



LIST OF STUDENT DEVELOPMENT PROGRAMS ORGANIZED

S.No	Date	Name of the Event	Resource Person	Type of the Event
1	8 th June 2020	Team Work	Mr.Namburi Manikanta, Talent Champion, Campus Odessa	Student Development Program
2	9 th June 2020	Emotional Intelligence	Ms. Suma Rao, Leadershipstudio Pvt Ltd, Founder Director	
3	10 th June 2020	Time Management	Ms. Divya Mohan Rao, GM, HR at Colliers International	
4	11 th June 2020	Conflict Resolution	Mr. Adarsh Basavaraj, National Columnist, New Indian Express	
5	12 th June 2020	Adaptability	Dr. Vijay Padaguri, IBRI College of Technology, Sultanate of Oman	
6	13 th June 2020	Interpersonal Skills	Mr. Swapnodeep Saha, Mr. George P Johnson, Group Head	
7	15 th June 2020	Effective Usage of Social Media for Work	Ms. Mithell Dudani, Social Media Coach, SOCIALLI	
8	16 th June 2020	Careers in Armed Force	Mr. Maj Gen VSP Bakhuni, Chief Executive Office at Eagles	
9	17 th June 2020	Critical Thinking	Mr. Raghunanadan, Chief Enabling Officer, ESS VEE Associates	
10	18 th June 2020	Self-Motivation	Mr. Adarsh Basavaraj, National Columnist, New India Express	
11	19 th June 2020	Leadership	Ms. Suma Rao, Leadershipstudio Pvt Ltd, Founder Director	

12	20 th June 2020	Industry Expectation from a Post Graduate	Mr. Arvind, Senior Human Resources Manager at RapidValue	
13	21 st May 2020	Embrace and Ace Virtual Interview Skills	Mr. Vinay Sharma, HR Consultant	
14	25 th April 2020	Covid 19 Challenges	Mr. Brijesh Singh, Secretary MSME Industry	
15	28 th June 2020	New Technology for Corporate World	Mr. Rajeev Jain, Agile Officer, Wipro-Digital	
16	21 st July to 24 th July 2020	Student Development Program	Conducted by Innovation Ambassadors of RVIM under IIC – MHRD – SWRO Zone	
17	29 th to 30 th December 2020	SDP on Understanding Nuances on Online Trading	Mr. Himanshu Mayne, Fund Manager	

LIST OF WEBINARS/SYMPOSIUM/WORKSHOPS/CONFERENCES ORGANIZED

S.No	Date	Topic	Resource Person	Type of the Event
1	7 th to 9 th April 2021	Workshop on Digital Marketing	Mr. Venkatesh Majji	
2	22 nd & 23 rd March 2021	Workshop on Intellectual Property Rights	Mr. Vivek Anand Sagar-IP, Attorney KSCST Mr. Nagarjun-Project Associate, KSCST	
3	1 st January 2021	Case Based Workshop On Customer Retention Vs Financial Implications Vs HR Angle	Mr. Ramani Venkat, BE in Electronics and Telecom, NLP Trainer	
4	4 th to 5 th June 2020	Business Analytics – Way Forward Education and Industry	Dr. Ramesh Rajagopalan Mr. C.S Venkatesh	
5	4 th September 2020	Learning Search Engine Optimization	Mr. Vijay Macha, Senior Process Associate, Campaign Manager, SEM, TCS	Webinar

6	1 st to 4 th September 2020	Four Day Continuing Education Programme on Commodity Derivatives	Dr. M Ajay Kumar, Associate Professor, SIT, Tumkur Mr. Shrikant Koundinya, MCX	
7	5 th October to 10 th October 2020	Capacity Enhancement Program on Big Data Analytics	Dr. Santhosh M, Prof. Reddy, Prof. Dileep and Prof. Priya Jain, RVIM	
8	16 th January 2021	Down to Earth: Wake Up Call from Mother Earth	Mr. Ullash Kumar, Secretary of UCM	
9	27 th January 2021	An Insight into Social Marketing	Mr. Anand BR, Co- Founder & CSO, Ecoprosus, India Pvt Ltd	
10	27 th January 2021	Application of Social Marketing in Health Care	Vijetha Shastry, Executive Director, TiE Bangalore	
11	6 th February 2021	Leadership During Crisis	Mr. Bhaskar Rao, Additional Director General of Police	
12	6 th April 2021	Corporate Social Responsibility	Mr. Nixon Joseph	
13	5 th November 2020	Mutual Funds	Ms. Anusha Rathore, Finsafe	Guest Lecture

