institute on 4th February 2020. The Committee has expressed their positive opinion and satisfaction about the Institute with the progress being made over the years.



Sports Day celebration

The Students of both first semester and 3rd semester had participated in sports day celebrations as part of institute initiative to imbibe the sportive spirit among students with urge onducted by university or affiliated colleges.



Alumni Reminiscence

One of the most interesting stages in life that gives you an opportunity to explore is the college phase. Life at college is the time when the teenage years end and we all dive deep into the ocean of new beginnings and possibilities. My experience at DVH-IMSR has taught me, one fundamental thing that life is unpredictable. It might be good, it might be bad, it might be weird, and it might not interest you, but accept anything can happen. Another lesson for life will be remembered is that the learning never ends. You find campus groups or student groups where you can explore your co-curricular skills along with many other students like you. You share common interests, and thus you share common ideas.

My sincere gratitude towards all the teaching fraternity of DVH IMSR who groomed me as a professional marketing guy, finding the right path to success at the right time is really important for everyone which makes me feel proud of having selected the right institute. The wide range of activities viz., curricular, co-curricular, and extra-curricular and the support being provided was really helpful for individual grooming and imbibing the professional skills. MBA program at DVH IMSR is not just a professional course but Yes, it's a life journey which will make you explore yourself and brings out your hidden potential.



Anil M Bombule
Relationship Manager (Priority Banking)
Axis Bank Ltd

When I joined DVH IMSR, I was out of comfort zone as I had to attend back to back sessions, in later days of my professional journey I realized that those hectic sessions have enhanced my patience level which is the key for successful marketing professional. One thing every MBA aspirant should understand that in order to set foot on highly paid position or leadership always you don't have to come from IIM's, even with the unconditional support and guidance of experienced professors is enough to stretch your arms to touch the sky, whereas I am blessed to have such a great professors during my masters who supported me in all the ways and helped me inscaling high.

In 2015, I was appointed as Territory Manager where my responsibility was to look after 3 districts, over a period of 6 months I was given additional responsibility of handling entire North Karnataka followed by few districts of Middle and South Karnataka, with a proper planning, continuous learning, never give up attitude and patience which was imbibed in me during my masters that had lead me to successfully develop the assigned market territory with the success rate of 900% (first year of my service) which helped me scaling high in my professional and personal life as well. As a result, I was honored by awards, rewards and the baton of leadership.



Suchetan Taruni
Divisional Manager,
KIPS Learning Pvt. Ltd, Noida

DVH IMSR has got one of the best infrastructural facilities and brilliant faculty. Taking admission in this Institute was a perfect decision for me. The friendly attitude of the professors and their willingness to always offer a helping hand have made me feel a part of the DVH IMSR family.

The two years spent here were splendid and has helped me to grow better professionally. It was an environment of great fun, where every day offered the chance to learn something new. The CBCS academic system helped me to reach my goal. This institute not only gives output of managers but also entrepreneurs as well. Especially "Meet the Executive" program has stimulated the students to enter into entrepreneur world.

Being an entrepreneur you should be ready for any kind of situation to handle, must understand the economy, pulse of the customer and so on. That's what you can learn at DVH IMSR and that's the core of the institute of transforming lives by initiating, developing and delivering right skills for becoming entrepreneur. Finally I am overwhelmed by being an Alumnus of DVH IMSR for whatever I am today.

Proprietor at:

"The Nest" Group of Paying Guest

"The Nest Delicious" food services and

"The Nest" PG/Hostel management solution



Mr. Dayanand V Airani,
MBA Finance & Marketing,
2012-14 Batch

My experience during my Post Graduation at DVH-IMSR has taught me most fundamental thing – life is so unpredictable. It might be good, it might be bad, it might be weird, and it might not interested, but expect anything to happen. For example, we might have a wonderful job this moment and will be fired very next moment.

