

MESSAGE FROM THE CHAIRMAN



A constant interplay between knowledge, action, and reflection builds deep business and leadership skills, preparing graduates to lead themselves, teams, and whole organizations – now and in the future. At MIME, these ideals are elevated to loftier planes with the confluence of students, faculty, and the administration. Ambition and curiosity drives the institution forward, whether it be international collaborations or publishing newsletters. Samvaad, the newsletter published by MIME, is a database of the

events, discussions, and deliberations that influenced the institution for the past few months. It is a contemporary conscience-keeper, which is up-to-date with the day-to-day activities of the establishment. It is indeed a pleasure to note that the activities carried out during this period were aimed at enhancing the overall qualities of the MATSONIANS.

The MoUs signed, the workshops conducted, the industries visited, the clubs formed and the festivals celebrated during this period typify the diverse opportunities available to the students to augment their experiences and multiply their perspectives towards education and life. I expect MIME to continue their efforts to become the preeminent management school in India and wish them all the best for their endeavors in 2016.

Dr. Chenraj Roychand
Chairman, JGI Group

MIME CERTIFIED, STUDENTS APPROVED AS EXCEL SPECIALISTS BY MICROSOFT



In today's competitive world, getting a job is as important as retaining the same through consistent and quality performance. Towards this end, MIME has been endeavoring to upgrade the skill levels of its PGDM students through quality inputs and value-added programs. These efforts recognize the importance of learning and act as enablers in the career advancement of students. In this regard, the PGDM students underwent three months of learning in various facets of MS Excel which has gained popularity due to its simplicity and versatility. At the end of the course, students were required to undergo an

examination conducted by the designer of the MS Excel, the Microsoft Corporation. The majority of the PGDM students who underwent the program came out with flying colors in the MS Excel Certification process.

This certification has enabled the students not only to develop their analytical thinking and thereby self-confidence, but also enhanced their employability in the job market. The successful students received their certificates issued by the Microsoft Corporation from the Director of MIME in a function held at the institute on 25 November 2015.

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MESSAGE FROM THE DIRECTOR, MIME



In the present era of volatility, it is imperative for aspiring management students to work on all four levels of human nature, viz. physical, emotional, mental, and spiritual to remain efficient and effective under stressful situations. MIME being a progressive institute understands this reality and provides its students with the right opportunities to develop and blossom.

The new and revised curriculum of MIME epitomizes this forward-thinking attitude of the institution towards education. “Social Media and Digital Marketing Tools” the

latest entrant into the syllabus is a case in point. It ensures that MIME continues to evolve with the modern trends in management. The seminars, workshops, conferences, lectures, and training offered at MIME are fine-tuned to impart all- round knowledge and guarantee holistic development in students. Samvaad, the newsletter, is another cog in MIME’s development wheel to achieve its objective of educational excellence. Enjoy the comprehensive coverage of MIME’s activities and keep yourselves updated with the most recent happenings of the institution by browsing through Samvaad. I wish all the prosperity and purposefulness to MIME family members in 2016.

Dr. Jitendra Kumar Mishra
Director, MIME

LEADERSHIP SEMINAR ON “CASHLESS MARKETING” BY MR. VIVEK AGARWAL, CMO, GIFTXOXO.COM

One of the consequences of burgeoning competition is ever expanding efforts to woo the customers for buying products and services for the survival of the firm. The companies are continuously innovating across the functions including marketing to retain the existing customers as well as to add the new ones. To provide an insight into the contemporary practices in the area of marketing, MATS Institute of Management and Entrepreneurship (MIME) organized the “Leadership Seminar” entitled “Cashless Marketing” (i.e., Marketing with limited resources) on 5 December 2015. The seminar was delivered by Mr. Vivek Agrawal, Chief Marketing Officer of Giftxoxo.com which is a reward and recognition solution providing company based in Bangalore. Mr. Agrawal, in his inimitable style elucidated the various ways to leverage the

different available channels to reach out to the target customers in an effective and efficient manner without spending much money. As start-ups and small companies have budget constraints for marketing, they can utilize outdoor promotion, press, radio, television as well as modern channels of social media, webinar, e-mails, and research participation in reaching out to their customers and building brands for their products and services without spending much money. Mr. Agrawal shared various initiatives taken by Giftxoxo.com for marketing their services with limited resources which has been highly effective in terms of creating business. The talk was followed by the question and answer session, which provided further insights to the participants regarding the intricacies involved in the process of “Cashless Marketing”.

MIME INKED MOU WITH GMR GROUP TO PROMOTE ENTREPRENEURSHIP

To promote entrepreneurship and family business management among the youth, MATS Institute of Management and Entrepreneurship and GMR Group inked a Memorandum of Understanding. Dr. Chenraj Roychand, Founder Chairman, JGI Group and Sri Prasad Kumar, Business Chairman, Institution Building & Governance, GMR Group, signed the MoU.



