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CHAIRMAN'S MESSAGE



Providing the education aimed at holistic development of an individual student has been the cherished value of Jain Group of Institutions in imparting the education to students. After understanding the progress of MATS Institute of Management and Entrepreneurship (MIME), it gives me immense pleasure to note that MIME is striving its best through several initiatives and practices to live up to this cherished value. Further, by observing the progress of the MIME students, it is heartening to note that the required professional qualities of curiosity to grasp the imbalances and creativity to solve the problems are being developed with the active involvement of the students. It is really heartening to note that the students of PGDM 2015-17 Batch have received their post graduation certificates after successfully completing the course requirements in the recently held Convocation – 2017. In this moment of their achievement, I personally feel proud and congratulate the students and remind them that they continue to be a part of the MIME family and the institute is always willing to support their professional endeavors.

I congratulate MIME for being recognized as “The Business School of the Year 2017 – Faculty Excellence” by the Academic Insights. I am sure MIME will scale still bigger peaks and yet remain humble to learn continuously.

I take a pause by wishing a very Happy, Healthy and Prosperous New Year 2018 to all members of MIME family.

Dr. Chenraj Roychand

Founder Chairman - JGI Group

FROM THE DIRECTOR'S DESK



We at MATS Institute of Management and Entrepreneurship (MIME) consistently focus on creating value for each student. Keeping this aspect in mind, the institute continuously updates its teaching-learning practices in tune with the contemporary requirements of the industry. Further, the institute promotes the expression of creativity among its students. 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 in congratulating the students of 2015-17 batch for successfully completing the program and receiving certificates and medals. This is a fitting reward for the amount of hard-work and enthusiasm displayed by all the students during the course of their two year program at MIME.

It gives me immense pleasure to announce that MIME humbly accepts the "The Business School of the Year 2017 – Faculty Excellence" award presented by the Academic Insights. At this moment of success, MIME recognizes the importance of its increased responsibility due to increased expectations from its stakeholders.

I sincerely wish all the members of MIME family a Happy, Prosperous and Fruitful New Year 2018. Let every day of New Year be filled with fresh enthusiasm and fresh ideas of harmony and prosperity.

Dr. Jitendra Kumar Mishra
Director, MIME

ACADEMICS



'Deeksharambh' and Induction-Cum-Orientation Program

MATS Institute of Management and Entrepreneurship (MIME) warmly welcomed the students of PGDM 2017-19 batch and organized 'Deeksharambh' the invocation ceremony which was followed by the induction-cum-orientation program from July 6 - 15, 2017. The program facilitated the students to become comfortable to their new campus surroundings so as to cope up productively with their regular learning process.

The main objective of this ten-day program was to familiarize the new students with the various facilities, teaching-learning pedagogies, curriculum structure, evaluation methods, and general conduct and discipline rules. The students were apprised by the experts about prevailing/changing industry expectations. As a part of the program, admission formalities of the students were completed.

Invocation Ceremony

The invocation function began with the prayers invoking the blessings from the Goddess of Learning in the form of "Saraswati Vandana", praying for students' smooth transition in their new chosen path. The sincere prayer was accompanied with a symbolic action of lighting the lamp by eminent academicians, management practitioners and student representatives. The dignitaries who lit the lamp were - Dr. Mithileshwar Jha - Pro Vice Chancellor, Jain University; Dr. Jitendra Kumar Mishra - Director MIME; Mr. Anil Rego - Founder and CEO, Right Horizons Financial Services Private Limited and Mr. Rohit Agrawal - Director (Talent Acquisition and Internal Communications), Walmart Labs, India.

After 'Saraswati Vandana' and lighting of the lamp, Dr. Jitendra Kumar Mishra - Director, MIME welcomed the gathering of dignitaries, students, guardians and faculty members. Congratulating the students on their admission to MIME, Dr. Mishra spoke about the need to pursue excellence by using different learning methodologies and urged the students to acquire diverse skills by effectively utilizing the various opportunities provided by the Institute.

Dr. Mithileshwar Jha - Pro Vice Chancellor, Jain University recommended the new students to remain focused and learn by reading, interacting and reflecting. He further advised them to clear all their doubts to enhance knowledge and skills.

The Chief Guest of the invocation function, Mr. Anil Rego, Founder and CEO, Right Horizons Financial

Services Private Limited, highlighted the need to update oneself by developing a learning attitude. He emphasized the need to develop diverse skills in accordance with the emerging trends and entrepreneurial requirements. He urged the students to actively interacting with the teachers, to acquire professional skills.

The Guest of Honor, Mr. Rohit Agrawal, Director - Talent Acquisition and Internal Communications, Walmart Labs, India, spoke about anticipating and adapting to changes to effectively navigate in the prevailing VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) world. He urged the new students to cultivate a habit of clear thinking and to continuously add value to their environment to ensure success in realizing their dreams.

Prof. Reji Meprathe, conducted the proceedings of the Inaugural session and the session culminated with a formal vote of thanks by Dr. B.K. Arun - Professor, MIME.