PARTICIPATIVE LEARNING



Webinar Series was held at RVIM between 8th June 2020-20th June 2020 for the 1st and 2nd year MBA students on the theme
"Building Soft skills for better employment "

Date: 8 th June 2020-20 th June 2020	Venue: Zoom Platform
Time: 2.00 pm to 4.00 pm	To : 1 st and 2 nd year MBA students
No. of Participants: 360	Event Coordinator: Ms. Payal Jindal, Ms. Uma Sharma

Objectives:

- A Series that brings together eminent professionals from the Industry and the Students in one platform in the areas of Soft Skills and Employment.
- Provides a common stage where they share their experiences & knowledge pertaining to Soft skills and employment
- Challenge assumptions, discuss the latest insights & approaches and draw out unique and "out of the box" answers.

Agenda/Flow of the Event

RV Institute of Management conducted the webinar series for the 1st and 2nd year MBA students on the theme "Building Soft skills for better employment "between 8th June 2020-20th June 2020

About the Webinar Series

Sl. No	Date	Topic	Resource Person	Company/Designation
1	8th June 2020	Team Work	Mr. Namburi Manikanta	Talent Champion , Campus, Odessa
2	9th June 2020	Emotional Intelligence	Ms. Suma Rao	LEADERSHIPSTUDIO PVT. LTD. Founder Director;
3	10th June 2020	Time Management	Ms. Divya Mohan Rao	General Manager - Human resources at Colliers International
4	11th June 2020	Conflict Resolution	Mr. Adarsh Basavaraj	National Columnist, New Indian Express
5	12th June 2020	Adaptability	Dr. Vijay Padaguri	Faculty Member, Dept of Business Studies, Ibri College of Technology, Sultanate of Oman
6	13th June 2020	Interpersonal Skills	Mr. Swapnodeep Saha	George P Johnson , Group Head
7	15th June 2020	Effective Usage of Social Media for work	Ms. Mitchell Dudani	Social Media coach, Socialii

8	16th June 2020	Careers in Armed Force	Maj Gen VSP Bakhuni	Chief Executive Officer at Eagles Unbound & SSB Sure Shot Academy, Bangalore
9	17th June 2020	Critical Thinking	Mr. Raghunanadan	Chief Enabling Officer, Ess Vee Associates
10	18th June 2020	Self-Motivation	Mr. Adarsh Basavaraj	National Columnist, New Indian Express
11	19th June 2020	Leadership	Ms. Suma Rao	LEADERSHIPSTUDIO PVT. LTD. Founder Director;
12	20th June 2020	Industry expectation from a Post Graduate	Mr. Arvind	Senior Human Resources Manager at RapidValue