WAREHOUSING TIPS FOR MIME STUDENTS AT MENZIES AVIATION BOBBA BANGALORE PVT. LIMITED



The first step in learning is to develop curiosity and observation of activities, which provides the platform to enhance the curiosity among students. In order to benefit from this learning process, the first semester PGDM students visited “Menzies Aviation Bobba Bangalore Pvt. Limited”, on 19 October 2015. The students were excited about their visit and spent the time by discussing about the nature of the organization and its operational challenges by forming small groups. The built-up suspense and curiosity of the students expressed itself while interacting with the facilitators in the form of a wide range of queries. The visit was effectively facilitated by Mr. Rajaganapathi, Mr. B G Jagadish Rai, Mr. Sanjay Subbanna, all Senior Managers and Mr. Rajiv B N, Chief Manager (Operations). The facilitators enthusiastically and patiently answered the questions from students that ranged from practical difficulties encountered in operations to interesting episodes experienced at the workplace. Students found it a different experience to observe a mammoth warehouse handling 13,800 variety of different objects that were categorized into 39 different categories. They were educated by observing the care and delicateness involved while handling the parcels belonging to fragile, pharmaceutical, perishable and dangerous goods categories. The amount of care taken by the 300 employees of the organization in optimizing the cost and avoiding the delays was a revelation and students could relate the cost optimization concepts learnt in the classroom with such diverse set of operations. The other interesting learning from the visit was from the processes of material handling, cold-storage, and palletization.



PGDM 2015–17: DR. CHENRAJ ROYCHAND ADDRESSED NEW ACADEMIC BATCH AT MIME



MIME gracefully welcomed its PGDM 2015–17 Batch on 24 July 2015. Dr. Chenraj Roychand, Chairman, JGI Group, delivered the inaugural address and gave incoming students the 10 mantras for accelerating success, viz. talent, idea, dream, not to give up, network, self-management, focus, do not complicate, simple approaches and experiencing success.

ICEBREAKING SESSIONS FOR PGDM BATCH 2015–17

The week long induction cum orientation was organized from 23 to 31 July 2015 for batch 2015-17. This program was designed to help students familiarize with the required academic standards and facilities, thereby adapting faster to the rigors of the course. The program aimed at setting the goals for learning and development of students during the two years of the PGDM program. It also sensitized students to

industry expectations and entrepreneurial challenges through a panel discussion on industry expectations from management graduates. The panel consisted of Mr. Srinath, Vice President (Innovations and Operations for South Asia) of Hindustan Coca-Cola, Mr. Ravi Kumar, former Senior Vice President, HSBC, and Dr. Jitendra Kumar Mishra, Director of MIME. A workshop on “Entrepreneurial

Orientation” was conducted by Mr. Deepak and Mr. Mehal, the successful entrepreneurs supported by JGI Group. In addition, bridge courses on Accountancy, Quantitative Techniques, Economics, Communication, and Information Technology were offered to students to enable them grasp concepts better in the regular classes.

UNLEASHING CREATIVITY AT MIME

MIME emphasizes on student engagement and creating avenues that provide opportunities for students to manifest their latent talents.

FORMATION OF STUDENT CLUBS AND COMMITTEES

- Three student clubs in the areas of specialization viz. Human Resource, Marketing, Economics and Finance were constituted to provide a platform to students for free exchange of ideas and knowledge in their chosen streams and organize co-curricular activities such as seminar, workshop and quizzes.
- In addition, student committees were formed to translate their classroom learning into useful contributions to the real world. These committees are expected to involve in extracurricular activities and enhance their organizational skills. These committees pertain to academic matters, media relations and brand management, sports and culture.

EMPOWERING THE YOUNG MINDS

In order to build a sense of confidence among the students, MIME has initiated a Student Empowerment Program. The program is intended to identify the natural ability and talent of the students and grooms them to develop the requisite knowledge and skills for building a successful career. These student empowerment sessions focus on 3-Es viz., Employability, Empowerment and Entrepreneurship.

Personality Development Session by Shri. S B Raghunandan, CEO, Raghunandan Enterprises

Shri. S B Raghunandan, CEO, Raghunandan Enterprises, Bangalore conducted an interactive session on Personality Development for the first semester students of MIME on 29 November 2015.

Seminar on Enhancing Employability Skills by Sanjeev Sukumar, CEO, Sherpifi

Shri. Sanjeev Sukumar, CEO, Sherpifi, Bangalore delivered an interactive talk on Enhancing Employability Skills on 6 August 2015.

“Social Media and Digital Marketing Tools” Included in PGDM Curriculum

The curriculum was reviewed in order to ensure the relevancy and currency of the content of the courses being taught. The subject of “Social Media and Digital Marketing Tools” was introduced as a new course to the curriculum.

