

MESSAGE FROM THE CHAIRMAN



“ The focus of our sincere endeavours is to develop the all - round personality of the students who are facilitated to be driven by curiosity to know and ambition to achieve. They are guided to overcome complexities and fear in their minds. I am happy to note that the MATSONIANS have been progressing in this direction as demonstrated by the range of activities undertaken and subsequent feedback received during the period. I would like to place on record and appreciate the successful organization of “MIME ÉCLAT - 2016”, wherein more than 200 students from different management institutes participated. I wish all the best to MIME family in their continuous developmental endeavours. ”

Dr. Chenraj Roychand
Founder Chairman - JGI Group

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FROM THE DIRECTOR'S DESK



“Ups and Downs are part of life and they do test one's patience. In the midst of such times, the key to success is self-belief and maintenance of one's equanimity. It is very heartening to note that the students of MIME demonstrated this quality in ample measure while translating their ideas into action

during the course of various curricular and co-curricular activities during the period. The positive energy generated by MIME ÉCLAT 2016 – the institute's annual fest is to be appreciated. In addition, during the period, students progressed further in their journey of holistic learning by utilizing the opportunities made available to them. I wish all the best for our beloved students of 2014 - 16 batch for having completed PGDM Program and their jobs in respective organizations, and wish the 2016 - 18 batch students for continued success.”

Dr. Jitendra Kumar Mishra
Director, MIME

Seminar on “Future Ready Marketing”

In order to provide an insight about future scenario in marketing, MATS Institute of Management and Entrepreneurship (MIME) in collaboration with “Brandonomy” organized a Leadership Seminar on “Future Ready Marketing” (i.e., likely preferred marketing efforts in an emerging future scenario) on February 20, 2016. The seminar talk was delivered by **Mr. Sudarshan**, Country Head Marketing of M/s Dell Corporation Private Limited. The speaker in his interactive and participatory style elucidated the various aspects of emerging future scenarios and how the marketing function need to gear itself up to face the future and emerging challenges.



ACADEMICS



Progress of PGDM 2015 - 17 Batch

During January 2016, the students completed their one month's project work on "Organizational Study" which enabled them to gain insight into the interdependent nature of activities of four organizational functions viz. Marketing, Finance, HR and Operations. 44 different companies provided MIME students an opportunity to do their organizational study. They were also actively involved in all the three stages of mock selection of students, facilitating the project-work and participation in the viva - voce.

During the period of February to May 2016, the students completed their II semester which had entwined in the course curriculum of the subjects focusing on general competencies such as research and functional competencies in the areas of Marketing, HR, Finance and Operations. During the month of June 2016, the students were involved in their two month

internship which aimed at identification and plausible solution of industry specific problems. 50 different organizations had partnered with MIME in providing internship projects through planned process of selection.

Course Completion of PGDM 2014 - 16 Batch

The students of 2014 - 16 batch have successfully completed two years PGDM program and moved onto the next phase of their career by finding employment in organizations of repute or as self - employed and job generating entrepreneurs. Students attained great sense of satisfaction during their learning and development phase of two years of the program with MIME. Also, the students radiated confidence about taking up their future challenging roles. All the students of the batch were immensely satisfied with the learning opportunities and placement facilities provided to them by MIME.

EVENTS AND ACTIVITIES

In order to develop overall personality of the students, MIME emphasizes on the importance of student engagement in learning and are in the phase of continual exploration of the possibilities to provide a wide range of opportunities for the manifestation of their latent talents. The initiatives taken in this direction during the period are ad-seriatim.

Panel Discussion On Union Budget 2015 - 16



MIME organized a panel discussion on “**Unfolding the Underlying Message of Union Budget 2016 - 17**” on March 5, 2016 that provided students an insight into the recently presented Finance Bill (Union Budget 2016 - 17) as provisions for income and expenditure contained in any budget affects the economy, businesses and the employment scenario. The panel for the discussion comprised of **Mr. Rajendra Nayak, Partner, Ernst and Young (India); Mr. Suresh Kumar, Director, B.S.R and Co; Mr. Pradeep Pandey, Associate Director, KPMG and Mr. Tejas Shah, Manager, PWC. Dr. Jitendra Kumar Mishra, Director, MIME** chaired and moderated the discussions.

The panel discussion was followed by ‘question and answer session’ wherein the students came up with queries addressed to the panelists which in - turn stimulated further thinking among students into the macro aspects of Economy and Business, and their inter-linkages affecting the micro aspects.

MIME ÉCLAT - 2016

MATS Institute of Management and Entrepreneurship organized its Annual Fest – ‘MIME ÉCLAT 2016’ on March 29 - 30, 2016. The fest comprised of events that provided platform to students to demonstrate their talent in different areas including Sports and Cultural. Apart from providing an avenue for students to express their talents, the purpose of the festival was to enable them to hone their managerial skills. The fest comprised of 27 different events and was well attended by more than 200 students representing different management institutions. The fest was sponsored by M/s Oxygen Outdoor Media Company, Bengaluru. The events were co-sponsored by M/s Skylark and M/s Arna, Bengaluru. Various events and activities of the fest were sponsored by Public Relations Council of India, Disha, Poorvika, 1947, Sakra, Samaya News, News 9 Channel, Radio Mirchi and Chittara. All participating students who attended the fair carried bundles of well cherished memories and useful learnings from ‘MIME ÉCLAT 2016’.