After the invocation, the induction program began with an ice-breaking session named micro-lab consisting of various individual and group-centered activities. These activities helped the students to know their peers. The micro-lab was conducted by Mr. Mohamed Younus, Lead Trainer - Leaders Ladder and an alumnus of MIME.

Ten days induction-cum-orientation program was divided into three parts viz. Environmental Awareness, General Orientation and Subject Related Orientation.

(i) Sessions on Environmental Awareness

During the course of Environmental Awareness, the first portion of the orientation program, the activities and steps taken in arranging Organizational Study, Internship and Final Placements for the students by the Placement cell of the institute was briefed by Mr. Vishal Arora - Chief Manager, Corporate Relations, Student - Career Advisory and Placement Services (S-CAPS). Illustrating from the past experiences, he advised the students to fine-tune their technical and managerial skills to align them with the changing expectations from the industry.

As a second portion of environmental awareness part of the orientation program, expectations of industry from

budding managers were organized in the form of a panel discussion. The panel comprised of Mr. Ajay Samuel - Associate Director (Tax Technology and Data Analytics), Ernst and Young, GDS; Mr. Aftab Ahmed - Senior Marketing Manager, Reliance Nippon Asset Management Ltd.; Ms. Rekha Nahar - General Manager (Marketing), MTR Foods and ORKLA Brands India; Mr. Alok Tigga - Group Manager (HR), Tech Mahindra Ltd.; Mr. Swaminathan Subramanian - Chief Advisor (Controllership), DXC Technologies and Dr. Jitendra Kumar Mishra - Director, MIME who chaired the panel and moderated the discussion. The aim of the panel discussion was to enable the students to become aware of the changing industry requirements and hence re-orient their knowledge and skill-sets. Further, the panelists threw insights into the likely changes in the expectations from the industry in short and long terms. The panelists with their rich experience and background enlightened the students on various subject specialization options and their scope in the industry. The panel discussion was followed by a question and answer session which helped the students to realize the continuous enhancement required in their employability skills in keeping with the trending industry expectations.

Keeping in line with MIME's cherished values and being sensitive to the Nation's changing focus towards job creation rather than on job seekers the third part of environmental awareness part of the orientation program, entrepreneurial orientation was organized in the form of an interactive session. The eminent facilitators for the session were Mr. Kishore B.S. – COO, Co-Founder, and CEO, Educesta Global Services Pvt. Limited and Mr. B. Deepak Kumar - Co-Founder, and CEO, Educesta Global Services Pvt. Limited. They shared their valuable insights into the phenomenon of becoming a successful entrepreneur along with likely pitfalls with respect to a digital technology company. The session was followed by an elaborate question and answer session where queries from the students were addressed with live illustrations.

The fourth and final part of environmental awareness portion of the orientation program was library orientation. The session was conducted by the Chief Librarian, Dr. N. Meeramani who briefed the students on different services offered by the library including the digital library. She also appraised them about the availability of inter-library loan facility of books facilitated by tie-ups with Indian Institute of Management and Indian Institute of Science libraries and also explained the rules and regulations of the library.

(ii) Sessions on General Orientation



The purpose of this portion of orientation program was to enhance General Awareness, Practical Aspects of Management, Analytical Mindset, Communication, Information Technology, Case Study Method and Managerial Thinking among management students.

In keeping with the tradition, the interactive session on management thinking was preceded by offering Pooja at Sri Datta Sai Spiritual Centre at the Jain Global Campus, Kanakpura road to invoke the blessings of the divine. After the Pooja, the interactive session for both sections were conducted by Mr. S. Chandrasekhar, an eminent Corporate Trainer. This session consisted of interesting management games entitled "Run, Jump and Fly". These games emphasized the need for maintaining a positive outlook and cheerful attitude among the students as a prerequisite for productive managerial thinking. Further, he stressed upon the need

to first initiate any action either mental or physical, so that the last minute rush and pains due to fatigue-related mistakes could be avoided.

Students were subsequently acquainted with the curriculum structure and assessment details. In addition, there were sessions on Current Affairs and News Analysis, Analytical Mindset, Holistic Communication, Frontiers of Information Technology and Utilization of Case Methods handled by eminent professionals by splitting the batch into smaller sections for enhanced learning effectiveness.

(iii) Sessions on Subject Related Orientation

The management program consists of students from diverse academic backgrounds. To ease their learning and to bring them on a smooth platform, exposure to various courses like Accounting for Managers, Quantitative Techniques and Economics for Managers were offered separately for each section. The sessions were handled by the subject experts.



Valedictory Function



The final day marked the culmination of the 'Deeksharambh' program with the valedictory function presided over by Dr. Easwaran Iyer - Dean, Commerce Studies and Director of Placements, Jain University.

