

MESSAGE FROM THE CHAIRMAN

“ JGI Group focuses on holistic and all-round development of its students. Students are facilitated to experiment with their ideas for starting a business of their own. It is a firm belief of the Group that these two approaches form the basis for making a strong Nation. Against the backdrop of these two aspects, it is indeed heartening to note that MATS Institute of Management and Entrepreneurship (MIME) is developing through several initiatives and practices to live up to the before said cherished purpose of the Group. Further, by observing the progress of the MIME students, it is commendable that the required professional qualities of ‘curiosity to grasp the essential managerial interventions’ and ‘creativity to solve the problems’ are being developed with the active involvement of the students. I am very sure that the PGDM students of 2016-18 Batch who received their postgraduation diploma after successfully completing the program requirements in the recently held Convocation – 2018, will demonstrate these qualities in their managerial and entrepreneurial journey. In this moment of their achievement, I personally feel proud and congratulate each one of the students and gently remind them that they will continue to be a part of the MIME fraternity and the institute is always willing to support their future professional endeavors.



It is indeed a delight to record the richly deserved recognition of MIME by the reputed “Silicon India” journal as “Business School of the Year 2018 for Academic Excellence”. Further, Global Human Resource Development Centre and Competition Success Review (i.e., GHRDC and CSR) Joint Survey conducted during 2018 has recognized MIME as “One of the Top Prominent Business School in 2018”. Amidst these two accolades, I am sure MIME will scale still bigger peaks and yet remain humble to learn continuously. ”

Dr. Chenraj Roychand
Founder Chairman - JGI Group

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FROM THE DIRECTOR'S DESK



“ MATS Institute of Management and Entrepreneurship (MIME) firmly believes that each student is important and there is a need to consistently focus on creating and providing value for each student matching to his/her talent. To add and sustain value, MIME strives to explore newer ways to enhance the value proposition for students. The outcome of this mindset is manifesting itself in constant updating of its teaching-learning practices in tune with the changing requirements of the industry. Further, the institute believes in promoting the expression of creativity among its students by providing them with multiple platforms. I am happy to note that all these aspects have found their expression in the active participation and bringing the laurels to MIME by our students in various national level competitions.

As an educator, it gives me immense pleasure while congratulating the students of 2016-18 Batch for successfully completing their program and receiving the certificates and medals. This is a fitting reward for the hard work and enthusiasm displayed

by all graduate students during the course of their two-year program at MIME.

It gives me immense joy in sharing that reputed management magazine, “Silicon India” has recognized MIME for their “Business School of the year 2018 - Academic Excellence” award. Further, the Joint Survey conducted during the year 2018 by Global Human Resource Development Centre and Competition Success Review (i.e., GHRDC and CSR) adjudged MIME as “One of the Top Prominent Business Schools in 2018”. At this moment of success, MIME humbly accepts these recognitions and also understands the added responsibility due to the increased expectations from its stakeholders.

In keeping pace with changing times, MIME understands the value of its esteemed alumni. MIME firmly believes that alumni are not only a resource but also an asset with immense potential. In this connection, I welcome the addition of an “Alumni Page” to the newsletter.

I whole heartedly wish all the members of MIME fraternity a happy, prosperous and fruitful New Year 2019. Let every day of the coming year be filled with fresh enthusiasm and fresh ideas of harmony and prosperity.

”

Dr. Jitendra Kumar Mishra
Director, MIME

ACADEMICS

"Deeksharambh" - Invocation ceremony for the students of Postgraduate Diploma in Management (PGDM) 2018-20 Batch - July 11, 2018



MATS Institute of Management and Entrepreneurship (MIME) warmly welcomed the students of PGDM 2018-20 Batch in “Deekshaarambh”, the invocation ceremony organized on July 11, 2018. The ceremony that signifies the formal beginning of the PGDM 2018-20 Batch started with 'Saraswathi Vandana' and lighting of the lamp by the dignitaries and the student representatives.

At the outset, Dr. Jitendra Kumar Mishra, Director - MIME welcomed the gathering of dignitaries, students, parents, and faculty members. Congratulating the students on their admission to MIME, Dr. Mishra highlighted the need to understand education as a moment to moment learning process and not a mere transaction of information process. He urged the students to treat their learning journey as a fresh beginning and thereby not to get loaded by regrets of the past. With the help of an interesting anecdote, he emphasized the need to widen one’s horizon and broad-thinking as a means of learning and pursuing one's dreams. He urged the students to learn in multiple ways and spoke about the need to pursue excellence by using different learning methodologies. He motivated the students to acquire diverse skills by effectively utilizing the various opportunities and platforms provided by the Institute.

Prof. B.S. Prakash, Management Practitioner was the special guest. In his speech, he highlighted the need for the students to engage themselves in the task to utilize the holistic-learning opportunities created at MIME. Dr. Shiva Kumar R, Head (Talent Acquisition and Workforce Planning and Deployment), Sodexo Limited was the Guest of Honor. He urged the newly admitted students to utilize their time and energy to learn. He further advised them to realize the importance of present and the need to have feelings of gratitude towards parents.

The Chief Guest of the invocation function was Mr. Augustus Azariah, Associate Director (Human Resource), IBM India Limited. In his address to the newly admitted students, he highlighted the need to be visible by taking initiatives; networking skills to improve one’s horizon of thinking; developing curiosity as a means for

continuous learning, and realization of the social component in all transactions. He further stressed upon the positive vibrations that he personally experienced at MIME which in turn, he was sure, will ensure the progress of the students in their career.

Prof. Reji Meprathe, conducted the proceedings of the Inaugural Session and the session ended with a formal vote of thanks by Dr. Suman Pathak.



Induction-Cum-Orientation Program for PGDM 2018-20 Batch



The induction-cum-orientation program was designed to introduce and acquaint the new Batch of students with the system, processes, protocols, and people including faculty and staff members of the Institute. The program provided a platform for students' interaction with practitioners to understand the trends in industry practices and orienting their mind in terms of expectations and goals. Finally, it contained bridge courses to

readying the students for regular classes. The brief details of the ten-day program are as follows:

July 9-10, 2018: Registration and Kitting-up

The first two days of the program began with completion of the registration, verification of documents, completion of formalities for the issuance of identity card and the library card. After these formalities, each admitted student of PGDM 2018-20 Batch was issued with a “student kit” designed specifically for the induction-cum-orientation program.