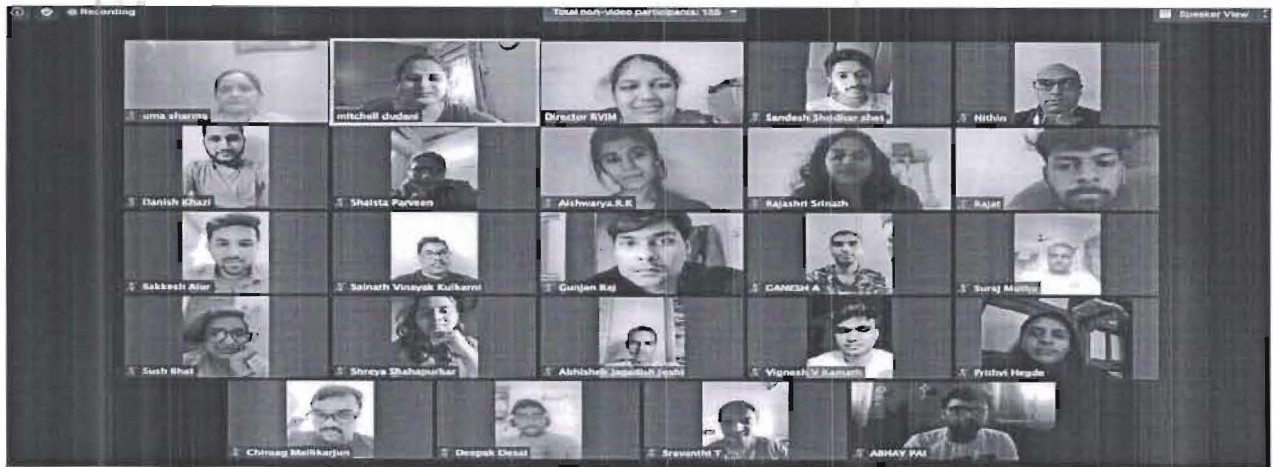
Take away from the session:

This webinar series aimed to create a platform for industry and students from diverse backgrounds to come together to interact. With these soft skills students can excel as a leader. Problem solving, delegating, motivating, and team building are all much easier if you have good soft skills. Knowing how to get along with people – and displaying a positive attitude – is crucial for success.

Payal Jindal

Ms. Payal Jindal

Dr. Purushottam Bung
Director-RVIM





RV Institute of Management®

TEAM WORK



Mr. Namburi Manikanta

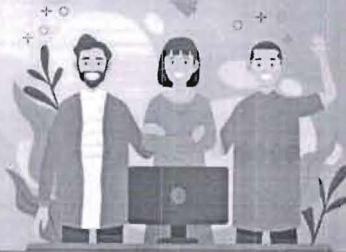
Talent Champion, Campus Recruitment, Odessa



8th June 2020



2:00 PM - 4:00 PM



RV Institute of Management®

EMOTIONAL INTELLIGENCE



Ms. Suma Rao

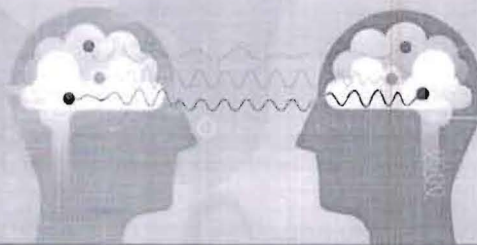
LEADERSHIPSTUDIO PVT. LTD.
Founder and Director



9th June 2020



2:00 PM - 3:30 PM





RV Institute of Management®

TIME MANAGEMENT



Ms. Divya Mohan Rao

General Manager - Human resources at
Colliers International



10th June 2020



11:00 AM - 1:00 PM



RV Institute of Management®

CONFLICT RESOLUTION



MR. ADARSH BASAVARAJ

NATIONAL COLUMNIST,
NEW INDIAN EXPRESS



11TH JUNE 2020



02:00 P.M. - 03:30 P.M.





RV Institute of
Management

ADAPTABILITY



DR. VIJAY PADAGURI

FACULTY MEMBER, DEPT OF BUSINESS STUDIES,
IBRI COLLEGE OF TECHNOLOGY,
SULTANATE OF OMAN

12TH JUNE 2020

12:00 P.M. - 01:30 P.M.




RV Institute of
Management

INTERPERSONAL SKILLS



MR. SWAPNODEEP SAHA

GEORGE P JOHNSON ,
GROUP HEAD

 13TH JUNE 2020

 11:00 A.M. - 12:00 P.M.





RV Institute of Management

EFFECTIVE USAGE OF SOCIAL MEDIA FOR WORK



Ms. Mitchell Dudani

Social Media Coach and Founder of Socialii



15th June 2020



3:00 PM - 4:30 PM



RV Institute of Management

CAREERS IN ARMED FORCE



Maj. Gen. V.S.P. Bakhuni

Chief Executive Officer at Eagles Unbound & SSB Sure Shot Academy, Bangalore



16th June 2020



2:00 PM - 3:30 PM





RV Institute of Management®

CRITICAL THINKING



MR. RAGHUNANDAN

CHIEF ENABLING OFFICER,
ESS VEE ASSOCIATES



17TH JUNE 2020



02:00 P.M. - 03:30 P.M.