In his welcome address, Dr. Jitendra Kumar Mishra - Director, MIME called upon the students to work towards their goal by minimizing the "thought to action" conflicts, as this approach would enable them to work with more energy and

enthusiasm. He further urged the students to make the best use of the facilities provided by the Institute. He called upon the students not to look at PGDM program as a separate entity, but to treat the same as an integral part of one's career and life's journey. He thanked the parents of all the 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 the rapidly changing environment and by a constant urge to contribute. He further urged the MATSONIANS to become excellent managers by cultivating a habit of

smart working and active listening. He stressed the importance of knowledge as a means to enhance one's confidence as well as competence.

The valedictory function also included feedback from participating students. 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 career.

The valedictory program ended with a formal vote of thanks by Dr. Suman Pathak - Professor, MIME.

Orientation Program for Semester III, PGDM 2016-18 Batch



The increasing levels of competition have forced the organizations to frequently assess their position regarding the business environment. Based on these set of frequent assessments, new responses emerge from the corporates which in turn directly or indirectly gets translated into changes in career opportunities for the students. Keeping these imperatives imposed by the change dynamics in mind, MATS Institute of Management and Entrepreneurship (MIME)

organized a one-day orientation program for its third semester students of PGDM 2016-18 batch on August 7, 2017.

Dr. Jitendra Kumar Mishra - Director, MIME inaugurated the program. In his inaugural remarks, he told the students to be focused and clear about their choices, as misconceptions while making choices would lead to unavoidable confusions and consequent loss of valuable time which is a very scarce commodity especially for the second year students of PGDM.

The sessions that constituted the program highlighted the importance of utilization of time, the emerging job and career opportunities in the field of Marketing, Finance, HR, and Operations. Further, one special session was devoted to getting 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.

Annual Convocation 2017

Convocation Day is an important occasion in the life of a student. It is the manifestation of years of hard-work that enables a student to formally earn the recognition in the form of the post graduate diploma certificate. At post graduate level, the Convocation symbolizes the beginning of responsibilities in one's career because he/she joins the small portion of Indian population representing the cream of the country and the need to continuously meet the changing expectations begins. A

management post graduate diploma adds value to the student, his/her family and the organization he/she serves by equipping with the required competence, attitude and necessary confidence. MIME organized its Annual Convocation on December 9, 2017. Apart from conferring the post graduate diploma in management, the function featured sharing of wisdom from luminaries.

Dr. Jitendra Kumar Mishra – Director, MIME, welcomed

the dignitaries and presented the report as well as the plan for immediate future for MATS Institute of Management and Entrepreneurship. He highlighted the priority accorded by the Institute to the overall development of each student and the simultaneous focus on creativity. He reminded the MATSONIANS of seven values of MIME that govern all its decisions and actions viz., vision, imagination, focus on excellence, thirst for knowledge, break free, focus on skills and character to inspire.

In his address, Dr. Easwaran Iyer - Dean, Commerce Studies, and Director Placements, Jain University emphasized the need to put in hard work, develop patience, maintain physical health, to be humble and be grounded to cope up with the changing realities.

Prof. N V H Krishnan - Registrar, Jain University representing the Chairman, Board of Governors presided over the Convocation and conferred the post graduate diploma certificates to 56 students in person at the Convocation ceremony. Further, 23 students received their certificates in-absentia. Speaking on the occasion, Prof. Krishnan highlighted the importance of learning, unlearning and relearning in the professional and life journey.

Mr. Badri Subbarao B - Director, KPMG Global Delivery Centre was the Guest of Honor and distributed the medals and merit certificates to the achievers from PGDM 2015-17 batch in Marketing and Finance stream. In his address, Mr. Badri Subbarao emphasized on the importance of personal integrity as the same will determine the network of relationships which is vital for promoting teamwork. He further highlighted the need of hard work in the form of stretching the mind for ensuring continuous learning in one's career and life.

Mr. Balachandar N - Group Director (HR), Coffee Day Enterprises Limited, was the Chief Guest and delivered the convocation address. In his address to the graduating students he highlighted the importance of cultivating the learning ability. Elaborating further, he emphasized on the four dimensions of learning in order to learn viz., ability to learn, ability to connect with the people, ability to maintain and improve health, and ability to give back to the society. On the occasion, Mr. Balachandar gave away the medals and merit certificates to the achievers of PGDM 2015-17 batch in Marketing and HR Stream and to the Overall First Rank Holder of the batch.



The following students of PGDM 2015-17 Batch received the honor:

Award Detail	Awardees
The MIME Gold Medal for obtaining the Overall 1 st Rank	Mr. Gopal Soni
The MIME Gold Medal for obtaining the 1 st Rank (Marketing and HR Stream)	Mr. Vinay Kumar Sharma
The MIME Silver Medal for obtaining the 2 nd Rank (Marketing and HR Stream)	Ms. Pooja V
The MIME Gold Medal for obtaining the 1 st Rank (Marketing and Finance Stream)	Mr. Gopal Soni
The MIME Silver Medal for obtaining the 2 nd Rank (Marketing and Finance Stream)	Ms. Shaik Shamimunnisa

Dr. Jitendra Kumar Mishra, Director-MIME, administered the "MIME Graduation Oath" to the graduating students.

