



KRUPANIDHI GROUP OF INSTITUTIONS
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KRUPANIDHI GROUP OF INSTITUTIONS

#12, Chikkabellandur, Carmelaram (P), Varthur Hobli, Bangalore 560035

DEPARTMENT OF MBA ANNUAL REPORT 2021-2022

KRUPANIDHI GROUP OF INSTITUTIONS

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DEPARTMENT OF BUSINESS ADMIN- ISTRATION - MBA

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560035**

DEPARTMENT OF MBA

OVERVIEW

DEPARTMENT OF MBA

Master's in Business Administration is a PG program that is compatible with international standards that gives an opportunity to MBA graduates to pursue careers in Management and Business Administration domains worldwide. The department was started in the year 2005 with a vision to provide quality education to students from management stream. The MBA program is affiliated to Bangalore North University from the academic year 2019-20. The program spans over 4 semesters with a mini project and one internship. Students have the opportunity to work in an industry as an intern in the area that they would like to specialize in and must create a comprehensive internship project.

VISION

To become an excellent management institute recognized internationally for its excellence in creation of an intellectual capital of high thinking management professionals, entrepreneurs and socially responsible citizens.

MISSION

- To nurture the future business leaders through imparting high quality value-based teaching, research and practical based training that meets industry expectations.
- To foster a passion for learning and creative thinking among the student and teaching community.
- To prepare management professionals with global mindset having high professional competence, outstanding leadership qualities and impeccable personal integrity

DEPARTMENT OBJECTIVES

1. To provide hands-on learning experiences combined with practical classroom instruction.
2. To offer students with the essential business skills needed to effectively manage and lead organizations.
3. Apply best practices to solve managerial issues
4. Integrate theories and practice to perform strategic analysis
5. Demonstrate effective written forms of communication and oral business presentations
6. Implement leadership skills to work effectively within diverse teams
7. Identify and analyze ethical responsibilities of businesses
8. Apply decision-making techniques, both quantitative and qualitative analysis, to management issues
9. To produce graduates who have strong commitment for professional, ethical and social responsibilities through strong commitment to values and with proven expertise.
10. Develop confidence for self-learning and innovative entrepreneurship; adapt themselves with new computing trends and emerging technologies.
11. Contribute to research in their chosen field and contribute to society, to perform both individually and in a multi-disciplinary team
12. To inculcate entrepreneurship, managerial skills and foster team-oriented work to undertake responsibility in business functional areas including accounting, finance and Computer Applications Business.
13. To exhibit effective work ethics and be able to adapt to the challenges of a dynamic job environment.
14. To appreciate the importance of goal setting and to recognize the need for life-long learn-

ing.

15. To prepare graduates who will be successful professionals in industry, government, academia, research, entrepreneurial pursuit and consulting firms by the integration of existing technology.

DEPARTMENT BEST PRACTICES

- Department organizes Value Added courses for all semesters throughout the year to make students updated with recent innovations in industry.
- Department encourages students to take up internships in reputed companies to help them understand the work environment in IT firms.
- Department has a dedicated forum “Kaleidoscope” for nurturing the talents of young minds through various technical and co-curricular competitions.
- Social outreach programs are organized by department to inculcate moral values in students.
- Department has dedicated group of faculties whose continuous efforts helps in maintaining the quality of education. The department has 2 university rank holders in the previous years.
- Department offers remedial classes with special schedule and intensive training for students who are weak in academics.
- Soft skill training is given to students to improve their inter personnel skills.
- Students are given aptitude and placement training to equip them with required competency skills for facing technical interviews
- Students are given full support by department & management to undergo research related activities with financial aid from management for research paper publications.

PROGRAM & COURSE OUTCOMES & OBJECTIVES

MBA PROGRAM OUTCOMES		
PO 1	To help graduates acquire in-depth knowledge of management concepts in order to help them select and apply the same in complex decision-making processes.	
PO 2	To impart training to our graduates on building and managing enterprises taking into account the multi-disciplinary nature of business. This will help foster relationship building and inculcate lateral thinking in them	
PO 3	To promote holistic thinking that combines vision-driven decisions with fact-based enquiries so that graduates understand the big picture in all their interactions	
PO 4	To orient graduates in the overall development	
MBA PROGRAM SPECIFIC OBJECTIVES (PSOs)		
PSO 1	To make management graduates conceptualize, critically analyze and acquire In-depth knowledge of business and management by imbibing in them the unique ability of synthesizing knowledge towards adding value in the areas of business	
PSO 2	To promote lateral thinking by way of enabling management graduates to see at the things from different perspectives there by making them to come out with simple solutions for complex managerial problems.	
PSO 3	To inculcate a spirit of enquiry, so that Management Graduates search for facts and truths by developing methodologies that supports critical analysis and decision making.	
PSO 4	To ignite the passion for Entrepreneurship in Management graduates by orienting them in the application of Modern tools of management and make them learn to select and apply in complex decision-making processes.	
PSO 5	To impart Multidisciplinary knowledge and collaborative skills to explore the possibility of multidisciplinary leverage.	
SUBJECT WISE COURSE OBJECTIVES & OUTCOMES		
FIRST SEMESTER		
SUBJECT	COURSE OBJECTIVES	COURSE OUTCOMES

1.1 ECONOMICS FOR MANAGERS	To make the students aware of the various economic theories and principles	The student must have micro and macro-economic perspective to understand the under pinning of management
	To equip them with the required tools and techniques for improving their decision-making skills	
1.2 ORGANIZATIONAL BEHAVIOUR	To enhance the understanding of the dynamics of interactions between individual and the organization.	The degree to which one can make an individual to think beyond self is the real outcome of the course
	To facilitate a clear perspective to diagnose and effectively handle human behavior issues in Organizations	
	To develop greater insight into their own behavior in interpersonal and group, team, situations	
1.3 ACCOUNTING FOR MANAGERS	To enable the students gain knowledge about concepts, principles and techniques of accounting	Financial statements – concepts, conventions and standards that influence preparation of financial statements
		Identifying problem areas in business through various techniques of financial
	To enable the students use financial and cost data in planning, decision making and control	Managing cost – that is, controlling and reducing cost
1.4 STATISTICS FOR MANAGEMENT	To elevate students' awareness of data in everyday life and prepare them for a career in today's age of information.	At the end of this course, students will achieve statistical literacy and will be able to find ways to move beyond the-what of statistics to the how and why of statistics
	To impart to students, an assured level of competence, or understanding, of the basic ideas, terms, and language of statistics.	

	<p>To develop statistical literacy skills in students in order to comprehend and practice statistical ideas at many different levels.</p> <p>To promote the practice of the scientific method in our students: the ability to identify questions, collect evidence (data), discover and apply tools to interpret the data, and communicate and exchange results.</p>	
1.5 MARKETING FOR CUSTOMER VALUE	<p>To elevate students' awareness of an organization's resources required for Marketing in today's age of information</p> <p>To develop marketing skills</p> <p>To understand the requirements of a career in marketing</p>	<p>The scope of a business' marketing management depends on the size of the business and the industry in which the business operates. Students will be able to use a company's resources to increase its customer base, improve customer opinions of the company's products and services, and increase the company's perceived value.</p>
1.6 BUSINESS AND INDUSTRY	<p>To enumerate the fundamentals of Indian economy, business and industry</p> <p>To study the present status of Business & Industry in India</p> <p>To get a glimpse of future challenges</p>	<p>The outcome of this course is the level of understanding of the dynamics of business and industry by students</p>
1.7 COMMUNICATION SKILLS	<p>To sharpen the Analytical, Written, non-verbal, Spoken Communication and interpersonal Skills essential in organizations involving Decision making and implementation.</p> <p>To demonstrate good team work and negotiation skills</p>	<p>At the end of this course, students will have the clarity about communication skills to be used in organizations</p>
SECOND SEMESTER		
SUBJECT	COURSE OBJECTIVES	COURSE OUTCOMES

2.1 TECHNOLOGY FOR MANAGEMENT	To elevate students' awareness of information technology and develop an in-depth and systematic understanding of key aspects of IT Management	By the end of the course, students will gain the skills required to navigate through the complexities of managing data and also become the appreciators of technological environment
	To help students gain a strategic perspective on business	
	To evaluate the value of emerging technologies and their competitive advantage	
2.2 MANAGERIAL RESEARCH METHODS	To instil a comprehensive and step-wise understanding of the research process with a balanced blend of theory and applicative technique.	Students can be an asset to the organization by transforming into well-equipped and scientifically skilled research professionals and managers by conducting research in every aspect of decision making in the organization.
	To familiarize students with the types of management problems of organizations.	
	To facilitate them develop insights about basic concepts of research designs and methodology aimed at solving business problems.	
2.3 ENTREPRENEURSHIP AND ETHICS	To inculcate the spirit and perspective of entrepreneurship among students	At the end of the course, the students would be aware of alternative to jobs and employment which will make them job providers in an ethical manner
	To make the students job creators instead of job seekers.	
	To enable the students to critically examine ethical dilemmas in entrepreneurship	
2.4 HUMAN CAPITAL MANAGEMENT	To enlighten the students on the principles and practices of HR as a capital factor	The students must be in a position to address the challenges of organizational management through and with human resources. Thereby, the manager would become harbinger of change management
	To introduce the entire gamut of scope of HR	
	To capture the changing landscape of HR	

2.5 FINANCIAL MANAGEMENT	To provide the concepts and foundations of managing finance in business enterprises.	By the end of this course, a student would learn to identify financial challenges, tools and techniques for decisions and would get a glimpse of practices
	To equip students with tools and techniques for managing finance.	
	To orient the students regarding financial management practices in Indian companies and Global enterprises.	
2.6 QUANTITATIVE TECHNIQUES AND OPERATION RESEARCH	To impart knowledge in concepts and tools of OR and QT.	The students must develop confidence and clarity in application of tools
	To help students apply these tools in managerial decision making.	
2.7 INNOVATION MANAGEMENT	To apprise on value of innovation	Conceptual and application clarity on innovation
	To impart skills of innovation	
	To enable students think and act on innovation	
THIRD SEMESTER		
SUBJECT	COURSE OBJECTIVES	COURSE OUTCOMES
3.1 STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE	To enlighten the students with the concepts and practical applications of Strategic Management and Corporate Governance.	This course will equip the students with required skills of managerial decisions and actions.
	To instil a comprehensive and step-wise understanding of the principles of strategy formulation and competitive analysis	
3.2 PROJECTS AND OPERATIONS MANAGEMENT	To impart the concepts, tools and techniques of project management	At the end of the courses, the students must have better insight in to project and operations management
	To gain clear understanding of Operations Management	
	To gain a perspective on quality improvement and cost reduction	

3.9 OPEN-ELECTIVE-CYBERSPACE	To understand cyberspace, social media in cyberspace, advantages, disadvantages, IT Act 2000/2008, Digital Signature, Electronic Signature, e-commerce, and e-governance	By the end of the course, the students must have increased knowledge about cyberspace and its Its applications
3.10 PROJECT WORK FOR 4 WEEKS	To develop larger life skills and positive attitude among students to make them more competent and industry ready	After completing the project work, students must enrich with competency/ skills/ attitudes and perspective about live society and organization.
THIRD SEMESTER FINANCE SPECIALISATION		
3.3.1 INDIAN FINANCIAL SYSTEM	To provide an insight into the functioning of Indian financial system.	At the end of the course, student will learn The framework of Indian Financial System.
		The various financial institutions that have impact and influence on business organizations and their functioning.
	To make students understand the various components of the financial system, the inter-relationship among different components and the impact on business enterprise	The financial markets and their mechanism, with special emphasis on Stock Exchanges.
		Various financial services available for a business enterprise
3.3.2 CORPORATE TAX PLANNING AND MANAGEMENT	To impart students with knowledge on tax, types of tax and their modalities.	The meaning of taxes, types of tax and the differences between them.
	To give insight on the taxes influencing a corporate entity – both direct and indirect.	The taxonomy of taxation in India.
	To orient the students on the procedures and formalities to be adhered, with regard to tax matters	Computation of income tax liability of a corporate entity and the strategies for legally reducing tax burden.
		The various indirect taxes levied by Union Government on corporate entities, the extent of liability and procedural formalities in respect of each of the taxes
3.3.3 CORPORATE VALU-	To provide knowledge on valuation of business enterprises.	The basic concepts required for corporate valuation.

ATION AND RESTRUC- TURING	To make students understand the various models of value-based management.	The various methods of valuation.
		Valuation in special cases.
	To give insight on various forms of corporate restructuring	Models of value-based management.
		Strategies for 'value maximization' – corporate restructuring, with special focus on mergers and acquisitions
THIRD SEMESTER MARKETING SPECIALISATION		
3.4.1 RETAIL- ING MAN- AGEMENT AND SER- VICES	To understand the services domain from a marketing perspective.	At the end of the course, student must be able to understand the essential components of a service business and manage retailing
	To understand retailing as a business and have a comprehensive view of the marketing and store management functions in a retailing organization.	
3.4.2 CON- SUMER BE- HAVIOUR	To gain clear understanding of the factors that shape consumer behavior	At the end of this course, students will be able to appreciate the importance of understanding consumer behaviour for marketing success, understand the various factors shaping consumer behaviour and choice, be able to conduct exploratory research in consumer behavior and be able to use understanding of consumer behaviour in making marketing plans
	To understand various theoretical models of consumer behavior.	
	To gain a perspective on consumer behaviour research and some important tools and techniques used	
3.4.3 RURAL AND AGRI- CULTURAL MARKETING	To understand the opportunities and challenges in rural marketing	At the end of the course, the student must develop an appreciation for rural and agricultural marketing.
	To understand the differences between Rural and Agricultural marketing.	
	To evaluate different marketing strategies used in rural distribution and promotion	
THIRD SEMESTER HR SPECIALISATION		

3.5.1 LEARNING AND DEVELOPMENT	To enable the students to understand the concepts, principles and process of learning and development.	By the end of this course, a student would learn to develop an understanding of how to assess training needs and design training programmes in an Organisational setting. To familiarize the student with the levels, tools and techniques involved in evaluation of training effectiveness
	To develop an understanding on various non-training solutions to improve employee performance	
3.5.2 INDUSTRIAL AND EMPLOYEE RELATIONS	To develop an understanding of the interaction pattern among labour, management and the State	By the end of this course the student would learn basic knowledge of the Indian Industrial Relations System and its distinctive features in comparison to other countries
	To build awareness of certain important and critical issues in Industrial Relations	
3.5.3 PERFORMANCE MANAGEMENT SYSTEM	The objective of this course is to equip students with comprehensive knowledge and practical skills to improve their ability for performance appraisal in their organizations	It is particularly intended for students as future managers and supervisors who will conduct the performance appraisal of their subordinates

FOURTH SEMESTER

SUBJECT	COURSE OBJECTIVES	COURSE OUTCOMES
4.1 INTERNATIONAL BUSINESS DYNAMICS	To make students to learn how business organizations operate in an international environment.	By the end of the course, the students must have increased confidence to take up a career in international business
	To understand the impact of international influences on business.	
	To help students to plan a career in international business.	
4.8 DISSERTATION FOR 6 WEEKS IN AN ORGANIZATION	The objective of the dissertation is to help the student develop research ability to apply multi-disciplinary concepts, tools and techniques to solve the organizational problems	The capability to plan and use adequate methods to conduct qualified tasks in given frameworks and to evaluate this work.

	To enable the student to develop deeper knowledge, understanding, capabilities and attitudes in the context of the programme of study	A capability to contribute to research and development work.
		Deeper knowledge of methods in the major subject/field of study.
FOURTH SEMESTER FINANCE SPECIALISATION		
4.2.1 INVESTMENT ANALYSIS AND MANAGEMENT	To provide knowledge and skill in identifying various investment alternatives and choosing the suitable alternatives.	By the end of this course, a student would learn How to define investment goals and constraints.
		Identifying investment alternatives
	To orient on the procedures and formalities involved in investing	Choosing the best / suitable alternatives.
		How to construct a portfolio
4.2.2 INTERNATIONAL FINANCIAL MANAGEMENT	To orient the students on global business environment and international markets.	Portfolio management
		By the end of this course, a student would learn, The global financial environment, currency system, relationship between economies and impact of international transactions on the economy.
	To make students understand the various risks an enterprise is exposed to on account of international transactions.	Functioning of international financial markets.
		Fixing of exchange rate.
	To provide knowledge and skills for hedging foreign currency risks.	Foreign currency risks and hedging strategies.
Interest rate risks and hedging strategies		
4.2.3 RISK MANAGEMENT AND DERIVATIVES	To orient students on the meaning and types of risks.	By the end of this course, a student would learn, Meaning and types of risk.
		Risk analysis in capital budgeting.
	To provide knowledge on risk measurement and evaluation in making capital budgeting decisions.	Risks associated with investments and hedging with derivatives.

	To provide knowledge on risks associated with investments outside the business and strategies for hedging the same with derivatives	Meaning and types of derivatives.
		Futures – terminology, mechanism, hedging and pricing.
		Options – terminology, mechanism, pay-offs, hedging and pricing.
		Commodity markets and commodity derivatives
FOURTH SEMESTER MARKETING SPECIALISATION		
4.3.1 STRATEGIC BRAND MANAGEMENT	To give students a deeper understanding of the process of brand building in a variety of business contexts, the integrated requirements for effective brand reinforcement, revitalization as well as the models, measures and impact of brand equity	By the end of this course, students should be able to: Understand key principles of branding, positioning and brand building strategies
4.3.2 INTERNATIONAL MARKETING STRATEGY	To acquaint students with International Marketing knowledge and strategies.	Students will be able to evaluate the various forces when products and services enter the global marketplace
	To help the students to solve problems of International Marketing and sales practice.	
	To assist the students to specialize in marketing within an international context.	
	To guide the students on International Documentation	
	To help the students to channelize the fruits of Emerging Markets with an opportunity perspective	
4.3.3 DIGITAL MARKETING	To understand the basics of digital marketing.	By the end of the course, the student will be able to evaluate the risks involved in digital marketing. It shall make them be able to attract and retain customers online
	To develop a comprehensive digital marketing strategy	
	To be able to use new media such as search engine and social networking.	

FOURTH SEMESTER HR SPECIALISATION

4.4.1 STRATEGIC HRM	To develop the perspective of strategic human resource management.	By the end of this course- a student would learn the relationship of HR strategy with overall corporate strategy and understand the strategic role of specific HR systems
	Distinguish the strategic approach to human resources from the traditional functional approach.	
	Appreciate SHRM in the context of changing forms of organisation	
4.4.2 INTERNATIONAL HRM	To be able to assess the extent to which multinational companies can have companywide HRM strategies, policies and practices	By the end of this course, a student would learn a preview of the major challenges that MNC's face and to be familiar, through a real-life case study, with some of the HRM issues faced by staff in a foreign subsidiary of a major multinational company
4.4.3 TALENT AND KNOWLEDGE MANAGEMENT	To impart the knowledge on talent and knowledge management. its importance in contemporary business	By the end of this course, a student would learn the new concepts in talent and knowledge management and its relevance in the corporate

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DEPARTMENT OF MBA

STAFF PROFILE

STAFF PROFILE

SN	NAME	DESIGNATION	QUALIFICATION
1	Dr. Sarita Iyer	Professor, Dean, Dept. of MBA	MBA, MMM, MS, MPHIL, PHD
2	Dr. Pravesh Soti	Professor, Principal, Dept. of MBA	PHD, MBA-Finance, LLB, M. Com, B. Com, DCFA
3	Dr. Rama Lakshmi	Professor, Academic Coordinator, Dept. of MBA	MSC, MPHILL, MBA, PHD PGDFM, GDOR
4	Dr. Prakash A	Associate Professor	B.Sc., PGDBA, PHD
5	Dr. Nivedita Jha	Associate Professor	MBA, PHD
6	Dr. V. Sravana Kumar	Associate Professor	M.Tech, MBA, PHD
7	Prof. Nisha Rajan	Associate Professor	MBA, (PHD)
8	Dr. Selva Kumar Dasarathan	Associate Professor	MBA (Fin); UGC-NET (JRF) (Mgt.); K-SET (Mgt.); CBSE-NET (Com.); PHD
9	Ms. Urmi Chakravorty	Assistant Professor	MA MASS COMMUNICATION JOURNALISM /MEDIA & PR
10	Ms. Antra Vohra	Assistant Professor	MBA
11	Dr. Esther Princess	Assistant Professor	MBA, PHD
12	Dr. Pushpa Gowri	Associate Professor	MBA, PHD
13	Dr. Shabista Booshan	Associate Professor	MBA, PHD
14	Dr. Sneha Ravindra Kanade	Associate Professor	MBA, PHD
15	Ms. Uzma Nayeem	Head Corporate Relation & Placements	MBA
16	Ms. Sukanya Sandeep	Soft skills trainer	SQA certified, NABET certified, PGDM HR, BCA

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DEPARTMENT OF MBA

STUDENT PROFILE

STUDENT PROFILE

NAME LIST OF FIRST YEAR STUDENTS

SL NO	Name of The Students	REG Number
1	P19DU21M0001	DEEPA A
2	P19DU21M0002	YASHASHWINI K M
3	P19DU21M0003	SOUMIKA M
4	P19DU21M0004	SOWJANYA M
5	P19DU21M0005	MADHU GOWDA H S
6	P19DU21M0006	PAVITHRA N
7	P19DU21M0007	LAKSHMIPRIYA G A
8	P19DU21M0008	JOSEPH MICHEAL RAYAN A
9	P19DU21M0009	ABDUL BAZITH
10	P19DU21M0010	ABHINAV ANOOP
11	P19DU21M0011	ALWIN SELVA KUMAR C
12	P19DU21M0012	SRIDHAR M
13	P19DU21M0013	ADITYA PRAKASH
14	P19DU21M0014	ABHISHEK V
15	P19DU21M0015	AFTAB KHALANDAR
16	P19DU21M0016	ADVAITH PR
17	P19DU21M0017	MUHAMMED MUBEEZ S
18	P19DU21M0018	SNEHA.L
19	P19DU21M0019	PRIYANKA D
20	P19DU21M0020	NANDINI M
21	P19DU21M0021	TEJAS PRAHALAD N
22	P19DU21M0022	ADWAITH
23	P19DU21M0023	NAVEEN SAGAR YC
24	P19DU21M0025	AJAY PRADEEP
25	P19DU21M0027	NARAYANASWAMY
26	P19DU21M0028	AJSAL ABBAS
27	P19DU21M0029	NAVANEETHA BR
28	P19DU21M0030	ABDUL SAMAD
29	P19DU21M0031	AJU C JOSE
30	P19DU21M0032	NAYANA .S
31	P19DU21M0033	NITIN KUMAR NAIR
32	P19DU21M0034	NAVYASHREE S
33	P19DU21M0035	AMAL SIVADASAN
34	P19DU21M0036	ANAMIKA.S. ANIL
35	P19DU21M0037	NAVEEN REDDY M
36	P19DU21M0038	NIVEDITHA K
37	P19DU21M0039	P. PRAGATHI
38	P19DU21M0040	TEJASKUMAR G V

39	P19DU21M0041	SHAISTHA FATIMA
40	P19DU21M0042	S APARNA
41	P19DU21M0043	SHAMIM AHMED BARBHUIYA
42	P19DU21M0044	SHAUN JOSEPH
43	P19DU21M0045	SATHVIK G M
44	P19DU21M0046	SHASHIKUMAR D BHANDI
45	P19DU21M0047	SPOORTHI S
46	P19DU21M0048	SIREESHA R
47	P19DU21M0049	SIRISHA L
48	P19DU21M0050	SOUNDARYA K KAMITI
49	P19DU21M0051	SRUSTIHA P C
50	P19DU21M0052	SUHAS M
51	P19DU21M0053	SUHAS GOWDA T N
52	P19DU21M0054	SUCHITHRA R M
53	P19DU21M0055	KREETHIKA V
54	P19DU21M0056	SUHAS S
55	P19DU21M0057	RAMYA G M
56	P19DU21M0058	RAMYA M
57	P19DU21M0059	RAVIKIRAN H
58	P19DU21M0060	RAMYA K V
59	P19DU21M0061	RACHANA M
60	P19DU21M0062	RAGHU B R
61	P19DU21M0063	PRASAD M
62	P19DU21M0064	PRAVALIKA.S
63	P19DU21M0065	PRIYANKA M K
64	P19DU21M0066	PRADEEP REDDY BK
65	P19DU21M0067	POOJA.B
66	P19DU21M0068	PAVAN KUMAR R
67	P19DU21M0069	DEEPAK D N
68	P19DU21M0070	DILIP P
69	P19DU21M0071	DINAKARA R
70	P19DU21M0072	DIVYA H V
71	P19DU21M0073	DIVYA M
72	P19DU21M0074	DHARSHAN M S
73	P19DU21M0075	DHANALAKSHMI K M
74	P19DU21M0076	BRUNDHA B
75	P19DU21M0077	PRAMILA PARIDA
76	P19DU21M0078	CHAITHRA P N
77	P19DU21M0079	CHANDRU M
78	P19DU21M0080	BHOOMIKA N
79	P19DU21M0081	CHAITHANYA M
80	P19DU21M0082	BHARGAVA M
81	P19DU21M0083	SUSHMITHA L
82	P19DU21M0084	SAIF ALI

83	P19DU21M0085	CHARANKUMAR K P
84	P19DU21M0086	SANDHYASHREE V
85	P19DU21M0087	SWAPNA G
86	P19DU21M0088	SOMESH. N
87	P19DU21M0089	SAHANA.B
88	P19DU21M0090	SHAIK ARSALAN
89	P19DU21M0091	LAVANYA GR
90	P19DU21M0092	SANJAY M S
91	P19DU21M0093	GAGAN K C
92	P19DU21M0094	GANGOTHRI S
93	P19DU21M0095	SANJAY KUMAR K
94	P19DU21M0096	EZEKEIL
95	P19DU21M0097	SYED NAWAZ
96	P19DU21M0098	SANTOSH S N
97	P19DU21M0099	GIRWANI M
98	P19DU21M0100	SONAM SINHA
99	P19DU21M0101	GAGANA HR
100	P19DU21M0102	RAKSHITHA K
101	P19DU21M0103	HARSHA C
102	P19DU21M0104	HARISH D K
103	P19DU21M0105	SHIVAM MISHRA
104	P19DU21M0106	GOWTHAM M
105	P19DU21M0107	JAGAN KUMAR.H. S
106	P19DU21M0108	SHOAIB AKTHER
107	P19DU21M0109	RAKESH R
108	P19DU21M0110	JYOTHI T
109	P19DU21M0111	MADAN S R
110	P19DU21M0112	YETHIN C
111	P19DU21M0113	MEGANATHAN S
112	P19DU21M0114	VINOD KUMAR. S
113	P19DU21M0115	KEERTHANA V
114	P19DU21M0116	MISBA BANU
115	P19DU21M0117	THOUFIQULLA KHAN K
116	P19DU21M0118	KEERTHANA M
117	P19DU21M0119	RANJITH K
118	P19DU21M0120	RAKESH S
119	P19DU21M0121	RANJITH C R
120	P19DU21M0122	SOMASEKAR M
121	P19DU21M0123	BHUMIKA B K
122	P19DU21M0124	THANUSHREE J
123	P19DU21M0125	SAYAN DUTTA
124	P19DU21M0126	UNNIMAYA P P
125	P19DU21M0127	SRISTY SHARMA
126	P19DU21M0128	RAKSHANDA NATH

127	P19DU21M0129	DEBOJYOTI LAHA
128	P19DU21M0130	ANANTHU THAMPI
129	P19DU21M0131	KAVITHA K
130	P19DU21M0133	SHILPA BHARTI
131	P19DU21M0134	JJO K CHERIAN
132	P19DU21M0135	RAYYAN ABDUL SALAM
133	P19DU21M0136	JESING SANGTAM
134	P19DU21M0137	VEBITO D VADEO
135	P19DU21M0138	KAMISSETTY DILEEP
136	P19DU21M0139	BASAVA CHAKRAVARTHI
137	P19DU21M0140	YASHIKALA IMSONG
138	P19DU21M0141	POCHAMREDDY MAHITHA
139	P19DU21M0142	MEDAPATI SANDEEP KUMAR REDDY
140	P19DU21M0143	HARISHA R
141	P19DU21M0144	MEGHANA MANOHARAN
142	P19DU21M0145	MAHESHA A
143	P19DU21M0146	R RAJASHREE
144	P19DU21M0147	MADHU N S
145	P19DU21M0148	MAHESH
146	P19DU21M0149	NAVEEN VARGHESE
147	P19DU21M0150	UDAY KIRAN J D
148	P19DU21M0151	VISHWAS R
149	P19DU21M0152	VINAY KUMAR. M
150	P19DU21M0153	KETINGWIBO NEWMAI
151	P19DU21M0154	ANUVIND PP
152	P19DU21M0155	B VIKASHNI
153	P19DU21M0156	MAHESH N
154	P19DU21M0157	MANISH N
155	P19DU21M0158	DARSHANA DAS
156	P19DU21M0159	YESHWANTH K
157	P19DU21M0160	VISHWANATH R V
158	P19DU21M0161	MOHAMMED NIBRAS N
159	P19DU21M0162	SUPRIYA H V
160	P19DU21M0163	VINAY KUMAR C. A
161	P19DU21M0164	MANOHARA B M
162	P19DU21M0165	KAMAL
163	P19DU21M0166	TEJASH M
164	P19DU21M0167	MANU N R
165	P19DU21M0168	MOHAN REDDY S
166	P19DU21M0169	HRITHIK R
167	P19DU21M0170	SHASHANK N V
168	P19DU21M0172	PRANJALI DUBEY
169	P19DU21M0173	MUHAMMED ABAAN SATHAR
170	P19DU21M0174	HRIDYA T U

171	P19DU21M0175	IMLIAKUM LONGCHAR
172	P19DU21M0176	JITHINA NATARAJAN
173	P19DU21M0177	MONIKA KUMARI
174	P19DU21M0178	PHILLIP M LALRINSANGA PACHUAU
175	P19DU21M0179	ATHIRA S
176	P19DU21M0180	CH TINGSANGMONTHINGBO
177	P19DU21M0181	VARSHA V MENON
178	P19DU21M0182	MANHAM MAJEED T
179	P19DU21M0183	ASWIN K MURALI
180	P19DU21M0184	MUHAMMED SANAD
181	P19DU21M0185	HANAS
182	P19DU21M0186	V P SAFAREENA
183	P19DU21M0187	SOUNDARYA P B
184	P19DU21M0188	C M AMSUDH
185	P19DU21M0189	RIDHIN R
186	P19DU21M0190	JINTU REJI
187	P19DU21M0191	DENNY RAJAN
188	P19DU21M0192	SHONUE MATHEW SHAJI
189	P19DU21M0193	RAASMI. S
190	P19DU21M0194	JAGESWARI SAHU
191	P19DU21M0195	SHAYESTA SALAUDDIN
192	P19DU21M0196	DEVIKA S.S
193	P19DU21M0197	JISHNUMOY MAHANTA
194	P19DU21M0198	MARTIN TOM
195	P19DU21M0199	KOTHAMASU YASWANTH KUMAR
196	P19DU21M0200	PARADESI PRAVEEN KUMAR
197	P19DU21M0201	BALA RAJASHEKAR
198	P19DU21M0202	MUHAMMED MUSTHAFA
199	P19DU21M0203	MOGHAL SADIYA BANU
200	P19DU21M0204	ALEENA M JOSEPH
201	P19DU21M0205	KISHORE. G
202	P19DU21M0206	PRITIKANT JENA
203	P19DU21M0207	MURALI R
204	P19DU21M0208	AKASH KUMAR JHA
205	P19DU21M0209	VARUN G S
206	P19DU21M0210	V NAVEEN
207	P19DU21M0211	VARSHA P
208	P19DU21M0212	PADMASHREE MS
209	P19DU21M0213	BEVAN V MUNDAKKAL
210	P19DU21M0214	NIRANJAN S
211	P19DU21M0215	VIKAS T R
212	P19DU21M0216	GOKUL KRISHNAN R
213	P19DU21M0217	SONALISH PATRA
214	P19DU21M0218	SHASHANK G M