RV Institute of Management®

SELF MOTIVATION



MR. ADARSH BASAVARAJ

NATIONAL COLUMNIST,
NEW INDIAN EXPRESS



18TH JUNE 2020



02:00 P.M. - 03:30 P.M.





RV Institute of Management®

LEADERSHIP



Ms. Suma Rao

LEADERSHIPSTUDIO PVT. LTD.
Founder and Director



19th June 2020



2:00 PM - 3:30 PM



RV Institute of Management®

INDUSTRY EXPECTATION FROM A POST GRADUATE



MR. ARVIND

SENIOR HUMAN RESOURCES
MANAGER AT RAPIDVALUE



20TH JUNE 2020



11:00 A.M. - 12:00 P.M.



From,
Payal Jindal
Placement Officer
RVIM, Bangalore

06.06.2020

To,
The Director,
RVIM,
Bangalore

Respected Sir,

Sub: Proposal to offer Webinar series program on Soft Skills for 1st and 2nd year MBA students

With reference to the above, I would like to bring to the notice of your goodself that we, the faculty members of Centre for Training and Placements propose to offer Webinar series program on Soft Skills for 1st and 2nd year MBA students. The resource person for this program is from various Industries. The proposed dates are from 8th June 2020 to 20th June 2020. This will facilitate the students to understand the practical implications of various Soft skills. I am also enclosing the list of topics to be covered as part of this Webinar series program.

I request you to kindly approve this programme and do the needful.

Thank You,

Yours' Sincerely,

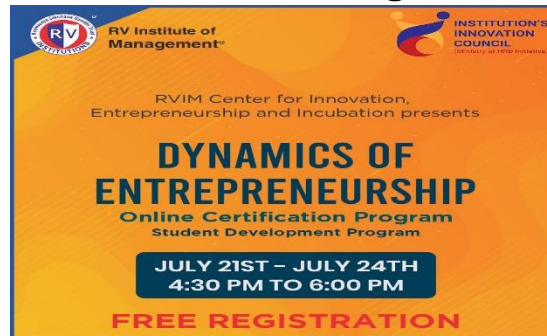
Payal Jindal
Ms Payal Jindal



Approved
[Signature]
06/06



Report on STUDENT DEVELOPMENT PROGRAMME IIC – Innovation Ambassador Online sessions Conducted by RV. Institute of Management, Bangalore



RV Institute of Management, Centre for Entrepreneurship, Innovation and Incubation organised the Student development Programme -A four-day series aimed at informing and inculcating new entrepreneurial methods of Thinking and encouraging Entrepreneurial Innovation. The programme was conducted from 21st July to 24th July'2020.

The Session were conducted online for registered participating students. Resource person for the session were IIC Innovation Ambassadors, Faculty at RVIM.

OBJECTIVES:

Student development Programme organised and conducted by RV Institute of Management, Centre for Entrepreneurship, Innovation and Incubation. A four-day series aimed at informing and inculcating new entrepreneurial methods of Thinking and innovation.

BENEFITS:

The Session provides an understanding into new set of concepts and practises that are relevant to today's start-ups.

The sessions help participate in a dialogue on the topics of building new ideas that are well thought out to involve innovativeness.

The session caters to budding or aspiring entrepreneurs and also to any youth who wants to train as a better management practitioner.