In his inimitable style, Prof. Reji Meprathe conducted the proceedings of the Convocation in co-ordination with Dr. Arun B.K., Dr. Mahadevan G proposed the vote of thanks and subsequently the Convocation concluded with National Anthem.

EVENTS AND ACTIVITIES

Freshers Day

The seniors organized Freshers Day for their juniors on August 19, 2017. The day long function comprised of a diverse set of activities such as Ice-breaking, Treasure Hunt, "Mr. and Ms. Fresher" and "Mr. and Ms. Ethnic". The events offered an opportunity to the senior batch

students to demonstrate their planning and organizing skills, concern and care for their juniors and at the same time provided a platform for the juniors to demonstrate their talents.





Onam Celebration

The students of MATS Institute of Management and Entrepreneurship (MIME) celebrated Onam on September 5, 2017. The events that constituted the program included traditional dances and games depicting the rich and participatory culture of Kerala. Further, the celebrations provided a platform for the PGDM students to showcase and hone their planning and organizing skills. Special "Rangoli Patterns" and the afternoon lunch consisting of sweet called "Payasam" were the distinguishing features of the celebrations. Faculty, Staff, and Students actively participated in the celebrations.

Teachers Day Celebration

Respect for the teachers and sense of value for learning are the essential requirements for an effective learning process. Keeping this essential nature of the flow of knowledge and in keeping with the national tradition, students of MATS Institute of Management and Entrepreneurship (MIME) organized Teachers Day on September 5, 2017 which is the birth day of the first Vice-President of India and himself a great teacher - Dr. Sarvepalli Radhakrishnan.



On this occasion, the students of MIME conducted various events for teachers and faculty members which included impromptu speeches and other competitions. These events helped the teachers to express their views and feelings which in turn served as another platform to educate the students. Students very effectively narrated the importance and tradition of the day and honored their faculty members and expressed gratitude to them.

MIME Celebrated Kannada Rajyotsava



Strength of India lies in its cultural diversity and because of this diversity, an average Indian is bestowed with an opportunity to live and learn from different cultures from their childhood. This aspect has been instrumental in increasing tolerance levels and degree of learning among Indians. Interestingly, both culture and

management aim at solving problems and thus cultural sensitivity and cultural intelligence play a vital role in management education. Students of MATS Institute of Management and Entrepreneurship (MIME) comes from diverse cultural backgrounds. Recognizing the basic tenet of culture as a force that gives direction to the living of a group in general and its behavior in particular, MATS Institute of Management and Entrepreneurship (MIME) has been open to leverage this aspect by celebrating various cultural festivals such as Rakhi, Holi, Onam etc. To continue with this tradition, MIME organized 'Kannada Rajyotsava' on November 14, 2017. The function began with initial remarks from Dr. Jitendra Kumar Mishra - Director of MIME. The Chief Guest of the function was Dr. R Srinivasiah - Principal, Jain Evening College. In his address, Dr. Srinivasiah brought about the tolerant, learning and accommodative nature of

Kannadigas and the richness of Kannada language. The function was characterized by events specially designed to educate the participants about the rich cultural heritage of Karnataka. A video film highlighting the rich historical, traditional and cultural aspects of Karnataka was also screened to help the participants connect with the context. The whole function was conceptualized, designed and conducted by the Cultural Committee of MIME led by Ms. Anuradha Deepak. Faculty members and students of MIME graced the occasion.



Election of the Office Bearers for Alumni Association

Over the years, the Alumni of MATS Institute of Management and Entrepreneurship (MIME) have been contributing to the overall development of the institute. However, during the course of the journey of last 15 years, it was noticed that there is an increasing need to bring in more focus so as to channelize the

increasingly diverse talent of the alumni. Further, it was felt that there is a need to nurture the belongingness of the alumni and streamline the communication process between the institute and alumni. In order to meet the growing developmental requirements of MIME and aspirations of the alumni, a special meeting with the graduating batch (PGDM 2015-17 Batch) was conducted on December 9, 2017 to formalize the Alumni Association and elect the office bearers. Also, the office bearers along with the members of the Alumni Association present on the occasion were requested to chalk out the immediate priority to connect with the other members and the Alumni Association activities forward. Dr. Jitendra Kumar Mishra, along with the faculty members presided over in the meeting and facilitated the discussion. The following alumni of the nodal batch have volunteered to carry forward the process of streamlining the activities of MIME alumni.

Name	Affiliation	Role
Mr. Nithin B	Managing Director Hotel Millennium Plaza, Bengaluru	President
Mr. K.S. Jayanth	Classic Relationship Manager HDFC Bank Limited, Pune	Alternate President
Mr. Gopal Soni	Project coordinator – CRAMS to Formulation Shilpa Medicare Limited, Raichur, Karnataka	Alternate President
Mr. Mohammed Sharooq	Project Controller – Analyst Deloitte India Consultancy Pvt. Limited, Bengaluru	Vice-President
Mr. Rishi R Nandan	Executive, Branding Team John Distilleries Pvt. Limited, Bengaluru	Secretary
Ms. Akshika Rana	Business Development Executive ABYETI Technologies Pvt. Limited Bengaluru	Joint Secretary

Prof. Sakthivel A - Faculty Coordinator, Alumni Activities and all the Faculty and Staff of MIME participated and contributed to the deliberations.