During the period at DVH IMSR has been great learning opportunity with new learning insights in personal and professional domain with art of social behavior and have constructivism imbibed in each of one to be asset for the nation. "Learning is not one time study it is ongoing process" the learning never ends. we find the best campus and best batch mates and best group mates to be more activity participate in co curriculum activity at collage level and inter college level fest.

Time spent on groups discussions on personal level and on current topics, weekend special trips, role plays, quiz competitions, management fests has given us personal and professional pleasure of action oriented learning which is practiced even today. Life says it was beautiful and stunning so only called college days are golden days it won't comes again, Institution made us perfect product blending us with value and bundles of knowledge and creativity. Today, success in my corporate life can be attributed to DVHIMSIR that has provided right growth trajectory and right platform to achieve greater charts in my career.



Siddharam Huded
Cluster Manager,
Mahindra & Mahindra Financial Services Ltd.

Placement Cell

Coordinator Placements :

This year has been remarkable as Placement Officer to understand the changing environment across sectors and realize the importance of online and offline training during the difficult situation. Thus, providing training in both platforms is challenging for any Institution.

At present providing an employment in such situation has not only increased the prospect of the students but also different expectations from the recruiters end. Training the students and equipping them with life skills has become precedence of Institution. The students take admissions to MBA program through PG CET or KMAT (Management Quota) with its own specialized screening procedure adopted by Institute. Once students take admission in this campus, they are groomed by experienced faculties and also experts from Industry and business. Under the placement cell the kind of activities students undergo in various training programs such as aptitude and analytical classes are sufficient to appear for any competitive exams, and also attend management and business workshops. They were also exposed to practical training in Industry for eight weeks during their SIP (Summer Inplant Project) in first year and MCP (Major Concurrent Project) in fourth semester of MBA program. Over the years thanks to the never ending support from our recruiters and confidence shown by esteemed organizations helped our students to excel in their performance.

I wish all our students a great future in their future endeavour.

Prof. Sunilkumar Hiremath

Associate Professor cum Placement Officer,
DVHIMSR

Our Recruiters so far:

S.N	Name of the Company	S.N	Name of the Company
1	Ujjivan Small Finance Bank	14	Anzy Careers Bangalore
2	Kotak Bank	15	Mahindra Finance
3	D Mart	16	Quikr Bangalore
4	HDFC Bank	17	Bluechink
5	Flipkart	18	Aditya Birla More
6	Reliance Digital	19	Zerodha
7	Karvy Financial Services	20	Axis Bank
8	HDFC Sales	21	ABB ,Bangalore
9	IndiaMart	22	Asian Paints
10	Equitas Bank	23	ICICI Bank
11	KIPS Publications	24	KPMG
12	Burger Paints	25	Northern Trust
13	Career Net Consultancy Services	26	Wells Fargo

Placements 2019-20 so far:



MBA Program 2020-22

Think Big, Think Fast & Think Ahead through DVH IMSR...

Highlights of the Institute and MBA Programme

- ▶ Excellent Academic Record with top ranks to the University
- ▶ Well equipped Knowledge Centre with Wi Fi enabled campus
- ▶ Practical Orientation using Simulation Approach and Case Method
- ▶ Regular corporate Interaction Programs
- ▶ Industrial Visits and Internship Projects
- ▶ Entrepreneurship Development Cell
- ▶ Financial assistance to deserving students
- ▶ Action Oriented Learning with certification courses
- ▶ Dedicated Placement Training & Skill Development activities
- ▶ Consistent placement track with Avg package of Rs.3 Lakhs CTC
- ▶ Dedicated team of research oriented top of the line faculty

Admission Open

ADMISSION ELIGIBILITY:

Graduates in any discipline with minimum 50% aggregate marks and merit scores in PG CET /KMAT

ADMISSIONS COORDINATORS

Dr. Anil Yaragatti
9886431818

Dr. Mangala Yaragatti
9916431818

To download Admission Form please visit

www.dvhimsr.ac.in