SESSION 1: DESIGN THINKING FOR ENTREPRENEURS

DATE: JULY 21ST, 2020

RV Institute of Management[®]

DESIGN THINKING FOR ENTREPRENEURS

Dr. Purushottam Bung
Professor and Director,
R V Institute of Management

21ST JULY 2020

NO OF STUDENTS: 408

NO OF FACULTIES: 04

RESOURCE PERSON: 01

TOPIC: DESIGN THINKING FOR ENTREPRENEURS

SESSION TAKEAWAY:

- **THE SESSION GAVE AN UNDERSTANDING IN THE DESIGN THINKING PROCESS**
- **APPLICATION OF DESIGN THINKING IN THE IDEA GENERATION IN THE ENTREPRENEURIAL PROCESS**
- **IDEATION THROUGH THE SIX STAGES OF DESIGN THINKING**
- **OUTCOME OF THE IDEA IN A DESIGN THINKING PROCESS IS MORE WELL EVALUATED.**



SESSION 2: INTELLECTUAL PROPERTY FOR ENTREPRENEURS

DATE: JULY 22ND , 2020

RV Institute of Management[®]

IPR FOR ENTREPRENEURS

Student Development Program

Prof. Chandran A
Asst. Professor ,
R V Institute of Management

22ND JULY 2020

LAW

NO OF STUDENTS: 408

NO OF FACULTIES: 04

RESOURCE PERSON: 01

TOPIC INTELLECTUAL PROPERTY RIGHTS FOR ENTREPRENEURS

SESSION TAKEAWAY:

- **THE SESSION PROVIDED ALL THE BASIC INFORMATION ON IP CONCEPT. PR POLICY FOLLOWED IN INDIA.**
- **APPLICATION OF IP PROTECTION FOR THE ENTREPRENEURIAL IDEAS-NECESSITY AND ITS IMPORTANCE IN RECENT START-UP SYSTEM**
- **IP AND ITS VARIOUS FORM SUCH AS COPYRIGHT, PATENT WAS DISCUSSED**
- **BENEFITS AND PROTECTION OFFERED TO ENTREPRENEURS UNDER THE IPR POLICY OF INDIA.**



SESSION 3: ENTREPRENEURS AND EFFECTUATION

DATE: JULY 23RD , 2020

RV Institute of Management[®]

ENTREPRENEURSHIP & EFFECTUATION

Student Development Program

Prof. Uma Sharma
Asst. Professor ,
R V Institute of Management

23RD JULY 2020

NO OF STUDENTS: 408

NO OF FACULTIES: 04

RESOURCE PERSON: 01

TOPIC EFFECTUATION FOR ENTREPRENEURS

SESSION TAKEAWAY:

- INTRODUCTION TO CONCEPT OF EFFECTUATION – TAKING THE ‘IDEA’ TO MARKET.
- APPLICATION OF EFFECTUATION THE ENTREPRENEURIAL IDEAS-THE NEED TO ADAPT THIS METHOD OF IDEA THIS ENSURES IDEA IS DRIVEN WITH CUSTOMER CENTRIC APPROACH.
- DISCUSSION OF CASE STUDY WHERE EFFECTUATION WAS TO MODIFY THE IDEA GENERATED.



SESSION 04

DATE:24TH JULY'2020

RV Institute of Management[®]

START-UPS ECOSYSTEM IN INDIA

Student Development Program

Prof. Rashmi Shetty
Asst. Professor ,
R V Institute of Management

24TH JULY 2020

NO OF STUDENTS: 408

NO OF FACULTIES: 04

RESOURCE PERSON: 01

TOPIC START-UP ECOSYSTEM FOR ENTREPRENEURS IN INDIA

SESSION TAKEAWAY:

- THE SESSION BEGAN WITH AN OVERVIEW OF THE START-UP ECOSYSTEM IN INDIA
- DISCUSSION ON THE VARIOUS SCHEMES AND POLICIES OF THE STAR UP INDIA PROGRAMME IN INDIA.
- SHOWCASE AND DISCUSSION OF THE SUCCESSFUL START-UPS IN INDIA.
- FUNDING OPTIONS AND FUNDING AGENCIES AVAILABLE FOR START-UPS IN INDIA'
- CASE STUDY BASED DISCUSSION ON THE VARIOUS ECO SYSTEM SUPPORT OFFERED AT VARIOUS STAGES OF THE VENTURE GROWTH