Valuable Insights on Monetary Policy and Its Implication by Industry Expert, Mr. G Ramachandran

In any management curriculum, subjects of Economics and Psychology are considered as the parents of all other subjects. The quantum of money flowing through the system or “monetary cycle” is an important element in policy formulation. The “monetary cycle” in an economy starts with money and traces its path through the stages of investment, employment-generation, production of goods/services and expenditure/earnings.

Fiscal policy and monetary policy are the important tools for governing, guiding, and regulating the economic activities in a country. In order to sensitize the PGDM students of MIME to the intricacies of monetary policy, an interactive session was organized on 25 November 2015 on the theme “Monetary Policy and Its Implications”.

Mr. G Ramachandran, an eminent banker with more than three-and-a-half decades of rich experience in reputed banks, such as Indian Overseas Bank, India and Bank of Kuwait – Kuwait was the facilitator for the session. The session started with the matters affecting the daily life of an individual, such as price-rise & inflation and proceeded to provide insights into the mechanism of designing, monitoring, and reviewing the monetary policy. Mr. Ramachandran was impressed with the intensity and quantum of interest demonstrated by the students throughout the session. Also, the students were grateful to Mr. Ramachandran for providing valuable insights into the various aspects of monetary policy, including its effects on economy and businesses.

ONAM, A CARNIVAL BEGAN
WITH POOKALAM AT MIME



MIME celebrated Onam on 27 August 2015 with great merriment and vigor. The celebration, which was entirely a student initiative, gave students an opportunity to participate and learn about the rich cultural and agrarian heritage of Kerala, bringing them together in a true display of cohesiveness that one can only term as ‘Indian’.

As a part of the celebration, a massive floral rangoli called ‘Pookalam’ was laid and as a show of harmony, students adorned their ethnic attires. On the occasion, everyone

present relished the traditional Onam lunch, Sadhya, giving them a unique opportunity to transcend cultural differences and be together, through food and celebrations. This was followed by various recreational and team-building games such as tug of war and lemon and spoon. All this added to the gaiety & fun and gave the students a platform to showcase their talents. The event was an unforgettable experience, one that the students would cherish forever.

TEACHERS’ DAY CELEBRATION, A WAY
TO APPRECIATE THEIR COMMITTED
EFFORTS

Any creative learning calls for a relaxed and tension-free relationship are based on purpose, trust, and faith. Keeping this aspect of learning in mind, Teachers’ Day was celebrated by the PGDM students of MIME on 5 September 2015.

The event comprised of diverse activities including paying homage to former President of India, Dr. Sarvepalli Radhakrishnan, performance by the students & honoring faculty

members. The teachers’ day celebration offered an opportunity to the faculty members to come out of their shell and participate whole-heartedly along with the students. The students and faculty members challenged their knowledge and promptness during “Impromptu Actions” and “Business Quiz”. The events constituting the celebrations were well- planned and executed by the students, wherein they honed their managerial skills.

CAREER CALLING

The final placement of 2014-16 Batch has set a new landmark. Eighty percent of the students got offers during December 2015 and subsequently more companies were lined up for campus placement in the following months. Companies offering a package of 4 lakh per annum and above were considered eligible for campus placements. The average package offered during the placements till December end stood at 5.10 Lakh per annum with the highest package of 6.75 Lakhs. Till date, six students so far have got two or more offers. The major recruiters were Ernst and Young, KPMG, FedEx, Deloitte, SmartStream, HDFC Bank, etc.

MARKETING MANTRA FOR MIME STUDENTS
AT DECATHLON SPORTS INDIA LIMITED

In order to reinforce the understanding of concepts and expand the horizon of thinking, the first semester students visited “Decathlon Sports India Limited”, Bangalore on 8 October 2015. The excitement pertaining to learning was palpable in the students while going round the bays of the organization and discussing about the rationale of facilities, systems, and processes laid over there. The final placement of 2014-16 Batch has set a new landmark. Eighty percent of the students got offers during December 2015 and subsequently more companies were lined up for campus placement in the following months. Companies offering a package of 4 lakh per annum and above were considered eligible for campus placements. The average package offered during the placements till December end stood at 5.10 Lakh per annum with the highest package of 6.75 Lakhs. Till date, six students so far have got two or more offers. The major recruiters were Ernst and Young, KPMG, FedEx, Deloitte, SmartStream, HDFC Bank, ICICI Bank, ICICI Securities and Birla Corporation.