On July 11, the formal beginning of the Batch in the form of an inaugural function was organized to invoke the blessings of the Divine.

July 12, 2018: Orientation to the PGDM Program, Institute Facilities, and Entrepreneurship.

The fourth day of the program was aimed to introducing the program and facilities of the institute and to provide orientation on entrepreneurship to the newly admitted students. The following four sessions were held during the course of the day.

PGDM Program - An Introduction

In order to sensitize the newly admitted students to the rigors and requirements of the program including the academic processes such as assignments, attendance, exams, internal marks, exam marks and project works, a session was conducted by Prof. Reji Meprathe. The session emphasized the need for the students to stay focused throughout the program in order to drive the maximum from the two-year PGDM program.

Overview of Placement Processes

Ms. Preeti Bhandary and Sri. Vijay Reddy, Managers - Corporate Relations, Student - Career Advisory and Placement Services (S-CAPS) conducted a session emphasizing the efforts that go in arranging "Organizational Study", "Summer Internship Program" and "Final Placements" for the students of PGDM. The presenters emphasized the need for the students to maintain the interaction with the industry by taking up part-time assignments which would simultaneously lead to an increase in their knowledge bank, employability and personality development.

Orientation to Library Facilities and Their Utilization

The session on Library Facilities and Their Utilization was conducted by the Chief Librarian, Dr. N. Meeramani, The session aimed at familiarizing the students about different services offered by the library including the digital library section, periodicals, and journal sections. The students were also appraised about the availability of inter-library loan facilities of books as the institution has a tie-up with Indian Institute of Management and Indian Institute of Science libraries.

Orientation Session on Entrepreneurship

Keeping in line with the cherished value of MIME as well as being sensitive to the changing focus of the Nation in the direction of “Job Creation” rather than on "Job Seekers", a session on Entrepreneurship aptly formed a part of the orientation program. Sri. Sharath Gopinath, CEO, Productive Financial Services Pvt. Limited and Sri. Abhinav Pathak., COO and Co-Founder, Perpule e-Commerce Platform Builders formed the eminent panel for the session. The panelists shared their valuable insights and the session was based on an elaborate question and answer mode wherein variety of queries from the students were addressed by the eminent panelists with live illustrations so as to throw light on the nuances involved in the phenomenon of Entrepreneurship.

July 14, 2018: Panel Discussion on “Expectations of Industry from Budding Managers”

An eminent panel comprising of Sri. Rangarajan Subramanian, Senior Manager (Human Resources), Ernst and Young Services Pvt. Limited; Sri. Kaalinga Muralik Kannan D, Senior Project Manager, Envestnet and Yodlee India Limited; Ms. Ramya Kandaswamy, Manager (Optimization Strategy), Oath Private Limited; Sri. Sridhar Naidu, Director (Sales), SureWaves Media Pvt. Limited; and Dr. Jitendra Kumar Mishra, Director, MIME familiarized the students about the expectations of the industry. The panelists highlighted the importance of initiative-taking, communication, analytical and problem-solving skills. The aim of the panel discussion was to enable the students to become aware of the changing industry requirements and thereby, to re-orient their knowledge and skill in acquiring efforts in a purposeful manner. The panel discussion was followed by a question and answer session which provided a platform for the newly admitted students to clarify their concerns.

July 13-20, 2018: General Orientation and Subject-Related Orientation

The remaining seven days of the orientation cum induction program were devoted to making the students to get an overall feel about the various facets of two year PGDM program. This segment of the program was divided into two categories viz., “General Orientation” and “Subject Related Orientation.”

General Orientation

The academic content of the PGDM program consists of general focal areas which are applicable to all subjects. The main topics coming under this category are General Awareness, Analytical Mindset, Communication, Information Technology, Case Study Method and Managerial Thinking.

The Orientation on "General Awareness" was channelized through group discussions on "Current Affairs" with content derived from newspaper reports. Further, the Orientation on "Analytical Mindset" was channelized through individual presentations pertaining to “Book Reviews” aimed at developing analytical thinking and synthesizing skills through reading and learnings obtained from going through different books. These sessions were handled by Dr. S Manikandan and Prof. A Sakthivel.

The orientation program on “Communication” consisted of sessions that focused on the importance and practical aspects of oral and written communication processes in an organizational context. In addition,

students were exposed to the likely but avoidable pitfalls in the communication processes. The sessions were handled by Prof. Sanjiv Mathur.

The three 'Information Technology Orientation' related sessions exposed the students to the skills required in using the basic IT tools such as MS WORD, EXCEL and POWERPOINT with respect to management related applications. The sessions were handled by Mr. Bharath Rajanna, CEO – Edupinnacle, Bengaluru.

Sessions on the "Case Method" provided a general framework for case analysis and highlighted the need to cultivate multi-perspective thinking in order to be effective managers. The sessions were handled by Prof. Arun B.K.

In keeping with the tradition, the inspiring interactive session on "Management Thinking" was preceded by the offering of Pooja to invoke the blessings of the Divine. After the Pooja, the interactive session was conducted by Sri. S Chandrashekar, Eminent Corporate Trainer. This session consisted of a series of interesting management games entitled "Run, Jump and Fly". These games emphasized the need for maintaining a positive outlook and cheerful attitude as a prerequisite for productive managerial thinking. Further, these games stressed upon the need to first initiate any action either mental or physical, so that last-minute rush and pains due to fatigue-related mistakes thereof could be avoided. In addition, the importance of communication, analytical and problem-solving skills to be successful in the management field were highlighted.

Interaction with Student Mentors

To facilitate learning and to develop an overall personality, each one of the freshly admitted student is assigned with a faculty member as a "mentor". During the course of induction cum orientation program, the first set of interactions of the students and their respective mentor took place.

Subject Related Orientation

In order to familiarize the students coming from diverse backgrounds to the key subjects that constitute the management education, subject-related orientation sessions were conducted in the form of "Accounting for Managers", "Quantitative Techniques for Managers" and "Economics for Managers". The sessions were conducted by Prof. Ganesh B, Prof. Sakthivel, A and Prof. S. Manikandan respectively.

July 20, 2018: Valedictory Session

The tenth day marked the culmination of the "Induction cum Orientation" program with the valedictory function which was presided over by Dr. Easwaran Iyer, Dean, Commerce Studies and Director (Placements).

In his welcome address, Dr. Jitendra Kumar Mishra, Director, MIME called upon the students to work towards their set goals by minimizing the conflicts within as this approach would enable them to work with more energy and enthusiasm. He thanked all the parents of students for reposing their faith in MIME.

