



MIM NEWSLETTER

Student Activities

Annual Sports Meet

The Annual Sports and Athletic Meet of MIM **SPARDHA** was conducted on October 11, 2019, by the Sports Club. Ms Karishma Sanil and Dr Vinod Nayak were the Chief Guest and Guest of Honor. Dr Raveendranath Nayak, Director of MIM welcomed the gathering. In her address to the student, Ms Karishma Sanil spoke about how consistent hard work will lead to success. Dr Vinod Nayak spoke about the importance of taking part in sports activities along with Academics. The students who have represented University and the student's part of sports club were given a memento recognizing their contribution to the college. There were a total of 20 events in which the students took part in and won prizes. The Chief Guest for valedictory function was Dr Shobha M E. The individual championship in Men's Event was awarded to Mr Deviprasad Shetty and the individual championship in women's event was shared between Ms Ananya and Ms Apoorva Alva.

Cultural Day

The Cultural club of MIM organized **PANACHE** the cultural day of the institute on October 18, 2019, at Dr T.M.A Pai Hall Manipal. The event was inaugurated by Shri Venugopal Acharya Vraja Bihari Das. Various events like Bharatanatyam, Classical singing, Classical fusion, Indo-western, Western dance forms, solo and group singing were lined up for the event. The students of II MBA organized a flash mob event as a mark of tribute to the IMBA students. The event concluded with a Fashion show at the end.

Cultural Festival and Deepavali Utsav

The students of MIM organized **Kannada Siri** on October 25, 2019. The event was organized at MIM campus to celebrate the rich diverse tradition and heritage of Karunadu and to celebrate the Festival of Lights.

Guest Lecture by Alumnus

Shambhavi Bhandarkar, Vice President, Niveus Solution and MIM alumni (2001-2003 Batch) delivered a guest lecture on "Survival of the fittest at work" to first-year MBA students on October 15, 2019.

Yaswanth Krishna, Operations Executive-Senior Level, KMC, Manipal and MIM alumni (2005-2007 Batch) delivered a session on "Blue Print and Capacity Management" to Second-year Services Marketing students on October 23, 2019.

Shruthi V. Nayak, Product Manager, MEMG and MIM alumni (2013-2015 Batch) delivered a guest lecture on Product Management to second-year marketing students on October 26, 2019.

Guest Talk

Dr Madhavan, Management Consultant and Corporate Trainer from Chennai delivered lectures on "Cross-Cultural Management and Global Strategy – HR Managers perspectives" for II year MBA Students on October 10, & 12 2019.

IPR Workshop

Mrs Prabhavathi Rao and O. Prasad Rao were invited to deliver a talk on Intellectual Property Rights to our MBA students on October 19, 2019. Mrs Prabhavathi Rao is the program coordinator of WTO & IPR Relay cell, the government of Karnataka and Mr O. Prasad Rao is a Deputy Controller of Patents and Designs, Government of India. They enlightened the students about the procedure for the registration of patent right and how a person may become a patent agent.



MIM NEWSLETTER

Faculty Research Publication

Dr Yogesh Pai P, Dr Nandana Prabhu K P & Ms. Pallavi Kamath

Published their research article **Building Customer Loyalty in retail banking: a serial-mediation approach** in International Journal of Bank Marketing.

Dr V K Ranjith

- Published his research article **Middle Managers, Mid-Career Crisis and Strategy: Evidence from Public and Private Sector Banks** in *Journal of Economic and Management Perspectives* in International Economic Society .
- Published a book chapter titled The competition in the UHT milk market segment in India, in the book titled **White Revolution Concepts and Applications** edited by K M Parchure, published by ICFAI Press.

Faculty Achievement

Dr H.G. Joshi has been sanctioned a grant of Rs. 70,000 by the Visvesvaraya Trade Promotion Centre (Government of Karnataka Organization) to conduct a diagnostic study of Udupi Mallige and Udupi Mattu Gulla, Brinjal, Karnataka's GI. The assignment will help in devising measures/strategies for brand positioning/product development of the Udupi Mallige and Udupi Mattu Gulla. The study also focuses on extracting information regarding the present trends, scenario, raw material source, supply chain production methodology, GI inclusivity, awareness and challenges.

Dr Nandan Prabhu delivered a lecture on 'Gandhian Thought: An Analytical Viewpoint', at the State-level Annual NSS Camp held at Government College, Hiriadka on October 30 2019.