THOUGHTS, THE BRAIN BOOSTERS
THAT CAN CHANGE THE WORLD
& LIFE

Act, Act in the living Present! Heart within, and God
O’erhead! ~ **H.W. Longfellow**

A persons greatest friend as well as greatest enemy is his
own mind. ~ **Bhagvadgita**

Best way to tackle any problem is to work hard and
defeat it. ~ **A P J Abdul Kalam**

Understand the individual before understanding the
Problem. ~ **S. Radhakrishnan**

Instead of Aspiring for a Position, Aspire to Do
Something Constructive. ~ **Narendra Modi**

One cannot live in complete independence. He or She is
always connected to someone. ~ **John Donne**

Everything depends on Everything Else. ~ **Peter Senge**

PUBLICATIONS

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

- Manchanda Rimple, Abidi Naseem, Jitendra Kumar Mishra, (2015), Assessing Materialism in Indian Urban Youth. Journal of Contemporary Management Issues, Vol.20, No.2, pp. 181-203
- Manchanda Rimple, Manchiraju Srikant, Abidi Naseem, Jitendra Kumar Mishra, (2015), A Study of Interaction of Materialism and Money Attitude and its Impact on Car Purchase, Management & Marketing. Challenges for the Knowledge Society, Vol. 10, No. 3, Autumn, pp. 245-269
- Bhatnagar Shakti Bodh, Syed Asif Ali, Jitendra Kumar Mishra, (2015), Determinants of Customer Loyalty: A Review with Reference to Banking Services, International Journal of Marketing and Technology, Vol. 5, No. 9, 2015, pp 35-55
- Arun B.K. (October 2015) - "Impact of Potential Perspective on Employee Retention in Indian Organization" Co-authored with Suplab Kanti Podder, Published in Int. J. of Commerce and Management, 2(5) pp 1- 5
- Arun B.K. (October, 2015) - "Employee Retention and HR Outsourcing – A Correlational Study" Co-authored with Suplab Kanti Podder, Published in Int. J. of Commerce and Management, 2(5) pp 1- 5
- Arun B.K. (August 2015) - "Effectiveness of Formal Knowledge Management Systems in Indian Organizations" Co-authored with Ankita P, Int. J. of Commerce and Management, 2(4) pp 1- 4
- Mary J Metilda (December 2015) published a research paper entitled "A Study on the Impact of Investment Experience, Gender, and Level of Education on Overconfidence and Self-Attribution Bias", in IIMB Management Review, 27, pp 228-239

PRESENTATIONS IN CONFERENCES / SEMINARS / WORKSHOPS

- Dr. Arun B. K. participated in the annual AIMS conference at Indore (M.P) on 25-27 August 2015 and presented the research papers entitled – 'Impact of Seniority on Fear as a Barrier for Effective Knowledge Management'
- Dr. Arun B. K. participated in the annual AIMS conference at Indore (M.P) on August 25-27, 2015 and presented the research papers entitled –'Effectiveness of Knowledge Management Systems in Indian Organizations – An Empirical Study'



AWARDS/RECOGNITIONS

Recapturing the glorifying moments of MIME gems.....

FACULTY

- Dr. Jitendra Kumar Mishra was appointed as examiner to the Ph.D. thesis entitled 'The Effect of Earnings Quality on Stock Price Informativeness in Indian Stock Market' submitted to the faculty of Management at Mohanlal Sukhadia University, Udaipur (Rajasthan)
- Dr. Jitendra Kumar Mishra was appointed as examiner to the Ph.D. thesis entitled 'Cost-Benefit Analysis of Urban Transport (Buses) of Kolkata' submitted to the faculty of Humanities and Social Sciences at NIIT Durgapur
- Dr. Arun B.K. was appointed to be the examiner for the Ph.D. thesis entitled 'A Study on Performance Linked Compensation Strategies in Indian Software Industry' by U. Jeyasutharsan under the guidance of Dr. N. Rajasekar at Bharathiar University, Coimbatore, Tamil Nadu
- Dr. Mary J Metilda was invited as a resource person and she conducted an interactive session on 'How to Write a Business Plan' to the participants of 3-Day Entrepreneurship Development Program jointly organized by Adarsh Institute of Management and Information Technology and Ministry of MSME, Karnataka State Government on 26 August 2015
- Dr. Mary J Metilda chaired a Technical Paper Presentation Session in the National Seminar on 'Emerging Trends in Financial Marketing' organized by Sacred Heart Girls' First Grade College, Bangalore on 22 September 2015
- Ms. Umadevi, Program Coordinator and Academic Officer has successfully completed her Master of Business Administration (MBA) degree from Bangalore University
- Dr. Arun B.K., Professor, has completed M.Sc. (Yoga) with first-class and distinction from Annamalai University

STUDENTS

- Ms. GN Shweta, first semester PGDM student secured third rank in the University level B.Com. examination
- Ms. Aditi Sen, Semester II, PGDM 2014-16 Batch participated in the Summer Project Contest organized by Confederation of Indian Industries, Bangalore

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