215	P19DU21M0219	ARUN KUMAR N
216	P19DU21M0220	SARANG P C
217	P19DU21M0221	AKSHAYKUMAR T P
218	P19DU21M0222	MAHIPAL SINGH
219	P19DU21M0223	GANGA NARAYAN DWIVEDI
220	P19DU21M0224	ASHLY SANI
221	P19DU21M0225	ANOOP JAYAN
222	P19DU21M0227	JOBY S SATHYAN

MBA SECOND YEAR STUDENTS LIST (III, IV SEMESTER) 2021-22		
SL.NO	USN	MBA (STUDENT NAME)
1	MB201901	ABDURAHMAN. T
2	MB201902	ABHAY MAHESH
3	MB201903	ABHIMANUE K MADHU
4	MB201904	ABHISHEK.O
5	MB201905	ADARSH A R
6	MB201906	ADHEESH C
7	MB201907	AFNAS T K
8	MB201908	AKHIL K . A
9	MB201909	AKSHAY K
10	MB201910	AKSHAY KUMAR N
11	MB201912	ALTHAF P P
12	MB201913	ANAN RUSH MEHAR
13	MB201914	ANIK XAVIER
14	MB201915	ANISHA RAUT
15	MB201916	ANKITA MAURYA
16	MB201917	ANUJITH KT
17	MB201918	ANUPRIYA N
18	MB201919	ARATHI C K
19	MB201920	ARCHITHA K
20	MB201921	AROMAL PUTHUKULATHIL ANIL
21	MB201922	ARUNAV MOHAN
22	MB201923	ASIF ALI KHAN
23	MB201924	ASWATHI N N
24	MB201925	BHARATH G R
25	MB201926	BHARATH K

26	MB201927	BHAVYA B S
27	MB201928	BIJOY BALAKRISHNAN
28	MB201929	BLESSY JOSE
29	MB201930	BRIJESH K V
30	MB201931	C ROHITH
31	MB201932	C V NIKHIL PRADEEP
32	MB201933	CHAITHRA A
33	MB201934	CHETANKUMAR M
34	MB201935	DAVID CHACKO
35	MB201936	DHANUSH S S
36	MB201937	GEETHANJALI.P
37	MB201938	HEMANTH KUMAR M
38	MB201939	JAYANTH KUMAR R
39	MB201940	JIBIN BIJI
40	MB201941	JOEL JOSEPH LOUIS
41	MB201942	KARTHIK N REDDY
42	MB201943	KARTHIK. NAGRAJ
43	MB201944	KAVYA.P
44	MB201945	KEERTHAN T P
45	MB201946	KISHORE.G
46	MB201947	KRUPANAND D
47	MB201948	KUSUMA.P
48	MB201949	LAKSHMI B R
49	MB201950	LAKSHMI PRAMOD
50	MB201951	LAVANYA S
51	MB201952	LIBIN VARGHESE
52	MB201953	M ADITH
53	MB201954	M V NAVANEETH KUMAR
54	MB201955	MANDARA D
55	MB201956	MANJUNATH G
56	MB201957	MANJUNATHA G
57	MB201958	MANOJ M
58	MB201959	MEGHANA S
59	MB201960	MOHAMED SHAHID IBRAHIM S
60	MB201961	MOHAMMED MUSTHAFA
61	MB201962	MONISHA S REDDY
62	MB201963	MONTASER MOHAMDEN AD- AM ABDULLA
63	MB201964	NADIYA MANZOOR
64	MB201965	NANDINI .D
65	MB201966	NAVEEN REDDY M
66	MB201967	NIKHIL

67	MB201968	PARITALA VENKATA SAI THARUN CHOWDARY
68	MB201969	POOJA SHARMA G
69	MB201970	PRIYANKA M
70	MB201971	RAMYA V
71	MB201972	ROSHAN JOSEPH
72	MB201973	S V NITHIN
73	MB201974	SACHIN PRAKASH
74	MB201975	SAGAR N
75	MB201976	SAHANA B M
76	MB201977	SAHANA P R
77	MB201978	SANDHYA Y
78	MB201979	SANJU VIJAY K V
79	MB201980	SANTHOSHKUMAR Y
80	MB201981	SARIGA ANILKUMAR
81	MB201982	SEELAM NAVYA
82	MB201983	SHIVASHANKAR.R
83	MB201984	SIDHARTH S
84	MB201985	SNEHA ADITI
85	MB201986	SOHRAB KHAN A
86	MB201987	SONI KUMARI
87	MB201988	SOWMYA S
88	MB201989	SRIKANTH S N
89	MB201990	STANLEY VARGHESE
90	MB201991	SUBISHA K
91	MB201992	SUNNY KUMAR
92	MB201993	SUPRIYA V
93	MB201994	TANUJA PRITY
94	MB201995	TOM CHARLY C
95	MB201996	VINAYAK S D
96	MB201997	VISHNU M
97	MB201998	VISHWANATH K N

Krupanidhi Group of Institutions

Abstract of Admission for the Academic year 2021-22 (MBA)

FIRST YEAR MBA COURSE

I - Intake - 240		A-Admitted – 222	
Category	Male	Female	Total
MGMT	86	44	130
PGCET	52	41	93
Category	Male	Female	Total
GM	66	34	100
SC	16	08	24
ST	06	03	09
CAT-1	2	2	4
II-A	17	15	32
II-B	5	2	7
III-A	22	17	39
III-B	4	4	8
Exs	0	0	0
Foreign	0	0	0
Grand Total	138	85	223

KRUPANIDHI GROUP OF INSTITUTIONS

#12, Chkkabellandur, Carmelaram (P), Varthur Hobli, Bangalore 560035

DEPARTMENT OF MBA

RESULT ANALYSIS

SEMESTER WISE RESULT ANALYSIS

SEMESTER TOPPERS

SEMESTER	FIRST RANK	SECOND RANK	THIRD RANK
I SEMESTER	Chaithra A (7.88)	Dhanush (7.77) Blessy Jose (7.77) Manjunatha A (7.77)	Soni Kumari (7.73)
	S.G.P.A	S.G.P.A	S.G.P.A
III SEMESTER	Soni Kumari (8.38)	Chaitra (8.23)	Dhanush S S (8.08)
	S.G.P.A	S.G.P.A	S.G.P.A

KRUPANIDHI GROUP OF INSTITUTIONS**MBA 1st semester Result Analysis 2020-22 Batch**

Course Code	Subject Name	Faculty	Total Ap- peared	Pass	Fail	Absent	Pass per- centage
1.1	ECONOMICS FOR MANAGERS	Prof. Antra Vohra	97	95	0	2	100
1.2	ORGANIZATIONAL BEHAVIOUR	Dr. Nivedita Jha	97	96	0	1	100
1.3	ACCOUNTING FOR MANAGERS	Dr. Selva Kumar D.	97	92	3	2	96.84
1.4	STATISTICS FOR MANAGEMENT	Dr. Ramalakshmi	97	95	1	1	98.97
1.5	MARKETING MAN- AGEMENT	Dr. Sarita Iyer	97	96	0	1	100
1.6	PERSPECTIVES OF BUSINESS AND IN- DUSTRY	Dr. Esther Princess D	97	96	0	1	100
1.7	COMMUNICATION SKILLS	Prof. Urmi Chakra- vorty	97	95	1	1	98.97

SUMMARY OF I SEMESTER RESULTS		
Total students appeared:		95
Total students passed:		89
		No. of Students
Grades	A	43
	B+	42
	B	1
	C	2
	Absent	2
	Fail	7
Overall pass percentage:		93.68%

SUMMARY OF I SEMESTER RESULTS		
Total students appeared:		95
Total students passed:		89
		No. of Students
Grades	FCE	0
	FCD	43
	FC	42
	HSC	1
	SC	2
	Absent	2
	Fail	7
Overall pass percentage:		93.68

Batch: 2020-2022
3rd Semester Results Analysis

Toppers:

1.Soni Kumari: 8.38 SGPA-FCE

2.Chaitra A: 8.23 SGPA-FCE

3.Dhanush S S: 8.08 SGPA-FCD

KRUPANIDHI GROUP OF INSTITUTIONS							
MBA III semester Result Analysis							
Course Code	Subject Name	Faculty	Total Appeared	Pass	Fail	Absent	Pass percentage
3.1	STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE	Dr. Prakash	96	94	2	0	97.91
3.2	PROJECTS AND OPERATIONS MANAGEMENT	Dr. Sravan	96	96	0	0	100
3.3.1	INDIAN FINANCIAL SYSTEM	Dr. Sravan	45	45	0	0	100
3.3.2	CORPORATE TAX PLANNING AND MANAGEMENT	Dr. Pravesh	45	45	0	0	100
3.3.3	CORPORATE VALUATION AND RESTRUCTURING	Dr. Selva	45	45	0	0	100
3.4.1	RETAILING MANAGEMENT AND SERVICES	Dr. Gowri	16	16	0	0	100
3.4.2	CONSUMER BEHAVIOUR	Dr. Esther	16	16	0	0	100
3.4.3	RURAL AND AGRICULTURAL MARKETING	Prof. Antra Vohra	16	16	0	0	100
3.5.1	LEARNING AND DEVELOPMENT	Prof. Urmi	35	35	0	0	100

3.5.2	INDUSTRIAL AND EMPLOYEE RELATIONS	Dr. Pravesh	35	35	0	0	100
3.5.3	PERFORMANCE MANAGEMENT SYSTEM	Dr. Niveditha	35	35	0	0	100
3.9	OPENELECTIVE-CYBERSPACE	Prof. Bhargavi	96	96	0	0	100

SUMMARY OF III SEMESTER RESULTS			
Total students appeared			96
Total students passed			94
		Number of Students	Percentage
Grades	A ⁺	2	2.12
	A	60	63.82
	B ⁺	32	34.042
	Fail	2	2.12
Overall pass percentage			97.91

SUMMARY OF III SEMESTER RESULTS		
Total students appeared:		96
Total students passed:		94
		No. of Students
Grades	FCE	2
	FCD	60
	FC	32
	Fail	2
Overall Pass %		97.91%



KRUPANIDHI GROUP OF INSTITUTIONS
(AICTE Approved | ISO 9001:2015 Certified)

KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES

BANGALORE

DETAILS OF GUEST LECTURES

S.No	Date	SPEAKER	DESIGNATION & COMPANY	TOPIC
1.	05-06-2021	Suma K Gopal	Executive and professional coaching university of Texas	Effective communication skills
2	03-07-2021	Mr. Bhavesh Patel	Advisor, Wipro	Stress Management
3	19 th Nov 2021	Mr Rajesh Joseph Mr Jean Prasad	<u>CEO & FOUNDER</u> Bulwarks Financial Services (SEMINAR)	Equity Markets (OFFLINE)
4	24 th November 2021	Ms Anubha Srivastava	<u>FOUNDER</u> AS Legal Associates (SEMINAR)	Sexual Harassment: Forms and Provisions (ONLINE)
5	15 th & 16 th December 2021	Mr Vinod Tantri	<u>FOUNDER</u> <u>KNOWLEDGE BELL</u> SEBI, NISM, KNOWLEDGE BELL (WORKSHOP)	Securities Market (OFFLINE)
6	22 nd January 2022	Mr. Devanshu Balabh	<u>BUSINESS HEAD - ACADEMICS</u> Global WFM Forum (WEBINAR)	Handwriting for Positive Personality (ONLINE)
7	4 Feb 2022	Mr Vijayendra	<u>CEO</u> Happy Marketing Communications (WEBINAR)	Marketing Communication (ONLINE)
8	11 Feb 2022	Mr. Himanshu Garg	<u>General Manager</u> Schneider Electric India (WEBINAR)	Evolution & Importance of Customer Success in the Corporate Industry (ONLINE)
9		Mr. Neerajkumar	<u>Former Commissioner of Police, Delhi</u> (WEBINAR)	

	25 Feb 2022	Mr. Ashit Mohan Prasad	<u>Former DGP, GOK</u>	A Conference on Union Budget 2022 (ONLINE)
		Mr. Jean Prasad	<u>Co- Founder & Managing Partner, Bulwark Financial Services LLP</u>	
		Mr. KunalKundu	<u>Member FICCI Economists Forum, Industry Advisory Council, Mody University</u>	
		Mr. Nilesh Patel	<u>FOUNDER - TAX-WIZE</u>	
		Mr. AneeshDey	<u>FOUNDER – FINCUBATOR CONSULTIN</u>	
		Mr. VineetAgrawal	<u>CWM® AFP-CII</u> <u>FOUNDER</u> Senior Executive Vice President and Group Head at JSW Group Mumbai, Maharashtra	
10	11 th March 2022	Mr. Vinod Chandran	<u>FOUNDER & CEO</u> My Logic (SEMINAR)	Orientation on emerging trends in the finance domain (OFFLINE)
11	12 th March	Mr. Nicholas Goorbarry Ms. Priscilla Jaya	TRANSFORMATIONAL COACH CANADA (SEMINAR)	Workshop o Understanding Human Behaviour
12	19 th April	Mr. Vasudeva Reddy	FINANCIAL ANALYST EIC Corporation (Seminar)	Save Soil & Conscious Planet- Offline
13.	21 th April	Dr. Uma Lakshmi	CONSULTANT WITH TMS LLC, CALIFORNIA, USA (SEMINAR)	Competing on Customer Experience (Cx): The New Norm Offline
14	26 th April 2022	Dr. Ajitha Soundarajan	Assistant Professor, School of Entrepreneurship and Management Studies, SRM University, AP(WEBINAR)	Visual Merchandising and Non-negotiable shopping experience. (Online)



KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES
BANGALORE

1. Effective communication skills

Date: 5th June, 2021

Venue: Virtual

Duration : 1hour

Resource Person : Suma K Gopal

Topic: Effective communication skills

Summary

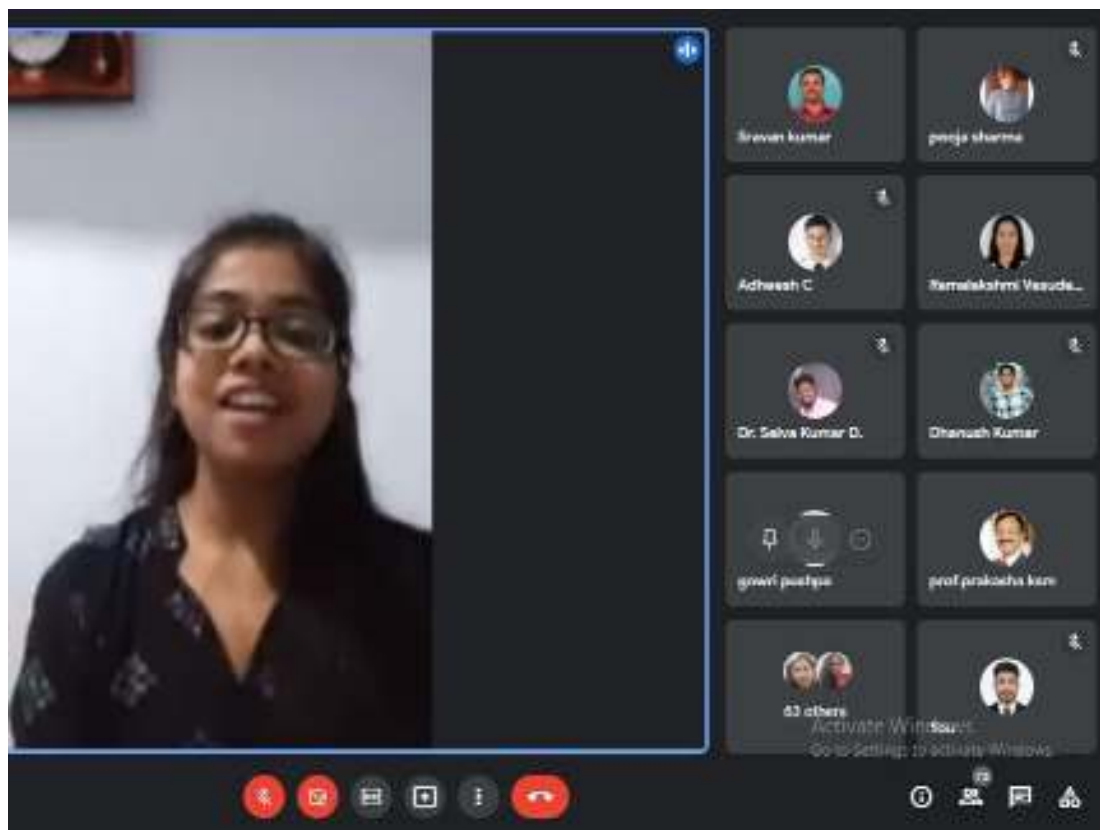
Ms. Suma K Gopal is graduate certificate in executive and professional coaching university of Texas she is leader and coach, learning, talent and organization development. Suma is a leader with over 19 years' experience with proven record of customizing learning talent and OD interventions to meet business goals, while optimizing resources and achieving cost effectiveness. she is highly flexible leader, delivering tangibles that have exceed the expectations of her business groups, by adapting quickly to ever shifting corporate priorities. she is skilled in leading others to thrive in an environment with agenda for change, growth and innovation, while ensuring efficiency and quality. Being a certified coach, she utilizes her coaching skills in augmenting high performance among people in multinational environments. she is passionate about learner continually focused on self-development, apart from possessing an uncanny ability to inspire others to achieve peak performance.

Suma has keen interest in supporting women's professional growth and is an ardent advocate of women's advancement in organizations. Ms. Suma K Gopal is a prolific bilingual poet with many published anthologies and a very passionate Carnatic classical music student/singer.

She shares with all of us regarding communication skills its sub divisions and how crucial they are in our day-to-day life, and active listening and she also spoke about adapting communication style to audience.

Conclusion:

Good take away for the learners



2. Stress Management

Date: 3rd July, 2021

Venue: Microsoft teams

Duration : 1hour

Resource person : ***Mr. Bhavesh Patel***

Designation: ***Advisor***

Company: ***Wipro***

Topic: stress management

Summary

Collaborative professional with a successful track record of working with senior leadership globally to improve business results through people and HR solutions with strengths in financial acumen , business modeling and analytics based decision making high impact and strategic change management initiative in several organizations focused on formation of policies driving HR transformation ,cultural change , strengthen people leader effectiveness building leadership pipeline organization design among others.

Mr. Patel specializes in building and leading a strong process-oriented HR driving organization providing thought leadership on building engagement talent and career framework to curate enhanced employee experience.

Stress management is a wide spectrum of techniques and psychotherapies aimed at controlling a person's level of stress, especially chronic stress, usually for the purpose of and for the motive of improving everyday functioning. Stress produces numerous physical and mental symptoms which vary according to each individual's situational factors. These can include a decline in physical health as well as depression. The process of stress management is named as one of the keys to a happy and successful life in modern society. Life often delivers numerous demands that can be difficult to handle, but stress management provides a number of ways to manage anxiety and maintain overall well-being.

There are several models of stress management, each with distinctive explanations of mechanisms for controlling stress. Much more research is necessary to provide a better understanding of which mechanisms actually operate and are effective in practice.

Conclusion:


Good take away for the learners



During the Session

WEBINAR ON

STRESS MANAGEMENT

 **03** July 2021

 12.30PM-01.30PM



SPEAKER

Mr. BHAVESH PATEL

Advisor, WIPRO

PLATFORM
MICROSOFT TEAMS

Brochure



Krupanidhi Group of Institutions
Department of MBA
BANGALORE

Report on Guest Lecture

Date: 04.02.2022

Academic Year; 2021-2022

Convener

Dr. Ramalakshmi

Mail for Link of the session



Brochure

The brochure features a central portrait of Mr. Vijayendra, CEO of Happy Republic Marketing Communications, framed in a yellow and white hexagonal border. The background is a light blue and white geometric pattern with a faint image of a person pointing at a whiteboard.

KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES (DMS)

GUEST LECTURE
ON
MARKETING COMMUNICATION

SPEAKER: MR. VIJAYENDRA
CEO "HAPPY REPUBLIC MARKETING COMMUNICATIONS"

DATE: 4th February 2022
TIME: 12.30pm - 1.30pm
PLATFORM: ONLINE

REGARDS
DEAN MANAGEMENT STUDIES & TEAM

KRUPANIDHI GROUP OF INSTITUTIONS

DEPARTMENT OF MBA

Report on Marketing Communication Guest Lecture

Date: 04-02-2022
Resource person: Mr. Vijayendra
Time: 12.30 pm to 1:30 pm
Platform: Online (Microsoft Teams)

Department of Management studies, Krupanidhi Group of Institutions conducted a guest lecture on the topic “Marketing Communications” on 4th February 2022 for MBA students. The event started at 12.30 pm and was lead under the guidance of the Dean, Dr. Sarita Iyer. The First year MBA students Mr. Debo Jyothi Laha hosted the event. The event began with welcome address and introductory note on the guest speaker Mr. Vijayendra, CEO “Happy Republic Marketing Communications” Mr Vijayendra has work experience of over two decades, worked in different industry like advertising agency, Media house (Times of India) Luxury retail (Mercedes Benz) and Luxury real estate. He was a student of consumer behaviour and keen observer of Technology lead marketing.

Marketing communications are those techniques that the company or a business individual uses to convey promotional messages about their products and services. Experts of marketing communication design different types of persuasive communication and send it to the target audience.

The resource person enlightened the students about Marketing Communication, its importance, process and the factors affecting communication process, steps in effective communication, communication models and much more. The whole session was so informative and interesting. The convener Dr. Ramalakshmi, thanked the speaker for his wonderful and valuable thoughts on Marketing Communication after which the event was concluded with vote of thanks by Ms. Sristy Sharma.

Screen shots of the session

This screenshot shows a Zoom meeting in progress. At the top, the title bar reads "Guest Lecture On Marketing Communication by Mr. Rajendra". The main area displays a grid of participants, with two large circular icons labeled "PR" and "SS" prominently shown. On the right side, there is a "Participants" list with names such as "Anand Kumar", "Vishal Kumar", and "Rajendra Kumar". The bottom of the screen shows the Zoom control bar with icons for mute, video, chat, and other functions.

This screenshot shows a Zoom meeting with a presentation slide. The slide is titled "Communication" in red text. Below the title, it features a quote: "Communication is sum of all things which a person does when he wants to create an understanding in the mind of another." attributed to Louis A. Allen. The slide also includes an image of colorful blocks. On the right side of the Zoom window, a grid of participants is visible, with circular icons labeled "V", "PR", and "SS". The Zoom control bar is visible at the bottom.

This screenshot shows a Zoom meeting with a presentation slide titled "Process". The slide contains a flowchart with five main stages: "Who", "Says", "Through", "To whom", and "How". Each stage has a list of associated elements:

- Who:** Message, Marketers, Wholesalers, Retailers, Advertisers, etc.
- Says:** Decisions, Words, Slogans, Pictures, Symbols, Colors, Signs, etc.
- Through:** Message, Messages, Tv, Radio, Sign, Board, Direct mail, Telephone, etc.
- To whom:** Individual, Group, Companies, Organizations, Public, etc.
- How:** Channel, Point of purchase, Retailer, Wholesaler, etc.

 A pink arrow at the bottom points from "Who" to "How", with a green circle labeled "Media" in the middle. On the right side of the Zoom window, a grid of participants is visible, with circular icons labeled "V", "PR", and "PA". The Zoom control bar is visible at the bottom.

Zoom Lecture On Marketing Communication by Mr. Vijayendra

Factors affecting Communication Process

- Nature of target audience
 - Level of Knowledge
 - Number of target audience
 - Age of customers
- Nature of product
- Available finance
- Competing units
- Objective of communication

Zoom Lecture On Marketing Communication by Mr. Vijayendra

Message

- What to say? (message content)
- How to say? (message format)
- Who should say it? (message source)

Zoom Lecture On Marketing Communication by Mr. Vijayendra

Steps in effective Communication

- Identifying the target audience & their characteristics
- Determining the communication objectives
- Designing the message
- Deciding the communication budget

Shannon Weaver model

Information Source

Transmitter

Receiver

Destination

Message recorded

Signal received

Message recorded

Feedback

Noise

18 of 19

Thill & Bovee model

Message

Transmission of message

Feedback

Ideal Sender

receiver

19 of 19

Lesikar, Pettit & Flatley model

Message sent by Mike

Kevin's sensory world outside the message

Kevin's attention process

Formation of response by Kevin

Response by Kevin and communication cycle is complete

20 of 19

Guest Lecture on Marketing Communication by Mr. Vijayendra

8:30 AM

Wilbur Schram model of communication

Sender's field of experience & frame of mind

Receiver's field of experience & frame of mind

Encoder → Message → Channel → Message → Decoder

Feedback ← Noise → Feedback

Share Slide

Zoom Meeting

PR

V

PA

BS

8:30 AM

Guest Lecture On Marketing Communication by Mr. Vijayendra

8:30 AM

Request screen

With my grateful appreciation for his support

MR. VIJAYENDRA
Director, Marketing Communication

MR. VIJAYENDRA
Director, Marketing Communication

RESOURCE PERSON

MR. VIJAYENDRA
Director, Marketing Communication

Share Screen

V

PR

PA

BS

8:30 AM

Krupanidhi Group of Institutions
Department of Management Studies

Report on Workshop on Security Markets

Date: 15.12.2021-16.12.2021

Academic Year 2021-2022

Convener:
Dr Sarita Iyer
Prof. Antra Vohra



KRUPANIDHI GROUP OF INSTITUTIONS
PART APPROVED INSTITUTION FOR UGC

KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES

Poster for Session by Bulwaks:

 **KRUPANIDHI GROUP OF INSTITUTIONS**
DEPARTMENT OF MANAGEMENT STUDIES (MBA)

In association with
Securities Board of India (SEBI)
National Institute of Securities Market (NISM) & Knowledge Bell

PRESENTS A

WORKSHOP ON

SECURITY MARKETS

15th & 16th December 2021 | Time: 9:30 AM - 3:30 PM
Venue: Seminar Hall, Krupanidhi College of Pharmacy

 **Mr. Vinod Tantri**
Trainer | Trader | Speaker



VINOD

TANTRI

TRAINER | TRADER | SPEAKER

The world of investment is an extremely exciting place to be in. With the right guidance and support, it can bring great success to you. It is our endeavor to help you become proficient in the world of investment and financial services sector so that you can achieve your personal goals.

CONTACT

PHONE:
9986021204

WEBSITE:
www.knowledgebell.com

EMAIL:
vinodtantri@knowledgebell.com

OFFICE:
Bangalore

KNOWLEDGE
BELL

Vinod comes from a humble family based out of a village in Karnataka. Back then like most people, for Vinod's family, financial literacy was a blind spot and Equity trading was gamblers paradise.

Post his graduation he joined the Investment industry. His realization that "Investment in knowledge pays the best interest" carved his passion for spreading financial literacy. He is in Investment industry since 2002, in Training since 2013 and Trading since 2016. Vinod has been coached by renowned personalities in the area of trading, investing and speaking.

He is a registered trainer for NISM, NSE and several NBFCs. Under his leadership, team "Knowledge Bell" has exhibited remarkable achievements. The team has a track record of conducting over 1400 investor awareness programs and 150 workshops across the country. Technical Analysis is his favorite subject, he has helped several finance and non-finance professionals in generating second income.

He has successfully handled assignments with financial institution like ICICI Bank, HDFC Bank, HDFC Mutual Funds and Axis Mutual Funds. Vinod has served with organisations like DBS Bank, Axis Asset Management, SBI Mutual Funds and Prudential ICICI AMC.

He holds an MBA and is certified as a "Chartered Wealth Manager" from American Academy of Financial Management and certified as an "Investment Adviser" from National Institute of Securities Market.

"We just share, YOU learn and LOVE it" that's how he appreciates his students.

Vinod aspires to be India's most preferred knowledge partner in Trading and Investment learning.

Workshop on Security Markets

Event: Workshop on Securities Market

Speaker: Mr. Vinod Tantri

Venue: Krupanidhi Group of Institutions, Bangalore

Date: 15/12/2021 and 16/12/2021

The Workshop on the securities market was conducted at KGI, Bangalore on the 15th and 16th of December 2021. The two-day session was taken by Mr. Vinod Tantri, a registered trainer for the NISM, NSE, and other prominent NBFC's. The workshop was conducted in association with the Securities and Exchange Board of India (SEBI), National Institute of securities market (NISM), and Knowledge Bell. The session started with the Master of Ceremonies Mr. Ridhin R inviting the guest, Mr. Vinod Tantri, and the Dean of Krupanidhi School of Management, Dr. Sarita Iyer. After inaugural lamp lighting by both the dignitaries and a welcome speech by Dr. Sarita Iyer the mc handed the mic over to Mr. Vinod Tantri and the session commenced.

Day 1

The workshop started with Mr. Vinod laying the groundwork for understanding the importance of investment and the various opportunities for budding investors. Thenceforth, he started to explain the financial investment opportunities, the different types of risks, the power of compounding, a brief description of inflation and liquid funds. Towards the end of the day, the class was Introduced to mutual funds, how it works, types of mutual funds, and to start investing.

Day 2

The class resumed on the very next day, with Mr. Vinod continuing the class on the intricacies of mutual funds and a quick revision of the previous class. After revision, the class started to learn about the process and prerequisites to investing and trade in the securities market, the meaning of an IPO, Understanding the primary and secondary market. An interesting exercise was done with the students by the instructor wherein the basics of the securities market and the different types of financial crisis faced by an entrepreneur were discussed. The closing chapters concluding the 10-hour session were on the career opportunities in the securities market and its hurdles.

The class proceeded to wind up and the closure of the session was carried out with a vote of thanks from Mr. Niranjana.