TAKE AWAY FOR STUDENTS FROM THE PROGRAMME AND FEEDBACK

- PARTICIPATING STUDENTS ACTIVELY ENGAGED IN COMPREHENDING AND UNDERSTANDING CURRENT CONCEPTS AND POLICES FOR START-UPS IN INDIA
- CERTIFICATES WERE ACHIEVED FOR ALL PARTICIPATING STUDENTS



Rashtriya Sikshana Samithi Trust

RV Institute of Management[®]

Permanently Affiliated to Bengaluru Central University

Approved by : AICTE, New Delhi ; Recognised by : Govt. of Karnataka



2 Days SDP

on

Understanding the Nuances of Online Trading

Date: 29th and 30th December 2020

Venue: Zoom webinar

Time: 11 am to 1 pm

Event : Webinar

No. of Participant: 180

Event Coordinator: Prof. Dileep
Prof. Priya Jain
Prof. Vallabh N
Prof. Pooja T

Objectives

- To gain deeper understanding of fundamental concepts related to investing
- To understand the basics of stock trading
- To understand the concepts related to fundamental analysis and valuation techniques
- To understand the basic concepts of technical analysis for beginners
- To understand basics of trading through live demonstration

Agenda/Flow of the Event

- 29th June- Introduction to the World of trading and basics of valuation
- 30th June- Live trading and basics of Technical Analysis

Outcome Achieved/ Attained:

- Dr Bung started the SDP on 29th December with the introduction and importance of investing and trading. He explained the role of savings and how wealth should be created. Dr. Bung also took the audience through a brief evolution of capital markets in India and provided some interesting statistics. He explained wealth creation using stocks by illustrating the growth story of Infosys since its IPO.
- The proceeding then was taken over by the resource person Mr. Himanshu Mayne. With a flair for finance, the resource person thoroughly engaged the audience on day one with important fundamental concepts that one must know for effective stock picking like P/E Ratio, EPS etc. He explained a few strategies like valuation and how to effectively identify undervalued stock for superior gains.

- On day 2 of the SDP, the resource person demonstrated live trading and took the audience through the process of basics of technical analysis like support and resistance, trend analysis, RSI etc. He also enlightened the new traders about the pitfalls that one must be aware of.

Feedback & Coordinator Comment:

The entire program was very well received by all the participants. Everyone appreciated the efforts of the resource persons and have their interest to attend many more such sessions. Motivating and encouraging participants to take up stock trading by equipping them with the basic skills required was the key highlight of the two day SDP.

Event Coordinator(s)

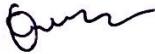
Prof. Dileep



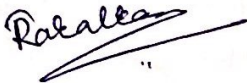
Prof. Priya Jain



Prof. Vallabh N

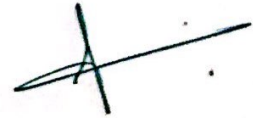


Prof. Pooja T



Director

Dr. Purushottam Bung





A report on Digital Marketing Webinar on the topic
"Learning Search Engine Optimization"

Date: May 9th, 2020	Mode: Virtual (Google Meet)
Time: 11:00 am to 12:00 pm	Semester & Section: IV semester, Marketing Specialization students
No. of Participant: 74	Event Coordinators: Dr. Padmalini Singh and Prof. Ramya S
Objectives: <ul style="list-style-type: none">To gain an insight into the elements of organizational Digital Marketing Strategy i.e., Search Engine Optimization.To learn how SEO works and also get an insight into how the world's largest search engine ranks its websites.	
Resource person details: Mr. Vijay Macha Senior Process Associate, Campaign Manager, SEM, TCS He has a rich experience in OMiT- Online Marketing Institute and Training Pvt. Ltd., Smollan India Pvt. Ltd. And Café Coffee Day with different roles of Digital Marketing like: Digital Marketing Executive and trainer and Search Engine Optimization Analyst.	
Drive link for recorded session: https://drive.google.com/drive/u/1/folders/0BxjCJXoHHkZXfjV6cHhKNS1OTzI5S1FJOUxKOGZZQUJDTGNsUjYyaGFMelA1WGTaTZCV0k	



RV Institute of
Management®

LEARNING SEO WEBINAR



MR. VIJAY MACHA
CAMPAIGN MANAGER,
SEM, TCS



9TH MAY 2020



11:00 A.M. - 12:00 P.M.