Dr. Easwaran Iyer, in his address, highlighted the importance of tapping the entrepreneurial potential present in all the students by cultivating hardworking attitude, improving the adaptability to rapidly changing environment and by constant urge to contribute. He stressed the importance of knowledge of the basic concepts as it is not practical for the corporate to expect a thorough knowledge of the fresh graduates.

Participating students, in general, appreciated the content and structure of the induction cum orientation program and expressed their confidence that the same would facilitate them to do better in the PGDM program as well as in their careers.

The valedictory session was conducted by Prof. Reji Meprathe and concluded with a formal vote of thanks by Dr. Suman Pathak.



MIME Organized Orientation Program for Third Semester PGDM Students.

Increasing levels of competition have forced the organizations to frequently assess their position vis-à-vis the prevailing business environment. Based on these set of assessments, new responses and innovative practices emerge from the organizations. Such responses to the situational needs in turn directly or indirectly gets translated into career opportunities for the students. Keeping these imperatives caused by the change dynamics in mind, MATS Institute of Management and Entrepreneurship (MIME) organized a one-day orientation program for its PGDM students of the 2017-19 Batch entering their third semester on July 23, 2018.

Dr. Jitendra Kumar Mishra, Director, MIME inaugurated the program. In his inaugural remarks, he urged the students to value their remaining time at MIME by being as clear about their choices as possible. This clarity coupled with skill focus would avoid confusions, loss of energy and enthusiasm for a student entering the crucial second year of the PGDM program. He wished students all the very best during their second year of the program.

The sessions that constituted the program highlighted the importance of utilization of time, need for timely submission of all assignments and project reports, the emerging job and career opportunities in the field of Marketing, Finance, HR, and Operations. Further, one special session was devoted to get a better picture of

the gap between desired job profiles in minds of the students and actual prevailing realities. All faculty members and staff of MIME actively participated in the program.

MIME Annual Convocation 2018

Convocation Day forms an important milestone in the life of a student. It is the day on which a student formally earns recognition for the years of hard work he/she has put in. It signifies the beginning of responsibilities in one's career because he/she joins the small portion of Indian population representing the cream of the nation and the start of the need to continuously meet the changing expectations.

MATS Institute of Management and Entrepreneurship (MIME) organized the Convocation - 2018 on December 1, 2018 for the students of PGDM 2016-18 Batch.



Prof. N.V.H Krishnan, Registrar, Jain (Deemed-to-be University) representing the Chairman, Board of Governors formally declared the convocation open and delivered the welcome address. In his address, Prof. Krishnan shared the valuable insights and learnings derived from his long professional and educational experiences.

Dr. Jitendra Kumar Mishra, Director, MIME welcomed the guests and all present on the occasion and presented the progress report of MATS Institute of Management and Entrepreneurship. In the report, Dr. Mishra highlighted the salient aspects of the institute viz., focus on Career Development of each student, Purpose-Driven Extra Circular Activities, MIME Connect with the Society, Awards and Recognitions of the

Institute, Students and Faculties. He further touched upon the immediate future plans for the institute aimed at further enhancing the quality of education and other related activities.

Ms. Felicita Shanthy, Director (HR), Taj West-End, the Guest of Honor, distributed the medals and merit certificates to the achievers from PGDM 2016-18 Batch in Marketing and Finance Stream and addressed the gathering. In her address, she urged the graduating students to have a responsible citizen mindset and attitude of a leader.

Mr. Anirvan Mukherjee, Director (HR), CGI Group, the Chief Guest for the occasion, distributed the medals and merit certificates to the achievers from PGDM 2016-18 Batch in Marketing and HR Stream and delivered the Convocation Address. His address to the graduating students highlighted five key aspects of life viz., empathy, understanding and strengthening oneself, updating oneself by continuous learning, the importance of taking some calculated risk due to the volatility of changes and be realistic while striving. These aspects enable an individual to achieve and sustain success.

Prof. N V H Krishnan, Registrar, Jain (Deemed-to-be University) conferred the Post- Graduate Diploma Certificates to 83 graduating PGDM students - in person and to 25 students -in absentia. Dr. Jitendra Kumar Mishra, Director, MIME administered the “MATS Graduation Oath” to the graduating students.

Prof. Reji Mephrahe conducted the proceedings of the Convocation in coordination with Dr. Suman Pathak. The formal vote of thank was proposed by Prof. K.M. Ravi Kumar. The function formally concluded with the National Anthem.

Graduating Students, Parents of Graduating Students, Heads of institutions of Jain Group of Institutions, First and Second Year MIME Students and Faculty and Members of the Staff of MIME graced the occasion. The following students of PGDM 2015-17 Batch received the honor:

Award Detail	Awardees
The MATS Gold Medal for obtaining the Overall 1 st Rank	Ms. Suchi Jain
The MATS Gold Medal for obtaining the 1 st Rank (Marketing and HR Stream)	Ms. Vankayalapati Sahithi
The MATS Silver Medal for obtaining the 2 nd Rank (Marketing and HR Stream)	Ms. Nanthinipriya P
The MATS Gold Medal for obtaining the 1 st Rank (Marketing and Finance Stream)	Ms. Suchi Jain
The MATS Silver Medal for obtaining the 2 nd Rank (Marketing and Finance Stream)	Mr. Rahul Kumar Jain

The progress of PGDM 2017-19 and PGDM 2018-20

The students of PGDM 2017-19 Batch have completed their Third Semester and the classes for their Fourth Semester commenced from December 17, 2018. On the other hand, the students of PGDM 2018-20 Batch have completed their First Semester and are presently undergoing their one-month “Organizational Study” in different organizations.

EVENTS AND ACTIVITIES

Fresher's Day Celebration - 2018



MIME students of PGDM 2017-19 Batch organized Fresher's Day for their juniors i.e., PGDM 2018-20 Batch on August 18, 2018.

Addressing the audience, Dr. Jitendra Kumar Mishra, Director, MIME emphasized the need for teamwork and good relations amongst the senior and junior Batches not only for effective learning of the curriculum but also for their working careers on completion of the program.