Dr. Yogesh Pai, Dr. Suraj Francis Noronha and Dr. Nandan Prabhu conducted workshop on placements related soft skills at Government college, Barkur on October 11, 2019. Dr. Nandan Prabhu spoke on 'How to develop awareness on current affairs?' Dr. Suraj Francis Noronha delivered a talk on 'Building Resume Design as an Effective Branding Tool,' and 'How to face interviews?' Dr. Yogesh Pai delivered a lecture on 'Group Discussion: Tips for an Effective Performance'.

Dr Suraj Francis Noronha has been nominated as a member of the Board of Studies for B. Com at St Aloysius College Autonomous), Mangalore for a period of two years.

Student Achievement

Richa Kaushik

First-year MBA Global Business student attended the four days Red Brick Summit 2019 at IIM Ahmedabad. During the summit, she interacted with eminent personalities like Gaurav Ajmera(COO OYO India), Syed Nadeem Jafri (Founder & CEO Hearty Mart), Dr Hasrnik Andia (Non-Executive Chairman- Bank of Baroda, former Finance and revenue secretary Gov. of India and the Man behind GST), Sachin Bansal (founder of Flipkart) and many more. During her stay, she visited the incubation centre at IIM and interacted with budding start-ups and learned real-time lessons of entrepreneurship. She also got an opportunity to interact with fellow students who have come from various colleges across India.

Richa Kaushik and Muralikrishnan P

First-year MBA Global Business students participated in the 'Maria Philip Memorial Annual Inter-Collegiate Statewide Debate Competition organized by Xavier Institute of Management & Entrepreneurship, Bangalore. The topic for the debate was "India is not yet ready for the transition to electric vehicles". **Richa Kaushik** won the best speaker/debater award in the debate competition.

Dr Hafza Abdul Kareem

Second-year MBA Healthcare Management student was awarded the Best Paper in 'Management Science' category entitled: A Study on the Waiting Time in Trauma Care Unit- Investigating the Causes and Solutions, at the Interdisciplinary Conference on Healthcare and Technical Research (ICHTR) organized by MAHE-SRF between 29 - 31 October 2019.



MIM NEWSLETTER

Placement

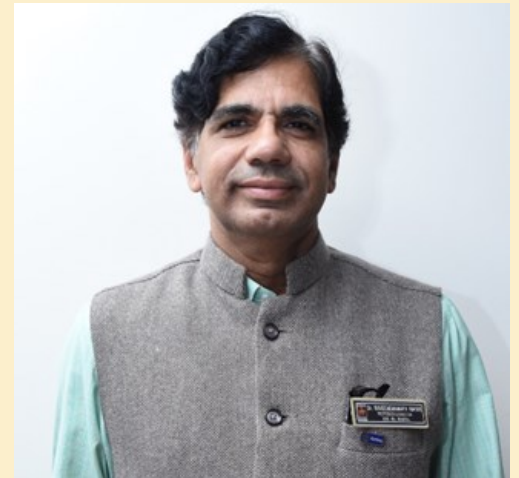
Heartiest congratulations to the following students for being selected in campus placement:

Preethi Kitchen Appliances

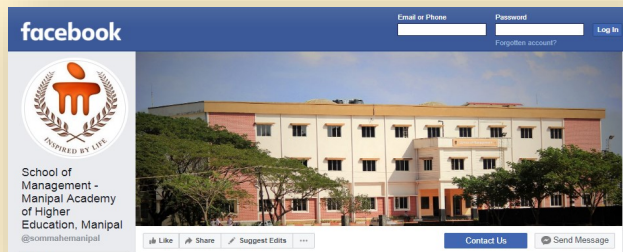
1. Anusha Nanda Kishora Raj
2. Badarish Naik
3. Sudhish Radhakrishnan

Director's Message

For the past one year the student members of MIM's Centre for Regional Development (CRD), headed by Dr Varun Kumar S G, have been conducting Spoken English classes, one day a week to the 6th and 7th Std. students of Manchikodi government primary school. This Kannada medium school located in the outskirts of Manipal Town has on its roll some 70 students who mainly come from socio-economically depressed families. Today every parent wants to send her kid after 7th Std. to an English medium high school. The parents of Manchikodi school are no different. Our student volunteers are fulfilling their dreams. Since these kids attain some competence in English primarily due to these classes, they can crack the admission interviews of English medium high schools. Our student volunteers are also enjoying their time spent interacting with Manchikodi's enthusiastic kids. I congratulate our student volunteers for their commendable social work, making a difference in the life of the kids.



Dr Raveendranath Nayak
Director



Follow our facebook page for updates: <https://www.facebook.com/mimmahemanipal>