Pictures:



Dr. Sarita addressing the gathering



Mr. Vinod Tantri addressing the gathering



Lighting of the lamp & felicitation of guest



Student interaction by Mr. Vinod Tantri




KRUPANIDHI GROUP OF INSTITUTIONS
PART - Approved by Government of Karnataka

KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES
BANGALORE

REPORT ON GUEST LECTURE


EVOLUTION AND IMPORTANCE OF CUSTOMER SUCCESS IN THE CORPORATE INDUSTRY


KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES (MSA)

**MR. HIMANSHU
GARG**

GM- GLOBAL CUSTOMER SUCCESS,
SCHNEIDER ELECTRIC INDIA

THE SPEAKER



A GUEST LECTURE ON
**EVOLUTION AND
IMPORTANCE OF
CUSTOMER
SUCCESS IN THE
CORPORATE
INDUSTRY**

VENUE DETAILS
DATE - 11/02/2022
TIME - 12:00 PM TO 1:00 PM
PLATFORM - MICROSOFT TEAMS

REGARDS,
DEAN KSM & TEAM

GUEST PROFILE



HIMANSHU GARG

PERSONAL DETAILS:

Phone: +91 9742328010
E-mail: d.man.in.action@gmail.com

ACADEMICS:

Executive MBA in International Business, 2017 - 2019
Alliance Business University, Bangalore

B. E in Information Science, 2004 - 2008
The Oxford College of Engineering (VTU), Bangalore

INTERNATIONAL EXPOSURE:

- Regular onsite client visits to US, France, Singapore & Australia for key Business meetings, Strategy events, Customer and product launch

Technical Certifications:

- CCNA
- ITIL Foundation Certified
- VCP-Cloud, IaaS
- VCP vSphere5 (VCP5)

Trainings:

- Client Relationship Management
- Pre & Post sales enablement of CX
- Conducting Effective NPS
- Maintaining Customer Retention
- Onboarding & Value Prop presentation

EXECUTIVE PROFILE SUMMARY

- Recognized as 2021 top 100 Customer Success Strategist in the world
- 14+ years of core industry expertise in overall Customer Facing roles in areas of Customer Success, Account Management, Cloud Infrastructure Implementation & Enterprise technical support
- Currently working with Schneider Electric India Leadership team as GM - Global Customer Success.
- Worked with large enterprise companies and start-ups like Apple, Cisco, Oracle, Whatfix & Schneider Electric. Heading & Managing multiple Business Units and Depts. and responsible for direct P & I of the company
- Expertise in working with Large organizations across different verticals to foster enduring relationships especially with V & C level executives
- Core Customer Success & Account Management experience in delivering B2B Cloud SaaS products & applications across industries
- Mix of business & technical acumen with ability to engage, add value in discussions involving both technology and business strategy
- Passion for counselling & coaching youngsters w.r.t current industry trends and overview and have done several guest lectures and sessions in various prestigious educational institutions.
- I am also a certified meditation coach and healer from Viriyasa Yoga Ashram in Rishikesh. Conduct sessions on spirituality and wellbeing too
- I love playing table tennis, travelling, cooking, gardening and talking to young minds as my hobbies.

CAREER SUMMARY

- Schneider Electric, June 2021 - till date
GM - Global Customer Success
- Whatfix, Sept 2018 - June 2021
Senior Manager, Customer Success, APAC & ANZ
- HackerRank, Feb 2017 to July 2018
Customer Success Leader, APAC & ANZ
- Oracle India Pvt. Ltd, Dec 2015 to Feb 2017
Senior Manager, Cloud Customer Success
- Cisco Systems Inc., Jan 2012 to Aug 2015
Senior Engineer II, Cloud Platform Team
- VMware Inc., Dec 2010 to Jan 2012
Enterprise Technical Solutions Engineer II - CSS
- Apple Inc., Jan 2008 to Nov 2010
Senior Technical Associate, Tier 3

SKILLS

- Customer Success Management
- Cloud - SaaS, IaaS, Subscription model
- Team Leadership & Mentoring
- Budgeting, P & I
- Business Strategy & Execution
- Relationship Building
- Value-driven customer cadence & engagement
- Escalation Management
- Stakeholder management
- Product Adoption via data driven analytics
- Churn analysis & management
- Coaching, counselling



KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES

BANGALORE

REPORT ON GUEST LECTURE

by

MR. HIMANSHU GARG

11th February, 2022

Krupanidhi Group of Institutions, Department of Management Studies has organized a virtual guest lecture on the topic “evolution and importance of customer success in the corporate industry” on 11.02.2022 at 12:00 pm to 1:00 pm. The guest lecture gathered eminent speaker Mr. Himanshu Garg, GM -Global Customer Success Schneider Electric India. The guest lecture was attended by 85 MBA & PGDM students & mentors.

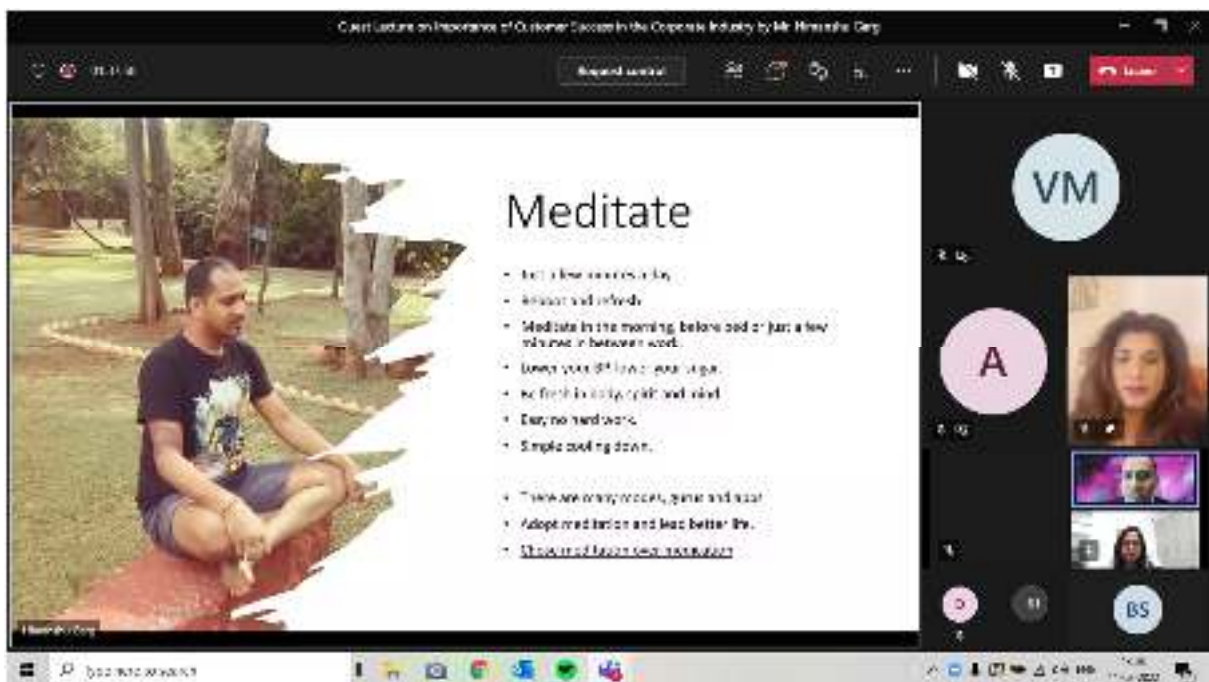
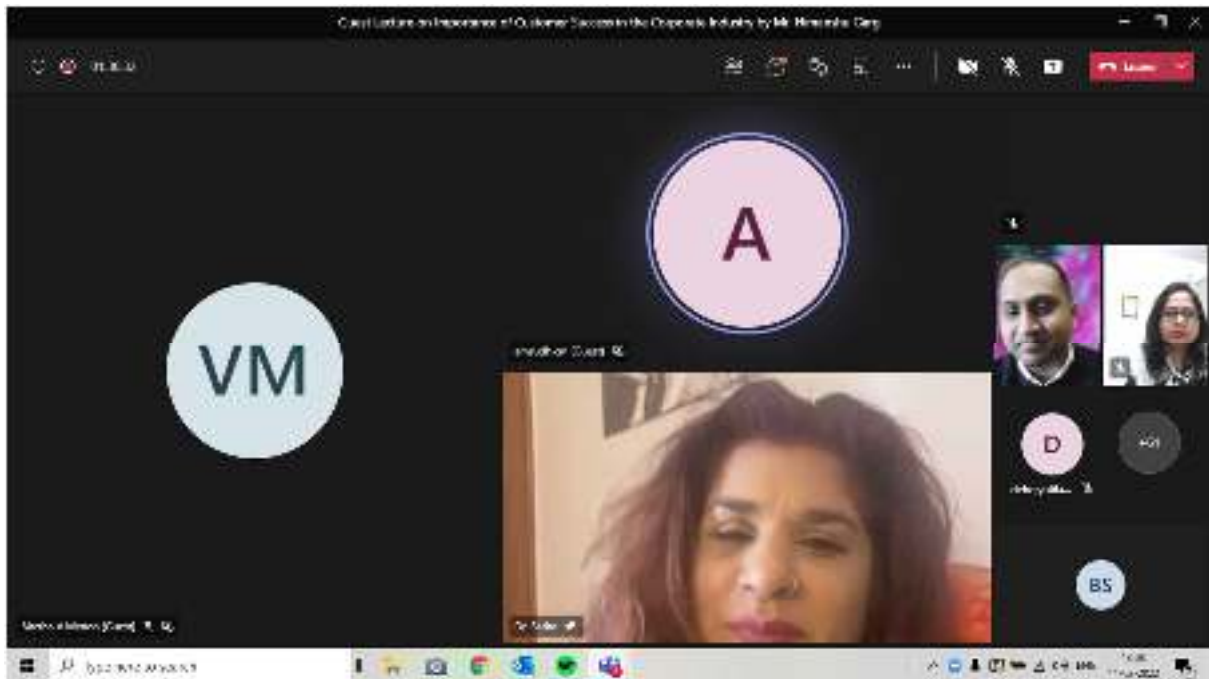
The guest speaker was heartily welcome by students Ms. Varsha Menon V & Mr. Amsudh. The guest speaker was Recognized as 2021top100 Customer Success Strategist in the world and he was having 14+ years of core industry expertise in overall *Customer Facing* roles in areas of Customer Success, Account Management, Cloud Infrastructure Implementation & Enterprise technical support. He had Worked with large enterprise companies and start-ups like Apple, Cisco, Oracle, Whatfix & Schneider Electric. Heading & Managing multiple Business Unitsand Department and responsible for direct Profit & Loss of the company. He was an Expertiseinworkingwithlargeorganizationsacrossdifferentverticals to foster enduring relationships especially with V&C level executives, *a Core Customer Success & Account Management* experience in delivering B2B Cloud SaaS products & applications across industries. A Mix of business & technical acumen with ability to engage, add value in discussions involving both technology and business strategy.

He spoke about the customer success and the role of customer success. How customer achieve the success. When the customers achieve the desired outcome through interactions with the company either directly or through the product or services.

Dean MBA, Dr. Sarita Iyer has presented a virtual memento, a small token of appreciation to him. It

was a very good learning experience for students. The lecture helped them in understanding the customer success in a better way. The vote of thanks was proposed by Ms. Varsha V Menon.

PICTURES




Guest Lecture on Importance of Customer Success in the Corporate Industry by Mr. Nitin K. Garg

11:41:21

Replay Lecture

Are we any different..???

- We are bombarded by messages
- Caught in emotions
- Multi processing
- Rewind play rewind
- Stuck in the past
- Exhausted
- Worried and heated up
- Cant separate work from home / personal from official
- Tired



VM

A

BS

11:41:22

Guest Lecture on Importance of Customer Success in the Corporate Industry by Mr. Nitin K. Garg

11:41:18

Replay Lecture

heated mobile / hanging computer / hot engine
What do you do ? How do you handle them ?





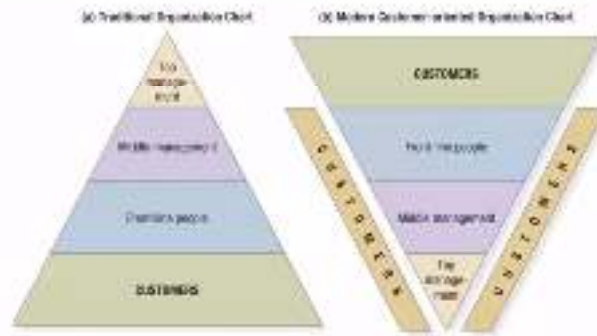
VM

A

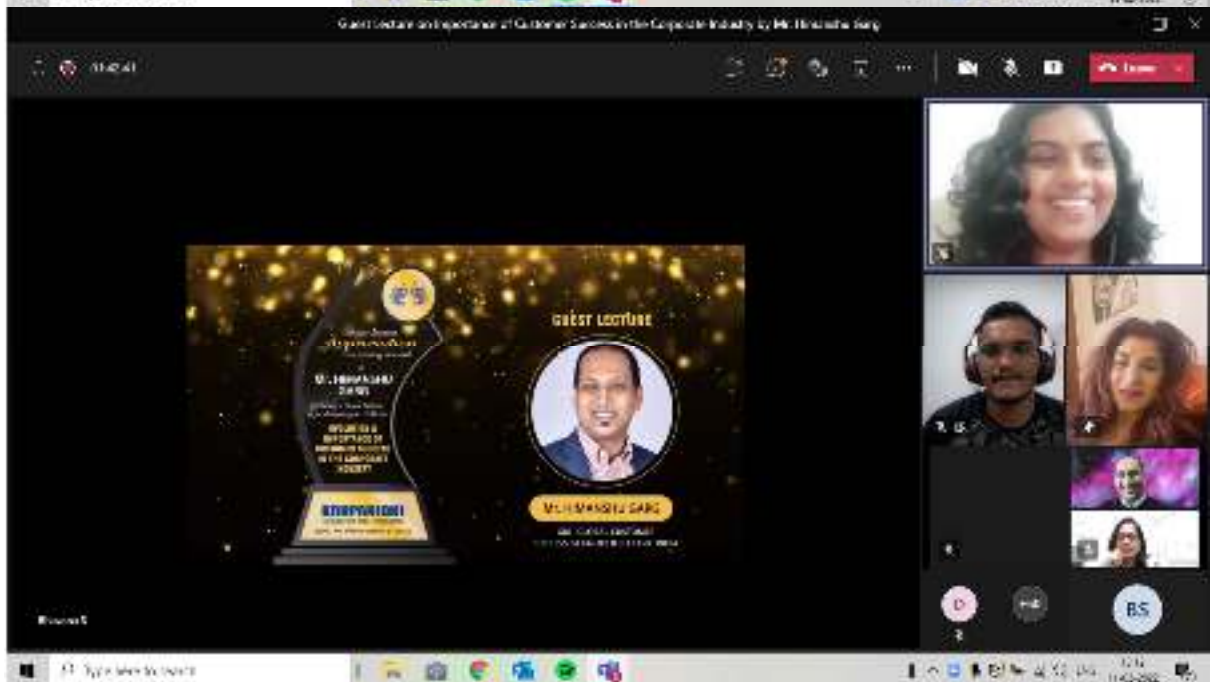
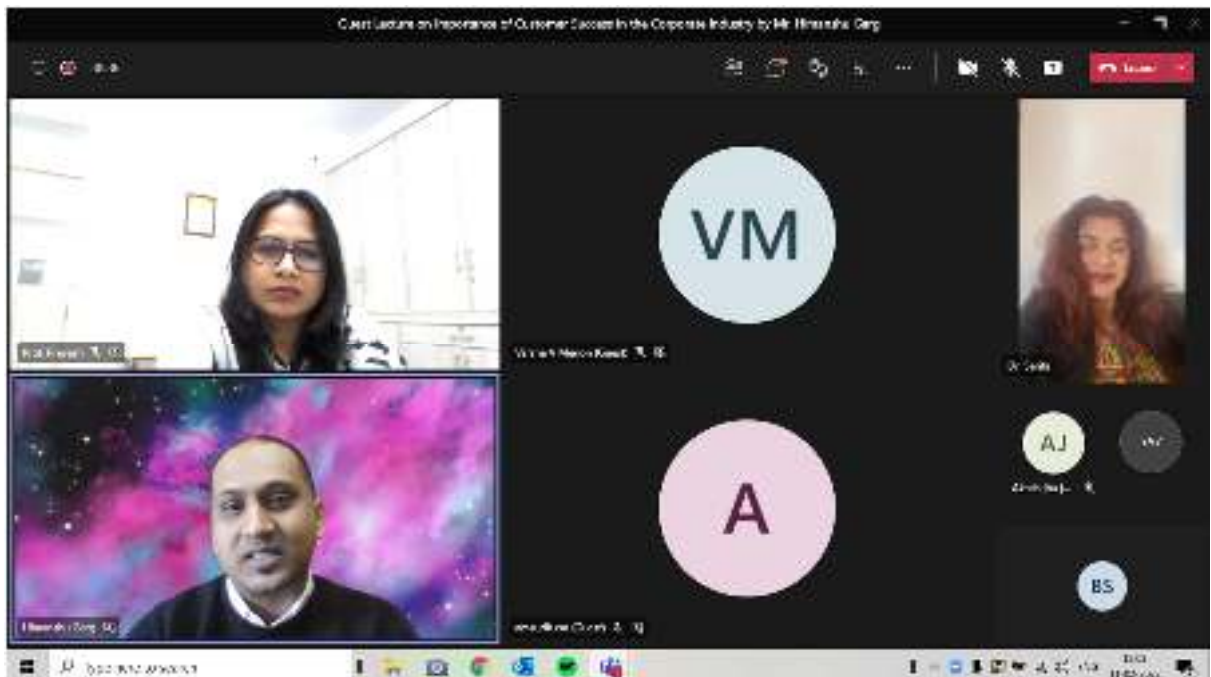
BS

11:41:22

B2B, B2C, CPV, CDV, Cost of Switching



Evolution and Importance of *Customer Success* in the Corporate Industry





KRUPANIDHI GROUP OF INSTITUTIONS
KRI-AP-001189/0018/001/001

KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES

BANGALORE
MEMENTO









KRUPANIDHI GROUP OF INSTITUTIONS
PAC-1, Agri, Kollur, Koppal, K. S. T. Road

KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES

BANGALORE
POSTER


KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES (MBA)



WE MAKE A LIVING BY WHAT WE GET BUT WE MAKE
A LIFE BY WHAT WE GIVE

**SAVE SOIL, SAVE THE
PLANET**

A SEMINAR BY **DEVA ISHA FOUNDATION**

DATE - APRIL 19, 2022
TIME - 10:15 - 11:15 AM
VENUE - SPARTA

REGARDS,
DEAN KGI & TEAM



KRUPANIDHI GROUP OF INSTITUTIONS
WISDOM BEGETS KNOWLEDGE KNOWLEDGE BEGETS SKILL SKILL BEGETS SUCCESS

KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES

BANGALORE
GUEST PROFILE



Contact Number :Deva
Isha Foundation
Hatha yoga Teacher
Have Been working with ISHA from last 3 years.
Qualification : MBA from INSEEC Busines school in Paris
Financial Analyst.
contact number :7337371074
website:www.yogablossomoflife.com



KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES

BANGALORE

REPORT ON GUEST LECTURE

by

MR. Vasudeva

19th April, 2022

Krupanidhi Group of Institutions, Department of Management Studies has organized a guest lecture on the topic “Save Soil & Conscious Planet” on 19.04.2022 at 10:15am to 11:15am. The guest lecture gathered eminent speaker Mr. Vasudeva Reddy Lomada, Hatha Yoga Mentor, ISHA Foundation. The guest lecture was attended by 122MBA students & all the mentors.

The guest speaker was heartily welcome by students Ms. Raasmi. The guest speaker was recognized as a renowned Hatha yoga mentor and he was having 8 years of core industry expertise as a financial analyst. He is associated with ISHA foundation from last three years.

He spoke about the saving soil and saving the conscious planet.

Dean MBA, Dr. Sarita Iyer has presented a memento, a small token of appreciation to him. It was a very good social learning experience for students. The lecture helped them in understanding the need of serving back to mother earth in a better way. The vote of thanks was proposed by Ms. Raasmi.



KRUPANIDHI GROUP OF INSTITUTIONS
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KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES

BANGALORE
PICTURES







KRUPANIDHI GROUP OF INSTITUTIONS

BANGALORE

MBA

Class of 2021-23

**A Guest Lecture on
Research on Customer Experience (CX)-The New Norm**

By

Dr. Uma Lakshmi



DEPARTMENT OF MANAGEMENT STUDIES (MBA)

Report on

RESEARCH ON CUSTOMER EXPERIENCE(CX): THE NEW NORM

Krupanidhi Group of Institutions conducted a guest lecture on **RESEARCH ON CUSTOMER EXPERIENCE(CX): THE NEW NORM** on April 21st 2022, with Dr. Sravana Kumar sir as the event convenor. The event was conducted in Phronesis.

The event started with the quote of “You’ve got to start with the customer experience and work back toward the technology- not the other way around.”- quoted by Steve jobs, by Kreethika. V student of 1st year MBA, who was MC of the event, she introduced the resource person by a detail profiling about the resource person.

Dr. Uma Lakshmi mam is a freelance Consultant with TMS LLC, California, USA. She holds a Ph.D. In Information Systems from Alliance School of Business, Advanced Certificate in Academic Research and Data Analysis from IIM-Kozhikode and is a Microsoft-Certified Professional in VC++. She has 15+ years of experience in teaching in Information Systems & Computer Programming and in Consultancy. Her research experience includes presentations and Publications of conceptual & empirical papers, case studies in peer-reviewed & indexed Journals, at IIMs and ISB among others. She has authored a Textbook on Human Resource Acquisition & Development (Kalyani Publishers), and has been in the reviewer panel of “Journal of Retailing and Consumer Services”, an Elsevier publication and Electronic Journal of Knowledge Management. She is presently part of the Research Advisory Committee (RAC) Of Alliance School of Business for a PhD student in Information Sys-

tems.

Dean MBA, Dr. Sarita Iyer has presented a sapling, a small token of appreciation to her, then the session started with a practical example of the ma'am's life and experiences, mam highlighted how her grievance in a hospital was considered & actions taken care off. She also said a quote of Sunil Alag- "everybody has money, just we need to attract them to spend in our business". The meaning of customer experience, competitive advantage, the difference between customer service & customer experience, the leading online courses like business analytics, design thinking & digital marketing were discussed initially for theory part. She also discussed about customer journey like pre purchase, purchase & post purchase, how the organizations are bringing innovate, unique & user-friendly changes in the market by understanding customer experiences.

Further practical examples regard to customer experience in present market scenario were presented in the form of short clips, to list out few like Amazon go, Adidas, Kindle, Apple store, CCD, Starbucks and many more. At ending part of the session, she discussed about augmented reality verses virtual reality with examples to it.

Dr. Uma Lakshmi mam carried out the session very interestingly & made the audience engaged by sharing her abundance knowledge to all. DrSravana Kumar sir has presented a memento, ffor further the MC of event proposed vote thanks to beloved dean, resource person, convenor, mentors, and administrative staff and to all her fellow batch mates who made the event a grand success.



KRUPANIDHI GROUP OF INSTITUTIONS

DEPARTMENT OF MANAGEMENT STUDIES(MBA)



***RESEARCH ON CUSTOMER
EXPERIENCE(CX):THE NEW NORM***

SPEAKER:Dr. Uma lakshmi

Freelance Consulatant with TMS,California,USA

DATE:21st April 2022 TIME:10:30am-11:30am

VENUE: SPARTA

REGARDS

DEAN, MANAGEMENT STUDIES AND TEAM









Krupanidhi Group of Institutions
Department of Management Studies

Report on Guest Lecture on Understanding Human Behavior

Date: 12.03.2022

Academic Year 2021-2022

Convener:
Dr Sarita Iyer

Prof. Antra Vohra

Poster & Profile of Guests

KRUPANIDHI
GROUP OF INSTITUTIONS

www.krupanidhi.edu.in

WORKSHOP ON
UNDERSTANDING HUMAN BEHAVIOUR

12TH MAR 2022 **09.30 AM**

RESOURCE PERSON
NICOLAS GOORBARRY
Transformational Leadership
Coach, Trainer, Business
Consultant Speaker
CANADA

RESOURCE PERSON
PRISCILLA JAYA
Speaker, Mental Health &
Wellbeing Trainer/Coach,
Trauma Therapist, Leadership
Trainer & Coach, AUSTRALIA

Nicolas Goorbary is an entrepreneur who is very passionate about helping others to discover their purpose in life. With over 20 years as a Business Systems Analyst/Consultant in the Financial Services industry, Nicolas has applied methods of facilitation, speaking, training, mentoring, and coaching for successful project implementations with major insurers in Canada and the US. As an Executive Director and Certified Coach, Speaker, Trainer and DISC Behavior Consultant with the John Maxwell Team, and a Business Owner/Entrepreneur, Nicolas works with businesses and individuals globally to help empower them in accomplishing their goals, by combining the John Maxwell leadership principles with previous business experience.

Priscilla is also known as the CPR Chick. As the CPR Chick, Priscilla is all about pouring life into dying situations.

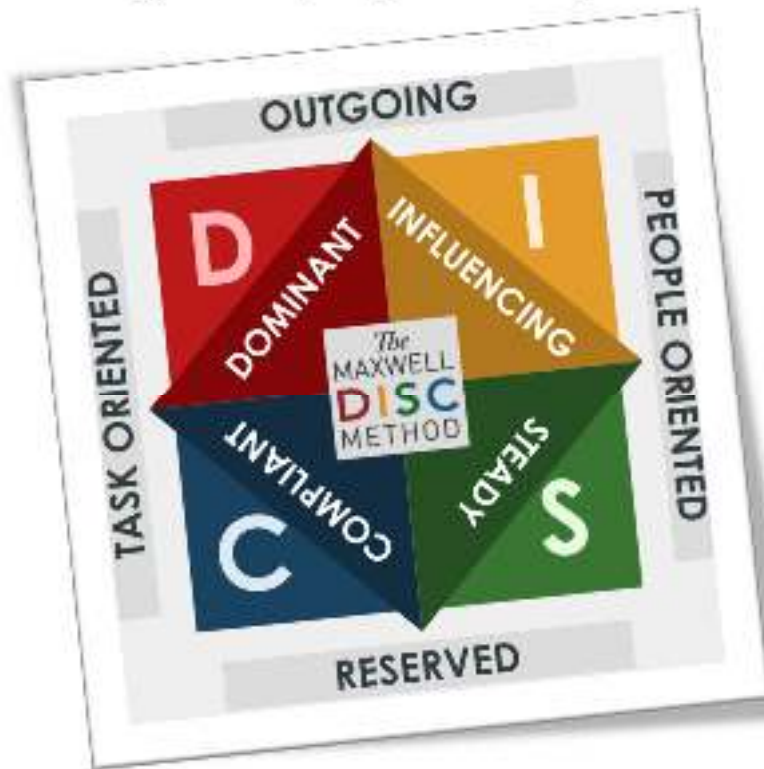
Today Priscilla wears many hats. Priscilla is a Speaker, Mental Health Coach, Trainer, Business Facilitator, Coach/Therapist, Wellbeing Trainer/Health Coach along with being a Leadership Trainer and Coach. In her past, she has worked as an Intensive/Cancer/Chronic Illness Care RN. Priscilla takes pride and pleasure in turning people's lives into gold. Nothing makes her happier than to see people healing, recovering, transforming, and thriving.

Report on Guest Lecture on Understanding Human Behaviour

Krupanidhi Group of Institutions organized a Guest Lecture on understanding human behavior, on 12th of March 2022. The program was conducted in Atheneum at 9:30 am. The event commenced with a welcome Address by Director, Krupanidhi Group of Institutions- Dr. Sam Paul Isaac. The session was then followed by **Miss Priscilla Jaya** addressing the students and explaining how more than 700000 people die by suicide every year; that's one person every 40 seconds. Suicide occurs throughout life. It is the fourth leading cause of death among 15–29-year-olds globally.

Subsequently the next Speaker of the day was invited to address the gathering- Mr. Nicolas Goorbarry, who enlightened the students on Maxwell DISC Method.

He also told to students how to ascertain their personality types using the Maxwell Method. The vote of Thanks was delivered by prof. Anna Vojna.



Pictures:



Mr. Goorbarry explaining the students Maxwell DISC Method



Mr. Nicolas Goorbarry helping the students understand traits of their personalities



Students working on the DISC Method



KRUPANIDHI GROUP OF INSTITUTIONS
(MCI Approved) (ISO 9001:2015 Certified)

Krupanidhi Group of Institutions

Department of MBA

BANGALORE

ENTREPRENEURSHIP DEVELOPMENT CELL

Report on

“CELEBRATION OF ENTREPRENEUR SPIRIT”

Date: 31.05.2022

Academic Year 2021-2022

Conveners

Dr. D Pushpa Gowri

Dr. Selva Kumar

POSTER



KRUPANIDHI
GROUP OF INSTITUTIONS

**DEPARTMENT OF
MANAGEMENT STUDIES (MBA)**

ENTREPRENEURSHIP CELL

PRESENTS...

**CELEBRATION OF
"ENTREPRENEUR SPIRIT"**

"YOU HAVE TO BELIEVE IT BEFORE YOU SEE ITSELF"

**VENUE : MBA FOYER
TIMING : 12:30PM TO 4:30PM**

31-05-2022

REGARDS

DEAN MANAGEMENT STUDIES & TEAM

REPORT ON ENTREPRENEUR SPIRIT CELEBRATION (EDP CELL) BUSINESS CONFLUENCE – 2022

“You have to believe it, before you see it.”

Krupanidhi Group of Institutions (Dept of MBA) celebrated Entrepreneurship Day under (Entrepreneurship Development Cell) **BUSINESS CONFLUENCE – 2022** on Tuesday, 31st May.

With objective of providing the platform for the students to exhibit their entrepreneurial talent department had organized the event **BUSINESS CONFLUENCE – 2022**. Through constant motivation, 10 groups came out with different types of stalls, where most of them were food stalls.

The event was inaugurated by honorable Chairman Sir Dr. Suresh Nagpal. Through his inspiring words students were encouraged to take up the opportunities and showcase their business skills.

To celebrate the success of our students who have secured University ranks, management had arranged cake cutting. Ms. Halima Sadiya 1st rank, Ms. Mahamkali Haritha 4th rank, (batch 2019 – 2021). Dean Dr. Sarita Iyer spoke about rank holders and also importance of entrepreneurial mindset in students.

Students had innovative names for their stalls like House of Bukaads, Habibi Kitchen, Kerala Cafe, Zhagaram Collections (sarees), Mehandi Stall, Chats Adda and so on.

Faculty and students from other departments were also invited to the event. Students and faculties enjoyed different varieties of food and was a fun filled event along with business minds.

PICTURES













KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT MANAGEMENT STUDIES MBA

Congratulations

To

WINNERS

of

Business Confluence' 2022

"Celebrate the Entrepreneurship Spark in you"

TEAM

HOUSE OF BHUKAADS

**NAVEEN REDDY
PRITIKANT JENA
RAVI KIRAN**

Regards

Dean Management studies & Team



KRUPANIDHI GROUP OF INSTITUTIONS
(AICTE Approved | ISO 9001:2015 Certified)

KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MBA
Bangalore
Report on International Yoga Day - 2022

International Yoga Day is observed every year on 21st June to create awareness about this ancient practice of attaining physical, mental and spiritual prowess. Yoga originated in India and has been accepted worldwide for its role in relaxing mind and body and boosting the immunity level. In the present times of pandemic Yoga has been recommended by the most of the physicians as simple and economical way of staying healthy. The world celebrated the eighth edition of International Yoga Day on June 21st 2022. The theme of this year was '**Yoga for Humanity**'

At Krupanidhi Group of Institutions observed, we observed this occasion with high spirit. The NSS team, KGI yoga session was organized for the staff and students. The session was presided over by Swami Anadinarayana of Yoga Sansthan, Bangalore. The session began at 9:00 am with a welcome address and congratulatory note to the gathering by Prof. Shyjan, Dean Degree College, KGI followed by Samiji's note on the importance of Yoga and diet in the lives of human being. Later, the students and staff members from different schools of KGI practiced yogasanas under the guidance of Swami Anadinath. The entire session took place following COVID guidelines.