The day-long event comprised of a diverse set of activities designed with a view to maximize the mutual understanding and involvement levels of both senior and junior Batches. Games designed for the occasion with the titles of "Dizzy Easy", "Balloon Fight", "Blow Set Go" and "Know Your Crew" saw the maximum level of engagement coupled with enjoyment. Based on the level of involvement and contribution from the students of the junior batch in these games, Mr. Mayank Yadav and Ms. Yashaswini Gandavarapu were adjudged as "Mr. Performer" and "Ms. Performer" respectively. Further, based on the overall personality index scores, Mr. Ayush Prakash Jain and Ms. Varsha M.R. were adjudged as “Mr. Fresher” and “Ms. Fresher” respectively.

Teacher's Day Celebrations



Students of MATS Institute of Management and Entrepreneurship (MIME) synergized their efforts to organize the “Teachers’ Day” on September 5, 2018. The event served as a platform for both the teacher and the students to understand each other in order to enhance the relationship between the two which is vital for an effective teaching-learning process.

Dr. Jitendra Kumar Mishra, Director, MIME emphasized the importance of recognizing the limitation in the English language while employing the term “Teacher”. In fact, a Teacher in Indian tradition means “Guru” who leads a student from the path of darkness to the path of light. He further stressed upon the importance of mutual understanding for effective transfer of knowledge between the teachers and the students.

The event comprised of a diverse set of activities designed by the students to respectfully engage with the faculty members. The activities involved “Musical Chair Competition”, “Quiz”, “Ramp Walk by Highlighting Props” and “Sharing of Experiences by the Students”.



"Abhivyakti – Take a Stand" - A Debate Competition

HR Club of MATS Institute of Management and Entrepreneurship (MIME) organized "Abhivyakti - Take a Stand" a debate competition on October 3, 2018. The topic of the debate was "Employees are the Most Important Assets of the Organization".

The primary objective of this activity was to stimulate insightful thinking among the students and also to get a feel of the emerging changes in the corporate world. Considering rapid advancements in technology and consequent changes in the competitive scenario, a set of related questions that always linger in the minds of the budding and practicing managers are "Whether employees actually constitute the most important asset of the organization? To what extent do we agree with this statement? Can employees be replaced by machines? Does artificial intelligence prevail over human intelligence?" When questions like these arise in the mind, the mind starts thinking and these resultant thought processes facilitate in broadening the horizons of one's thinking.

Eight students from PGDM 2018-20 Batch participated in the competition. The participants were permitted either to support or oppose the theme. They were judged by a panel of judges based on the parameters of subject content, body language, time management, stage presence, the effectiveness of the delivery and the ability to handle questions. After an intense debate, Ms. Varsha Thimmappa was declared the winner and Mr. Thiriveedhi Sai Radhik as the runner-up.



Second Annual News Quiz Competition



A newspaper is a powerful media which enhances confidence and personality of the person by enabling him/her to be sensitive to the surroundings. It is the best means of communication and a medium of knowledge which offers an opportunity to the students to enhance their comprehension skills and general awareness. In order to inculcate the healthy habit of newspaper reading among its students, Second News Quiz Competition was conducted for the PGDM students. The competition was held in three rounds with each round covering different facets of business, management, and entrepreneurship. The first round of the competition was held on August 30, 2018, the second round of the competition was held on October 5, 2018, and the third and final round of the Second News Quiz Competition was held on November 2, 2018.

The initial two quiz rounds involved a Written Test on Current Affairs, Logo Round, Headlines Round, Round on Business, and Corporate Affairs, and a Rapid Fire Round with questions that tested the intellect and the presence of mind of the students. Out of a total of 20 teams that participated in the first and second rounds, four teams were shortlisted for the third and final round.

The third and final round involved three rounds. Round one focused on different areas of business, analysis of current affairs, identifying logos, taglines, and personality. Round two included “bidding round” aimed at forming a proper brand name by assembling the parts that were scattered into different portions and were present with different groups. The Round three comprised of interconnections, the buzzer-based questions and jackpot component with tough questions which tested the intellect and the presence of mind of the students in the final round.

The Final Winning team of Second News Quiz Competition - 2018 comprised of Mr. Priyansh Kedia, Ms. Ritu Patwa R, Ms. Shristi Bala, Mr. Kundam Manoj, and Mr. Varad Puranik. The Runner Up are Mr. Akshay Kumar Taxak, Mr. Akshay A Kumar, Mr. Poojari Sritish Sridhar, Ms. Prathana K Y, Ms. Trupti Anil Kabra and Mr. Jai Sharma.

The Second Annual News Quiz Competition was jointly coordinated by Prof. Dr. Manikandan S and Prof. A Sakthivel.

RECOGNITION AND LAURELS

- MATS Institute of Management and Entrepreneurship (MIME) has been accorded the recognition as the “Business School of the Year 2018 for Academic Excellence” award presented by the reputed management journal “Silicon India.”
- MATS Institute of Management and Entrepreneurship (MIME) has been adjudged the “One of the Top Prominent Business School in 2018” award presented after the joint survey conducted during 2018 by Global Human Resource Development Centre and Competition Success Review (i.e., GHRDC and CSR).

STUDENTS PARTICIPATION IN EXTERNAL EVENTS AND ACTIVITIES

MIME students participated in 30th AIMS Annual Management Education Convention 2018.

A team of ten students of MATS Institute of Management and Entrepreneurship (MIME) participated in the 30th AIMS Annual Management Education Convention on the theme “Management Education: Connecting the Dots”. The convention was organized by AIMS in collaboration with Infosys and WeSchool from August 30 to September 1, 2018 at Infosys Convention Center Electronic City, Bengaluru.

The plenary session addressed the present and future concerns of Management Education. The concerns addressed include Leadership and Innovations, Future of Management Education, Co-creating the future, Innovation in Management Education: Sharing of the Best Practices and Research Initiatives and Quality Benchmarks in Management Education.

The students enjoyed the opportunity of interacting with the students from other management institutions across the country, eminent academicians and management practitioners and network with them.



8th International Conference and Exhibition on '3D'Printing and Additive Manufacturing Technologies



Students of Semester I, PGDM 2018-20 Batch - Ayush Prakash Jain , Akshay Kumar, Atul Sunny Mookan, Kalakoti Apoorva , Pattipati Geetha and Sonali Muddebihal; and students from Semester III, PGDM 2017-19 Batch Ashray Anand , Monisha B N, Shruthi Sathyan, Rashmi R, Ashwini Singh, Md. Naveed Khan, Jibi Mathew participated as volunteers in Global Additive Manufacturing Summit - AM 2018, organized by Additive manufacturing Society of India (AMSI) on September 8 - 9, 2018 at The Lalit Ashok, Bangalore.