STUDENTS PARTICIPATION IN EXTERNAL EVENTS AND ACTIVITIES



7th International Conference and Exhibition on '3D' Printing and Additive Manufacturing Technologies

Six Students of Semester I, PGDM 2017-19 Batch - Monisha B N, Shruthi Sathyan, Rashmi R, Ashwini Singh, Md. Naveed Khan, Ashray Anand and five students of Semester III, PGDM 2016-18 Batch; Kavya S, Apoorva, Nischitha Y, Y Kiran Tej, and Achal Kumar Moundia participated as volunteers in Global Additive Manufacturing Summit - AM 2017, organized by Additive Manufacturing Society of India (AMSI) on September 7 - 8, 2017 at The Lalit Ashok, Bangalore, India.

'Cranium - 2017' hosted by CMS Business School, Jain University



First semester students of PGDM 2017-19 Batch, participated in preliminary rounds of 'Cranium - 2017' an International Management Fest which was held on October 12 & 13, 2017. Nine students from MIME viz.,

Ashwini Singh; Chitturi Prabhu; Dharithri S Deshpande; Girish A Patil; Jibi Mathew; Lavanya Agnihothri; Mohammed Naveed Khan; Mohammed Ozair Pasha and Ritu Mishra took part in various events and brought laurels to MIME by winning different events at the fest.

The student team comprising of Ashwini Singh, Chitturi Prabhu, Dharithri S Deshpande, Lavanya Agnihothri, Girish A Patel, Ritu Mishra, Md. Ozair Pasha, Jibi Mathew, and Md. Naveed Khan secured first prize in 'Synergy' – the integrated business plan among 35 teams from leading institutions across the country who participated in the fest.

Additionally, Ashwini Singh, first semester student secured runner-up position in the Best Manager event.

JGI Management Games 2017

Students of Semester I, PGDM, 2017-19 batch participated in JGI Management Games 2017, conducted on October 26, 2017. Students participated in various sports like Badminton, Football, Volleyball, Basketball, Kabaddi and Tug of War. The MIME Sports Team was coordinated by Md. Naveed Khan and Nishitha K.

The Girls Team of MIME secured First place in Tug of War and Basket Ball, and stood as runners-up in Volleyball, Basketball and Badminton (Singles). The Boys Team bagged First place in Kabaddi.



SEMINARS / WORKSHOPS / GUEST LECTURES

Insights : The IndustryTalk



In the rapidly changing business world, it is very important for management professionals to keep in touch with the practical world. In order to appreciate the link between concepts and practice, MATS Institute of Management and Entrepreneurship (MIME) has initiated a platform - Insights for industry practitioners to discuss current industry practices with faculty and students.

Under the auspices of 'Insights', MIME organized an interactive talk by Sri. Shankar Sundararaman - Global Head, Retail Excellence, Royal Enfield (India) Pvt. Limited, Gurgaon on July 18, 2017. Sri. Shankar

Sundararaman is an experienced professional with two decades of experience in the field of marketing and strategy formulation.

In the talk, the speaker highlighted the history of Royal Enfield and its transformation from a difficult period of early and mid-90's when the company was continuously incurring losses and was finally taken over by the Eicher Group to the present period of healthy growth.

He stressed on the role played by the emphasis on Retail Excellence in this transformational journey. In his inimitable style, the speaker brought about the application of concepts of efficiency and effectiveness with respect to marketing processes. He said that such an application would facilitate to map and create a continuous stream of delightful experiences with respect to each moment of contact by the customer with the company, which is termed as the moment of truth. He elaborated on how Royal Enfield benefited from the application of the technique of moment of truth.

The interactive industry talk was followed by a Q&A session. The students, faculty, and the MIME staff actively participated in the talk.

Seminar on 'GST - A Game Changer'



As a part of Indian Taxation reforms, from July 1, 2017 across India, one common tax came into effect which is Goods and Services Tax (GST). In order to educate students about the intricacies of GST, Economic and Finance Club of MATS Institute of Management and Entrepreneurship (MIME) organized a seminar on 'GST - A Game Changer' on September 6, 2017. The guest speaker of the day was Dr. Mahadevan, Mr. Vipul Jain and Mr. Chirag Solanki from Suresh & Co., CA Firm. The seminar covered various facets of newly integrated Indirect Tax i.e., GST.