MDP on HR Analytics

MATS Institute of Management and Entrepreneurship (MIME) partnered with MTHR Global to organize a one day training program on “HR Analytics” on April 9, 2016. This event marked the beginning of “Continuous Learning Program Series” of MTHR Global in Bengaluru.

Dr. Kuldeep Singh, Sr. Director (HR), UST Global and **Mr. Ramesh Soundararajan**, Expert Consultant of HR Analytics and Competency Based Systems, were the resource persons. The program was well received by students and 36 middle and top level HR executives from reputed organizations.



REWARDS / RECOGNITION

- **Dr. Jitendra Kumar Mishra** chaired a Technical Session in the two day International Conference on “Demographics - Dividend or Disaster” held on January 29 - 30, 2016 organized by School of Commerce and Management Studies, Jain University.
- **Dr. Jitendra Kumar Mishra** functioned as a member of Advisory Committee and chaired a Technical Session in the one day National Conference on “Changing Role of HRM: The Strategic Opportunities and Challenges” held on March 3, 2016 organized by Jain University.
- **Dr. Arun B.K.** delivered the Key Note address on “Role of Micro, Small and Medium Enterprises in Indian Economy” and chaired the technical session featuring the research paper competition at the Eighth National Conference “Bizveda - 2016” organized by Padmashree Institute of Management, Bengaluru on May 20, 2016.
- **Dr. Jitendra Kumar Mishra** participated as an invited speaker at the National Convention (Jnanasangama) on “Higher Education” jointly organized by Karnataka State Higher Education Council, Rashtriya Uchchatar Shiksha Abhiyan of Ministry of HRD, Government of India (MHRD - RUSA) and e-Lets Systems, Company on May 27, 2016 at Bengaluru.

PRESENTATIONS IN CONFERENCES / SEMINARS / WORKSHOPS

- **Dr. Jitendra Kumar Mishra** participated in the “Analysis of Union Budget 2016 - 17” organized by Federation of Indian Chambers of Commerce and Industry at Bengaluru on March 1, 2016.
- **Dr. Jitendra Kumar Mishra and Dr. Arun B. K** participated in the two day National Conference on Environment, Economy and Human Well Being held on March 1 - 2, 2016 jointly organized by Institute for Social and Economic Change (ISEC) and Christ University and presented the research paper entitled - “Impact of Biodiversity on Poverty Levels”
- **Dr. Jitendra Kumar Mishra and Dr. Arun B. K** participated in the two day National Conference on Environment, Economy and Human Well Being on March 1 - 2, 2016 jointly organized by Institute for Social and Economic Change (ISEC) and Christ University and presented the research paper entitled - “Valuation of Eco - Services for Sustained Human Well Being”.
- **Prof. Suplab Kanti Podder and Dr. Arun B. K** participated in the one day National Conference on “Changing Role of HRM: The Strategic Opportunities and Challenges” held on March 3, 2016 organized by Jain University and presented the research paper entitled - “Level of Green Human Resource Management Practices as a Response to Strategic Requirements.”
- **Prof. Suplab Kanti Podder and Dr. Arun B. K** participated in the one day National Conference on “Changing Role of HRM: The Strategic Opportunities and Challenges” held on March 3, 2016 organized by Jain University and presented the research paper entitled - “Comparison of Effectiveness of Employee Engagement Through Permanent and Outsourced Employees.”
- **Prof. Vibha V and Dr. Arun B. K** participated in the one day National Conference on “Changing Role of HRM: The Strategic Opportunities and Challenges” held on March 3, 2016 organized by Jain University and presented the research paper entitled - “Necessity for Cultural Intelligence in Present - Day Context”.
- **Dr. Mary J Metilda** participated in a two day international conference on “Business Environment - Issues and Challenges” on June 10 - 11, 2016 and presented a research paper on “Investor Bias and Investment Decisions - A Study on Interrelationship between Biases”. The conference was organized by ICFAI Business School.

STUDENTS PARTICIPATION IN EXTERNAL EVENTS AND ACTIVITIES

Seven PGDM students of 2015 - 17 batch participated in the National Level Student Research Paper Contest - 2016 on the theme - "Ecosystem for Startups in India" organized by Christ University, Bengaluru. Various research papers as elucidated below were authored by students of MIME.

- Challenges on HR Front for Start - ups in India by **Vinay Kumar Sharma**
- Building Start - ups Synergies in Acquisition by **G.N. Shweta and Ranjith Ramachandran**
- Maximizing Operational Efficiency of Start - ups by **K.S. Jayanth**
- National e-Health Authority (NeHA) and Digitalization of Health Care Systems in India by **Gopal Soni and Mohammed Sharooq**
- Challenges for Crowd - Funding in India by **Daniel Prashanth Dev**
- The research papers authored by **Vinay Kumar Sharma, G.N. Shweta, Ranjith Ramachandran and K.S.Jayanth** were short - listed and invited for final presentation held on March 4, 2016 at Christ University.