'Ushus 2018' Annual Management Fest hosted by Christ University

Christ University conducted its Annual Management Fest Ushus-2018 November 16-17, 2018. Among the 10 verticals offered, Ashwini Singh and Charul Bansal of from Semester III , 2017-19 Batch participated in the Marketing vertical under the tag Odessey. After a brainstorming event with 18 rounds, stretching over 2 days they emerged as the first runner up leaving behind a trail of over 13 colleges across the nation and making MIME stand tall once again at the National Platform.



CORPORATE SOCIAL RESPONSIBILITY

The Tree Plantation Program "On a Mission to Build Oxygen Hubs"



Globally, forest covers one-third less than what it once was. Global deforestation continues at the rate of 13 million hectares per year. This indiscriminate felling of trees threatens the environmental health and sustainability of communities in the rural and urban milieu. In this disturbing context, "Social Forestry" needs to be undertaken on a large scale to reverse the ill effects of deforestation and restore the ecological balance. It will also contribute to creating a carbon sink and increasing green cover.

MATS Institute of Management and Entrepreneurship (MIME) has been conducting various activities through its CSR Club to contribute to this wonderful initiative. In this series, the tree plantation program was organized in Madiwala Lake, BTM Layout, Bengaluru, in collaboration with "Eco-Watch" and "Weather Seal" on a mission to build "oxygen hubs" on July 10, 2018. The MIME CSR club also joined the government initiative to plant one billion trees over 10 years.

Dr. Manikandan S and students actively participated and planted various varieties of trees such as the Banyan tree, Neem tree, Peepal tree, Oaktree, Mango tree at Madiwala Lake.



Cleanliness Drive and Eco-Awareness Campaign

MATS Institute of Management and Entrepreneurship (MIME)'s CSR Club organized a Clean-Up Drive and Eco-Awareness campaign at Krantivira Sangolli Rayanna Railway Station, Majestic, Bengaluru on September 29, 2018. This was organized in association with Eco-Watch and South Western Railway CSR Club.

The students along with the Health & Safety Department of Southern Railways took the study and survey among the passengers/ travelers/tourists / etc., on the current status, further need to maintain cleanliness, hygiene, suggestions for Railways, etc. The questionnaire was provided from the Railways, wherein all the CSR Club members, MIME interacted with passengers at the railway station.

The Study and Survey were accompanied by Ms. Anuradha Deepak , Coordinator, MIME CSR Club, Sri. Akshay Heblikar, Director, Eco-watch, Santosh Hedge, Director, South Western Railway, Sri. Syed Imtiaz Ahamed, Divisional Environment and Housekeeping Manager of South Western Railway and Sri.Mallikarjun , Health and Safety Manager of South Western Railway.



MIME CSR Club Joined - "Bengaluru Plog Run"



The CSR Club of MATS Institute of Management and Entrepreneurship joined the "Bengaluru Plog Run" hosted on October 2, 2018, by the NGO "Let's be the Change". "Plog Run" is an initiative to keep one's health fit, as well as the local surroundings, clean. In other words, the participant not only runs, but also picks up and disposes off the plastic waste effectively.

The event was supported by Go Native and Bruhat Bengaluru Mahanagara Palike (BBMP) in association with Namma Nimma Cycle Foundation, Let's be the Change and United Way (Bengaluru). The event was inaugurated by BBMP Commissioner and simultaneously took place at 54 locations in Bengaluru. The "Plog Run" set a new record and got into Guinness Book of Records by collecting 33 tons of plastic bottles in 12 hours during a running event.

The members of "MIME CSR Club" along with the Club's Co-coordinator Ms. Anuradha Deepak actively participated in the BPR and cleaned the Jayanagar Area. Students enjoyed while taking on their responsibility towards society and had a great sense of satisfaction.

Clean-Up Drive - "Swachhata Hi Seva - Pakhwara 2018"



MATS Institute of Management and Entrepreneurship (MIME)'s CSR Club has been conducting various activities to contribute to the initiative of cleanliness. Clean-Up Drive - "Swachhata Hi Seva - Pakhwara 2018" was organized in Krantivira Sangolli Rayanna (KSR) Railway Station, Majestic, Bengaluru, in collaboration with Eco-Watch and South Western Railway on October 2, 2018.

The campaign undertook different activities to create awareness among the General passengers, Railway Employees and other stakeholders of the Railway Station about the garbage disposal, maintaining cleanliness and hygiene. The campaign was joined by the Railway officers and employees as well.

On the final day of the drive, the top officials from different government departments and social organizations - Sri. R.S Saxena, Divisional Railway Manager, Sri. Santosh Hedge, Director of South Western Railway, Sri. Jayakumar, Assistant Director, Song and Drama, Ministry Information and Broadcasting, Sri. Akshay Heblikar, Director of Eco-watch and various media persons accompanied the campaign. They appreciated the efforts of the students and awarded the certificate of appreciation to MIME for its distinguished contribution to the Swachha Bharat Abhiyan. Prof Sakthivel A accompanied the students for the drive.



GUEST LECTURES AND WORKSHOPS

A Session on My Journey in Entrepreneurship

MATS Institute of Management and Entrepreneurship (MIME) has been striving to provide curriculum-based inputs from practitioners as a part of industry-academia interface. In this



connection, MIME organized a session on “My Journey in Entrepreneurship” on September 7, 2018.

Mr. Jia Jain, Founder - Insignia group, an alumnus of MIME and a mentor of young entrepreneurs was the facilitator of the session. Tracing his journey he highlighted the initial hurdles encountered within himself in the

form of conflict of whether to take up a job or to embark on an entrepreneurial journey. Speaking further on the next three stages of the journey, the speaker elaborated the difficulty in choosing the sphere of business in which a person intends to start with. In this connection, he recalled the support, encouragement, and insights provided by his mentor Dr. Chenraj Roychand, Chairman of Jain Group of Institutions.

The speaker conducted a simple but effective market survey and based on survey inputs and insightful interactions with the related people, he decided to start a vegetarian restaurant in the southern part of Bengaluru. He recalled with gratitude the support and encouragement rendered by his classmate and friend, Mr. Abdul G Sait founder of Basket Options Pvt. Limited especially in selecting the name for his venture. The name “1947” which emerged as the combined introspection, signifies the unity demonstrated by India during its freedom struggle which in turn is reflected in not distinguishing the north and south cuisines. Because of the untiring efforts and unflinching belief manifesting in the form of patience and perseverance, the 1947 Restaurant which was started in later part of 2008 could breakeven and turn around by mid-2009.