Students of KGI in Mountain pose



Participants in Bhujangasana Posture



Prof. Shyjan is leading the gathering in warm-up session



Krupanidhi Group of Institutions
Department of Management Studies

ENTREPRENEURSHIP DEVELOPMENT CELL

Report on

ENTREPRENOPSIS 2022
An Entrepreneurship workshop
“Equanimity breeds Success”

Date:10.06.2022

Academic Year 2021-2022

Convener

Prof. Antra Vohra

POSTER

RESOURCE SPEAKERS

Mr. AJIT KAIKINI

Founder & MD,
Buoyancee



KRUPANIDHI
GROUP OF INSTITUTIONS

DEPARTMENT OF MBA

Presents

Dr. ANANT R KOPPAR

CEO & MD, Startup
Mentor and Advisor



Dr. S. NAGRAJ RAO

MD S Subbarao
& Associates Pvt. Ltd



"ENTREPRENOPSIS 2022"

**AN ENTREPRENEURSHIP WORKSHOP
"EQUANIMITY BREEDS SUCCESS"**

Mr. KISHOR JAGIRDAR

President Vision Karnataka
Foundation & CMD Infopace
Management Pvt. Ltd



**Mr. SHREYAS
CHANDAVARKAR**

CEO Parijnan
Technologies Pvt. Ltd



DATE : 10th June 2022
DAY: Friday
TIME: 9:30 am-4.30pm
VENUE : ATHENEUM

Regards
DEAN MBA & Team

Report on “ENTREPRENOPSIS 2022”

An Entrepreneurship Workshop

“Equanimity breeds Success”

This workshop was conducted by the KGI Department of MBA to uphold the students in understanding entrepreneur abilities in themselves & to inspire the aspiring students. It also aimed at enhancing the practical knowledge of entrepreneurship qualities in each individual student.

There were five resource persons, namely Mr. Ajith Kaikini, Dr. Ananth R Koppa, Dr. S Nagraj Rao, Mr. Kishor Jagirdar & Mr. Shreyas Chandavarkar.

The event commenced by hosts MR. Ridhin & Ms. Raasmi by welcoming all the elegant resource persons to the event by presenting the saplings. It was followed by light lamping by the guests and Dean Dr. Sarita Iyer Maam. Mr. Ananth R Koppa gave the inaugural address by narrating the beautiful story of Lord Shiva.

The first speaker Dr. S Nagraj Rao inspired the students by his own story of entrepreneurship. His aim was to achieve 300% profit margin in any kind of business he do & he achieved that aim & made it possible. Further shared his 3 projects of waste to wealth, which he quoted as gold mine business.

Take aways

- Learn faster than anyone else
- Set your goals & make it possible to achieve
- Improve your soft skills as it has high significance.

The 2nd speaker for the workshop was Dr. Ananth R Koppa, CEO & MD of Kushagramati analytics pvt ltd., startup mentor, advisor & also multi-faceted leader with 35+ years of industry experience. He shared his entrepreneurial journey and challenges faced like family challenges, social challenges, technological challenges & financial challenges. The message he delivered through this anecdote was “do for yourself.”

Take aways

- Do not be afraid to dream the dream

- Raise again after your failures
- Be willing to learn from others

The 3rd speaker for the day was Mr. Kishor Jagirdar, a strategic change management specialist, angel investor, startup mentor, innovator, CMD – Infopace Management Pvt Ltd.

With his 28 years of rich management experience, filled the minds of audience with his excited entrepreneurial journey. His speech ended by quoting” the whole world is looking at India, the India is looking at youth as a leader to make changes”.

Take aways

- Think out of the box, have different perspective
- For entrepreneurial journey we need to know the path & courage to walk on that path
- Develop intrapreneurship skills.

The 4th speaker was a very young & most awaited prodigy Mr. Shreyas Chandavarkar – CEO Parijnan Technologies Pvt Ltd with the inspiring theme & objective of I can I will I must. He highlighted that any entrepreneur should have these skills called as TIP (talent, interest & potential) or else they may fall into PIT. Though he was good at analytical & aptitude he had to develop correct attitude, the leadership campaign of Ajith sir helped him to develop right attitude. The session was followed by many questions to Mr. Shreyas, he answered them & thrown light on cryptocurrencies.

Take aways

- Develop Skill set of TIP (talent, interest & potential) or else we will fall into PIT.
- Just an idea is enough to make a change
- You can start anything at any time, age is not a limit or boundary

Finally, the last speaker for the event was Mr. AjithKaikini- founder & MD Buoyance. A well motivating, inspiring, talented & life changing individual. He spoke about his life lessons, that influenced the whole of the audience.

Take aways

1. The atomic power within self is stronger than atomic bomb
2. Love the work what you do
3. Work hard from heart
4. Be sincere for yourself

The workshop was attended by 200 students of both MBA and MCA, that was seamlessly interesting and participative. It was headed with a great insight towards entrepreneurship that invoked the students, to build their entrepreneurial career.

PICTURES



Dean Dr. Sarita Iyer greeting Mr. Ajith Kaikini



Speaker Dr. S Nagraj Rao session



Resource Person Mr. Kishor Jagirdar Session



Communication with students



Resource Person Dr. Ananth R Koppar session



Speaker Mr. Shreyas Chandavarkar session

Feedback Forms of Workshop

Link for the feedback forms of Entrepreneurship workshop

<https://forms.gle/gcdqP3Pj6Fj>



KRUPANIDHI GROUP OF INSTITUTIONS
(AICTE Approved | ISO 9001:2015 Certified)

KRUPANIDHI GROUP OF INSTITUTIONS

#12, Chkkabellandur, Carmelaram (P), Varthur Hobli, Bangalore 560035

DEPARTMENT OF MBA

VALUE ADDED COURSES/ TRAINING PROGRAMS

Details of Add-on Courses 2021-22

Name of Add-on / Certificate programs offered	Name of the Mentor	Duration of course	Number of students enrolled in the year	Starting Date	End date
Excel Skills for Business	Dr. Selva Kumar D.	30 hours	103	1-2-2022	30-4-2022
Advanced Excel	Dr. Selva Kumar D.	30 hours	97	3-6-2022	On-going
Filing of GST Return	Dr. Pravesh Soti	30 hours	45	3.11.2021	15.03.2022
Employee Recruitment Advertisements	Dr G Esther Princess	30 hours	35	3/11/2021	25/2/2022
Social Media Recruitment	Dr G Esther Princess	30 hours	65	3/6/2022	On-going
Human Resource Management Analytics	Dr. Nivedita Jha	30 hours	35	3/11/ 2021	31/3/2022
Human Resource Management Analytics	Dr. Nivedita Jha	30 hours	65	3//6/2022	On-going
Business Analytics	Dr D Pushpa Gowri	30 hours	220	4/11/2021	On-going
Customer Relationship Management	Dr. Prakash A	30 hours	32	31/05/22	On-going



KRUPANIDHI GROUP OF INSTITUTIONS

#12, Chkkabellandur, Carmelaram (P) Varthur Hobli, Bangalore 560035

DEPARTMENT OF MBA

SPORTS EVENTS OF THE DEPARTMENT MENT

KRUPANIDHI – MBA BADMINTON TOURNAMENT (2021-22)

REPORT

Department of MBA

Krupanidhi Department of MBA organized a Badminton Tournament for its First- and Second-Year Students on the 16th of November 2021.

The entire flow of events was led under the support and guidance of the Dean, MBA Dr. Sarita Iyer.

The match began at 2:00 pm. All the students and teachers were asked to assemble near the court. Teams were randomly paired, and match was conducted in doubles. A total of 68 participants registered for the event. There were 26 teams for boys including the juniors and the seniors and 8 teams for girls.

A team of experienced and the best referees were chosen from the volunteers for this tournament. All the rules and regulations of the match were explained to the players to ensure fair play and to provide a sense of dignity to the tournament and the players. Before every match there was toss conducted and the winning team could choose the court. 16 teams had qualified for the second round. The event could not be concluded due to COVID restrictions.



Photo: Players in action

KRUPANIDHI FUTSAL LEAGUE 2021-22

REPORT

Krupanidhi Group of Institutions had organized a “KRUPANIDHI FUTSAL LEAGUE” from 10th Nov 2021 to 12th Nov 2021. The tournament was organized by Lt. Vijay Nayak, Director of Physical Education, KGI.

The event was inaugurated by Dr. Sam Paul Director KGI; Principals; Lecturers and students from different colleges took part in the inauguration ceremony.

A total of 96 participants registered from 6 different colleges (Krupanidhi - Degree, Physiotherapy, Management, PUC, PUC Koramangala and Nursing College).

A team of experienced and the best referees were hired for this tournament. All the rules and regulations of the tournament were explained to the team managers, captains and players; to ensure fair play and to provide a sense of dignity, Integrity to the tournament and the players.



Photo: Winning team with Degree Principal, Dr. Badrunissa Sheikh
Introduction of players to the Director KGI

Photo: Campus Director Meeting the players



Photo: Players in Action

REPORT ON KRUPANIDHI CRICKET LEAGUE 2022

Krupanidhi Group of institutions - Department of Physical Education organized Krupanidhi Cricket League Tournament 2022 for Boys and Girls teams to encourage and motivate cricket game among the students.

Students from all the departments participated on 8th, 9th & 10th March 2022 The tournament was inaugurated by the HOIs from different departments along with all the team managers. MBA Team B – Spartan won the League Match.

List of Winners

NAME	BLOCK
HEMANTH KUMAR	1 ST MBA
MANOJ	1 ST MBA
AKSHAY	1 ST MBA
SOHRAB KHAN	1 ST MBA
KEERTHAN	1 ST MBA
MANISH	1 ST BCA
AKASH JADHAV	3 RD SEM BCOM
SHASHANK [KOR]	3 RD BBA
SURYA DEEP	BPT
CHANDU	5 TH SEM B PHARM
KISHORE C	7 TH SEM B PHARM
PRASAD M	1 ST MBA
AJSAL	1 ST MBA
NIKHIL KUMAR	1 ST BPT
BENJAMIN	2 ND NURSING

The Following students participated in the event.

SATVIK GOWDA	1 ST YEAR MBA
HANAS	1 ST MBA
HARISH	1 ST SEM MBA
AJU	1 ST MBA
GAGAN	1 ST MBA
AFTAB	1 ST MBA
RAJ SHEKHAR	1 ST MBA

DENNY Rajan	1 ST MBA
SUHAS GOWDA	1 ST MBA
MUBEEZ	1 ST MBA
JAY PRAKASH	1 ST MBA
PRITIKANTH JENA	1 ST MBA
NAVEEN VARGESE	1 ST MBA
SOMESH N	1 ST MBA
SRIDHAR M [CAPTAIN]	1 ST MBA
DELEEP	1 ST MBA
MADHU REDDY N S	1 ST MBA
HRITHIK R	1 ST MBA
MANU N R	1 ST MBA
DARSHAN M S	1 ST MBA
HEMANTH KUMAR	1 ST MBA
MANOJ	1 ST MBA
AKSHAY	1 ST MBA
SOHRAB KHAN	1 ST MBA
KEERTHAN	1 ST MBA
PRASAD M	1 ST MBA
AJSAL ABBAS	1 ST MBA
CHAKRAVARTHI R	1 ST MBA
ABHINAV	1 ST MBA
SHASHANK N R	1 ST MBA
JJO	1 ST MBA



Photo: Players with KGI Physical Education Director and Team Managers at Kodathi Ground.



Photo: Players in action



Photo: Winning Team MBA Spartans

REPORT ON BASKETBALL MATCH

The Physical Education Department, KGI organized a Basketball match for the students of different School between June, 28th to July, 1st 2022. Five teams of boys and three teams of Girls participated in the event.

Student participated from MBA:-

- Hemanth Kumar M
- Manoj M
- Mahipal Singh
- Imliakum Longchar
- Sandeep
- ChTingsangmonthingbo

• Rakesh

MBA played well with good team spirit, well-coordinated, supportive team effort, and bagged the runner up award.



Photo: MBA Team with the Managers



Photo: MBA Team in Action



KRUPANIDHI GROUP OF INSTITUTIONS
KVPV, 18, Aggar Road, (1102) Madhav Nagar, Bangalore

MBA 4TH SEMESTER DISSERTATION PROJECT GUIDE LIST 2019-21 BATCH

S NO	STUDENT NAME	PROJECT DOMAIN	GUIDE
1	ABHISHEK A .L	Marketing	Dr. Prakash A
2	Abhishek ks	Marketing	Prof. D. Pushpa Gowri
3	Abi Mohan	Marketing	Dr. Prakash A
4	Abin T Sam	Marketing	Prof. D. Pushpa Gowri
5	Adwaith M	Marketing	Dr. Prakash A
6	Ajay Kumar s math	Marketing	Prof. D. Pushpa Gowri
7	Ajay vp	Marketing	Dr. Selva Kumar D.
8	Ajmal Salam	Marketing	Prof. Antra Vohra
9	AKSHAY PG	Marketing	Dr Sravan
10	Akshay R	Marketing	Dr. Pravesh Soti
11	AMAL KUMAR KA	Marketing	Dr. Prakash A
12	Amith V R	Marketing	Prof. D. Pushpa Gowri
13	Anilkumar	Marketing	Dr. Selva Kumar D.
14	Anjaneya	Marketing	Dr Sravan
15	Anoop Chandran	Marketing	Dr. Pravesh Soti
16	Antony k bijoy	Marketing	Dr. Prakash A
17	Arjun R Das	Marketing	Prof. D. Pushpa Gowri
18	Arun P Sarma	Marketing	Dr. Selva Kumar D.
19	Arunima Rajiv mk	Marketing	Prof. Ramalakshmi
20	Arya Rajan	Marketing	Dr Sarita Iyer
21	Asha Thomas	Marketing	Dr Sarita Iyer
22	ASHFAK HAMEED	Marketing	Dr Sravan
23	Ashiqh J Abraham	Marketing	Dr. Pravesh Soti
24	Ashna P Alias	Marketing	Prof. Ramalakshmi
25	Aswin PK	Marketing	Dr. Prakash A
26	ATHUL A	Marketing	Prof. D. Pushpa Gowri
27	B. Janardhan Reddy	Marketing	Dr. Selva Kumar D.
28	Balaji	Marketing	Dr Sravan
29	Bharath A	Marketing	Dr. Pravesh Soti

30	Bilto Babu	Marketing	Prof. Antra Vohra
31	Christin Joseph	Marketing	Prof. Ramalakshmi
32	Deepak cd	Marketing	Prof. D. Pushpa Gowri
33	Dhanush MN	Marketing	Dr. Selva Kumar D.
34	DILU KRISHNAN	Marketing	Dr Sravan
35	Dixit M	Marketing	Dr. Pravesh Soti
36	Gejo C Reji	Marketing	Dr. Prakash A
37	Gokul R	Marketing	Prof. D. Pushpa Gowri
38	Gokul RV	Marketing	Dr. Selva Kumar D.
39	Hashim CP	Marketing	Dr. Prakash A
40	Hisham kk	Marketing	Dr Sravan
41	Jeffry George Sunil	Marketing	Dr. Pravesh Soti
42	Jimmy Kurian	Marketing	Dr. Prakash A
43	Jomin Johnson	Marketing	Prof. D. Pushpa Gowri
44	K.Alluraj	Marketing	Dr. Selva Kumar D.
45	KARAN DAS T	Marketing	Prof. Antra Vohra
46	Karthik D	Marketing	Dr. Pravesh Soti
47	Keerthika R	Marketing	Dr. Prakash A
48	Kiran Kumar N	Marketing	Prof. D. Pushpa Gowri
49	Krishnaprasad U R	Marketing	Prof. Ramalakshmi
50	Lokesh MV	Marketing	Prof. Antra Vohra
51	Madan BG	Marketing	Dr. Selva Kumar D.
52	Mallesh gouda	Marketing	Dr Sravan
53	Manoj kumar.s	Marketing	Dr. Pravesh Soti
54	Mohamed sadiq cm	Marketing	Dr. Prakash A
55	Muhammed faizal	Marketing	Prof. D. Pushpa Gowri
56	Muhammed Salih P k	Marketing	Dr. Selva Kumar D.
57	MUHAMMED SHIBILI.P	Marketing	Dr Sravan
58	Nandith. A.s	Marketing	Dr. Pravesh Soti
59	Naveen.j	Marketing	Dr. Prakash A
60	Naveena.v	Marketing	Prof. D. Pushpa Gowri
61	Neeraj k	Marketing	Dr. Selva Kumar D.
62	Nikshith S	Marketing	Dr Sravan
63	Niveditha A	Marketing	Dr Sravan
64	Pattnayak Sagar Sarat	Marketing	Dr. Pravesh Soti
65	PAVAN R	Marketing	Dr. Prakash A

66	Prajeesh T P	Marketing	Prof. D. Pushpa Gowri
67	Praveen kumbar	Marketing	Dr Sarita Iyer
68	Preetha M	Marketing	Dr. Selva Kumar D.
69	Preethika G	Marketing	Prof. Ramalakshmi
70	Pruthvil s	Marketing	Dr Sravan
71	Punith Kumar	Marketing	Prof. Antra Vohra
72	Rakshitha. N	Marketing	Dr. Pravesh Soti
73	Renjini K R	Marketing	Dr. Prakash A
74	Risiyas Ali P	Marketing	Prof. D. Pushpa Gowri
75	Rohan Philip	Marketing	Dr. Selva Kumar D.
76	Sachin shaji	Marketing	Dr. Pravesh Soti
77	Sandeep jayan	Marketing	Dr. Prakash A
78	Shabin p Abraham	Marketing	Prof. D. Pushpa Gowri
79	SHASINA. K	Marketing	Prof. Ramalakshmi
80	Shashi Sagar k	Marketing	Prof. D. Pushpa Gowri
81	Shibin salah	Marketing	Dr. Selva Kumar D.
82	Sibin Stanly	Marketing	Prof. Antra Vohra
83	Sooraj S	Marketing	Dr Sravan
84	Sreeharsh U	Marketing	Dr. Pravesh Soti
85	Sreeram V	Marketing	Prof. Antra Vohra
86	SUBIN KURIAKOSE	Marketing	Dr. Prakash A
87	SWATHY SUNIL	Marketing	Prof. Antra Vohra
88	Thanusha.G	Marketing	Dr. Selva Kumar D.
89	Touhid Pasha	Marketing	Dr Sravan
90	V Niranjan Prasad	Marketing	Dr. Pravesh Soti
91	VISHNU KB	Marketing	Dr. Prakash A
92	Vishnu Narayanan k	Marketing	Prof. D. Pushpa Gowri
93	A Harish Kumar	HR	Prof. Nivedita Jha
94	A.saranya	HR	Dr G Esther Princess
95	Aiswarya NS	HR	Prof Urmi Chakravorty
96	AMUDURU SAIVARUN REDDY	HR	Prof. Ramalakshmi
97	Anjana C	HR	Prof. Nivedita Jha
98	Anusree k	HR	Dr G Esther Princess
99	Avinash K	HR	Prof Urmi Chakravorty
100	BONE SHARATH VENKATA SAI	HR	Prof. Nivedita Jha
101	Binila Susan Varghese	HR	Prof. Antra Vohra

102	Chaitra kv	HR	Dr G Esther Princess
103	Chethan K Chandru	HR	Prof Urmi Chakravorty
104	DAITHAONGAM GOLMEI	HR	Prof. Antra Vohra
105	Deepthi M	HR	Dr Sarita Iyer
106	Deepthi P.V	HR	Dr G Esther Princess
107	Devineni Swetha	HR	Prof Urmi Chakravorty
108	Dharshan L	HR	Prof. Nivedita Jha
109	Dino Benny	HR	Prof Urmi Chakravorty
110	Eregowda LH	HR	Dr G Esther Princess
111	G SIVARAMAGOPAL	HR	Prof Urmi Chakravorty
112	G.Poshith Bhavasar	HR	Prof. Nivedita Jha
113	G.venu priya	HR	Dr G Esther Princess
114	Gowtham S	HR	Prof Urmi Chakravorty
115	Haramain Ismail	HR	Prof. Nivedita Jha
116	Jagjith Singh P	HR	Prof. Antra Vohra
117	Jayanth D	HR	Prof Urmi Chakravorty
118	Jayanth S	HR	Prof. Nivedita Jha
119	Jibin Joseph	HR	Dr G Esther Princess
120	Josna Joy	HR	Prof. Antra Vohra
121	Jyothi A Rampur	HR	Prof. Nivedita Jha
122	Kavya R	HR	Dr G Esther Princess
123	Lalhumbika	HR	Prof Urmi Chakravorty
124	M Sai Mani Raj	HR	Prof. Nivedita Jha
125	Mahamkali Haritha	HR	Dr G Esther Princess
126	MAHESH A	HR	Prof Urmi Chakravorty
127	Mahesh S	HR	Prof. Nivedita Jha
128	Mohan kumar.M	HR	Dr G Esther Princess
129	Muhammed Ameer P	HR	Prof Urmi Chakravorty
130	Namita Das	HR	Prof. Nivedita Jha
131	Nandana G	HR	Dr G Esther Princess
132	Neethu Elizabeth Alex	HR	Prof Urmi Chakravorty
133	Nikhil zak.T.joel	HR	Prof. Nivedita Jha
134	Nitheesh chandran	HR	Prof. Antra Vohra
135	Ranjitha S S	HR	Prof Urmi Chakravorty
136	Ravi k	HR	Prof. Nivedita Jha
137	Rensu K Reji	HR	Dr G Esther Princess

138	Rohini.N	HR	Prof. Antra Vohra
139	Roopa M D	HR	Dr Sravan
140	Sai Rakshitha BR	HR	Prof Urmi Chakravorty
141	Saivinutha V	HR	Prof. Nivedita Jha
142	Sandeep M	HR	Prof. Antra Vohra
143	Sandhya V	HR	Prof Urmi Chakravorty
144	Savitha M	HR	Prof. Nivedita Jha
145	Shaik kalesha vali	HR	Dr G Esther Princess
146	SHRADDHA SUMAN MAHARANA	HR	Dr Sarita Iyer
147	Shreelatha. R	HR	Prof. Nivedita Jha
148	Sijo O J	HR	Prof Urmi Chakravorty
149	Sindhu .S	HR	Dr G Esther Princess
150	Sino B	HR	Prof. Nivedita Jha
151	SREEHARI C	HR	Dr G Esther Princess
152	Sterina Paul	HR	Prof. Antra Vohra
153	Syed Arfa Azmi	HR	Dr Sravan
154	Thanusha Ramachandran	HR	Dr G Esther Princess
155	THRIVEN KUMAR B S	HR	Prof Urmi Chakravorty
156	Vinusha D	HR	Prof. Antra Vohra
157	Halima Sadiya	Finance	Dr. Selva Kumar D.
158	Nagaraj m	Finance	Dr. Selva Kumar D.
159	Nilson Kurian	Finance	Dr. Pravesh Soti
160	Pavan k	Finance	Dr. Pravesh Soti
161	Rojo Saji	Finance	Dr Sravan
162	Shemil Mathews Paul	Finance	Dr Sravan
163	Sushmitha N	Finance	Dr. Selva Kumar D.

KRUPANIDHI GROUP OF INSTITUTIONS				
DEPARTMENT OF MANAGEMENT STUDIES				
MBA 3 SEMESTER (BATCH 2020-22) Project				
SL NO	USN	STUDENT NAME	PROJECT TITLE	GUIDE NAME

1	MB201901	ABDURAHMAN. T	A STUDY ON INVESTMENT BEHAVIOUR OF AIDED COLLEGE TEACHERS IN MALAPPURAM DISTRICT	DR. PRAKASH A
2	MB201902	ABHAY MAHESH	A STUDY ON STRESS MANAGEMENT OF WIPRO ENTERPRISES PRIVATE LIMITED	DR. SRAVAN
3	MB201903	ABHIMANUE K MADHU	A STUDY ON EMPLOYEE WELFARE IN THE MSME SECTOR WITH REFERENCE TO AISWARYA FOODS	DR. SARITA IYER
4	MB201904	ABHISHEK.O	A STUDY ON COMPARATIVE ANALYSIS OF MARKETING STRATEGIES OF AIRTEL AND JIO AT KANNUR, KERALA	Dr PRAKASH A
5	MB201905	ADARSH A R	A STUDY ON EMPLOYEE'S ATTITUDE TOWARDS THE ORGANIZATION	DR. SRAVAN
6	MB201906	ADHEESH C	A STUDY ON THE FINANCIAL ANALYSIS AND INTERPRETATION OF KPM TRADING	PROF URMI CHAKRAVORTY
7	MB201907	AFNAS T K	A STUDY ON THE FEASIBILITY OF AUTOMATED APPAREL STORES IN BANGALORE, WITH REFERENCE TO VAN HEUSEN	DR. PRAKASH A
8	MB201908	AKHIL K . A	A STUDY ON THE IMPACT OF LOCUS OF CONTROL ON WORKPLACE STRESS AND JOB SATISFACTION: A STUDY IN AKAY NATURAL INGREDIENTS PVT. LTD	DR G ESTHER PRINCESS
9	MB201909	AKSHAY K	A STUDY ON THE IMPACT OF SOCIAL MEDIA ON BUYING BEHAVIOUR OF ELECTRONIC PRODUCTS IN KANNUR CITY	PROF. NISHA RAJAN
10	MB201910	AKSHAY KUMAR N	A STUDY ON EMPLOYEES WELFARE AT METAL INDUSTRIES LTD	DR. SRAVAN
11	MB201912	ALTHAF P P	A STUDY ON CUSTOMER PERCEPTION TOWARDS ROYAL ENFIELD BULLET WITH SPEICAL REFERENCE TO KANNUR DISTRICT"	DR. PRAKASH A
12	MB201913	ANAN RUSH MEHAR	A STUDY ON PERCEPTION AND USAGE PREFERENCE TOWARDS MOBILE BANKING WITH SPECIAL REFERENCE TO PERINTHALMANNA MUNICIPALITY	DR G ESTHER PRINCESS
13	MB201914	ANIK XAVIER	A STUDY ON OCCUPATIONAL STRESS AMONG EMPLOYEES WITH SPECIAL REFERENCE TO ESAF SMALL FINANCE BANK	DR. SRAVAN

14	MB201915	ANISHA RAUT	A STUDY ON RECRUITING POTENTIAL WOMEN CANDIDATES IN THE PAN-DEMIC	DR. RAMA-LAKSHMI
15	MB201916	ANKITA MAURYA	A STUDY ON RECRUITMENT AND SELECTION PROCESS OF HDFC BANK	DR. PRAVESH SOTI
16	MB201917	ANUJITH KT	A STUDY ON THE EFFECTIVENESS OF COMPENSATION AND EMPLOYEE ENCOURAGEMENT AND ITS IMPACT ON EMPLOYEE TURNOVER WITH REFERENCE TO IT SECTOR	PROF. NISHA RAJAN
17	MB201918	ANUPRIYA N	A COMPARATIVE STUDY OF CONSUMER AWARENESS TOWARDS AMAZON PRIME AND NETFLIX	DR. NIVEDITA JHA
18	MB201919	ARATHI C K	A STUDY ON JOB STRESS AMONG EMPLOYEES WITH SPECIAL REFERENCE TO COOPERATIVE HOSPITAL VATAKARA	PROF URMI CHAKRAVORTY
19	MB201920	ARCHITHA K	A STUDY ON PRIORITISING THE FACTORS OF RECRUITMENT AND SELECTION PROCESS ON IT INDUSTRY	DR. RAMA-LAKSHMI
20	MB201921	AROMAL PUTHUKULATHIL ANIL	A STUDY ON THE EFFECTIVENESS OF HEALTH PROMOTION CAMPAIGN OF MILK CHALLENGE, LAUNCHED BY MILMA IN KERALA	Dr PRAKASH A
21	MB201922	ARUNAV MOHAN	A STUDY ON THE HARMONISATION OF INNOVATION AND TECHNOLOGY IN THE INSURANCE SECTOR	DR. SARITA IYER
22	MB201923	ASIF ALI KHAN	A STUDY ON CUSTOMER SATISFACTION FROM MARUTI SUZUKI VEHICLE AND IT'S DEALER	DR. SRAVAN
23	MB201924	ASWATHI N N	A STUDY ON BRAND LOYALTY ON CONSUMER BUYING BEHAVIOR WITH REFERENCE TO SAMSUNG COMPANY	DR. PRAVESH SOTI
24	MB201925	BHARATH G R	A STUDY ON OPERATIONS AND SUPPLY CHAIN MANAGEMENT AT BIG BASKET, BENGALURU	Dr PRAKASH A
25	MB201926	BHARATH K	AN ORGANIZATIONAL STUDY ON CIPLA PRIVATE LIMITED	DR. SRAVAN
26	MB201927	BHAVYA B S	A STUDY ON STRATEGIES OF SOURCING HUMAN RESOURCE IN COMMUNICATION SECTOR	DR. NIVEDITA JHA

27	MB201928	BIJOY BALAKRISHNAN	A STUDY ON IT EMPLOYEE'S (WFH) ENGAGEMENT STRATEGIES IN LOCK-DOWN SCENARIO	DR G ESTHER PRINCESS
28	MB201929	BLESSY JOSE	A DETAILED STUDY ON THE INFLUENCE OF TALENT ACQUISITION AND SELECTION PROCESS ON ORGANIZATIONAL PERFORMANCE WITH RESPECT TO REAL ESTATE SECTOR	DR. SARITA IYER
29	MB201930	BRIJESH K V	A STUDY ON MARKET SURVEY FOR PRODUCT PROMOTIONS IN GUILT-FREE INDUSTRIES IN BANGALORE	Dr PRAKASH A
30	MB201931	C ROHITH	A STUDY OF FINANCIAL MANAGEMENT AND ANALYSIS OF TESLA, Inc	PROF. D PUSH-PA GOWRI
31	MB201932	C V NIKHIL PRADEEP	A STUDY ON COMPARATIVE ANALYSIS OF SERVICES AND STRATEGIES OFFERED BY BANKING INDUSTRY	DR. SRAVAN
32	MB201933	CHAITHRA A	A COMPARITIVE STUDY OF BRAND AWARENESS AND BRAND PERCEPTION OF AMAZON AND FLIPKART	PROF. NISHA RAJAN
33	MB201934	CHETANKUMAR M	A STUDY ON SOCIAL MEDIA STRATEGIES FOR ONLINE SHOPPING CART	DR. SRAVAN
34	MB201935	DAVID CHACKO	A STUDY ON EMPLOYEE RETENTION POLICIES AND PRACTICES AND THEIR IMPACT	DR. RAMALAKSHMI
35	MB201936	DHANUSH S S	A STUDY ON CAREER DEVELOPMENT WITH REFERENCE TO EMPLOYEE RETENTION IN VOLKSWAGEN INDUSTRY	DR PRAKASH A
36	MB201937	GEETHANJALI.P	A STUDY ON THE IMPACT OF MOBILE PAYMENTS ON CUSTOMER PURCHASE BEHAVIOUR WITH REFERENCE TO WORKING PROFESSIONALS	PROF URMI CHAKRAVORTY
37	MB201938	HEMANTH KUMAR M	A STUDY ON CUSTOMER RESPONSE TOWARDS MARKETING STRATEGY IN CHOCOLATE INDUSTRY: A COMPARISON STUDY BETWEEN NESTLE & CADBURY	DR. SRAVAN
38	MB201939	JAYANTH KUMAR R	ORGANIZATIONAL CLIMATE OF SCHNEIDER ELECTRIC COMPANY AT BANGALORE	DR G ESTHER PRINCESS