The speakers highlighted the concepts related to GST - difference between goods and services, GST as an indirect tax, cascading effect present in old tax regime and how it affected individuals, general public, companies, and industries, how to generate invoice bill using GST slab rates, and origin based taxation to consumption based taxation. Dwelling further, the speakers explained the logic, intricacies and benefits associated with combining the different types of taxes such as state VAT, central VAT, luxury taxes, entry tax (all forms), entertainment and amusement tax (except when levied by local bodies), taxes on advertisement, purchase taxes and state surcharges as they relate to supply goods and services.

Further, the speakers emphasized on GST and its impact on the various sectors such as education, textile, logistics, e-commerce, real estate, services, automobile and hotel industry. In addition, they highlighted the benefits of GST on start-ups and how GST as a new tax system in India is trying to compete in the world for better investment.

The students found the seminar very helpful in understanding the concepts of GST (Indian Taxation System) and its impact on Indian economy. The seminar portrayed a positive picture of GST indicating that the GST is likely to be the game changer for the Indian economy. The Q & A session that was followed by the presentation elicited insightful questions. The program was attended by PGDM students and MIME faculty members.

Treasure of Investment: Dealing With Volatility of Stock Market



Economics and Finance Club of MATS Institute of Management and Entrepreneurship (MIME) organized a workshop – Treasure of Investment: Dealing with the Volatility of Stock Market for the PGDM students on August 16, 2017. The workshop was conducted by Sri. Kishore B.S., Chief Operating Officer and Co-founder of Educesta Global Services Private Limited.

The facilitators while educating the participants elucidated that BSE Sensex and NSE Index provides a broad clue about the investors' sentiments i.e., whether it is favoring investment (referred to as bullish) and not-favoring investment (referred to as bearish). However, within this macro trend, the share price of each

company follows its own trend and it requires considerable acumen to understand these trends.

In his own inimitable style, Sri Kishore illustrated several practical examples, wherein he could get the crux of the micro trends by carefully observing and analyzing the linkage between the philosophy of the company and the emerging requirements of the society.

The facilitators highlighted their own cases of successfully predicting the share price movements with respect to Royal Enfield (owned by Eicher Motors Ltd.), Jockey (promoted by Page Industries Ltd.), Café Coffee Day (division of Amalgamated Bean Coffee Trading Company Ltd. - ABCTCL), Indian Tobacco Company (ITC) and Mirza International Ltd. (manufacturer of Red Tape) and earn substantial amount. They further emphasized the mechanism of the stock market and Demat Account necessary for online trading.

The session was followed by a Q&A session wherein the speaker enlightened the audience with his treasure of insights. The program was attended by PGDM students and MIME faculty. The session was well-received by the participants.

Colloquium on 'Capital Market Awareness with an Overview of Securities Market'



Economics and Finance Club of MATS Institute of Management and Entrepreneurship (MIME) organized a colloquium on 'Capital Market Awareness with an Overview of Securities Market' on September 22, 2017. The guest speaker of the day was Mr. Rahul Dhawan, who is an Investment Coach at Prophecy.

For the economic growth and development of a country, savings and investments are prerequisites. The security market offers appropriate opportunity to mobilize fund effectively. The rate of saving and investment in the country are increased by the activities of the security market. This increases productivity and brings a wave of progress in industry, agriculture, and trade. In order to educate students about the niceties of Securities Market, the Economics and Finance Club organized this colloquium.

In his own inimitable style, the speaker highlighted various aspects related to Securities Market, Bombay

Stock Exchange (BSE) Market offerings, Trade Guarantee Fund, Key Initiatives of BSE's Investors Protection Fund, Investor Grievance Redressal Mechanism. He further emphasized the pros and cons of key factors that the investors have to follow in Securities Market.

The speaker also shared his experience by citing several practical examples related to the investment in mutual funds and financial planning. The participants enjoyed the treasure of insights. The colloquium revealed the importance of securities market and the benefit attained by investors in investing in mutual funds. During the session, the speaker also quoted that 'investing is a full-time activity where there is no shortcut to making money.'

The Q&A session was followed by the presentation that elicited insightful questions. The program was attended by PGDM students and MIME faculty members.

INDUSTRIAL VISITS



Visit to Stevia World Agrotech Pvt. Ltd.

Students of first Semester PGDM 2017-19 batch visited to Stevia World Agrotech Pvt. Ltd on August 22, 2017. Mr. Manjunath Mandikal - Founder, Director at Stevia World facilitated the visit and addressed the students on the needs of new generation food which requires high protein, low calorie, low carbohydrates and low glycemic index. He further explained how the product gets manufactured, processed,

packed and marketed with their modern machinery and technology. Students appreciated the exposure to the manufacturing facility and witnessed the concepts in reality.

Additionally, students had an opportunity of visiting Stevia World Farm. The farm is located near a village in Doddaballapur for Cultivation, Development of 'Good Agricultural Practices (GAP), R&D, Training, and also hosts a high-tech nursery. Majority of their land is undulated, red loamy soil, ranging from acidic to neutral ph. Students enriched their knowledge by knowing the variation of stevia plants and were provided with details on soil preparation, planting, crop management till harvest and drying.