Patience, perseverance, speed, openness to learning, a judicious combination of EQ and IQ, clarity about the basic concepts, to be strong with numbers, and the ability to read the customers were highlighted as the qualities needed by an entrepreneur. The speaker elaborated the role played by each of these qualities in his entrepreneurial journey. In conclusion, the speaker provided a vivid picture of the future likely scenarios and opportunities in the food sector.

A Guest Lecture on "Industry Expectations from Fresh Management Professionals"



MATS Institute of Management and Entrepreneurship (MIME) offers a healthy blend of theoretical knowledge and practical application in Management. It emphasizes on the importance of application of the theories with respect to different situations which are rapidly changing. Keeping this focus in mind, MIME organized an interactive Guest Lecture on "Industry Expectations from Fresh Management Professionals" on September 28, 2018.

The lecture was delivered by Sri. Seshadri G, CTO of the Future Group. The speaker with a rich professional experience of over 35 years in manufacturing, training and development, and supply chain management traced his professional journey that spanned FMCG, Consultancy, Food Processing and Retail Sectors with interesting and insightful anecdotes.

The students interacted extensively to know the real-time expectations from the industries, emerging trends in management practices, and the steps they need to take for a successful fast-track career in organizations.

Four Days Workshop on Business Communication

MATS Institute of Management and Entrepreneurship (MIME) organized a four-day workshop on Business Communication for the students of the first semester of PGDM 2018 - 20 Batch on October 23-26, 2018.

Ms. Anjali Ahuja, an expert in Communication Skills and Personality Development conducted the workshop along with co-facilitator Ms. Mamatha,





a professional trainer. The workshop exposed the students to the growing significance of verbal and non-verbal communication in the corporate world. It introduced the students to the fundamentals of Business Communication and made them realize the increasing role and impact of the use of various types of communication in decision-making. These learning points in Communication were further reinforced by making the students perform role plays and debriefing of the communication made by them during the play.

Videos on body language and non-verbal communication were screened which highlighted the importance of Verbal Communication, Body Language, Gestures and Facial Expressions and the same was analyzed by the facilitator. The workshop connected the reasons for stress; importance of communication skills and time-management were also discussed. In addition, various sources of stress and ways to overcome them were focused upon.

The students found the entire workshop very informative/interactive and appreciated the learning.

Guest Lecture on "An Insight into the Prospects and Trends of GST"



The Economics and Finance Club organized a Guest Lecture session on “An Insight into the prospects and trends of GST” on October 30, 2018, for PGDM students, faculty and MIME staff.

The Speakers of the session were Dr. M Aamir Siddiqui, I.R.S, Assistant Commissioner of GST and Sri. Ramakrishna, I.R.S, Assistant Commissioner of GST. The lecture aimed at familiarizing students about the basic aspects of the most important reform in the field of Indian Taxation, which is, Goods and Services Tax Law.

The speakers elaborated the term GST and its components and the different types of taxes. Dwelling further, the speakers explained that GST is the big game-changer of the era in Indian history. GST leads to ease of doing business and helps in avoiding cascading effects. GST has a uniform impact on transaction across all given business categories.



The shortcomings of GST in the present structure, working of Input Tax Credit Model, brief insights on CGST, SGST and IGST and how to register to get GST Number and how GST is uniform in terms of tariff across the states and systematic in approach were highlighted. Finally, Sri. Ramakrishna summed up the session with key information on the GST and its functioning.

A Session on Stock Market for Beginners Conducted by Students



Economics and Finance Club organized a session on “Stock Market for Beginners” With rising inflation and soaring prices, it becomes difficult for an individual to sustain the existing lifestyle with each passing year. It is important for the investor to look for alternate sources of income in order to lead a comfortable life and to secure one’s future financially. One of the

most sought-after investments is the stock market, as it provides lucrative returns. Although investment in stocks is risky in nature, it turns out to be profitable if the investment decisions are made with due diligence. The main objective of the session was to educate students about the Stock Market.

The session was conducted by the student members of Economics and Finance Club which included Mr. Girsh A Patil, Mr. Ansar Pasha, Mr. Nithin Kumar N, Ms. Rashmi R and Ms. Peeddineni Sireesha on October 31, 2018. The session aimed at familiarizing students about the basics of stock market, types of stocks, how the stock market works, and the do’s and don’ts of the stock market.

The speakers emphasized the working condition of NSE and BSE stock exchange in India, Demat Account, benefits of investing in shares under short and long-term trading, stock brokers and how to trade in the stock market with live examples. The session was enriching for the students and it ended

INDUSTRY AND INTERNATIONAL EXPOSURE

International exposure - Visit to Singapore 2018



MATS Institute of Management and Entrepreneurship organized International exposure - Visit to Singapore for the Students of PGDM 2018 - 20 Batch from July 29 to August 2, 2018. The visit was designed to offer students an opportunity to interact with people of different nationalities with different cultures. This visit helped the students to

complete their certification course from London School of Business and Finance (LSBF), Singapore. The students had a lively interaction with the Mr. Steve from LSBF. The workshop gave an insight into individual personality, self-awareness program and most importantly the focus was on sharpening leadership skills which help in personality building and skill enhancement for their career building.



The students visited Water Treatment Plant as a part of their Industrial Visit. Singapore is the world leader in water management systems with the holistic work of its public utilities agency where a deep 50 - KM pump free sewage systems are built and embedded. The purification of the sea water and making it consumable and the ways Singapore uses the water most efficiently was explained by the guide at the water treatment plant.

The students were taken to the Monetary Authority of Singapore which gave an insight into the financial policies of Singapore and its implementation on the Economy.

COMPETENCY ENHANCEMENT INITIATIVES

Deploying Assessment Centre Method of Training

Employability of the students is in fact the manifestation of confidence within oneself about one's capability to perform on the job. Since "performance" is closely related to behavior, MATS Institute of Management and Entrepreneurship (MIME) has chosen to effectively incorporate "Assessment Centre Method" of Training in its Teaching-Learning interventions. Accordingly, a day-long training program is being organized on every Saturday for judiciously selected six batches of 20 students per batch belonging from PGDM 2017-19 Batch. The first batch of the training program was conducted on December 22, 2018, and the final Batch is scheduled for February 2, 2019. The activities involved in the experience-based day-long program were "Broken Square Puzzle", "Balloons Game", "Competition to Manufacture Boxes" and "Conducting an Important Meeting". These activities aimed at enhancing the presence of mind, picture about the real-world, non-verbal communication and teamwork. Further, the training program as a whole facilitated in identifying the core competency and areas of improvement for each student.