39	MB201940	JIBIN BIJI	A STUDY ON TALENT ACQUISITION PROCESS IN AKAY NATURAL INGREDIENTS PRIVATE LIMITED	DR. PRAVESH SOTI
40	MB201941	JOEL JOSEPH LOUIS	A STUDY ON EMPLOYEE ADJUSTMENT AND WELL-BEING IN THE NEW NORMAL	PROF. NISHA RAJAN
41	MB201942	KARTHIK N	A STUDY ON THE FINANCIAL REVIEW OF INFRASTRUCTURE INDUSTRY	DR. SELVA KUMAR D.
42	MB201943	KARTHIK. N	A STUDY ON HUMAN RESOURCES MANAGEMENT BASED TO IT INDUSTRIES	DR. SELVA KUMAR D.
43	MB201944	KAVYA.P	A STUDY ON IMPACT OF EMPLOYEE MOTIVATION IN THEIR PERFORMANCE	DR. RAMA-LAKSHMI
44	MB201945	KEERTHAN T P	A STUDY ON QUALITY OF WORK LIFE AT EXIDE INDUSTRIES LTD	DR. SRAVAN
45	MB201946	KISHORE.G	A STUDY ON EMPLOYEES RETENTION AND IT'S INFLUENCE ON ORGANIZATIONAL PERFORMANCE AT PAYNEARBY, BANGALORE	DR. SELVA KUMAR D.
46	MB201947	KRUPANAND D	A STUDY ON ISSUES AND CHALLENGES FACED BY VIJAYA BANK AND DENA BANK MERGING WITH BANK OF BARODA	DR G ESTHER PRINCESS
47	MB201948	KUSUMA.P	A STUDY ON PERFORMANCE APPRAISAL AND EMPLOYEE SATISFACTION IN TATA VENKUN MOTORS	PROF. D PUSH-PA GOWRI
48	MB201949	LAKSHMI B R	A STUDY ON AWARENESS AND EFFECTIVE UTILIZATION OF ESIBENEFITS TO EMPLOYEES	DR. PRAVESH SOTI
49	MB201950	LAKSHMI PRAMOD	A STUDY ON THE ELEMENTS AFFECTING PATRON SHOPPING BEHAVIOUR WITH REFERENCE TO MOBILE PHONES.	DR. NIVEDITA JHA
50	MB201951	LAVANYA S	A STUDY ON FINANCIAL STATEMENT ANALYSIS OF AIR INDIA	PROF URMI CHAKRAVORTY
51	MB201952	LIBIN VARGHESE	A STUDY ON EMPLOYEE WELFARE IN AKAY NATURALI NGREDIANTS Pvt Ltd	DR. RAMA-LAKSHMI

52	MB201953	M ADITH	STUDY ON EMPLOYEE EMPLOYER RELATIONS AT AKAY NATURAL INGREDIENTS PRIVATE LIMITED	DR. PRAVESH SOTI
53	MB201954	M V NAVANEETH KUMAR	A STUDY ON OPTIMIZATION OF PORTFOLIO RISK AND RETURN DURING COVID-19	DR. SELVA KUMAR D.
54	MB201955	MANDARA D	A STUDY ON EMPLOYEES SOURCING AND RECRUITMENT PROCESS AT HIRING STUDIOS	PROF URMI CHAKRAVORTY
55	MB201956	MANJUNATH G	A STUDY ON HUMAN RESOURCES AT GREEN BHUMI	DR. SELVA KUMAR D.
56	MB201957	MANJUNATHA G	A STUDY ON ANALYSIS OF END USER EXPERIENCE IN RELATION TO CELLULAR COMMUNITY ISSUER IN BANGALORE	DR. SARITA IYER
57	MB201958	MANOJ M	A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT OF EMPLOYEES IN HIRING STUDIOS, BENGALURU	Dr PRAKASH A
58	MB201959	MEGHANA S	A STUDY ON EMPLOYEE WELFARE IN AKAY NATURAL INGREDIENTS PVT LTD	DR. RAMA-LAKSHMI
59	MB201960	MOHAMED SHAHID IBRAHIM S	A STUDY ON THE HYBRID MODEL OF WORKING WITH RESPECT TO MENTAL WELLNESS AND PRODUCTIVITY OF EMPLOYEES IN THE IT INDUSTRY	DR. SARITA IYER
60	MB201961	MOHAMMED MUSTHAFA	A STUDY ON STRESS MANAGEMENT AT ADANI PORT PRIVATE LIMITED.	DR. NIVEDITA JHA
61	MB201962	MONISHA S REDDY	A STUDY ON EFFECTIVENESS OF TALENT ACQUISITION IN IT SECTOR WITH SPECIAL REFERENCE TO IT STARTUPS	DR. NIVEDITA JHA
62	MB201963	MONTASER MOHAMDEN ADAM ABDULLA	EFFECTIVENESS OF RECRUITMENT AND SELECTION OF INDIVIDUAL IN ACHIVING ORGANIZATIONAL GOALS IN CONSUMER DURABLES	DR SARITA IYER
63	MB201964	NADIYA MANZOOR	A STUDY ON EMPLOYEE RETENTION STRATEGIES IN TATA VENKUN MOTORS	PROF. D PUSH-PA GOWRI
64	MB201965	NANDINI. D	A STUDY ON TALENT MANAGEMENT PRACTICES AT NOBROKER TECHNOLOGIES PVT. LTD.	DR. SELVA KUMAR D.

65	MB201966	NAVEEN REDDY M	A STUDY ON BRAND AWARENESS WITH REFERENCE TO DODLA DAIRY PVT. LTD. AT NELLORE	DR. SELVA KUMAR D.
66	MB201967	NIKHIL	MARKET FEASIBILITY ANALYSIS - A CASE STUDY ON CENTURY FOOD PRODUCTS	DR. SELVA KUMAR D.
67	MB201968	PARITALA VENKATA SAI THARUN CHOWDARY	A STUDY ON INVESTOR'S PERCEPTION TOWARDS PRIVATE INSURANCE COMPANIES UNDER IRDAI IN COMPARISON WITH LIC	DR. PRAVESH SOTI
68	MB201969	POOJA SHARMA G	A STUDY ON EVOLUTION OF E-BANKING SERVICES (A COMPARATIVE STUDY OF SBI & ICICI BANK)	PROF. NISHA RAJAN
69	MB201970	PRIYANKA M	A STUDY ON QUALITY OF WORK IN AN ORGANISATION	PROF URMI CHAKRAVORTY
70	MB201971	RAMYA V	A STUDY ON ISSUES AND CHALLENGES INVOLVING WASTE SEGREGATION IN BANGALORE CITY	DR. PRAVESH SOTI
71	MB201972	ROSHAN JOSEPH	A STUDY ON STRATEGY FOR RESOLVING CONFLICT AT AKAY NATURAL INGREDIENTS PRIVATE LIMITED	PROF. D PUSH-PA GOWRI
72	MB201973	S V NITHIN	A STUDY ON CHALLENGES FACED BY ITC IN MARKETING THEIR FOOD PRODUCTS IN BENGALURU	DR. PRAVESH SOTI
73	MB201974	SACHIN PRAKASH	A STUDY ON EFFECTIVENESS OF KNOWLEDGE MANAGEMENT AND ITS IMPACT ON ORGANIZATIONAL DEVELOPMENT	Dr PRAKASH A
74	MB201975	SAGAR N	A STUDY ON MARKET STRATEGIES OF AUTOMOTIVE INDUSTRY	DR. SELVA KUMAR D.
75	MB201976	SAHANA B M	A STUDY ON THE IMPACT OF JOB SATISFACTION ON JOB PERFORMANCE OF EMPLOYEES.	DR. RAMA-LAKSHMI
76	MB201977	SAHANA P R	A STUDY ON EMPLOYEE SAFETY AND WELFARE	PROF URMI CHAKRAVORTY
77	MB201978	SANDHYA Y	A STUDY OF JOB SATISFACTION IN A CALL CENTRE WITH SPECIAL REFERENCE TO BANGLORE IN INDIA	DR. PRAVESH SOTI

78	MB201979	SANJU VIJAY K V	A STUDY ON GOVNT'S INITIATIVES TO REDUCE THE BURDEN OF GST ON MSME	DR. NIVEDITA JHA
79	MB201980	SANTHOSHKUMAR Y	A STUDY ON STRATEGIES ADOPTED BY TVS TOWARDS EMPLOYEE RETENTION AND EMPLOYEE ENGAGEMENT	DR G ESTHER PRINCESS
80	MB201981	SARIGA ANILKUMAR	A STUDY ON HR PRACTICES RELATED TO EMPLOYEE HIRING AND ONBOARDING IN EASYSOFT TECHNOLOGIES	PROF. NISHA RAJAN
81	MB201982	SEELAM NAVYA	A STUDY ON IMPACT OF EMPLOYEE VALUE PROPOSITION ON EMPLOYEE RETENTION AT WORK PLACE	DR G ESTHER PRINCESS
82	MB201983	SHIVASHANKAR.R	A STUDY ON INVESTORS PERCEPTION TOWARDS MUTUAL FUNDS	PROF. D PUSH-PA GOWRI
83	MB201984	SIDHARTH S	A STUDY ON CONSUMER PERCEPTION TOWARDS PAYTM	PROF URMI CHAKRAVORTY
84	MB201985	SNEHA ADITI	“A STUDY ON ORGANISATIONAL COMMUNICATION AND CULTURE ON EMPLOYEE MOTIVATION AND IT’S IMPACT ON EMPLOYEE PERFORMANCE.”	PROF URMI CHAKRAVORTY
85	MB201986	SOHRAB KHAN A	A COMPARITIVE STUDY BETWEEN BIG BAZAAR AND OTHER KIRANA STORES	DR G ESTHER PRINCESS
86	MB201987	SONI KUMARI	A STUDY ON THE EFFECT OF E-LEARNING WITH RESPECT TO HIGHER EDUCATION AND PROFESSIONAL CERTIFICATION	PROF. NISHA RAJAN
87	MB201988	SOWMYA S	A STUDY ON ANALYSIS OF WORK-PLACE FLEXIBILITY AND ITS IMPACT ON EMPLOYEE AND ORGANIZATION PERFORMANCE	DR. NIVEDITA JHA
88	MB201989	SRIKANTH S N	A STUDY OF THE IMPACT OF STRESS ON THE EMPLOYEES WITH SPECIAL REFERENCE TO BESCOM BENGALURU	PROF. D PUSH-PA GOWRI
89	MB201990	STANLEY VARGHESE	A COMPARATIVE STUDY OF ADVERTISING STRATEGY OF AJIO AND MYNTRA	PROF. NISHA RAJAN
90	MB201991	SUBISHA K	A STUDY ON SAVINGS AND INVESTMENT HABIT OF RURAL PEOPLE IN PUDUSSERRY VILLAGE	DR. RAMA-LAKSHMI

91	MB201992	SUNNY KUMAR	RESEARCH ON MARKETING MOVES FOR STARTING UP EDTECH AND ONLINE EDUCATION, WITH SPECIFIC REFERENCE TO NEW ORIENTAL	PROF. D PUSH-PA GOWRI
92	MB201993	SUPRIYA V	A STUDY ON EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOR WITH REFERENCE TO FASHION INDUSTRY	DR. NIVEDITA JHA
93	MB201994	TANUJA PRITY	A STUDY ON EMPLOYEES SATISFACTION WITH HR HIRING AND SELECTION POLICY OF TRIEL YOUR SERVICE	PROF. D PUSH-PA GOWRI
94	MB201995	TOM CHARLY C	A STUDY ON EMPLOYEE GRIEVANCE AND EFFECTIVENESS OF GRIEVANCE HANDLING MECHANISM	DR. NIVEDITA JHA
95	MB201996	VINAYAK S D	A STUDY ON THE IMPACT OF FACTORS INFLUENCING EMPLOYEE RETENTION IN THE BUSINESS PROCESS OUTSOURCING INDUSTRY IN BANGALORE CITY	PROF. NISHA RAJAN
96	MB201997	VISHNU M	A STUDY ON THE SOCIAL MEDIA MARKETING ON BUSINESS DEVELOPMENT	DR G ESTHER PRINCESS
97	MB201998	VISHWANATH K N	A STUDY ON FINANCIAL ANALYSIS OF AXIS BANK	PROF. D PUSH-PA GOWRI
98	MB191814	NIKHIL ZAC T JOEL	A STUDY ON FINANCIAL ANALYSIS OF AXIS BANK	PROF. NISHA RAJAN
99	MB191861	SREEHARSH U	A STUDY ON CONSUMER BUYING BEHAVIOUR OF MOBILE PHONES THROUGH E- COMMERCE PLATFORMS	PROF. RIDHIMA UTREJA
100	MB191719	ANJANEYA	A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN WATCH	DR. SRAVAN
101	MB191704	ABHISHEK.O	A STUDY ON INDUSTRIAL RELATIONS AT KARNATAKA SOAPS AND DETERGENTS LTD	PROF MADHU PAWAR
102	MB191735	BASIREDDY GARI JANARDHAN REDDY	A STUDY ON THE EFFECTIVENESS OF INTERNET ADVERTISING ON THE CONSUMER BUYING BEHAVIOUR	DR. PRAVESH SOTI

REPORT ON PROJECT SUBMISSION AND VIVA CONDUCT 2021-22

2021

163 students undertook of 2019-22 Dissertation Project work for 4th Semester 2019-22. The viva for the same was conducted on 22nd Oct 2021.

2022

97 students of batch 2020-22 undertook and successfully submitted their internship project. The viva-voce for the same was conducted on 17th May 2022.



DEPARTMENT OF MANAGEMENT STUDIES (MBA)

Report on
Thalassemia Awareness Program

Date: 24/05/2022

Venue: Sparta

THALASSEMIA DAY



KRUPANIDHI
GROUP OF INSTITUTIONS



Venue : MBA DEPARTMENT

DATE : 24th May 2022

The Department of MBA, KGI had organized an awareness session on the topic " THALASSEMIA" for the 1st year students on May 24th, 2022. The welcome speech was given by Ms. Spoorth, the host for the day. Thereafter, Dr.SaritaIyer, Dean addressed the gathering and made them aware on Thalassemia issues and the importance of having a healthy life. Around 200 students and Faculty Members attended the Session. The session was all about awareness of Thalassemia.

Thalassemia is an inherited blood disorder that causes your body to have less hemoglobin than normal. Hemoglobin enables red blood cells to carry oxygen which leads to fatigue, pale or yellowish skin, weakness, slow growth, abdominal swelling. Thalassemia is caused by mutations in the DNA of cells that make hemoglobin — the substance in red blood cells that carries oxygen throughout your body. And these mutations are passed down by the parents

Some may inherit thalassemia by birth or it may develop within two years of their life. For mild symptoms need not worry much about but extreme symptoms of thalassemia can be considered dangerous. Consulting a doctor for guidance would be better choice to prevent the disorder as well as it is must for the people who plan to have a child. Thalassemia prevention efforts, including health education and innovative strategies to raise the community's awareness and to improve its preventative practices. The awareness session was indeed very informative and educative.







**DEPARTMENT OF MANAGEMENTS DTUDIES
(MBA)**

**Report on
Asthma Awareness Program**

Date: 26th May 2022, 11.30 am.

Venue: Sparta



KRUPANIDHI
GROUP OF INSTITUTIONS

Department of MBA



**WORLD
ASTHMA
DAY**

DATE

MAY 26th,2022

VENUE

Sparta

May, is asthma awareness month, a time to educate friends, family, and patients about asthma and promote awareness about how serious it is. The department of MBA, KGI had organized an awareness program on the same.

Program Objective:

To create awareness and educate the College students, Faculty Members, regarding preventive intervention techniques that would help in reducing the transmission of the disease.

The welcome speech was given by Mr. Chandru, the host for the day. Thereafter, Dr. Sarita Iyer addressed the gathering and made them aware on Asthma issues and importance of having a healthy life. Around 200 students and Faculty Members attended the Session.

Asthma is a major non-communicable disease (NCD), affecting both children and adults, and is the most common chronic disease among children. Inflammation and narrowing of the small airways in the lungs cause asthma symptoms, which can be any combination of cough, wheeze, and shortness of breath and chest tightness. The program also included providing in depth knowledge on the deadly disease, how is it caused, various symptoms and preventive measures of the same, by presenting various AV's. Various awareness campaigns launched by some famous brands as-well were presented.

- **Awareness Campaign by Philips**, where they educate consumers about Asthma and help people manages their Asthma symptoms better.
- **A new Campaign # Inhalers HainSahi by CIPLA, the 3rd largest pharma company in India**, focuses on generating awareness and education about Asthma and the inherent role of inhalers in managing the disease.

As the global threat of Asthma continues to emerge, it is critical to improve the awareness and preparedness to fight against the same. In order to achieve complete control over Asthma, it would also be worthwhile to invest in various ASTHMA prevention efforts, including health education and innovative strategies to raise the community's awareness and to improve its preventative practices. The awareness session was indeed very informative and educative.







KRUPANIDHI GROUP OF INSTITUTIONS
(AICTE Approved | ISO 9001-2015 Certified)

**KRUPANIDHI GROUP OF INSTITUTIONS
BANGALORE**

KRUPACON 2021“Resuscitating, Re-engagement, Resilience and Reinvention...a hybrid transformation across various sectors” held on 16th& 17th July, 2021

Conference proceedings

Day 1: 16th July 2021

Krupacon 2021 started on a high note by a welcome speech by Dean MBA program, Dr. Sarita Iyer. The event was graced by the August presence of the Honorary Chairman Prof. Dr. Suresh Nagpal, Vice Chairperson Mrs. Geetha Nagpal, Executive Directors Ms. Neha Nagpal and Mr. Akash Nagpal. The Dean Dr Sarita Iyer, welcomed Prof. Dr. Suresh Nagpal, Mrs. Geetha Nagpal, Chief Guest Dr. Ashwath Narayan, Dy. Chief Minister, Government of Karnataka, Keynote speaker Prof. James Jordon, President & CEO Stratactic Incorporation & Professor at Carnegie Mellon University, USA, other dignitaries, Conference speakers, guests, delegates, Judges and all the participants. Dean Dr. Sarita Iyer reflected her magnetism in every word spoken in the welcome speech inviting the gathering to the third annual conference titled, “Resuscitating, Re-engagement, Resilience and Reinvention...a hybrid transformation across various sectors” to accentuate & embellish participants learning curve to transform, adopt in the fast-changing business world.

Dr. Ashwath Narayan CN, Honorable Deputy Chief Minister, Government of Karnataka State in his address said emphasized the importance of quality education in the present times, acknowledging the efforts of the Visionary, Dr. Suresh Nagpal, and the management team to enable the students in excelling using the technology as a medium. In terms of Re-engagement and Resilience during and post pandemic an attempt must be made across the industries to engage the workforce. According to him the title bears a relevance to the challenges posed by Covid 19 pandemic situation; how it needs to be managed, how the management students could be engaged during the

two days deliberations on Re-engagement, Resilience and Reinvention using the technology. He congratulated Krupanidhi Group of Institutions for engaging their students by reinvention its pedagogy using the technology for online teaching & learning rapidly to help the students in pursuit of excellence and enable them in alleviating the business world challenges.

The Honorable Chairman of Krupanidhi Group of Institutions, Prof. Dr. Suresh Nagpal, the visionary leader, addressed the delegates and students about founding & building Krupanidhi Group of Institutions with the vision of industry-academy interface three decades ago, excellence in pharmacy education as one of the premium institutions in Karnataka State, India. Honorable Chairman Prof. Dr. Suresh Nagpal highlighted the industry-Academy Collaboration in Management Studies and Research would focus on Industry-Academy interface, connect and transformation in Management Studies and enable the management students to be industry-ready executives.

Vice Chairperson, Krupanidhi Group of Institutions, Mrs. Geetha Nagpal enlightened the audience by sharing her thoughts on pandemic and said that three things affected the World during the covid 19 pandemic – i). Health Hazard leading to loss of live, ii). Financial Crunch and iii) Emotional Upheavals. Vice Chairperson Mrs. Geetha Nagpal also emphasized the importance of Balancing the emotions, removing the unwanted negative thoughts.

Director, Dr Samuel Paul Isaac in his inspirational speech highlighted the audience about the changes in businesses and life. The apt theme of the conference “Resuscitating, Re-engagement, Resilience and Reinvention...a hybrid transformation across various sectors” focused on unorganized sector affecting the businesses worldwide, unprepared business environment, especially supply chain management, rebuilding the business, innovations, inventions, re-invention and transformation required in this challenging business environment. Experts would share their experience during these challenging times and re-inventing the businesses from the mistakes during the pandemic, transform their business, share their research in various fields that rebuild the business and entrepreneurship opportunities.

Academic Director Prof. Rizwan Ali Baig, said that the Krupacon 2021 international conference provides us the opportunity to meet the eminent speakers, intellectuals from different industries, from different countries with various businesses and would share their experience; to enlighten us and help us in understanding the transformations happening in the industry.

Ms. AnalaPadmanabha, Consulting Director, McKinsey & Company presentation on "The

Resilience Imperative: Succeeding in uncertain times" She spoke about the resilience in different areas like operational, technical, reputational, organizational, and human resources. She covered all the aspects in the post covid era transformation, 360 degree angle in business across the world, Resilience, Business Disaster Planning, Business Impact Analysis, Business Continuity management, Business Continuity Planning & the need of Sustenance, and the Way Forward of Business Model Innovation, Building Financial Resilience, Building Financial Restructuring, Delivery Mechanism, Supply Chain Management. Be a part of bigger picture and look at it in clusters to view operational resilience, organizational & reputational resilience.



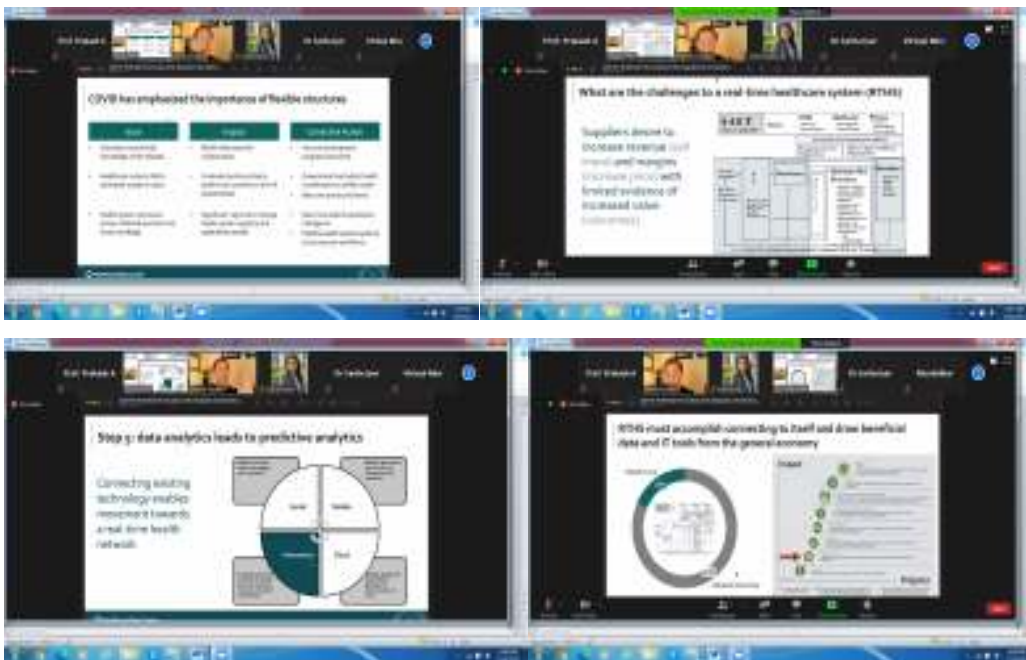
Mr. Pronob Chetia, Director HR, Volvo Group Trucks Operation APAC region spoke about "Power of Young Minds". He enlightened how the automation is going to be in the job roles and how it has to be handled and the work life balance to be achieved especially in a virtual working environment. The importance of Artificial Intelligence (AI), Communications skills, networking with peers, sharing knowledge in adoption in the field. Continue learning as a life-long process.



Mr. Samir Arora, CEO & Founder - Huts Global & President Confederation of Real Estate Regulatory Authority (India), spoke on the topic "Opportunities in Real Estate & Milestones". His presentation was about the career growth opportunities in real estate sector. He also spoke about various opportunities that are available in realty sub-vertical. Mr. Samir Arora, provided in-sights on Indian Real Estate Industry & success story.



Keynote speaker Prof. James Jordon, President & CEO Stratactive Incorporation & Professor at Carnegie Mellon University, USA spoke on “Real time Analysis of the Integration of the Health Care Sector”. He enlightened about the different systems in healthcare industry. He provided insights on how data analytics is used and where and why we need data. The “Patient Centric Environment” being implemented in USA for healthcare data analytics which has enabled to do predictive analytics & measures being taken. He also clarified that healthcare not only represents pharma but also others sectors as well. Healthcare digital transformation in Value chain of Healthcare supply, hospital systems and retailers in healthcare industry. He also provided insights of healthcare industry sub-verticals viz., Insurance, Biotech services, Medical Surgical, and non-hospital services.



Day 2 : 17th July 2021

Key note address by Prof. Dr. Muralidhar Srinivasiah, Former Vice Chancellor, The University of Fiji, on the topic “Bridging Educational Inequalities: Lessons from the pandemic”. Prof. Muralidhar enlightened the audience about the resilience amidst the pandemic, mentoring system, he also spoke about Digital deprivation is no barrier in learning : mobile phones, tablets, laptops distributed by NGOs (Non- Government Organizations) to enable the poor children in using ICT – Information, Communication and Technology for Learning & Teaching. Prof. Dr. Muralidhar explained about Education in a post Covid World - Nine Ideas for public action - UNESCO - International Commission on the Futures of Education 2020.



Mr. Deepak Bagchi, Sr. Manager Technology Innovation Centre (TIC), Coforge. Presented on the topic "**Artificial Intelligence, Data Analytics impact on Supply Chain & Manufacturing Industry**". He spoke about Artificial Intelligence, Augmented Intelligence and Machine Learning, any systems should help solve any problem in corporate world. He elaborated with McKensey& Co. data points on adoption of AI by industry and AI by country. India with its NeethiAyog have helped industries in India to scale up to 2nd position in adopting AI leaving

USA, Germany & UK to 3rd, 4th & 5th positions respectively. Mr. Deepak Bagchi also enlightened the audience on the fact of business data analytics providing opportunities to management students and also about the skills requirement to manage the businesses worldwide. Cloud computing has enabled the Disruption in business models, advantages of online marketing bring in cash flows faster, Artificial Intelligence, Augmented Intelligence, IoT (Internet of Things) have been in practice for predictive maintenance and Knowledge Transfer (KT) system were the key points in his speech



Dr. Jitendra Kumar, Managing Director, Bangalore Bioinnovation Centre, Department of IT, BT and S&T; Government of Karnataka spoke on " Future of Re-innovation". Dr. Jitendra Kumar made presentation on Biotechnology, Bio-innovation, Reinvention in 360-degree angle to provide usable products for a longtime. He discussed the Entrepreneurial challenges of Startups, Karnataka Government support & assistance to Startups and Unicorns. He also explained about the Biotech innovations happen by Research, Statutory Clinical trials Value enhancing mile stones, Biotech clusters. The State government support & access to resources for Startups to create market by disruptive technology.



Mr. Chirantan Bhabhra, Business Leader, Food & FMCG, Udaan; presented on the topic " Tech Adoption in Indian FMCG Ecosystem "Mr. Chirantan, presented FMCG (Fast Moving Consumer Goods) touch Points for the consumers to place orders online and get the products at their doorsteps using technology during the pandemic lockdown worldwide. He also elaborated

on using the technology in merchandizing, trade & cataloguing. The technology interface has enabled collaboration of Retail stores across the country. The purpose of technology adoption is a well-structured process and sustain well to increase the sales, distribution channels and merchandizing. Sales Data understanding patterns and clustering has enabled to reach targeting new consumers and also retain the customers. Mr. Chirantan Bhabhra, provided insights on futuristic view - small beginnings, loads to achieve, Inclusive adoption by collective industry efforts. Scope of using AI/ML (Artificial Intelligence/Machine Learning) in FMCG industry



Panel Discussion: Panel members

Mr. Srikanth Sarathy, Co-founder, The Core Qustin, Ex VP Leo Burnett & Ex-Marketing and Creative services Director at Walt Disney spoke on the topic "Why purpose is key to build resilience in uncertain times". Mr. Srikanth Sarathy emphasized on Speed to marketing communications. Resilience speeds up in the market with use of video/TV channels as model of marketing communication. Now the digital platform has enabled that business to go-to-market much faster.



Dr. Renato Periera, Professor of General Management, Lisbon, Portugal. Spoke on topic "Business Development in a (post) pandemic world".

Other members of the panel discussion were Prof. Muralidhar Srinivasiah, Former Vice Chancellor, The University of Fiji; Dr. Jitendra Kumar, Managing Director, Bangalore Bio-innovation Centre, Department of IT,BT and S&T; Government of Karnataka; Mr. Chirantan Bhabhra, Business Leader, Food & FMCG, Udaan; and Prof. K N Gandhi, Sr. Nomenclatural Registrar, Harvard University, USA. The panel discussion was moderated by Mr. Deepak Bagchi, Sr. Man-

ager Technology Innovation Centre (TIC), Coforge

Mr Arvind Kulkarni, VP Analytics Nirman Health Care Technologies, Arizona. Presented on the topic "**Primary Quality Metrics & Interventions in the Health Sector**" Mr Arvind Kulkarni, provided insights on Healthcare Entities as highly regulated industry. The players of this industry in USA are Standalone Hospitals, Hospitals (Auto Care), Practices (Primary Care clinics), Outpatient Surgery Centers, Diagnostics labs, Urgent Care Centers, Pharmacy and Medical Group Networks. He enlightens about "from Volume-based to Value-based Care' with healthcare data analytics being practiced in USA



KRUPACON 2021 Conference Valedictory:

Conference Valedictory speaker Prof. Dr. K N Gandhi, Sr. Nomenclatural Registrar, Harvard University, USA, spoke on the topic "Academic Vs. Applied Research"

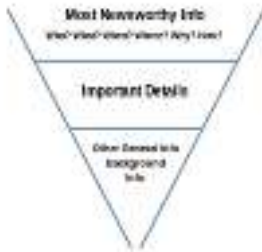
Prof. K N Gandhi spoke about business in India & American War of Independence which resulted in 1773 British Tea Act & American colonies, economy during British India, discovery of tea plants in Assam area, Chinese economy devastation. Technology utilization in Manchester, UK "What Manchester does today, the rest of the world does tomorrow". In 1913 Manchester processed 65% of the world's cotton, at that time handlooms were operational in India. Today, India exports world's best cotton jeans for world renowned brands like Levis, Wrangler, etc., from a place called Tirupur in Tamil Nadu. He narrated a story of Dr. Katalin and her research. In 1985, Dr. Katalin Karikó, her husband, and young daughter left Hungary for the US after she got an invitation from Temple University in Philadelphia. She continued her research at Temple University, and then at the University of Pennsylvania's School of Medicine. But by then, the bloom was off the rose of mRNA research, and Karikó's idea that it could be used to fight disease was deemed too radical, also financially risky to fund. She applied for grant after grant, but kept get-

ting rejections, and in 1995, she was demoted from her position at University of Pennsylvania's School of Medicine. Eventually, Karikó and her former colleague at the University of Pennsylvania, Drew Weissman, developed a method of utilizing synthetic mRNA to fight disease that involves changing the way the body produces virus-fighting material. That discovery is now the basis of the Covid-19 vaccine.

How COVID taught America about inequity in education. The pandemic has disrupted education nationwide, turning a spotlight on existing racial and economic disparities, and creating the potential for a lost generation. Even before the outbreak, students in vulnerable communities — predominately Black, Indigenous, and other majority-minority areas — were already facing inequality in everything from resources (ranging from books to counselors) to student-teacher ratios and extra curriculars because an institutional racism exists in U.S.