The industrial visit to Stevia World Agrotech Pvt. Ltd was a stirring experience for students who witnessed the manufacturing facility with the complex setting of machines and processes.

Dr. Manikandan S and Prof. Ganesh B, faculty members of MIME accompanied the students during the visit.

Visit to Stovekraft Pvt. Ltd.



Students of Semester I, PGDM 2017-19 Batch visited Stovekraft Pvt. Ltd located in Bengaluru on September 7, 2017. They were escorted by Mr. Abhishek, Senior Executive Administrator at Stovekraft Pvt. Ltd. around the various facilities of Stove Kraft Pvt. Ltd, and were apprised of the various line manufacturing units like pressure cookers, non-stick cookware; gas and induction cook tops, mixer grinders, chimneys. Mr. Abhishek explained the students the whole production process stage by stage including the nuances of quality at Stovekraft Pvt. Ltd. Students interacted enthusiastically and asked various questions to

understand the processes in detail. They appreciated the exposure to the manufacturing facility and thereby witnessing the concepts in reality.

RECOGNITION TO INSTITUTE

MATS Institute of Management and Entrepreneurship (MIME) has been accorded with “**The Business School of the Year 2017 for Faculty Excellence**” by the Academic Insights. The Institute’s activities were presented as the Cover Story for the December 2017 Issue of the Academic Insights.

PUBLICATIONS

- ❖ Bhatnagar Shakti Bodh, Syed Asif Ali, **Mishra, Jitendra Kumar**, (2017), Identifying Customer Loyalty Supporting Factors in the Retail Banking Context: An Empirical Examination. *Journal of Relationship Marketing*, 16:3, 197-225, DOI: 10.1080/15332667.2017.1349556. (Link to this article: <http://dx.doi.org/10.1080/15332667.2017.1349556>)
- ❖ **Mishra, Jitendra Kumar** (2017), Challenges for Business Education in the Borderless World of Business. Prastavana, Souvenir of 29th AIMS Annual Management Convention, on Re-Engineering Management Education for a Borderless World, Organized by Department of Management Sciences, (PUMBA), Savitribai Phule Pune University, Pune, August 22-24, 2017.
- ❖ Hemantha Y and **Arun B. K.** (2017), Challenges in Developing an Image of a Retail Store in India, *Prestige International Journal of Management and Research*, 10(1), pp 49-55.
- ❖ **Arun B. K.** (2017), Analysis of Sustainability Concerns in the Distribution of Managerial Time – An Empirical Study, 1(2). *Ariscom Journal of Commerce and Management*, pp 75-84.

REWARDS / RECOGNITION

- ❖ **Dr. Jitendra Kumar Mishra**, Director, got elected for Executive Board of AIMS (Association of Indian Management Schools) for 2017-18 for Southern Zone.
- ❖ **Dr. Jitendra Kumar Mishra**, Director, attended the Executive Board Meeting of AIMS (Association of Indian Management Schools) at the Department of Management Sciences, (PUMBA), Savitribai Phule Pune University, Pune, August 22, 2017.
- ❖ **Dr. Jitendra Kumar Mishra**, Director, was invited to join the panel of judges to assess the proposals submitted under AIMS Research and Innovation Fellowship at the Department of Management Sciences, (PUMBA), Savitribai Phule Pune University, Pune, August 23, 2017.
- ❖ **Dr. Jitendra Kumar Mishra**, Director, attended the Northern Region Deans & Directors’ Round Table of AIMS (Association of Indian Management Schools) at FMS, Mohan Lal Sukhadia University, Udaipur, Rajasthan on November 5, 2017.
- ❖ **Dr. Mahadevan G** has been awarded Doctorate by Bharathiar University, Coimbatore for his Scholarly Thesis entitled “A Study on the Influence of Inflation Over Bombay Stock Exchange Consistency”. Dr. Mahadevan completed his thesis under the Guidance of Dr. K. Prabhakara Rajkumar, Asst. Professor, Periyar University, Salem.