Vinay



Shweta



Ranjith



Jayanth

GUEST LECTURES / VISITS

- **Prof. Shankar Subramanian**, Principal Finance Advisor of Cutter Associates G r o u p , California, USA provided insights into different aspects of Financial Function viz., C a p i t a l Budgeting, Risk Analysis, Derivatives, Investment Operations and Technology Intelligence to PGDM students through specially designed 12 interactive sessions organized between February 8 - 18, 2016. These sessions were interspersed with take home projects which facilitated to enhance comprehension and understanding of the concepts.
- **Shri. Sudhanshu Mishra**, Senior Manager (Marketing) of FedEx India Logistics and Supply Chain Solutions Private Limited visited MIME on April 23, 2016. He appreciated the "Teaching - Learning" processes and the sincere endeavors of MIME to constantly improve the quality of the learning processes.

PLACEMENTS

Internship for 2015 - 17 Batch

50 Companies have provided internship opportunities to students of 2015 - 17 batch to undergo their internship projects of two - month duration. 83 percent of the students were provided with stipend while undergoing their internship projects. During the course of their project the students involved



themselves in the process of identification and consequent solution of live industry problems. Some of the participating companies include **Myntra.com, FedEx, Larsen and Tubro, Ernst and Young, Deloitte and HDFC Securities Limited.**

Final Placement for 2014 - 16 Batch



Kurra Hemanth Kumar

15 Companies have offered placement to the students of 2014 -16 batch with an average package **INR 5.11** lakh per annum. The highest package offered was **INR 13.8** lakh per annum which was bagged by Kurra Hemanth Kumar at **XSEED Education** and lowest package being **INR 3.60** lakh per annum. **Tech Mahindra, Deloitte, ICICI Bank, HDFC Bank, KPMG, FedEx, XSEED Education and SmartStream** were some of the recruiters. Five students of the batch obtained more than one placements.

PUBLICATIONS

Recognizing your incredible work as a treasure for MIME.....

- Ankita. P and **Arun B.K.** (2016) - “Role Overlapping between HRM and Industrial Engineering Functions”, Int. J. of Commerce and Management, 3(4) pp 1 - 5.
 - **Arun B.K.** and Ankita. P (2016) - “Utilization of Indian Management Principles in Indian Industrial Engineering Practices”, Int. J. of Commerce and Management, 3(4) pp 12 - 19.
 - Nikitha Alur and **Arun B.K.** (2016), “Analysis of the factors affecting Health Care Services”, Annual Research Journal from the Department of Management Studies, 4, pp 25 - 30.
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VALUE-ADDED PROGRAM FOR STUDENTS

- **Sri. Srini Bhopal** Vice - President, Sherpify Company, conducted 15 interactive sessions on “Skill Development and Industry Readiness” between February 22nd and May 10th, 2016 with specially designed “Skill Development Projects”.
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ACHIEVERS

- **Nithin B and Sandeep Kumar S**, PGDM 2015 - 17 batch students of MIME have been engaging themselves in social activities of helping the downtrodden and blood donation. They are regular donors of blood and are issued with the Certificate of Appreciation by Rotary Club, Bengaluru for donating their blood on six or more occasions.
- **Pooja V**, PGDM 2015 - 17 batch was invited to be on panel of judges for events pertaining to Dance and theme - based fashion shows organized as part of annual fest of institutions of repute such as St. Anne’s College, Ambedkar Medical College, Jain College, Bengaluru Institute of Technology, M S Ramaiah College and Step N Move Academy.

MANAGEMENT QUOTES



- *The One who sees knowledge and action as one see truly and is Wise.*
- **Bhagavad Gita**
- *One can become whatever one wants to be if one constantly contemplates on the object with faith.* - **Bhagavad Gita**
- *Time is the scarcest resource and unless it is managed, nothing else can be managed.*
- **Peter Drucker**
- *An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.* - **Jack Welch**
- *The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant.* - **Max de Pree**
- *You have to dream before your dreams can come true.* - **Dr. A P J Abdul Kalam**
- *Almost all quality improvement comes via simplification of design, manufacturing layout, processes, and procedures.* - **Tom Peters**
- *There is only one good, i.e. knowledge, and one evil, i.e., ignorance.* - **Socrates**
- *The only infallible criterion of wisdom for disturbed minds is success.* - **Kurt Herbert Alder**
- *The Wise does not hanker after the unattainable, does not worry over what is lost and faces calamities without losing his senses.* - **Vidura Neeti**
- *A Good Teacher Does Not Teach a Subject but Teach an Individual.*
- **Dr. Sarvepalli Radhakrishnan**
- *Instead of competing with others, you should compete with yourself, do better, do faster and go to greater heights.* - **Narendra Modi**
- *Do Not Think What is Wrong with a Person. Instead Think What is Right.* - **Donald Clifton**
- *Only those organizations that are able to adapt quickly and effectively will be able to excel in their field or market.* - **Peter Senge**
- *Education is the best friend, beauty and the youth. An educated person is respected everywhere.*
- **Chanakya**

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