The additional stressors of systemic racism and the trauma induced by poverty and violence, both cited as aggravating health and wellness as at a Weather head Institute panel, pose serious obstacles to learning as well. “Before the pandemic, children and families who are marginalized were living under such challenging conditions that it made it difficult for them to get a high-quality education,” said Paul Reville, founder and director of the Education Redesign Lab at the Harvard Graduate School of Education (GSE).

U.S. Corporations' Support to Universities: University scientists are free to pursue diverse fields of investigation, and these often lead to surprisingly valuable results from any standpoint. In corporations, there is often an understandable feeling that the research must be absolutely focused in order to justify the use of funds for it – headed to a conclusion that will clearly be commercially useful. An important exception of course was Bell Labs which ran for decades under corporate sponsorship and where the transistor, among many other important items, was invented. But again, corporations tend to consider that it is governments that should do the sponsoring of research, and that their general taxes should pay for it. The government grants then, of course, normally go to universities and similar private bodies.



KRUPACON 2021 had 539 delegates registration from different institutions and from different countries. The Research papers presentation and Poster Presentation were conducted as parallel session in separate online halls and had 117 participants.

The winners of Research paper presentation are:

First Prize Winner: Mr. Sanju S. Nair

Student, Post-Graduate Diploma in Management - Healthcare Analytics, Krupanidhi Group of Institutions

Title of the Paper: *“Adaptive Headlamp Focusing System”*

Second Prize: Mr. AjitKerkatta* & Dr. Raghavendra A.N.**

*Research Scholar, School of Business and Management – CHRIST (Deemed to be University)

**Associate Professor, School of Business and Management – CHRIST (Deemed to be University)

Title of the Paper: *“Building Workplace Resilience in the Healthcare Industry during the COVID-19 Pandemic: HR Challenges”*

Third Prize: Ms. Pooja Sharma

Student, Master of Business Administration, Krupanidhi Group of Institutions

Title of the Paper: *“A Conceptual Study on Block Chain – A Disruptive Technology in Supply*

Chain & Logistic Management'

The winners of Posters presentation are:

First Prize: Team 14 having **Abhimanue M, Akhil KA, Anujith KT, Blessy Jose, Chaitra A, David Chacko & Nikhil Chacko** as participants

Students, Master of Business Administration, Krupanidhi Group of Institutions

Second Prize: Team4 **Manjunath G (Mac), Lakshmi Pramod, Navaneeth Kumar, Tharun Chowdhary, Nandini D, SreelamNavya**

Students, Master of Business Administration, Krupanidhi Group of Institutions

Third Prize: Team 6 Stanley **Varghese, Mandara D, S. Mohamed Shahid Ibrahim, Vinayak SD, Soni Kumari, Sariga Anil**

Students, Master of Business Administration, Krupanidhi Group of Institutions

Conclusion:

In conclusion the points of focus in the International Conference titled, “**Resuscitating, Re-engagement, Resilience and Reinvention...a hybrid transformation across various sectors**” organized on 16th and 17th July, 2021 by Krupanidhi School of Management included the Resilience Imperative: Succeeding in uncertain times. Speakers spoke about the resilience in different areas like operational, technical, reputational, organizational, and human resources, The role of automation in the jobs, Real-time Analysis of the Integration of the Health Care Sector, Resilience amidst the pandemic, Artificial Intelligence, Augmented Intelligence and Machine Learning, Use of technology during pandemic by the companies and the importance of research specifically during the uncertain times.

**KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES
BANGALORE**

**KALEIDOSCOPE
LITERARY EVENTS
REPORTS FOR THE YEAR
2021-2022**

**CHAIRPERSON: DR SARITA IYER
CO-ORDINATOR: MS. ANTRA VOHRA**



KRUPANIDHI GROUP OF INSTITUTIONS

Report on Literary Events

Krupanidhi Group of Institutions, Department of MBA, has conducted various literary events. The purpose of the literary events was to celebrate the days of national importance and to make students reflect and instill a spirit of national integrity and patriotism. The committee comprises of the Principal, IQAC Coordinator, Prof. Antra Vohra, Prof. Urmi Chakravorty & Prof. Roshni B. The committee has conducted 15 events since the formation for the academic year 2021-22, the detailed list along with the details of winners is given below.

S No	Name of the Event	Date of Conduct	Winners
1	Gandhi Jayanti Celebration	4 October 2021	Niranjan-I, Chtingsang-II
2	Lal Bahadur Shastri Jayanti Celebration	4 October 2021	Niranjan-I, Chtingsang-II
3	RK Narayan Birth Anniversary Celebration	10 October 2021	-
4	APJ Abdul Kalam Birth Anniversary Celebration	27 October 2021	
5	National Constitution Day	27 November 2021	
6	Kannada Rajotsava	1 November 2021	
7	World Aids Day	1 December 2021	
8	Kargil Vijay Diwas-Skit Competition	14 December 2021	Ridhin & team- I, Rajji & Team-II, Niranjan & Team-III
9	Chandrashekhra Kambar-Programme on his works	4 January 2022	-
10	Gandhi Vardhanti	29 January 2022	-
11	World Cancer Day	4 February 2022	-
12	Shivarudrappa Birthday	7 February 2022	-
13	Swami Vivekananda- Youth Day	15 February 2022	-
14	Shaheed Diwas-Bhagat Singh	23 March 2022	-
15	Mahadevi Verma- Gnanapeetha Awardee - Poetry Recitation Competition	26 March 2022	Misba-I, Chandru-II

Report on Gandhi Jayanti

Krupanidhi Group of Institutions, Department of MBA, celebrated a cultural program on the occasion of Mahatma Gandhi Birth Anniversary.

At first the Masters of Ceremonies of the event welcomed the dignitaries and the audience. They also shed light on the contributions made by Mahatma Gandhi towards our freedom movement, i.e. Non corporation movement, Dandi March, Green Revolution, White Revolution and its effects towards our country.

This was followed by Lighting of the KGI Ceremonial Lamp which was followed by a Welcome she spoke on the relevance of Gandhi and his values in the present-day world. After the mesmerizing speech, Students- Mr. Niranjan and Ms. Fatima motivated the students to follow the path of harmony and peace as preached by our freedom fighters.

This was followed by a talk by Dr. Prakash A, who influenced the students to uplift the values and ideas of Gandhi among all the students as well as teachers. Ms. Kavitha took the opportunity to express what freedom, means to her. The first part of the celebration was concluded by playing the National Anthem.

The second session of the session comprised of an Essay Writing Competition on the theme “The contribution of mahatma Gandhi towards the Freedom Movement”. The judges for the same were, Dr Pravesh Soti, Dr Sarita Iyer, Prof. Ramalakshmi & Dr. Prakash A. The conveners for the event were Prof. Nivedita Jha, prof. D Pushpa Gowri & Dr. Esther Princess.



The KGI team standing for the National Anthem.

The MC's for the event welcoming the audience

Report on Lal Bahadur Shastri Jayanti

Krupanidhi Group of Institutions, Department of MBA, celebrated a cultural program on the occasion of

Lal Bahadur Shastri Birth Anniversary.

At first the Masters of Ceremonies of the event welcomed the dignitaries and the audience. They also shed light on the contributions made by Lal Bahadur Shastri towards our freedom movement. This was followed by Lighting of the KGI Ceremonial Lamp which was followed by a Welcome

This was followed by a talk by Dr Selva, who influenced the students to uplift the values and ideas of Lal Bahadur Shastri among all the students as well as teachers. Ms. Kavitha took the opportunity to express what freedom, means to her. The first part of the celebration was concluded by playing the National Anthem.

The second session of the session comprised of an Essay Writing Competition on the theme “The contribution of Lal Bahadur Shastri towards the Freedom Movement”. The judges for the same were, Dr Pravesh Soti, Dr Sarita Iyer, Prof. Ramalakshmi & Dr. Prakash A. The conveners for the event were Prof. Nivedita Jha, Prof. D Pushpa Gowri & Dr. Esther Princess.



Dr Selva sharing his views on Freedom Dr Sarita speaking about the event

Report on RK NARAYAN BIRTH ANNIVERSARY CELEBRATION

Born on October 10, 1906, Rasipuram Krishnaswami Iyer Narayanaswami, better known as RK Narayan, was one of the most prolific writers of Indian literature in English along with Raja Rao and Mulk Raj Anand. The son of a headmaster, Narayan was well known for the sophistication and humour he exuded in his adopted language. Krupanidhi Group of Institutions celebrated the Birth Anniversary of this Legend on 10th October 2021 at 11:00 am

Sem I Student Nirranjan Naratted a Story based on his life and theme. He is Best known for his novels that are set in the imaginary small town of Malgudi in southern India, Narayan received many awards and honours including the AC Benson Medal from the Royal Society of Literature, the Padma Vibhushan and the Padma Bhushan. RK Narayan was honoured with the Sahitya Akademy Fellowship in 1994. All these details were being highlighted by Dr Sarita Iyer while speaking of the Great Man.

The session was entirely hosted by Students Yashi and Jesing along with presence of the faculty members and Students. Yashi also proposed the Vote of thanks



Mentors lighting the KGI lamp

Student narrating a story by RK Narayan

REPORT ON APJ ABDUL KALAM BIRTH ANNIVERSARY

On 15th October 2021 an event was conducted in Krupanidhi Group of Institutions, Department of MBA on the 90th birth anniversary of our former president Dr. A.P.J Abdul Kalam. The event was conducted at Sparta at MBA department. The event was started by lighting the lamp

It was continued by the Principal giving a speech in honour of the birth anniversary Dr APJ Abdul Kalam, explaining how we need to take it as an inspiration, how important it is for the young generation to remember birthday of the missile man of India.

Dr. Prakash sir and Dr. Sravan sir were the conveners of the event. Darshana and Naveen were the MC 's of the event, various other students also took part in the event.

Dr Prakash sir gave us brief about life of Dr.A.P.J Abdul Kalam and explained few events listed in his book called "My Childhood". It was such an informative session and inspiring words given by Dr. Prakash sir. Few stories from Life of Dr. A.P.J Abdul Kalam were discussed and the event it was preceded with essay writing competition. All the students took part in the Essay writing.



Prof Prakash sharing about the life of APJ Abdul Kalam. The students speaking about the Missile Man

Report on National Constitution Day

Krupanidhi Group of Institutions celebrated the National Constitution Day also known as National Law Day, the event was conducted on 29th of November. The program was planned in Sparta was selected as the venue for the event. At first the Masters of Ceremony of the event Shayesta Salauddin and Shilpa Bharti gave an introduction speech regarding our Constitution.

The Constitution of India was drafted between December 1946 and December 1949 – the most challenging period. This was the time when religious riots, caste wars, and entrenched gender inequality were threatening the social fabric of the country. Afterwards, Professor Ramalakshmi Ma'am inaugurated the occasion by lighting the ceremonial lamp. Subsequently, she delivered a 10-minute speech on the significance of The Constitution of India. After the mesmerizing speech, the Preamble of The Constitution was recited in command by Debojyoti Laha and all were requested to please rise as we honour India with the singing of our National Anthem.

Afterwards, Aparna S and Darshana Das quoted some interesting facts about our Constitution. After the fascinating speech, a vote of thanks was given to thank all the people who helped to make this event successful.



Dr Selva apprising students about the constitution. The students participating in the even

Report on Kannada Rajotsava:

Krupanidhi Group of Institutions (Dept of MBA) celebrated the **Kannada Rajyothsava** on Tuesday the 2nd of November 2021.

The entire flow of events was lead under the support and guidance of department of management followed by Dean of KSM Dr. Sarita Iyer and team. On account of celebration, Kannada Poem Competition was organized for students and the winners are

I-Sayan Dutta, II - Jishnumoy Mahanta, III-Shayesta Salauddin.

The event began at 2:00 PM with the welcome speech by Prof. D. Pushpa Gowri. Next followed by lighting the ceremonial lamp by Dr. Badrunisa and the faculties. The senior students showcased their talents through singing Nithyothsava song jogadasiribelakinnali.

Profile of Kannada Gnanapeeta Prashasthi Poets was read by by Nayana gowda. Profile of Scientists from Karnataka was read KavyaP. Yakshagana dance by Mandara. D was main attraction of the event. Video of Dr. RajKumar song regarding kannada was displayed. Stand-up comedy by Manoj was entertaining. Speech on Kannada was delivered by Dr. Prakash and Dr. Selva Kumar. Karnataka Nada geete was displayed virtually with record format. AtributetoactorPuneethRajKumarbycompletemanagementteam.Voteofthanks was done by Sahana BM. The event was concluded by National Anthem



Lighting of the Lamp

Group Picture on Kannada Rajotsava



Student performing Yakshagana

Students performing Naada Geethe

Report on World Aids Day 2021

Krupanidhi Group of Institutions systematized an awareness program on World Aids Day, the college authority decided to celebrate the occasion on, 1st of December. The awareness program was planned and Sparta was selected as the venue for the occasion. HIV is an abbreviation for human immunodeficiency virus; the term “HIV” can refer to either the virus itself or the HIV infection it causes. AIDS is an abbreviation for acquired immunodeficiency syndrome and is the last stage of HIV infection. HIV attacks important cells in your immune system, called CD4 or T cells that fight infections. As HIV destroys CD4 cells, it becomes harder for your body to fight off infections. Eventually, HIV can destroy the immune system and progress to AIDS if not treated. To make everyone aware of the same Creative team made Ribbons and tied them to the entire classroom as well as the Entire Management taking their signature making them aware of them same and putting lights to the importance of the day.

Dean of Management Studies Dr. Sarita Iyer Ma’am delivered speech on The Spread of HIV.

To reduce the risk of becoming infected with HIV by practicing the following safe behaviour's. She openly spoke about some important point such as:

- Correctly use condoms every time you have sex
- Limit the number of sexual partners
- Never share equipment for injecting drugs

A collage making competition was also organised. The competition was 50 minutes long and everybody was requested to make one poster as per their craving. The Entire Event was being hosted by Prof Urmil Chakravorty and Prof Antra Vohra who were also the convenors of the same.



Celebrations on the occasion of World Aids Day

Report on Kargil Diwas

The MBA Department of Krupanidhi Group of Institutions conducted a skit competition on 14th of December 2021 for the 1st year MBA students to commemorate the martyrs of Kargil War. The First semester MBA students Mr. Shivam and Ms. Aparna hosted the event. The event began with an introductory note on the Kargil Vijay Diwas and the complete history. Followed by the speech given by Dr Sarita Iyer on the importance of commemorating kargilvijaydiwas and she also emphasized on the importance of honoring our country's defense personnel. After which the skit competition on the topic of Kargil Vijay Diwas started and about 3 teams comprising of 10 students each participated and enacted the skit with full of patriotic spirit.

The skit program was judged by Dr Sarita Iyer, Dr Nivedita Jha, Prof Antra Vohra and Dr Esther Princess. The teams were judged on the basis of alignment with theme, costume, acting skill and team coordination. Based on the scores given by the judges, a winner team and two runners-up were decided. The event came to the final moment by a song, Vande Mataram beautifully sung by 1st year MBA students. Finally, the event concluded by a vote of thanks by Mr Saqlain. The coordinators for the event were Dr . Nivedita Jha and Dr. G Esther Princess.



Students participating in the skit competition

Report on Chandrasekhar Kambar-Programme on his works

Krupanidhi Group of Institutions celebrated the birthday event of Chandrashekara Kambar's Kannada Poet, Novelist birthday, on 4th of January 2022 with Dr. Sravana Kumar as the event comvenor. The venue for the event is Phronesis

Initiallay 1st year MBA student, Harsha C gave an intro speech regarding Chandrasekara Kambara in Kannada. Chandrashekara Kambara born on 2nd of January 1937 is a prominent Indian poet, playwright, folklorist, film director in Kannada language and the founder-vice-chancellor of Kannada University in Dharwad and also the president of the Sahitya Academy, country's premier literary institution. After that Prof. Pushpa Gowri was asked to address the gathering and ma'am delivered an informative and meaningful speech about Chandrashekara Kambara in Kannada language.

Dr. Sravana Kumar played a video of Kadukudure Odibanditha song composed by Chandrashekara Kambara was played. Then one of our classmates Misba Banu volunteered herself to speak more about him. After the fascinating speech, a Vote of thanks was given by Alwin Selva Kumar and Shoaib Akther to thank all the mentors, and the event Convenor who helped to make this event successful.



Poster for Chandrasekhar Kambar



Prof. Gowri speaking about his work

Report on Gandhi Vardhanti

The MBA Department of Krupanidhi Group of Institutions organized an event on **Gandhi Vardhanti** in remembrance of the Martyrs of the Nation on 29th January 2022 at 11: 30 a.m. . Conducted in online mode, the event was led under the support and guidance of **Dr. Sarita Iyer, Dean, Department of Management Studies, KGI**. The faculty coordinator for the event was Dr. Nivedita Jha, Associate Professor of the Department of Management Studies, Krupanidhi Group of Institutions. The MCs of the event were Varsha V Menon and Amsudh CM.

The programme commenced with the welcoming of the gathering by the two MCs followed by an inspiring speech of the Dean **Dr. Sarita Iyer** about Mahatma Gandhi's life and his role in making India an independent country. After the enlightening speech of the Dean Ma'am, the vote of thanks was given by Ms. Varsha V Menon. And the event ended at 12:30pm.



Lighting of the Lamp



Student speaking on the life of Mahatma Gandhi

Report on World Cancer Day

Report on World Cancer Day 2022 at Krupanidhi Group of Institutions, Department of MBA

Cancer, the dreaded C word, has become an epidemic in our society that people are loath to even mention its name. Cancer is a disease which affects many parts of the body. Some are more serious than others. It is not just the disease that causes pain but also the many ways that it is treated. Radiation treatments, Chemotherapy although fight the disease but cause immense pain to a person. Saying this, Physical pain is one part, the emotional trauma, the distress and the effect on the family is also a by-product of the disease. The world cancer day aims to prevent millions of deaths each year by raising awareness and education about cancer and pressing governments and individuals across the globe to take action against the disease.

The theme of this year's observance is Close the Care Gap. which intends to increase awareness about inequalities in cancer care. This is the first year of a 3-year campaign designed to highlight barriers related to socioeconomic factors, stigma and discrimination that prevent people from around the world from accessing potentially life-saving preventive services, screening, treatment and care.

Krupanidhi Group of Institutions, Department of MBA observed the World Cancer Day 2022 on the 4th of February 2022 at 3:30 pm via Microsoft Teams. The event commenced with the general welcome and introduction to the theme of observance by Prof. Antra Vohra. This was followed by the experience sharing talk by Dr Sarita Iyer, Dean- Department of MBA. She touched the young minds as she shared her story of fighting the deadly disease herself and emerging even stronger.

She also insisted the students to share their experience and to never shy away from seeking help. She promoted the use of various forums and clubs that help cancer patients in accepting the life striking trauma. Prof. Urmi Chakravorty elaborated on the importance of seeking help and educating yourself in depth about the disease. The students also shared their experiences dealing with cancer and closely observing the suffering of patients. The event was concluded with a vote of thanks by Prof. Antra.



Mentors & Students speaking on the Occasion of World Cancer Day

Report on the Birthday Celebration of Kannada Poet Dr. G S Shivarudrappa

Krupanidhi Group of Institutions (Dept of MBA) celebrated the Birth day of Kannada Poet Dr. G S Shivarudrappa on Monday 7th of February 2022.

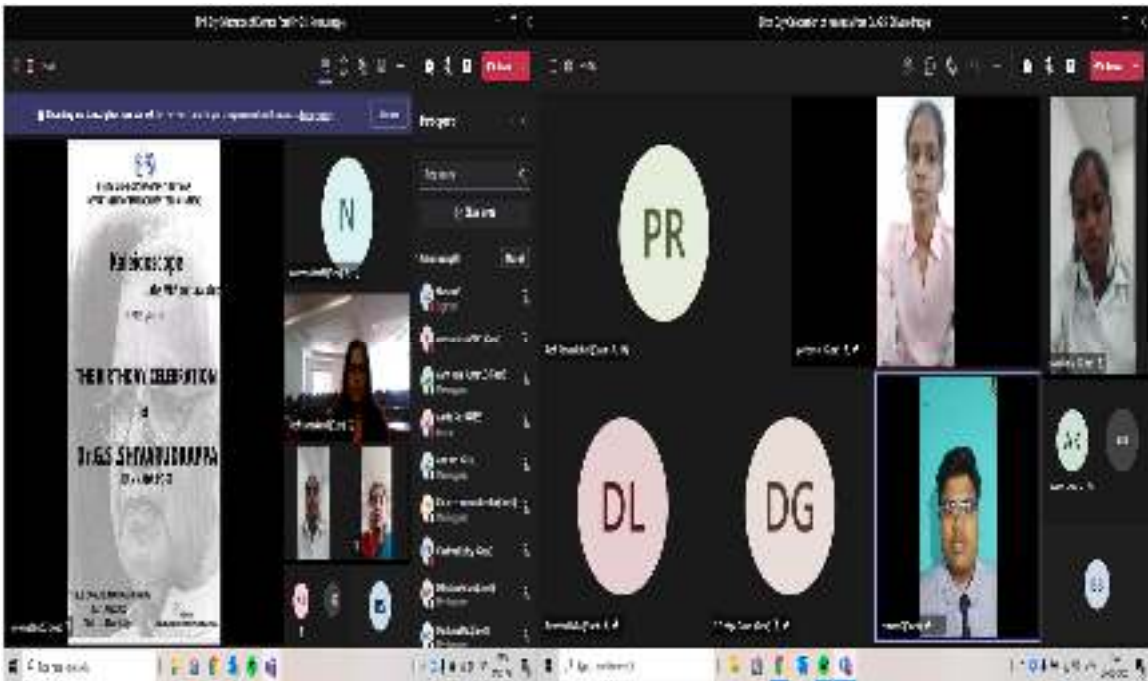
The entire flow of event was lead under the support and guidance of department of management followed by Dean Dr. Sarita Iyer Madam and team.

The event was started by the MC's Pavithra and Soumika.

Welcome address was given by Naveen Reddy.

Later Dr. Rama Lakshmi madam, addressed the gathering and spoke about the poet and his achievements. Brief introduction about the poet was shared by Deepa. Some of his popular poems were read by Prof. D Pushpa Gowri in Kannada language and translated to English for the convenience of the students to understand his work. To add more charm to the event Alwin Selva Kumar gave his speech in English about the different awards presented to the poet both nationally and internationally.

Finally, Harsha gave vote of thanks and concluded the event.



Online Celebration of Dr. G S Shivarudrappa's Birthday

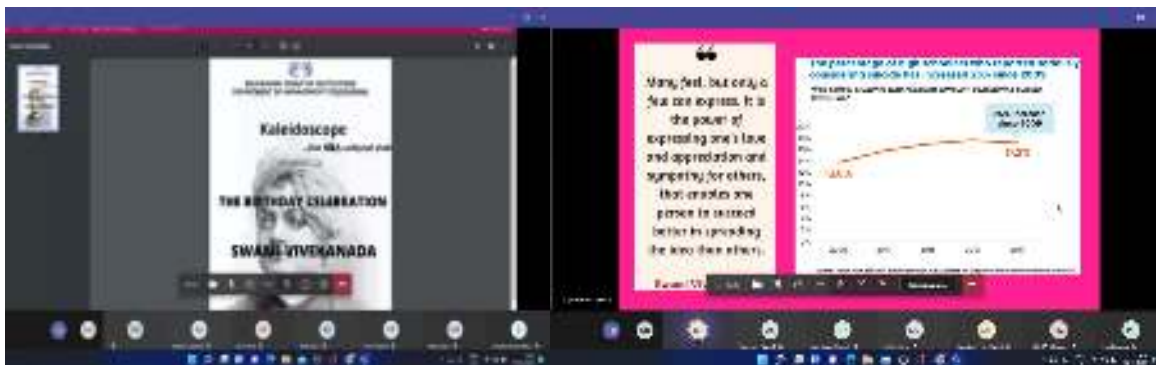
Report on Swami Vivekananda Birthday Celebrations (15-02-2022)

Krupanidhi Group of Institutions celebrated an event on birth anniversary of Swami Vivekananda, who is a social reformer, spiritual leader, founder of Ramakrishna mission, philosopher and a great inspira-

tion to youth, on February 15th 2022, with Dr. Sravana Kumar sir as the event convenor. The event was conducted online Microsoft teams.

The event started with the quote of “Arise awake and stop not until the goal is achieved” by Misba Banu student of 1st year MBA, who was MC of the event. Harsha of 1st year MBA, co-host of event, gave a welcome speech and requested Dr. Ramalakshmi ma’am for welcome address on behalf of dean ma’am Dr. Sarita Iyer, where ma’am gave a detailed speech on inspiring life of swami Vivekananda.

After a very informative and inspiring speech from Dr. Ramalakshmi ma’am, the students of MBA 1st year shared their thoughts and presented on problems and challenges faced by youth and few shared the life moments of swami Vivekananda. The thoughts expressed by students were wonderful, they just didn’t list the problems of youth however, they presented the solutions too for the challenges and problems faced by youth then, the achievements and most remarkable ground-breaking speech by swami Vivekananda in Chicago and many more inspiring events of life of Vivekananda were highlighted. Finally, Alwin Selva kumar proposed vote of thanks to respected dean ma’am Dr. Sarita Iyer, convenor Dr. Sravana Kumar, to all mentor and also to his fellow batch mates for making the event a grand success.



Online Celebration of Swami Vivekananda Birthday

Report on Shaheed Diwas

Krupanidhi Group of Institutions (Dept of MBA) commemorated the Shaheed Diwas of Bhagat Singh on Wednesday 23rd of March 2022.

The event was started by the Dean who gave a speech about Bhagat Singh by welcoming the gathering. To motivate the students about the patriotism and sacrifice towards the nation a movie of Bhagat Singh “The Legend of Bhagat Singh” was shown to students.

On account of this event movie critique competition was organized. Students were given the opportunity to write

reviews on the movie and submit to their respective mentors.

Movie critique competition winners

First Prize - Chandru M Sec C

Second Prize - Kavitha K Sec A

Third Prize - Abhinav Anoop - Sec B



Students speaking on the life of Shaheed Bhagat Singh

Report on Mahadevi Verma - Gnanapeetha Awardee Birth Celebration

REPORT

The departments of MBA organised an Indian- Hindi Poet Mahadevi Verma poetry competition on 26th of March 2022 at 11:30am- 12:30 pm in Sparta. Students were very enthusiastic to participate. We have witnessed 24 students' participation for the competition.

Mahadevi Varma (26 March 1907 – 11 September 1987) was an Indian Hindi-language poet, essayist, sketch story writer and an eminent personality of Hindi literature. She is considered one of the four major pillars of the Chhayawadi era in Hindi literature. She has been also addressed as the Modern Meera. Varma had witnessed India both before and after independence. She was one of those poets who worked for the wider society of India. Not only her poetry but also her social upliftment work and welfare development among women were also depicted deeply in her writings. These largely influenced not only the readers but also the critics especially through her novel Deepshikha.

She developed a soft vocabulary in the Hindi poetry of Khadi Boli, which before her was considered possible only in Braj bhasha. For this, she chose the soft words of Sanskrit and Bangla and adapted to Hindi. She was well-versed in music. The beauty of her songs lies in the tone that captures the euphemistic style of sharp expressions. She started her career with teaching. She was the Principal of Prayag Mahila Vidyapeeth. She was married, but she chose to live an ascetic life. She was also a skilled painter and creative translator. She had the distinction of receiving all the important awards in Hindi literature. As the most popular female litterateur of the last century, she remained revered throughout her life. The year 2007 was celebrated as her birth centenary.

Ms. Mishba Banu stands winner and Mr. Chandru stands runner up for the competition. Vote of Thanks was proposed by Ms. Harsha C.



Students participating in the Poetry Competition

**KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES
BANGALORE**

CULTURAL COMMITTEE

KALEIDOSCOPE

REPORTS FOR THE YEAR
2021-2022

**CHAIRPERSON: DR SARITA IYER
CO-ORDINATOR: MS. ANTRA VOHRA**



KRUPANIDHI GROUP OF INSTITUTIONS **Report on Kaleidoscope (Cultural Committee)**

Krupanidhi Group of Institutions, Department of MBA, Kaleidoscope- Cultural Committee was formed on the 3rd of July 2021. The role of the committee would be to nurture the innate talents of the students and evince their talent in the various forms of art. The committee comprises of the Principal, IQAC Co-ordinator, Prof. Antra Vohra, Prof. Urmi Chakravorty & Prof. Roshni B. The committee has conducted 8 events since the formation for the academic year 2021-22, the detailed list along with the details of winners in given below.

S No	Name of the Event	Date of Conduct	Winners
1	Solo Singing	3 July 2021	Meghana-I, Chaithra-II, Sanju- III
2	Nrityotsava	24 July 2021	Mandara-I, Nadiya-II, Afnas-III
3	Ethnic Day 2021	27 October 2021	Naveen & Darshana
4	Children's Day	15 November 2021	—
5	Christmas Celebration	22 December 2021	—
6	Jashn Cultural Fest	31 March 2022	Multiple
7	World Cultural Diversity Day	21 May 2022	Karnataka-I, Tamil nadu-II, Orissa- III
8	Fresher's Day	21 May 2022	Naveen- Mr. Fresher & Sristy- Ms. Fresher

All events were conducted keeping in mind the interest of the students and their will to showcase their talents. The winners and participants of all events were appreciated for their efforts and talents.

The detailed reports of the events are given below:

Report on Solo Singing Competition

The MBA Department of Krupanidhi Group of Institutions conducted Solo Singing Competition on 3rd July 2021.

The event was presided and lead under the guidance of Prof. Ramalakshmi. The second semester MBA students Mr. Adheesh C and Ms. Pooja Sharma hosted the event. The event was conducted virtually through Google Meet on 3rd July 2021 at 2:30 PM. The Meeting began with the welcome speech, followed by the presidential address by Professor Rama Lakshmi. The judges for the event were Prof. Rama Lakshmi, Dr. Selva Kumar, Dr. Sravan

Kumar.

About 19 students participated in the event. They sang songs from different languages like Hindi, Kannada, Malayalam, Tamil and Telugu. An interesting part of the Programme was that, the teaching faculties also performed by showcasing their talent in singing. Moreover, it had boosted up the morale of the participants to take part in the competition. The event was concluded with a vote of thanks proposed by Mr. Adheesh C. The coordinators for the event were Dr. GEsther Princess and Prof. Pushpa Gowri



Students participating in the competition

The Department of MBA of Krupanidhi Group of Institutions conducted Solo Dance Competition – ‘NRITYOTSAV – Dance Battler’s Pride’ on July 24th 2021.

The event was presided and lead under the guidance of Dr. Sarita Iyer, Dean of the Management Department, Krupanidhi Group of Institutions. The event was hosted by Dr. Selva Kumar D. and Dr. Sravan Kumar V. The event was conducted online via Google Meet on 24th of July 2021 at 2:30 PM. The welcome address was given by Mr. Sunny Kumar, followed by the presidential address by Dr. Sarita Iyer, Dean of the Department of Management Studies and the event was declared open. The Student Coordinators of the event were Mr. Sunny Kumar, Ms. Monisha Reddy, and Ms. Pooja Sharma who anchored the complete event. The panel of judges for the grand event was graced by Dr. Sarita Iyer; Prof. Ramalakshmi V.; Dr. Pravesh Soti; and Prof. Nivedita Jha who motivated the participants and shared their expertise. The evaluation was based on five parameters such as Choreography; Expression; Style; Timing; and Presentation. There were 10 participants who participated in the NRITYOTSAV event. A

special group performance from Mr. Manjunath G. and Team was performed to share the joy to the participants and the faculty. The winner of the solo dance competition was Ms. Mandara D., the first runner-up was Ms. Nadiya Manzoor and the second-runner up was bagged by Mr. Afnas T.K. respectively. The technical assistance was provided by Mr. Shekar Sharma. The camera segment of the event was handled by Mr. Stanley Varghese. The event was concluded with a vote of thanks proposed by Dr. Selva Kumar D. and Dr. Sravan Kumar V.