The participating students commended the learning they got during the course of the day-long program. The program is being anchored by Prof. K.M. Ravi Kumar, Prof. Reji Meprathe and Dr. Suman Pathak.

Training Program to Enhance Finance Competency

A series of training programs aimed at imparting and enhancing basic competency in finance function is being organized by MATS Institute of Management and Entrepreneurship (MIME) for its PGDM 2017-19 students in batches of 20 students each. The modules covered for each batch includes accounting fundamentals, analysis of financial statements, cost accounting, financial strategies, taxation fund, and service related activities. These series of training programs started on December 18, 2018, and will conclude on March 2, 2019.

The students are finding the series of training programs interesting and very useful as they are on the threshold of entering into their professional careers either as managers or as entrepreneurs.

The Finance Competency enhancing a series of training programs are being facilitated by Prof. Amaranth G.

PRESENTATIONS / PARTICIPATION IN CONFERENCES / SEMINARS / WORKSHOPS

Jitendra Kumar Mishra, Director, participated in the 30th AIMS Annual Management Education Convention on the theme “Management Education: Connecting the Dots”. The three-day convention was organized by Association of Indian Management Schools (AIMS) at Bengaluru on August 30 to September 1, 2018.

Sakthivel. A, Assistant Professor, participated in the 30th AIMS Annual Management Education Convention on the theme “Management Education: Connecting the Dots”. The three-day convention was organized by Association of Indian Management Schools (AIMS) at Bengaluru on August 30 to September 1, 2018.

Arun B.K., Mishra, Jitendra Kumar and Suman Pathak , co-authored a research paper entitled “Role of Green Awareness in Enhancing Green HRM”, 7th International Conference on Managing Human Resources at the Workplace” organized by SDM Institute of Management Development, Mysuru on December 14-15, 2018. The paper was presented at the conference by Arun B.K.

Arun B.K., Mishra, Jitendra Kumar and Suman Pathak, co-authored a research paper entitled “Propagation of Green HRM Practices Through the Concept of Direct and Indirect Impacts”, 7th International Conference on Managing Human Resources at the Workplace” organized by SDM Institute of Management Development, Mysuru on December 14-15, 2018. The paper was presented at the conference by Arun B.K.

Manikandan, S, Associate Professor participated in 101st National Conference of Indian Economic Association, held on December 27-30, 2018 at Vellore Institute of Technology, Vellore, Tamil Nadu and presented a research paper entitled “A Study on Skill Development and Labour Productivity of Power-loom Sector in Erode District, Tamilnadu”,

PUBLICATIONS

Pathak, Suman (2018), “Nothing is Insignificant in Recruitment – A Case Study”, Apeejay J. of Management Sciences and Technology, 5 (2), pp 142-145.

Rubini S.S. and Arun B. K. (2018), Role and Importance of Supply Chain Financing in India, 7(13). Int. J. of Scientific Research and Review, pp 1-4.

REWARDS / RECOGNITION

- Dr. Jitendra Kumar Mishra, Director, was elected as the Regional Vice-President of Southern Region of Association of Management Schools (AIMS) for the year 2018-19.
- Dr. Jitendra Kumar Mishra, Director, was invited to be a Referee for the selection of candidates for the newly designed “Post-Doctoral Fellowship Programme” starting from the year 2018 by Savitribai Phule Pune University, Pune.
- Dr. Jitendra Kumar Mishra, Director, was invited as an “External Expert” during the workshop for Associate Professors and Professors organized by Savitribai Phule Pune University at Pune on July 16, 2018.
- Dr. Jitendra Kumar Mishra, Director, was the facilitator of “Case Method” session which was a part of Induction cum Orientation Programme for MBA (Aviation Management) of Jain (Deemed-to-be University) at Bengaluru on July 27, 2018.
- Dr. Jitendra Kumar Mishra, Director, was invited as a Subject Expert on the Selection Panel of Department of Management, Savitribai Phule Pune University, Pune, on August 13, 2018.
- Ms. Sapnaa Aeron was awarded Ph.D. for her thesis entitled “Personality Types and Group Behaviour: An Exploratory Research in the Indian IT Industry”, by Dr. A.P.J Abdul Kalam Technical University, Lucknow, Uttar Pradesh under the supervision of Dr. Suman Pathak, Professor, MIME.
- Dr. Jitendra Kumar Mishra, Director, interacted with the delegation of Senior Academicians and Educationists of Semco Style Institute Denmark on “Prospects and Challenges in Higher Education” in Bengaluru on September 26, 2018.
- Dr. Jitendra Kumar Mishra, Director, attended the AIMS Test for Management Admissions (ATMA) meeting held at Lonavala, on October 2, 2018.
- Dr. Jitendra Kumar Mishra, Director, delivered the Invocation Address as the Guest of Honor, during the inauguration function of MBA 2018-20 Batch of at City College, Bengaluru on October 11, 2018.

- Dr. Arun B. K. Professor was invited as a “Resource Person” for the One Day Induction Cum Orientation Program of Post-Graduate Students by Government First Grade College, Magadi, Ramanagar District on October 6, 2018.
- Dr. Jitendra Kumar Mishra, Director, Chaired the South Regional Council Meeting of Association of Indian Management Schools held at Bengaluru on October 13, 2018.
- Sri Suplab Kanti Podder was awarded Ph.D. for his thesis entitled “A Study on Factors that Influence Outsourcing of Human Resource Function in Service Organizations”, by Bharathiar University, Coimbatore, Tamil Nadu under the supervision of Dr. Arun B.K., Professor, MIME.
- Dr. Jitendra Kumar Mishra, Director, participated in the AIMS Executive Board Meeting held at Jaisalmer, Rajasthan on October 29-31, 2018.
- Dr. Jitendra Kumar Mishra, Director, was the Guest of Honour and delivered the keynote address during the inaugural function of the International Conference on “Innovative Practices in Management and Entrepreneurship” organized by Department of Management Studies, BNM Institute of Technology, Bengaluru on December 27, 2018.