ACHIEVERS

- ❖ Team comprising of **Ashwini Singh, Chitturi Prabhu , Dharithri S Deshpande, Lavanya Agnihotri, Girish A Patel, Ritu Mishra, Md. Ozair Pasha, Jibi Mathew, and Md. Naveed Khan** won the FIRST prize in 'Synergy – the integrated Business Plan Competition' at Cranium, International Management Fest organized by CMS Business School, Jain University on Oct 12-13, 2017.
- ❖ **Ashwini Singh**, PGDM Students of Semester I, won the runner up prize in Best Manager event at Cranium International Management Fest organized by CMS Business School, Jain University on Oct 12 &13, 2017.
- ❖ Students of I Semester PGDM, 2017-19 batch participated in JGI Management Games 2017, conducted on October 26, 2017. Students participated at various sports like, Badminton, Football, Volleyball, Basketball and Tug of War. The PGDM sports team was coordinated by Mohammed Naveed Khan and Nishitha K.
- ❖ The Girls Team comprising of **Nishitha K, Rashmi R, Monisha B N, Lydia G, Shruthi S , P Sireesha** won FIRST place in Basket Ball; **Rakshita R Hegde , Amrita Das, Ankita Kar Purkayastha, Sushma S, Aayushi Agarwal, Charul Bansal** won FIRST place in Basketball.
- ❖ **Nishitha K, Monisha B N, Junee Kanwajiya, Neha Kariappa, Rakshita R Hegde , Amrita Das , Sushma S and Charul Bansal** won runner up in Tug of War; **Shruthi S, Junee Kanwajiya, Lydia G, Rakshita R Hegde, Amrita Das and Aayushi Agarwal** won runner up in Volleyball
- ❖ **Nishitha K stood** as the runner up in Badminton (Singles - Girls).
- ❖ The Boys Team comprising of **Katta Nikhil Kumar, Vijesh V Nair, Ashray K S, Bhupati Bala Bharat, Nalluri Pardhasaradhi, Kuruba Harish Kumar, Jalasutram Shanmukha Srinivas** bagged FIRST place in Kabaddi.

PLACEMENTS

Final Placements of PGDM 2016-18 Batch

The final placements of PGDM 2016-18 batch has taken up very well and is going on in full swing. A total of 36 students got placed until December 2017. It is expected that all students will be placed by February 28, 2018. The prominent list of recruiters includes Deloitte Consultancy, FedEx Logistics, HDFC Bank, Ceasefire Consultancy and ICICI Bank, Ernst & Young and KPMG.

Internship Projects of PGDM 2017-19 batch

E. Dinesh Vishnu got placed in Deloitte Project Control, and Ritu Mishra got placed in HDFC Bank for the internship project to be conducted during May – July, 2018. They will be paid a stipend of Rs. 25000/- and Rs.8000/- respectively. Formal interactions with the companies for further selection of internship projects are scheduled during February 2018.

ANNOUNCEMENTS

Admissions for PGDM 2018-20 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 éCLat 2018” the annual fest of MATS Institute of Management and Entrepreneurship (MIME) featuring Management Related and Cultural Events will be organized on March 23 & 24, 2018.

SELECTED QUOTES ON OPPORTUNITY

❖ Nature of Opportunity

"Approach, Attack and Destroy Fear, the Opportunity Follows" – Chanakya

❖ *"Every moment is an Opportunity" – Sage Patanjali*

❖ *"Opportunity and Talent both together will ensure success" – PV Narasimha Rao*

❖ *"Ability is Nothing without Opportunity" – Napoleon Bonaparte*

❖ *"All that is valuable in human society depends upon the opportunity for development accorded to an individual" – Albert Einstein*

❖ *"Opportunity is missed by most people because it comes in the form of normal work" – Thomas Alva Edison*

❖ *"If you focus on results you will never change, but if you focus on change you will get results and further opportunities" – Mahatma Gandhi*

❖ *"Difficulties and Problems are in fact God given Opportunities" – APJ Abdul Kalam*

❖ *"Mind is a store house of opportunities and mindset is a storehouse of hurdles" – Narendra Modi*

❖ Creating an Opportunity

"Creating an Opportunity or Missing an Opportunity happens within a person. Hence, an opportunity always exists within the mind, therefore take charge" – Sadguru Jaggi Vasudev

❖ *"Provide opportunity to manifest Divine power within, external opportunities follow" – Swami Vivekananda*

❖ *"Love what you do and not just the results. This will automatically create Many Opportunities" – Kabir Das*

❖ *"Opportunity is Created by Applying the Mind not just the Knowledge" – Bodhirama*

❖ *"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty" – Winston Churchill*

❖ *"Many do with opportunities as children do at the seashore; they fill their little hands with sand, and then let the grains fall through, one by one, till all are gone" – Rev. T. Jones.*

❖ *"If Opportunity does not knock, build a Door" – Milton Berle*

❖ *"Opportunities Chase the Brave not the Fickle" – Veda Vyas in Mahabharatha*

❖ *"As long as I live, so long I learn and so long I learn, Opportunities Keep Coming" – Ramakrishna Paramahansa*

❖ Importance of Opportunity

"Opportunity needs to be grabbed without delay" – Chanakya

❖ *"Opportunity is rare, and a wise-man will never let it go" – Bayard Taylor.*

❖ *"The place of your big opportunity may be where you are now" – Napoleon Hill*

❖ *"Do not wait for extraordinary circumstances to do good actions; try to use Opportunity provided by ordinary situations" – Richter*

❖ *"No great man ever complains of want of opportunity" – Ralph Waldo Emerson*

❖ *"The secret of success in life is for a man to be ready for his opportunity when it comes" – Benjamin Disraeli*

❖ *"Entrepreneurs are simply those who understand that there is little difference between obstacle and opportunity and are able to turn both to their advantage" – Machiavelli*

❖ *"Small Opportunities are Often the beginning of Great Achievements" – Swami Vivekananda*



ADMISSION OFFICE

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