Students participating in the Solo Dance Competition

REPORT FOR ETHNIC DAY

Department of MBA, Krupanidhi Group of Institutions, celebrated the Ethnic Day on the 27th of October, 2021. event took place at the Department of Management, on 28th of October 2021, 09:30 am. The event began with prayer by Ms. Rajashri of the first semester MBA. Followed by lighting of the ceremonial lamp by the complete team of Krupanidhi along with the students. This was followed by the inaugural address. Which was followed by a felicitation by Prof. Ramalakshmi Vasudevan. The students showcased their talents through dance and singing by students of junior and senior batch of MBA. The Ethnic Day fashion show was a main attraction of the day, students in their traditional attires showed off a couple to ramp walk where the best dressed students were awarded prizes. The session was concluded by dancing on music.

The conveners for the event were Prof. Antra Vohra



Students performing a Group song & dance and playing musical chairs

Report for Children's Day

The MBA Department of Krupanidhi Group of Institutions celebrated Children's Day on 15/11/2021.

The event took place at the foyer of the department of MBA on 15th of December 2021 at 12:30 PM which was well decorated by the 3rd Semester students under the guidance of Prof. Antra Vohra. Event was started by the inaugural address explaining the soul and significance of the celebration of children's day. It was followed by cake cutting ceremony. Students were in their dress code which was "Creative" All the faculties and students of the MBA Department were present for the event. The event was concluded up by 02: 00 pm. The Convenor of the event was Prof. Antra Vohra.



Cakes arranged for the students

Students cutting the cake to celebrate

Report on Jashn -2022

MBA department of Krupanidhi Group Of Institutions, Bangalore organized a cultural fest called JASHN 2022 on 31st March 2022. The event was held in the college auditorium, Atheneum by 9.30am. The MCs of the event Ridhin and Raasmi commenced the show.

The first event was solo dance performed by Sonalish Patra. She performed Shiv Tandav and gave a vigorous start. The next event was duel sung by Jishnu and Sayan, followed by stand-up show by Rajashree Raja. After that,

Sristy and team presented a group dance performance and made the audience and faculty member go on the floor. Thereafter, Harsha and team performed a group song of their own choice of language. Some of the students recited poems in the honour of Mahadevi Verma. After that, Jishnu and team gave a powerful mime performance and their concept was about Bully. Later Unni Maya and Jithina gave a duel dance performance, followed by Chandru and team performed a group song of their own choice. The next was Shayesta and Pranjali's Bollywood dance performance. Then Unnimaya, Bazith and Alwin performed for solo song. Later Shaun's team, Jintu's team, and Amsudh's team set the stage on fire with their amazing dance performances. The next event was group song performed by Aju and team, Jintu and team followed by melodious solo performance by Jintu and Aju. The Fashion walk started with an immense surprise as the students made the Faculty members to walk on the stage followed by the participants of Ramp walk. It gave a delightful ending of the event.



Mime enacted by students



Group Dance performed by the students



Group song performed by students



Group Picture of the department on Ethnic Day

Report On CULTURAL DIVERSITY DAY

Krupanidhi Group of Institutions, Department of MBA, celebrated an enlightening program on the occasion of Cultural Diversity Day on 21st of May. The program was planned and Athenium was selected as the venue for the event. At first, the Masters of Ceremony of the event Sristy Sharma and Debojyoti Laha gave a welcome speech regarding Cultural Diversity in India which was followed by lighting the cere-

monial lamp. After the mesmerizing speech, The Mc's of the event gave an Introduction Speech on Cultural Diversity. Our MBA students from different states exhibited the colours and cultural heritage of their respective states of India on display and it became more extravagant and enthralling. The selections were undoubtedly splendid and it did win the audience's heart and soul. Students exhibited the Indian state of Odisha, West Bengal, Bihar, Jharkhand, UP, Assam, Kerala, Tamil Nadu, and Karnataka. The best exhibit were selected by concession of our faculty juries and the state Karnataka Bagged the first prize followed by Tamil Nadu and Odisha, Second and third places respectively. Then finally, the event ended with the thank you note by the first year student Mr. Soma Sekhar.



Students showcasing the traditional dances of Karnataka & Kerala

Report on Fresher's Day Celebration

Krupanidhi Group of Institutions, Department of MBA conducted Fresher's Day event on 21st of May 2022, at Atheneum auditorium. At first, the Masters of Ceremony of the event Sristy Sharma and Debojyoti Laha gave a welcome speech to all MBA 1st years. The Mc's of the event gave an Intro Speech on the event of Ramp Walk for the selection of Mr and Ms Fresher MBA 2022. The MBA first year students did Ramp walk with their fascinating outfits and beautiful attitude. The best of them were finally selected as Mr and Ms Fresher MBA 2022, Mr Fresher – Mr Naveen Reddy and Ms Fresher – Ms Shristy Sharma. After the fascinating event, a vote of thanks was given to thank all the people who helped to make this event successful.



Students performing in the ramp walk



Students performing in the ramp walk

Krupanidhi Group of Institutions
Department of Management Studies

Report on

Conference on Union Budget 2022: Will it propel post
pandemic growth?

Date: 25.02.2022

Academic Year 2021-2022

Conveners:

Dr Sarita Iyer

Prof. Antra Vohra



KRUPANIDHI GROUP OF INSTITUTIONS
(AICTE Approved, ISO 9001:2015 Certified)

KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES

BANGALORE

POSTER FOR CONFERENCE:

KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES
PRESENTS

**A CONFERENCE ON
UNION BUDGET 2022**

**WILL IT PROPEL
POST PANDEMIC
ECONOMIC GROWTH?**

25 February 2022 | 11:00AM - 01:00PM

KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES
PRESENTS

**A CONFERENCE ON
UNION BUDGET 2022**

**WILL IT PROPEL
POST PANDEMIC
ECONOMIC GROWTH?**

25 February 2022 | 11:00AM - 01:30PM

DISTINGUISHED SPEAKERS

- Mr. Suresh Kumar**
Former General Manager of Private, TQM, F&E, Retail and ERM, Mumbai 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100
- Mr. Akhil Mehan Prasad**
Former IAS Officer, Government of Karnataka, P. O. Centre of 1998, M.S. State, Retail and ERM, Mumbai 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100
- Mr. Ramesh Kumar Ramesh**
Senior Consultant, Senior Counselor, TQM, Member P. O. Centre of 1998, Mumbai 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100
- Mr. Anand Patel**
CPA, TQM, P. O. Centre of 1998, Founder - TQM, P. O. Centre of 1998, Transfer of Property Act, 1908, 1909, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022
- Mr. Anand Agrawal**
Senior Researcher, Chief Financial Officer, Group Head of IT, Group Head of IT, Mumbai 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100
- Mr. Anand Singh**
CA, TQM, P. O. Centre of 1998, Founder - TQM, P. O. Centre of 1998, Transfer of Property Act, 1908, 1909, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022
- Mr. Anand Prasad**
MBA, TQM, P. O. Centre of 1998, Founder - TQM, P. O. Centre of 1998, Transfer of Property Act, 1908, 1909, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022

Profiles of Guests for Conference on Union Budget 2022: Will it Propel Post Pandemic Growth?

Guest 1: Mr. Neeraj Kumar

Mr. Neeraj Kumar is a distinguished police officer, belonging to the 1976 batch of the Indian Police Service. An alumnus of St. Stephen's College, Sir has served various important assignments as DCP/Traffic, DCP/South, DCP/Crime IGP/Mizoram, DGP/Goa and as Commissioner of Police, Delhi.

In his career spanning thirty-seven years – nine of which were in the CBI – Sir has cracked several high-profile cases and brought dreaded gangsters, economic offenders and terrorists to book. He led the CBI investigations into the serial bomb blasts of 1993 in Mumbai. He is credited with the arrest and deportation of American Centre attacker Aftab Ansari from Dubai, nabbing of Gujarat's underworld don Abdul Lateef and of Jagtar Singh Tara, the first accused to be arrested in the assassination of Sardar Beant Singh, Chief Minister of Punjab. As Commissioner of Police, Delhi he led the investigations into the Nirbhaya case of 2012 and spot fixing in IPL 6 in 2013 that indicted three high profile Indian cricketers.

During his stint in the CBI he supervised a wide variety of cases involving counterfeit Indian currency, wildlife crime, violations of patents and copyright, arms trafficking, theft of antiques et-cetera.

Sir is the recipient of police medals for meritorious and distinguished services. He represented India in the deliberations to formulate UN Convention on Transnational Organized Crime at Vienna. Subsequently, he was invited again to Vienna to formulate the UN Convention on Anti Kidnapping.

After his retirement from police service, he served as the Head of the Anti-Corruption & Security Unit in the BCCI and went after corrupt practices in Indian cricket. He has recorded his experiences of fighting corruption in the game in the form of a book - his third one – tentatively titled ‘Inside Out’ being published by Juggernaut Publishing House shortly.

In November 2015, Penguin Random House published his first book ‘**Dial D for Don**’ that recounts 11 riveting police operations conducted under his charge during his nine-year stint in the CBI. The book has been translated into Hindi, Gujarati, Kannada and Malayalam and its movie rights have been taken by Neeraj Pandey, the famous Bollywood film producer and director. Two stories from his second book ‘**Khaki Files**’ have been converted into the popular web series ‘Delhi Crime’- Season 1 & 2. While the first season is already streaming, season 2 is likely to be released during the current year.

Guest 2: Mr. Ashit Mohan Prasad

We have the privilege to have amongst us Shri Ashit Mohan Prasad.

Sir is a decorated officer of the Government of India. He is an IPS of the Karnataka Cadre of the 1985 batch.

Apart from holding reputed positions like SP, IB to name a few, for the office of the Government, Sir holds an MA in Economics from Delhi School of Economics. Sir also holds an LLB from Bangalore University and a master’s in Business Law from NSLUI and an MBA. At the end of his tenure, Sir retired as a DGP

Guest 3: Mr. Kunal Kumar Kundu

An Economist and Columnist with 20+ years of experience in Financial Research.

Sir has Authored multiple thematic, cross regional and cross asset reports on both India and Indonesia and have been presenting SG's research and investment ideas to clients across Asia, Europe and the US.

He is also Societe Generale Corporate and Investment Banker

Sir is a Sr. Economist and General Manager, Roubini Global Economics

He was also the Research Head for Economic Research at Infosys Ltd and has served as a Sr. Economist at Indo German Chamber of Commerce

Sir holds a PGDBM in the domain of Finance & Marketing from the Indian Institute of Planning & Management and a Post Graduate Diploma in Equity Research & Analysis. Sir also holds an Msc in Economics from the University of Calcutta. His expertise lie in Equity Research, Industry Research and Economy Research and he is also a member of the Institute of Chartered Financial Analysts of India

Guest 4: Mr. Nilesh Patel

Mr. Nilesh is the Founder of TaxWise and an expert in preventing Tax and Transfer Pricing problems, by upfront careful planning. Sir has been associated with prestigious organisations like Deloitte where he served as a Corporate Senior Tax Manager, The Chugh Firm, at California where sir served as a Tax Professional and He also served as a Additional Commissioner of Income-Tax, IRS, Indian Revenue Service

Sir has a professional qualification in Transfer Pricing, International Tax and US Tax, from the University of California, Los Angeles & is an Alumni of the prestigious Indian Institute of Technology Bombay from where he holds a Master's Degree. Sir is also an alumnus of the National Academy of Direct Taxes, Nagpur.

Guest 5: Mr. Vineet Agrawal

Mr. Vineet Agrawal has a Rich Experience in Administration and Management of Tax Laws, Infrastructure and Human Resources as part of Federal Government, Tax Planning, strategy and compliance with top corporate groups, Negotiation and closure of large ticket size JV Investment Deals, Investment Restructuring, Land Acquisition, DPR and statutory approvals for large Integrated Township Projects, ERP Implementation for SBUs, Project Planning and Implementation

Presently the Senior Executive Vice President and Group Head, JSW Group - one of the largest corporate houses of India, having interest in Steel, Power, Cement, Paints, Ports, Mining, Sports, Venture Funding, Real Estate. Looking after Taxation, EXIM, Compliances, Vigilance, IP and Brand Protection, Strategic planning and structuring.

Sir has served in various prestigious organizations such as Reliance Power as Vice President (Taxation), Vice President Business Development at Reliance Capital. Has also served the office of government as a Joint Commissioner of Income Tax, Income Tax Department.

Sir is professionally equipped with a two-year course for IRS Officers in the domain of Taxation and Allied Laws, Tax Administration & Management and is an alumnus of the National Academy of Direct Taxes.

Sir holds a Bachelors in Electronics and Communication from Malaviya National Institute of Technology, Jaipur and is an alumnus of the prestigious Indian Institute of Technology, Delhi from where he holds an MTech in Management & Systems.

Guest 6: Mr. Aneesh Day

Mr. Aneesh Day is a Chartered Wealth Manager AAFM (American Academy of Financial Management) US: Highest globally recognized designation in Wealth Management. He has also been awarded for Financial Planning by CII (Chartered Insurance Institute) London.

Sir has a vast experience in conducting training in Finance Specialization to selected corporates and premier Management Institutes. He has also conducted various workshops and Management Development Programmes at various institutes like Indira, MIT, IICMR, Flames to name a few. Sir has also conducted Chartered Wealth Manager-CWM® Trainings for the American Academy of Financial Management.

He is currently the Founder & Principal Consultant at Fincubator Consulting. Sir has also served various positions at companies such as HSBC Bank and Vice President, Relationship Manager at Citibank India, Mortgage Loan Consultant at ICICI HFC Ltd and a Research Analyst for Risk Management at Hill & Associates. Sir holds a masters in the domain of Economics from Fergusson College in Pune Maharashtra.

Moderator: Mr. Jean Prasad

Sir has 15 years of rich experience as a private banker managing wealth and working on legacy creation and ringfencing of assets. He is a Respected advisor with an approach to design the wealth strategies to the need of yours and this approach has helped in garnering an AUM of 800 million. His objective is to Plan and build a financial foundation for the client and who they care about.

He takes pride in evaluating portfolios and mitigating risk thus having a credit grade all weather portfolios. His goal is to help develop and implement a sustainable strategy for managing your

wealth for continuity to help in diversifying and protecting wealth.

He is adept in the domain of Wealth Management & Estate Planning. Currently he is the co-founder and Managing Partner at Bulwarks Financial Services LLP and has served in various organisations like Validus Wealth as a Vice President, Vice President at Anand Rathi Wealth Advisors Limited and Investment Specialist at ICICI Bank. Sir was also the associate director at Warmond Trustees and Executors Pvt Limited.

Sir is adept in the domain of Wealth Management, Estate Planning & Tax Mitigation & Charitable Planning and is a registered AMFI Distributor and IRDA Advisor.

Report on Conference on Union Budget 2022

TOPIC: Union Budget 2022 Will it propel post pandemic growth

The conference commenced with the MC Prof. AntraVohra formally welcoming the gathering. This was followed by Dr. Sarita Iyer, Dean Management Studies who addressed the conference. The guest profile for the conference was presented by Mr. Ridhin R and Ms. Raasmi.

Speakers:

Mr. Neeraj Kumar, Mr. Ashit Mohan Prasad, Mr. Kunal kumarkundu, Mr. Nilesh Patel, Mr. Vineet Agarawal, Mr. Aneesh Day, Mr. Jean Prasad (Moderator)

The moderator for the event Mr. Jean Prasad commenced the session addressing the queries to the speakers such as the current state of the economy, the digital foot print of India, Climate change and renewable energy, PM's Gandhi Shakti plan etc.

The speakers addressed the questions in turns with the conclusions being the poor state of Indian economy post pandemic, India trying to lead itself towards a hybrid digital platform, PM's plan going meticulously well.

The next part of the conference was focused upon cryptocurrency, Tax receipts, Capital expenditure and overall development. The inference from the sector of crypto currency was the 30 percent tax imposed was justified and reasonable. Crypto currency not being legal in the country and the existing presence of digital money in the form of UPI's. In the case of Capital Expenditure, it needs to increase and the mentality of borrowing should be decreased for further growth. The development of the country can either be on cash transfers or building of infrastructure. The focus as discussed

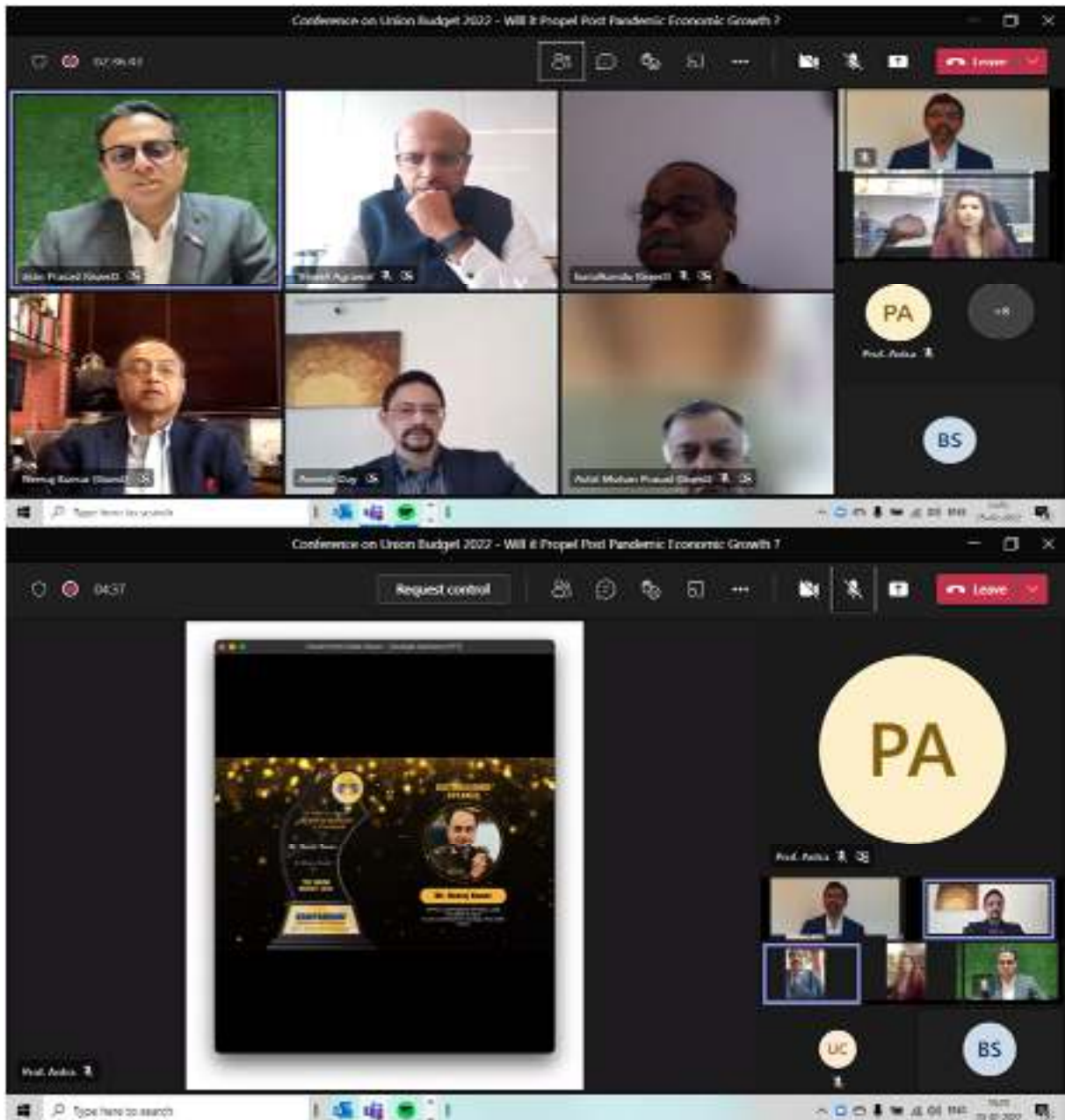
should be to increase income rather than reduce tax for the growth to be evident and consistent.

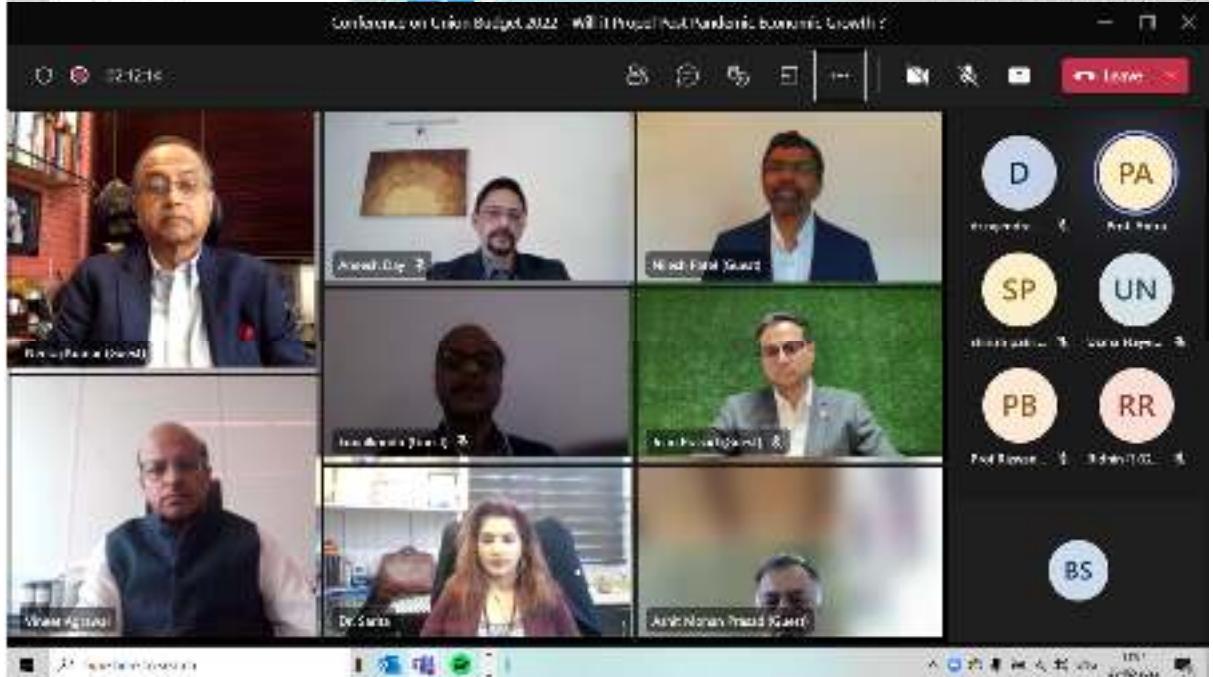
A highlight being India should see a bright future in the next decade. Reduction of dependence on foreign goods will give support to the Indian manufacture in parallel reduce imports and increase exports.

The final segment of the conference was dedicated to direct investment, Tax administration, Proportion of income split, RBI functioning, Organisation of money supply and so forth.

The session then was concluded with Mr.Jeanprasad addressing the gathering and Conclusion & presentation of virtual mementos to all the Guest Speakers byDr.Sarita Iyer to the students.

Pictures:







Krupanidhi Group of Institutions
Department of MBA

KGI Rotaract Club
Report on
Usage of eTabs donated to
Government High School, Gunjur
Class session 11th June 2022

Date: 11th June 2022

Academic Year 2021-2022

Conveners:

Rtr. Naveen Reddy, President
Rtr. Niranjana, Vice President
Rtr. Sayan Dutta, Secretary
Rtr. Rajashree Raja, Jt. Secretary
Faculty Coordinator:
Prof. Dr. Prakash A

KGI Rotaract Club

Report on Usage of eTabs donated to Government High School, Gunjur Class session 11th June 2022

- Prepared By: KGI Rotaract club Editor- Rtr. Aju C Jose
- Date: 12th June 2022
- Venue: Government High School, Gunjur
- Time: 10.00AM to 11.30AM

INTRODUCTION

Members of KGI Rotaract Club visited Government High School, Gunjur which was adopted by Krupanidhi Group of Institutions and where we have gifted twenty-three (23) e-Tabs.

These e tabs would be used by Students of Government High School, Gunjur - Kannada medium school, that is one e-tab designed to serve two students. This way we intend to cover more students under this CSR initiative.

The Vision of school adoption program is to convert backward rural and urban Government schools into Model School, so that they are on par with the best run city schools in terms of teaching & learnings and performance.

Now these students of Government High School, Gunjur has following benefits:

1. Easy access to high quality education for underprivileged rural and urban school children
2. Meeting the teaching resource gaps by KGI Rotaract Club members' support
3. Evaluation on quantifiable goals through proper feedback mechanism by using e-tabs for teaching and learning to transform Teaching - Learnings at Govt. High School, Gunjur. These e-tabs are provided with 10th Standard Syllabus comprising of Kannada, Hindi, English languages, Mathematics, Science, Social Studies
4. Achieving self sufficiency

Kannada Teacher Mr. Ramanna taught them using e-tab – taught them a Kannada language lesson “Shabari” by Poet & Play Writer Pu.Thi.Na (Purohita Thirunarayana Narasimhachar). KGI Rotaract member taught the students about how to use the e-tabs during the class sessions

CONCLUSION

The children had their best moments to study – teaching & learning by using e-tabs and members practically showed them how to use them in the proper way.

Thus, a wonderful service is being extended to the students of Government High School, Gunjur.

PICTURES



Kannada Teacher Mr. Ramanna teaching using e-tab



Student Suresh using e-tab



Students Ramu & Mallesha using e-tab

Students attentively listening to the teacher using e-tab



The Teacher and Students are using the e-tab to learn “Shabari” lesson



Notice Board of Government High School, Gunjur



Student Vanitha explains her understanding of “Shabari” lesson



KRUPANJHI GROUP OF INSTITUTIONS
19, DTF, Agnew Road, Coimbatore - 641 001 (K.S. INDIA)

DEPARTMENT OF MBA

**FACULTY PARTICIPATION AND
ACHIEVEMENTS**

FACULTY PARTICIPATION/ACHIEVEMENTS

MBA MENTORS' PARTICIPATION IN WORSHOPS, WEBINARS FROM JULY 2021 TO JUNE 2022

S.NO	FACULTY NAME	Topic	DURATION
1	DR. PRAVESH SOTI	Impact of Environment in Today's World by Mr Suresh Heblikar	1 hour [4.3.2022]
2		Understanding Good Friday and Easter by Mrs. Christy Joel Raj	1 hour [16.4.2022]
3		Understanding RaamaNavami by Prof BB Venkatesh	1 hour [17.4.2022]
4		A synonym to Kannada Cinema, a chapter by itself in Indian Cinema by Dr. Rajkumar	1 hour [24.4.2022]
5		Optimism, a Synonym for Young Blood by DrSurabhilaPattali	1 hour [27.5.2022]
6		How to Write a Research Paper in Scopus listed Journals	1 hour [29.6.2022]
7		Best practices, do they make or break you by Prof. Soujannya Diwan	1 hour [5.7.2022]
8	Prof Nisha Rajan	7 days FDP by APC Maharani college with IQAC cluster APC Maharani college Enhancing quality by unearthing innovative practices-Equip 2022	18th April 2022 to 24th April 2022
9		Third International Conference on "Materials, Computing and Communication Technologies". (ICMCCT 2022), organized by Annaivailankanni College of Engineering, Kanyakumari	20th June 2022

10	Dr. Selva Kumar D.	<i>A 7 Day Online Faculty Development Programme on “Enhancing Quality by Unearthing Innovative Practices – EQUIP 2022 from 18th- 24th April 2022, jointly organized by Mannar Thirumalai Naicker College, Madurai, and A.P.C. Mahalakshmi College for Women, Thoothukudi.</i>	7 Days (18 th - 24 th April 2022)
11	Dr. Selva Kumar D.	A “10 Day Patent Analytics Course” from 8 th -17 th October 2021, organized by TURNIP Innovations.	10 Days (8 th -17 th October 2021)
12	Dr. Nivedita Jha	Webinar on “Decoding Budget – 2022 for Progressive India	1 day (5 th feb 2022)
13		Workshop on “Introduction to Data Analytics Using R”	3 days (10 th to 12 th Jan 2022)
14		Workshop on “ MS Excel Pivot Table”	1 day (10 th of July 2022)
15	Antra Vohra	Conference	16.7.2021-17.7.2021
16	Urmi Chakravorty	TURNIP PATENT DRAWING MASTER-CLASS	1 ST JULY 2022
17		TURNIP PATENT DRAWING MASTER-CLASS	8 TH OCTOBER TO 17 TH OCTOBER 2021

MBA MENTORS' PARTICIPATION IN FDP FROM JULY 2021 TO JUNE 2022

S.NO	FACULTY NAME	NAME OF THE PRO-GRAM	DURATION
1.	Dr. Ramalakshmi	One day National Level FDP on Re-view of Literture by using Publish and Perish & VOS Viewer	May 8 th 2022
2	DR. PRAVESH SOTI	ONLINE TEACHING PLATFORM AND TOOLS	21 DAYS
3	Dr. Selva Kumar D.	<i>A 7 Day Online Faculty Development Programme on "Enhancing Quality by Unearthing Innovative Practices – EQUIP 2022 from 18th- 24th April 2022, jointly organized by Mannar Thirumalai Naicker College, Madurai, and A.P.C. Mahalakshmi College for Women, Thoothukudi.</i>	7 Days (18 th - 24 th April 2022)
4	Sneha Kanade (attendee)	FDP on Create an impact in online teaching	22 nd April 2022
5		FDP on Nurturing Entrepreneurship and Start up Management	7 th June – 11 th June 2022
6	Dr. Nivedita Jha	FDP on Research Tools and Techniques in Business Management	5 day (22 nd Nov to 26 th Nov 2021)
7	Antra Vohra	FDP on Creative Thinking	7.6.2021-11.6.2021
8	Dr G Esther Princess	Scroll Well FDP on Online teaching platform and tools	21 days (June 01st - 21st, 2021)

MBA MENTORS' CONFERENCE/JOURNAL PUBLICATIONS FROM JULY 2021 TO JUNE 2022

S.NO	FACULTY NAME	TITLE	CONFERENCE/JOURNAL
1.	Dr. Ramalakshmi	Analyzing the Determinants of Team Effectiveness - A display of Integration, Introvert and Interface leading to Resuscitation”	KRUPACON 2021 ISBN conference proceedings
2		“Altruism, Awareness, Empathy, Emotional Healing and Persuasion: Analyzing Servant Leadership”	KRUPACON 2021 ISBN conference proceedings
3		Influence of Organizational Culture on Organizational Effectiveness.	KRUPACON 2021 ISBN conference proceedings
4		Association between Socio Economic Factors and Satisfaction Level of Rural Customers in Insurance Sector	Journal of Education: RabindraBharati University
5		Analyzing Awareness and Purchase Behaviour of Insurance Policies	Journal of Fundamental and Comparative Research
6	DR. PRAVESH SOTI	ADAPTIVE HEADLAMP FOCUSING SYSTEM” AFA”	KRUPACON 2021
7		INVESTIGATION OF IMPACT OF GSCM DRIVERS	ISBN 978-625-00-9505 (ICE MTM- 2022)