PLACEMENTS

Final Placements of PGDM 2017-19 Batch

The final placements of PGDM 2017-19 are progressing at a rapid pace. The placement data up to December 31, 2018, indicate that the average package offered by the companies has risen to Rs. 5.53 lakh which indicates an improvement over the figures of the previous years. MIME is confident that all the remaining students will be placed by February 2019. The recruiters include well-known companies such as Deloitte Consultancy, Honeywell, HDFC Bank, Khimji Ramdas Group and ICICI Bank.

Peddineni Shireesha is selected by Khimji Ramdas Global Group with a package of Rs 17.33 lakh per annum. MIME family congratulate Shireesha on her accomplishment and wish her all the best in her professional career.

Organizational Study Projects of PGDM 2018-20 Batch

PGDM 2018-20 students are undergoing their one-month “Organization Study” project at different organizations spread across the country and serving different sectors of the economy. MIME gratefully acknowledges the support provided by all the esteemed organizations in providing valuable practical exposure to PGDM 2018-20 Batch students. This exposure will surely go a long way in honing the managerial skills of the students.

ALUMNI ROUNDUP

Annual General Body Meeting of MIME Alumni Association (MAA) - MILAN - 2018



MIME Alumni Association (MAA) organized 'MILAN - 2018' its Annual General Body Meeting for the year 2018 on December 1, 2018.

The deliberations for the Annual General Body Meeting was set in motion via thorough keynote address delivered by Dr. Jitendra Kumar Mishra, Director, MIME. In his address, Dr. Mishra called upon the members of the MAA to constantly think and act in such a way as to create family culture

so that MAA will create value both to the alma mater and the alumni. He further called upon the alumni to gradually expand the activities so that MAA grows itself into a socially sensitive, responsive and vibrant body. He wished all the best for the members of MAA in their future endeavors.

The deliberation of the MAA started with the Presidential Address by Sri. Nithin B, President, MAA wherein he traced the journey over the past year of his tenure. He thanked all the members and office-bearers for their whole hearted co-operation. The Presidential Address was followed by the presentation of the annual report of the association by Sri. Rishi R Nandan, Secretary, MAA which highlighted the efforts put in by the association during the year 2017-18.

The Secretary's report was followed by the collective launch of the Logo of the MIME Alumni Association (MAA) by the Director, all the office bearers of MAA, Faculty Coordinator of MAA, and Staff Coordinator of MAA. The logo highlights the key aspects of MAA viz., Reconnect, Rebuild and Rekindle. The meeting proceeded further with the election of office-bearers for the year 2018-19 which was jointly supervised by Faculty Coordinator - MAA and Staff Coordinator - MAA.

The following were elected as the office bearers for the year 2018- 2019 in the Annual General Body Meeting of MIME Alumni Association (MAA) – MILAN – 2018

- 1 Mr. Nithin B , Managing Director, Hotel Millenium Plaza, Bengaluru, President
- 2 Mr. K.S. Jayanth Classic Relationship Manager, HDFC Bank Limited, Pune Alternate President

- 3 Mr. Shaik Feroz Basha Senior Relationship Manager, ICICI Direct, Bengaluru Alternate President
- 4 Mr. Mohammed Sharooq Project Controller - Analyst, Deloitte India Consultancy Pvt. Limited, Bengaluru Vice-President
- 5 Mr. Rishi R Nandan Executive, Branding Team, John Distilleries Pvt. Limited, Bengaluru Secretary (Admin.)
- 6 Ms. Divija Prakash Senior HR Representative, DELL EMC, Bengaluru Joint Secretary (Admn.)
- 7 Ms. Akshika Rana Business Development Executive, ABYEI Technologies Pvt. Limited, Bengaluru Joint Secretary (Administration)
- 8 Mr. Nomula Sai Prashanth Senior Relationship Manager, ICICI Securities Secretary (Media Communication)
- 9 Mr. Akhil Singamsetty Personal Banker, HDFC Bank Joint Secretary (Media Communication)
- 10 Mr. Akash Management Trainee, HDFC AMC Joint Secretary (Media Communication)
- 11 Mr. Lambu Venkatesh Senior financial service Manager, Bajaj Allianz Life Insurance, Bengaluru Treasurer

After felicitation of the newly elected office-bearers of MAA, the Annual General Body Meeting was conducted. Sri. Nithin B President-MAA presided over the meeting. The highlights of the decisions arrived at during the course of the Annual General Body Meeting are listed below:

- The office bearers meeting should be conducted once in a quarter three months or more frequently as required to discuss the developmental challenges of MAA.
- To explore ways of optimally utilizing the social media to connect, share and build relationships among the MIME alumni.
- To identify and work on the areas wherein there is maximum “mutual benefit” for the institute as well as to the alumni.

76 Alumni members belonging to previous batches participated in the Annual General Body Meeting of 2018.

ANNOUNCEMENTS

Admissions for PGDM 2019-21 Batch has started. Students who have a graduation degree in any discipline and having a valid CAT, XAT, MAT or ATMA score are eligible to apply.

“MIME Eclat 2019” the annual fest of MATS Institute of Management and Entrepreneurship (MIME) featuring Management Related and Cultural Events will be organized for two days between February 25 - 26, 2019.

SELECTED QUOTES ON ENTREPRENEURSHIP

- “Handling ideas is the key to entrepreneurship” - *Thomas Alva Edison*
- “You never lose in business. Either you win or you learn” - *Melinda F Emerson*

On the Process of Entrepreneurship

- “Knowledge is the key for Entrepreneurship.” - *Chanakya*
- “When work is done aiming for sustained joy and pure purpose of harmony, entrepreneurship follows. Entrepreneurship is not the outcome of working for fame, money or against competition” - *Devdutt Pattanaik*
- “You have to see failure as the begging and the middle, but never entertain it as an end” - *Jessica Herrin*
- “By Failing to Prepare, you are preparing to Fail” - *Benjamin Franklin*
- “Problems do not exist. Only solutions do” - *Sadhguru*
- “Stop wishing. Start doing and refining” - *Lou Holtz*
- “Working on what you need at the present moment by setting manageable goals is the key to an entrepreneur” - *Jas Bagniewski*

Sustaining Entrepreneurship

- “Stay in learning mode all the time” - *Mark Zuckerberg*
- “Daily channelizing of one’s thoughts lead to innovation” - *Chanakya*
- “Neither studies nor market research nor computer modeling is a substitute for the test of reality.” - *Peter Drucker*

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