		ON INDIAN MANUFACTURING SECTOR	
8	Dr. Selva Kumar D.	Fintech Service Providers and Adoption of Fintech Innovation	3 rd International Conference on Resuscitation, Re-engagement, Resilience, and Reinvention... a hybrid transformation across various sectors organized by Krupanidhi Group of Institutions, 16 th – 17 th July, 2021. [ISBN: 978-81-950227-9-3]
9		Impact of GST on FMCG Segment of Hindustan Unilever Ltd.	
10		Renaissance and Backwaters of Indian Aviation Giant: The Nation's Pride	
11		Conference Proceedings on International Conference on Resuscitation, Re-engagement, Resilience, and Reinvention... a hybrid transformation across	Editor, Conference Proceedings [ISBN: 978-81-950227-9-3]
12	Dr D PushpaGowri	Brand Strategies to Drive Customer Re-engagement	International Scopus Indexed Conference on Resuscitation, Re-Engagement, Resilience and Reinvention
13	Sneha Kanade	Contemporary Employee retention practices: Need of the hour.	Web of Science - (INT-JECS) ISSN: 1308-5581 Vol 14, Issue 03 2022
14	Antra Vohra	Resuscitation, Re-engagement, Resilience & Reinvention .. A hybrid transformation across various sectors	16 July 2021-17 July 2021 Conference

15	Dr Esther Princess	Resuscitation, Re-engagement, Resilience & Re-invention - A hybrid transformation across various sectors	16 July 2021-17 July 2021 Conference ISBN: 978-81-950227-9-3
16	Dr. Prakash	Research Paper presentation at KrupaDecon2022	KrupaDecon2022 3 rd June 2022

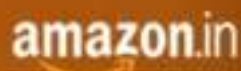
MBA MENTORS' PARTICIPATION AS RESOURCE PERSON FOR VARIOUS PROGRAMS FROM JULY 2021 TO JUNE 2022

S.NO	FACULTY NAME	NAME OF THE PROGRAM	DURATION
1.	Dr. Ramalakshmi	Resource person for “Workshop on SPSS with hands on training”	10 th July 2021
2	Dr. Ramalakshmi	Resource person for the webinar titled “Are you ready to perform well? Optimizing your Productivity”	27 th September 2021
3	Dr. Ramalakshmi	Resource person for the “Workshop on SPSS with hand on training	20 th October 2021
4	Dr. Ramalakshmi	Resource person for the session: “Basic Statistical Analysis and Interpretation using SPSS Statistical Software” organised by Department of Business Administration, Government Arts College, Paramakudi	27 th and 28 th December 2021
5	Dr. Ramalakshmi	Resource person for the session “Aptitude scaling up” conducted by Krupanidhi Degree College, Bangalore	20 th and 21 st June 2022
6	DR. PRAVESH SOTI	TREATEMENT OF SEXUAL HARASSMENT/ IFIM	1 HOUR [24.07.2022]
7	Dr D Pushpa Gowri	Session Chair for the International Re-	2 nd to 10 th august

		search Summit AVLOKAN 2021 titled “Redefining Social Responsibility and Ethical Leadership” organized by Faculty Research Cell – Gyanidhi and SRDC – Vidhyanidhi, CMS, JAIN (Deemed-to-be University)	2021
8	Dr D PushpaGowri	Session Chair for the International Entrepreneurship Summit ‘AVLOKAN 2.0’ 2022 titled “Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures” organised by Faculty Research Cell – Gyanidhi and SRDC – Vidhyanidhi, CMS, JAIN (Deemed-to-be University)	10th – 12th & 17th – 22nd January 2022
9	Sneha Kanade	Session on Verbal Ability and Aptitude at Formacio’22 Placement and Finishing School Training organized by Krupanidhi Degree College	20th - 27th May 2022
10	Dr. Shabista Booshan	FORMACIO 2022: Placement and Finishing School Training	2.5 hours
11	Dr G Esther Princess	Session on Human Values & Ethics at Sai Ram Institute of Technology, Chennai	1.5 hour (13/9/21)
12	Dr. Prakash A	Judge for National level Students Paper presentation ESPLORO 2021	5th July 2021



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Dr Sarita Iyer



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IQAC Cluster

Certificate of Participation

This is to certify that

Dr. Mr. Ms. Dr. Sarita Iyer, DEAN, KRUPANIDHI GROUP OF INSTITUTION, Bangalore, Karnataka

has actively participated in A Seven Day Online Faculty Development Programme

on

ENHANCING QUALITY BY UNHEARTING INNOVATIVE PRACTICES - EQUIP 2022

jointly organized by IQAC of Manna Thirumala Naidu College, Madurai & A.P.C. Mahalaxmi College for Women, Thiruvallur in collaboration with IQAC CLUSTER from 18th April 2022 to 24th April 2022.

18-04-2022

Title: The Future of Higher Education Institutions in the Light of National Education Policy

Resource Person: Dr. S. Sankar, Advisor, IQAC Cluster, Retired Principal, Alwarthi Nageswara Rao College, Andhra Pradesh.

19-04-2022

Title: LMS & ICT Infrastructure

Resource Person: Mr. Rajinikanth Parthasarathy, Assistant IQAC Coordinator, Karnataka Arts Science and Commerce College, Bidar.

20-04-2022

Title: Extension Activities and Green Initiatives

Resource Person: Mrs. Gouri Daswadthi, Assistant Professor of Microbiology, Abeda Inamdar Senior College, Pune.

21-04-2022

Title: Effective Documentation and Disseminating Documentation

Resource Person: Prof. Prayush Pakade, Associate Professor of Zoology, H.V.Dasa College, Pune.

22-04-2022

Title: Best Practices

Resource Person: Mr. Shantanu Patil, IQAC Coordinator, S.N.Arts D.J.Maharaj College, Solapur and B.N. Somaiya Science College, Sangamner.

23-04-2022

Title: Policies and Procedures

Resource Person: Prof. Shrotri Ramasudi, Head, Department of Physics, PDEA's Anantaram Power College, Pune.

24-04-2022

Title: Role of IQAC / Faculty/ Students in Quality Enhancement and Satisfaction

Resource Person: Dr. Deepak Narasimhan, IQAC Coordinator, DMV Vaidyanar College of Commerce, Solapur.

Dr. P. Radha
B.D. Radha

Urgating Secretary
A.P.C. Mahalaxmi College for Women
Thiruvallur

Dr. H. Manoharan
Dr. H. Manoharan

Principal
Manna Thirumala Naidu College
Madurai



N. Muralikrishnan
Dr. N. Muralikrishnan

Principal
A.P.C. Mahalaxmi College for Women
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Mr. B. V. Rao
Mr. B. V. Rao

Coordinating Secretary
Manna Thirumala Naidu College
Madurai

Dr. Prayush Pakade
Dr. Prayush Pakade

President
IQAC Cluster

Dr. Ramakrishna
Dr. Ramakrishna

Joint Secretary
IQAC Cluster

KRUPACON 2021

INTERNATIONAL SCOPUS INDEXED CONFERENCE ON RESUSCITATION, RE-ENGAGEMENT, RESILIENCE & REINVENTION

... a hybrid transformation across various sectors.

CERTIFICATE OF PARTICIPATION

This is to certify that **Dr. Sarita Iyer, Dean**

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **Altruism, Awareness, Empathy, Emotional Healing**

& Persuasion: Analyzing Servant Leadership

Co-authored with **Prof. Ramalakshmi Vasudevan, Associate Professor**

Krupanidhi Group of Institutions (Department of Management Studies)

for attending **KrupaCon 2021 | INTERNATIONAL SCOPUS INDEXED CONFERENCE ON Resuscitation, Re-engagement, Resilience & Reinvention ... a hybrid transformation across various sectors.**

organized by Krupanidhi Group of Institutions, Bengaluru, India, on 16-17 July 2021.

ORGANIZED BY



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V. Prakash
Dr. Prakash A
Prof. RAMALAKSHMI V
Dr PRAKASH A
Conveners



Sarita Iyer
Dr. SARITA IYER
Dean, KSM

Suresh Nagpal
Prof. Dr. SURESH NAGPAL
Chief Patron, KGI



ORGANIZED BY
Department of Social Work

WORKSHOP ON
SPSS
WITH HANDS ON TRAINING

 **SATURDAY | 10TH JULY, 2021**
 **10:00AM - 12:30PM**



RESOURCE PERSON
Prof. RAMALAKSHMI VASUDEVAN

Academic Coordinator,
Associate Professor
at KSM



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Department of MSW, KDC

ORGANIZING COMMITTEE MEMBERS

Dr. Neha Saran, Asst. Professor
Mr. Joel Philo, Asst. Professor
Ms. Athulya Francis, Class representative
Ms. Keerthi, Class representative

Certificates will be issued for all the participants | Install a trial version of SPSS for hands on training.



GOMSGURU ACADEMY

Bangalore - 560064

Certificate of Participation

THIS CERTIFICATE IS PROUDLY AWARDED TO

Dr. Ramalakshmi

has participated in the "One Day National Level FDP on Systematic Review of Literature by Using Publish and Perish, & VOS Viewer" held on Sunday, May 8, 2022.

O. GOMATHI
DIRECTOR

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GROUP OF INSTITUTIONS
(School of Management)

This is to certify that **Prof. Ramalakshmi Vasudevan, Associate Professor**

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **Altruism, Awareness, Empathy, Emotional Healing**

& Persuasion: Analyzing Servant Leadership

Co-authored with **Dr. Sarita Iyer, Dean**

Krupanidhi Group of Institutions (Department of Management Studies)

for attending **KrupaCon 2021 | INTERNATIONAL SCOPUS INDEXED CONFERENCE ON
Resuscitation, Re-engagement, Resilience & Reinvention**
... a hybrid transformation across various sectors.

organized by Krupanidhi Group of Institutions, Bengaluru, India, on 16-17 July 2021.

Prof. RAMALAKSHMI V
Dr PRAKASH A
Convener

Dr. SARITA IYER
Dean, KSM

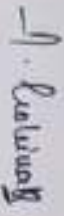
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Certificate of Appreciation

This is to certify that **Dr.N.Ramakshmi**, Associate Professor, Department of Management Studies, Krupanidhi Group of Institutions, Bangalore has been the "Resource Person" and delivered a special address on Two Days National Workshop Titled "Basic Statistical Analysis and Interpretation using SPSS Statistical Software" organized by Department of Business Administration, Government Arts College, Paramakudi held on 27th & 28th December 2021.


Organizing Secretary


Head of the Department




Principal



KRUPANIDHI DEGREE COLLEGE
#12/1, Chakkabandur, Carmelaram Post, Gurjur Village, Yathur Hobli, Bangalore-560035

CERTIFICATE OF APPRECIATION

THIS CERTIFICATE IS PROUDLY
AWARDED TO

Dr. Ramalakshmi

for being a resource person and for delivering an Invited Talk on:
" **APTITUDE SCALING UP** "

at FORMACIO'22 Placement & Finishing School Training, organized by Krupanidhi Degree College,
Bengaluru in association with Placement Cell, KDC from 20-27 June 2022.

Dr. BADRUNNISA S
Principal, KDC

Prof. SHYJAN P. M
Facilitator, KDC

Dr. SAM PAUL ISAAC
Director, KGI

Prof. Dr. SURESH NAGPAL
Chairman, KGI



Shodhsamhita

Journal of Fundamental & Comparative Research

ISSN: 2277-7067

CERTIFICATE OF PUBLICATION

This is to certify that the article entitled
ANALYSING AWARENESS AND PURCHASE BEHAVIOUR OF INSURANCE POLICIES

Authored By

Dr. Rama Lakshmi

Associate Professor, Department of Management Studies, Krupanidhi Group of Institutions

Published in

Shodhsamhita Journal: ISSN 2277-7067

UGC Care Approved, Group I, Peer Reviewed, Bilingual, and Referred Journal



शोधसंहिता



KRUPACON 2021

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CERTIFICATE OF APPRECIATION

This certificate is presented to

Prof. Ramalakshmi . V

*in appreciation of her actively contribution as a Convener in
INTERNATIONAL SCOPUS INDEXED CONFERENCE ON
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organized by Krupanidhi Group of Institutions, Bengaluru, India, on 16-17 July 2021.*

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Dr. PRAKASH A
Convener

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Dean, KM

Prof. Dr. SURESH NAGPAL
Chief Patron, KGI



**JOURNAL OF EDUCATION: RABINDRA BHARATI
UNIVERSITY**

PAPER TITLE

**Association between Socio Economic Factors and Satisfaction Level of Rural
Customers in Insurance Sector**

AUTHOR

Dr.Rama Lakshmi

**Associate Professor, Department of Management Studies, Krupanidhi Group of
Institutions**



Signature





Webinar on

TREATMENT FOR SEXUAL HARRASMENT



Date: 24 July, 2022
Time: 10:30 am to 11:30 am

Dr Pravesh Soti
Krupanidhi Group of Institutions

E-CERTIFICATES WILL BE ISSUED TO ALL PARTICIPANTS

SAKTHI POLYTECHNIC COLLEGE, SAKTHI NAGAR Erode Dt. 638 315
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Department of Electronics and Communication Engineering
Skill Development webinar series

Learn To Know! Believe To Apply!

This is to certify that Mr/Miss/Mrs/Dr **DR. PRAVESH SOTI**
Of **Krupanidhi Group of Institutions**

has participated in the Webinar on **'Be the Boss Be an Entrepreneur'** Presented by
Er.S.Elango D.M.E.,BBA,BSc,(Comp Sci) (SPC 1988 Alumnu) CEO, FCARE Group ,Coimbatore
organized by the Department of Electronics and Communication Engineering, **sponsored**
by Alumni Association of Sakthi Polytechnic College.

6/19/2021 BDDCBS-GE000010

 COURSE CO-ORDINATOR J.RAMAKRISHNAN M.E.,MSTE.	 HOD /ECE Dr. S.SENTHILNARASU Ph.D.,MSTE	 PRINCIPAL Dr.N.Thangavelu, Ph.D.,MSTE.
--	--	---



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This is to certify that

Dr. Pravesh Soti

of
Krupanidhi Group of Institutions

has participated in

Optimism, a Synonym for Young Blood by Dr Surabhila Pattali

on

27-05-2022

under 75for75

a series of seventy-five events to celebrate the seventy fifth year of
Indian Independence.

PROF. B. VENKATESH
CONVENOR 75for75

DR. VISWANATHARAJ M
DIRECTOR



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This is to certify that

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Krupanidhi Group of Institutions

has participated in

Best practices, Do they make or break you by Prof. Soujanya Diwan

05-07-2022

under 75for75

a series of seventy-five events to celebrate the seventy fifth year of
Indian Independence.

PROF. B. VENKATESH
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DR. VISWANATHARAJ M
DIRECTOR



CERTIFICATE OF RECOGNITION

This is to certify that

Dr. Pravesh Soti

of

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has participated in

Impact of Environment in Today's World by Mr Suresh Heblikar

on

4-03-2022

under 75for75 ,

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of

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has participated in

Understanding Raama Navami by Prof BB Venkatesh

on

17-04-2022

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on

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DIRECTOR



Rajshree Institute of Management & Technology, Bareilly

DEPARTMENT OF BUSINESS ADMINISTRATION

Faculty Knowledge Sharing Programme

on

How to Write a Research Paper in Scopus Listed Journals

Certificate of Participation

This is to certify that **DR. PRAVESH SOTI**

from **Krupanidhi Group of Institutions**

has participated in Faculty Knowledge Sharing Programme on "How to Write a Research Paper in Scopus Listed Journals" organised by Department of Business Administration, Rajshree Institute of Management & Technology, Bareilly (U.P.) on 29 June, 2022.

Dr. Ramesh Agarwal
HOD
Department of Business Administration

Prof. (Dr.) Anil Kumar
Director (Academics)
RIMT, Bareilly

Certificate ID : RIMT/FP/22/372



CERTIFICATE OF RECOGNITION

This is to certify that

Dr. Pravesh Soti

of

Krupanidhi Group of Institutions

has participated in

A synonym to Kannada Cinema, a chapter by itself in Indian Cinema by Dr. Rajkumar

on

24-04-2022

under 75for75,

a series of seventy-five events to celebrate the seventy fifth year of
Indian Independence.

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*Third International Conference on
Materials, Computing & Communication Technologies
ICMCCT 2022*

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OF PARTICIPATION

This is to certify that **Prof. Nisha Rajan** of **Krupanidhi Group of Institution, Department of MBA** has participated in the Third International Conference on "Materials, Computing & Communication Technologies" (ICMCCT 2022) Organized by **ANNAI VAILANKANNI COLLEGE OF ENGINEERING, AVK Nagar, Pottalkulam** on June 20, 2022.




Convener


Principal







One Week National Level
Faculty Development Program

"NURTURING ENTREPRENEURSHIP & START-UP MANAGEMENT"

CERTIFICATE OF PARTICIPATION

This is to certify that Dr./Prof./Sri./Smt. Sneha Ravindra Kanade, Assoc. Professor,
of Krupanidhi School of Mgt, Bangalore.
has Participated in One Week National Level Faculty Development Program "NURTURING ENTREPRENEURSHIP &
START-UP MANAGEMENT" Jointly organized by New Horizon Centre for Innovation, Incubation & Entrepreneurship
(NHCIIE)-NHCE, New Horizon College-Kasturinagar and New Horizon College-Marathahalli from 7th to 11th June 2022.

Head
NHCIIE

Principal
NHCE



KRUPANIDHI DEGREE COLLEGE
#12/1, Chikkaabekandur, Carmelaram Post, Gubjur Village, Varthur Hobli, Bangalore-560033

**CERTIFICATE
OF APPRECIATION**

THIS CERTIFICATE IS PROUDLY
AWARDED TO

Dr. Sneha Kanade

for being a resource person and for delivering an Invited Talk on:
"VERBAL ABILITY & APTITUDE"

at FORMACIO'22 Placement & Finishing School Training, organized by Krupanidhi Degree College,
Bengaluru in association with Placement Cell, KDC from 20-27 June 2022.

Dr. BADRUNNISA S
Principal, KDC

Prof. SHYJAN P. M
Facilitator, KDC

Dr. SAM PAUL ISAAC
Director, KGI

Prof. Dr. SURESH NAGPAL
Chairman, KGI

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CERTIFICATE OF COMPLETION

PROUDLY PRESENTED TO
Dr. Nivedita Jha
FOR COMPLETING THE **MASTERCLASS** ON
MS Excel Pivot Tables

A handwritten signature in black ink, appearing to read "Jatan Shah".

Conducted By
Mr. Jatan Shah
Microsoft Certified Trainer
Founder & CEO, Skill Nation

Date of Issue
10th
July, 2022



Certificate of Participation

"DECODING BUDGET- 2022 FOR A PROGRESSIVE INDIA"

Organised by

University School of Business (USB) - Chandigarh University

This is to certify that

Prof./ Dr./ Mr./ Ms. **Nivedita Jha**

from **Krupaidhi Group of Institutions** *has attended the* **Panel Discussion**
on Union Budget held online on February 05, 2022 at Chandigarh University, Gharuan,
Mohali, Punjab, India.

Pardeep Kumar

Dr. Pardeep Kumar
Execs-Coordinator

Handwritten signature of Dr. Nihil Farghese in black ink.

Dr. Nihil Farghese
HoD-MBA

Handwritten signature of Prof. (Dr.) Nilesh Arora in black ink.

Prof. (Dr.) Nilesh Arora
Director

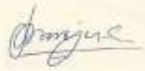
CERTIFICATE

OF PARTICIPATION

This certificate is presented to:

**Dr. Nivedita Jha, Associate Professor, Department of
Management Studies, Krupanidhi Group of Institutions,
Bangalore**

Have been part of the 3-Days Online Workshop on "Introduction to
Data Analytics using R" from 10/01/2022 to 12/01/2022 conducted
by Edulytix Academy, Whitefield, Bangalore - 560066



MANJU C
Executive Director



SUDHA M
President



Certificate of Participation

This certificate is awarded to

Dr. Nivedita Jha

For attending a Five Day Virtual FDP on
Research Tools and Techniques in Business Management
held from 22 - 26 November 2021
Organized by
Department of Management
School of Humanities and Management
NIT Andhra Pradesh

Coordinator
Ms. Prabhavathi

Convenor
Dr. Soumya Jose

Director
Prof. C.S.P. Rao



CERTIFICATE OF PARTICIPATION

Awarded To

Prof Urmi Chakravorty

For Attending the 1.5 Hours **Patent Drawing Masterclass** Conducted
by Turnip Innovations and facilitated by **Dr. Prachi Pandey,**
Registered Patent Agent, on 1st July, 2022

Turnip Innovations Pvt. Ltd
Corporate Identity Number: U74999WB2019PTC22793
Address: 6W55, Mari Casadons, TCS GP Main Road
New Town AA2F, Kolkata 700156, India
Certificate Number: 007328
Issue Date: 01 Jul 2022

RAHUL KAPOOR

Founder, Turnip Innovations



CERTIFICATE OF COMPLETION

Awarded To

PROF URMI CHAKRAVORTY

For Successfully Finishing the **10-Day Patent Analytics Course**
(equivalent 5-hours workload). Course organised by Turnip Innovations
and facilitated by **Dr. Rahul Kapoor**

Course Date(s): 00 Oct 2021 to 17 Oct 2021
Certificate Number: 902546
Certificate URL: turnip.co.in/Certificates/ASwUBC/
Issue Date: 25 Oct 2021

RAHUL KAPOOR

Founder, Turnip Innovations

Turnip Innovations Private Limited
Mari Casadons, 6W55, New Town AA 2F, Kolkata 700156, India



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DEPARTMENT OF ARTIFICIAL INTELLIGENCE & DATA SCIENCE

Webinar on

HUMAN VALUES & ETHICS



Resource person
Dr G Esther Princess
 Assistant Professor, Doctor MBA,
 Krupada Group of Institutions, Bangalore.

Date: 13.9.21
Time: 1.30 to 3.00pm.

Mrs. A.Sathya
 Co-ordinator

Dr Pachalammal @Priya M
 HOD / AI SCS

Dr. K. Palanikumar
 Principal
 SIT

Dr. K. Porkumaran
 Director
 Sairam Institutions

Shri. Sai Prakash LeoMuthu
 Chairman & CEO
 Sairam Institutions

CERTIFICATE OF APPRECIATION

INTERNATIONAL LEVEL RESEARCH SUMMIT 'AVLOKAN'

This certificate is awarded to

Prof. D. Pushpa Gowri

for contributing as **Session Chair** for the International Research Summit AVLOKAN 2021 titled "**Redefining Social Responsibility and Ethical Leadership**" from 2nd – 10th August 2021 organised by Faculty Research Cell – Gyanidhi and SRDC – Vidhyanidhi, CMS, JAIN (Deemed-to-be University).


Dr. Varsha Agarwal
Research Summit Convener

www.cms.ac.in


Dr. Dinesh Nilkant
Director

CERTIFICATE OF APPRECIATION

INTERNATIONAL LEVEL ENTREPRENEURSHIP SUMMIT 'AVLOKAN 2.0'

This certificate is awarded to

Prof. D Pushpa Gowri

for contributing as **Session Chair** for the International Entrepreneurship Summit 'AVLOKAN 2.0' 2022 titled "**Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures**" from 10th – 12th & 17th – 22nd January 2022 organised by Faculty Research Cell – Gyanidhi and SRDC – Vidhyanidhi, CMS, JAIN (Deemed-to-be University).



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Dr. Varsha Agarwal
Entrepreneurship Summit Convener


Dr. Dinesh Nilkant
Director

KRUPACON
2021

**INTERNATIONAL SCOPUS INDEXED CONFERENCE ON
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... a hybrid transformation across various sectors.

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ORGANIZED BY



KRUPANIDHI
GROUP OF INSTITUTIONS
(School of Management)

This is to certify that **Prof. Ramalakshmi Vasudevan, Associate Professor**

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **Altruism, Awareness, Empathy, Emotional Healing**

& Persuasion: Analyzing Servant Leadership

Co-authored with **Dr. Sarita Iyer, Dean**


Krupanidhi Group of Institutions (Department of Management Studies)

for attending **KrupaCon 2021 | INTERNATIONAL SCOPUS INDEXED CONFERENCE ON
Resuscitation, Re-engagement, Resilience & Reinvention**
... a hybrid transformation across various sectors.

organized by Krupanidhi Group of Institutions, Deerpark, Coim. on 16-17 July 2021.


Prof. RAMALAKSHMI V
Dr PRAKASH A
Convener


Dr. SARITA IYER
Dean, KGI


Prof. Dr. SURESH NAGPAL
Chief Patron, KGI

KRUPACON
2021

INTERNATIONAL SCOPUS INDEXED CONFERENCE ON
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(School of Management)

This is to certify that **Dr. Selva Kumar D.**, Assistant Professor

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **Fintech Service Providers & Adoption of
Fintech Innovation**

Co-authored with **Ms. Halima Sadiya, Student**

Krupanidhi Group of Institutions (Department of Management Studies)

for attending **Krupacon 2021 | INTERNATIONAL SCOPUS INDEXED CONFERENCE ON
Resuscitation, Re-engagement, Resilience & Reinvention**
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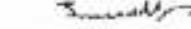
organized by Krupanidhi Group of Institutions, Bangalore, India, on 15-17 July 2021.


Prof. RAMALAKSHMI V

Dr PRAKASH A
Chairman


Dr. SARITA IYER

Dean, NVA


Prof. Dr. SURESH NAGPAL

Chairman, IGI

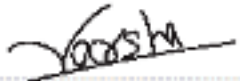
CERTIFICATE OF PARTICIPATION

INTERNATIONAL LEVEL RESEARCH SUMMIT 'AVLOKAN'

This is to certify that

Ms. Uzma Nayeem

has participated in the International Research Summit AVLOKAN 2021 titled
"Redefining Social Responsibility and Ethical Leadership" from 2nd - 10th August 2021
organised by Faculty Research Cell - Gyanidhi & SRDC - Vidhyanidhi,
CMS, JAIN (Deemed-to-be University).



Dr. Varsha Agarwal
Research Summit Convener

www.cms.ac.in



Dr. Dinesh Nikant
Director

CERTIFICATE
OF PARTICIPATION

This is to certify that

Uzma Nayeem

has participated in

'UTKARSH' Working Papers Series-1,

hosted by General Management Area, CMS Business School, JAIN (Deemed-to-be University)

held on 31st August 2021



Dr. Dinesh Nilkant
Director
CMS Business School
JAIN (Deemed-to-be University)



Dr. Harold Andrew Patrick
Professor & Dean - Academics
CMS Business School
JAIN (Deemed-to-be University)

CERTIFICATE OF APPRECIATION

INTERNATIONAL LEVEL ENTREPRENEURSHIP SUMMIT 'AVLOKAN 2.0'

This certificate is awarded to

Prof. D Pushpa Gowri

for contributing as Session Chair for the International Entrepreneurship Summit
'AVLOKAN 2.0' 2022 titled "Beyond Sustainability – Trends in Regenerative,
Socially Responsible, Community Ventures" from 10th – 12th & 17th – 22nd January 2022
organised by Faculty Research Cell – Gyanidhi and SRDC – Vidhyanidhi,
CMS, JAIN (Deemed-to-be University).



www.cms.ac.in

Dr. Varsha Agarwal
Entrepreneurship Summit Convener

Dr. Dinesh Nilkant
Director



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KRUPANIDHI
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(School of Management)

This is to certify that **Prof. Antra Vohra, Assistant Professor**

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **A Study on Impact of Social Media Influences on
Purchase Behavior for Smart Phones**

Co-authored with **Ms. Thanusha G, Student**

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for attending **Krupacon 2021 | INTERNATIONAL SCOPUS INDEXED CONFERENCE ON
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This is to certify that **Prof. D. Pushpa Gowri, Associate Professor**

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **Brand Strategies to Drive Customer Re-engagement**

Co-authored with.....

for attending **KrupaCon 2021 | INTERNATIONAL SCOPUS INDEXED CONFERENCE ON
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Awarded to

Dr. Prakash A, Associate Professor

Krupanidhi School of Management

for having successfully presented a paper titled *The Challenges of Internal Customer Relationship Management in E-commerce of FMCG Sector in India* Commerce & Management

Under the aegis:

of KrupaDecon 2022 INTERNATIONAL CONFERENCE ON
CHALLENGES & STRATEGIES TO REVOLUTIONIZE GLOBAL BUSINESS STANDARDS
organized by KrupaDecon 2022, Bengaluru, India, on 3rd & 4th June 2022.

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Principal, KDC

Dr. C.J. RAJENDRA PRASAD
Dean, PG Program, SOC

Prof. SHYJAN P. M
Dean, UG Program, NDE

Dr. SAM PAUL ISAAC
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Chief Patron, KDC



RNS INSTITUTE OF TECHNOLOGY

Dr. Vishnuvardhana Road, RR Nagar Post, Bengaluru-560098

DEPARTMENT OF MBA AND RESEARCH CENTER

A NATIONAL LEVEL CONFERENCE ON STUDENT RESEARCH PAPER: "ESPLORO-2021" SEASON 2

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This is to certify that

Dr./Prof./Mr./Ms..... **PRAKASH**
of **KRUPANIDHI DEGREE COLLEGE**.....has chaired a session at National
online conference on student research paper "ESPLORO-2021" organized by
Department of MBA, RNS Institute of Technology held on **Monday, 5 July 2021.**

Dr. U. Bhojanna
Professor & HoD

Dr. M. K. Venkatesha
Principal

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This is to certify that **Ms. Naveena V Student**

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **A Study on Inventory Management at Bajaj Motors**

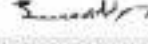
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This is to certify that **Ms. Mandini D, Student**

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **A Study on Specialization choice among Post
Graduation Students: An Interface to Business & Industry**

Co-authored with **Ms. Lakshmi Pramod, Student**

Krupanidhi Group of Institutions (Department of Management Studies)

for attending **KrupaCon 2021 | INTERNATIONAL SCOPUS INDEXED CONFERENCE ON
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This is to certify that **Mr. Manjunath G, Student**

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **Automatic Pneumatic Bumper with Braking System**

Co-authored with

for attending **KrupaCon 2021 | INTERNATIONAL SCOPUS INDEXED CONFERENCE ON
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This is to certify that **Ms. Pooja Sharma, Student**

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **A Conceptual Study on Blockchain- A Disruptive
Technology in Supply Chain & Logistics Management**

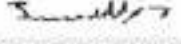
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of **Krupanidhi Group of Institutions (Department of Management Studies)**

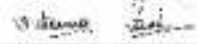
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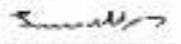
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This is to certify that **Ms. Praethika G, Student**

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **Promotional & Marketing Strategies and their
Impact on Consumers Purchase Intentions**

Co-authored with.....

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(School of Management)

This is to certify that **Mr. Krishnaprasad UR, Student**

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **Sales Improvement Techniques through
Digital Marketing**

Co-authored with.....

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This is to certify that **Ms. Halima Sadiya, Student**

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **Fintech Service Providers & Adoption of
Fintech Innovation**

Co-authored with **Dr. Selva Kumar D., Assistant Professor**

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This is to certify that **Ms. Shasina K Student**

of **Krupanidhi Group of Institutions (Department of Management Studies)**

has presented a paper titled **Impact of Training & Development on Employee Performance**

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