Participants list:

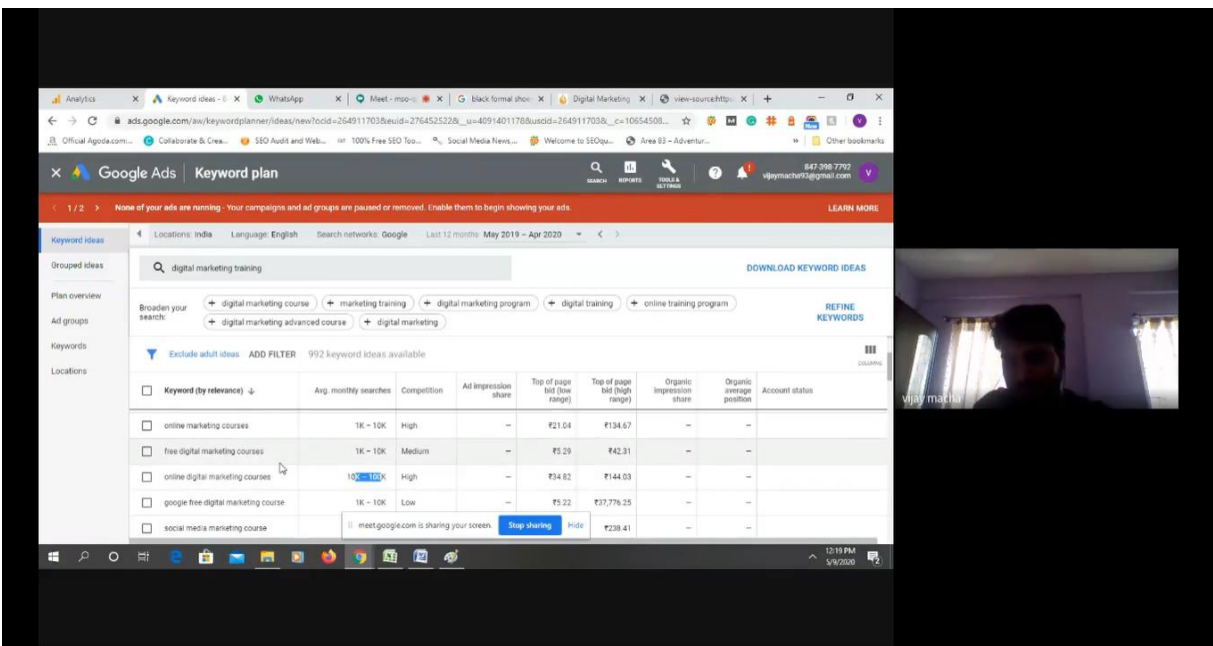
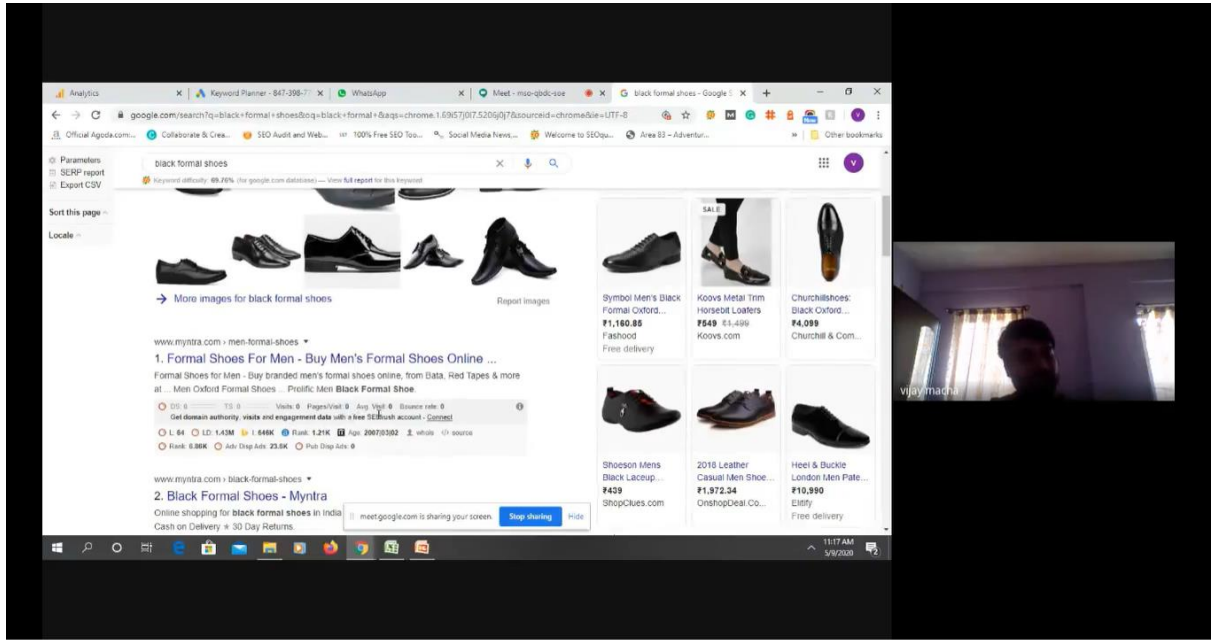
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ABHILASH N A	PALLAVI SATISH DESAI
ABHISEK SAHA	POORNIMA L
ADHISH KADIRUR	PRIYA DHARSHINI T
AKHIL S	RAKSHA K
AKSHAY M	RAVEESHA T R
ANKALA SREEDHAR	RAVIKUMAR H S
ANUP B PATIL	S AKASH
ARPITA SHRISHAIL GOUR	SACHIN H B
ARPITHA METI	SADHANA A S
ARPITHA S	SAGAR MUTTANNA SAJJANAR
ARJUNKUMAR S NELLUR	SAJJASWANTH K
ASHA VERMA	SAMPRIYA RAJPUROHIT
ASHISH D C	SANDESH H G
ASHWINI R SHETTAR	SANGITHA GANESH
BHARGAV HEGDE G	SANTOSH SHETTY
BHUMIKA KULKARNI	SAQIB KHURSHED KAKROO
BISWAJIT DAS	SARVESH SHAMSUNDAR TOSNIWAL
CHANDANA	SHAKTHIKUMAR S
DIVYA S	SHARANAPPA
GOWTHAM REDDY M	SHRIMAN
HIBA MEHKRI	SINDHU H D
IRANNA HADAPAD	SMRITI RAO
JAYACHANDRA M R	SRIDHAR METTAN
JEGAN R NAIR	SRINIDHI B PATAWARI
KAUSHIK BHAT	SUKRUTHA S
KAUSHIK D	SUNIL KUMAR R
KRUTHIKA S BHOOMARADDI	SURAJ R KULKARNI
LAHARI L N	SUSHANT A SHETTI
M S SHREE ROOPA BHAT	SUSHMA HERDORKAR
M SADIQ ALI KHAN	SWAPNIL SURENDRA CHOUGALE
MADAN T S	SWAROOP B J
MADHU E	UTPAL SATISH NAIK
MAMATHA S	VARUN
MANU V	VIGNESH BHAT H S
MANUMOHAN B N	VIJAYALAKSHMI G
MOHAMMED	VIJAYAMAHANTESH K SAJJANAR
MOHAMMED DANISH ALI	VINUTA VITHAL SAVANT
MOHAMMED MOIN KHAN	VISHWANATH B GANGAPPANAVAR
NEERAJ PRABHU	
NIKHITA K	

Outcome Achieved/ Attained:

Students were able to get valuable inputs from the Industry expert regarding the Search Engine Optimization. The webinar gave a brief understanding about the online marketing campaign and Website ranking

Social Media marketing and about how to handle negative comments online. The kind of examples and hand-on practice provided by the resource person was useful for the students to connect to concepts. Overall it was a great learning for the students.

Photo Gallery



Event Coordinator

Director



**Four Day Continuing Education Programme on Commodity Derivatives
 Conducted By
 Finance Department**

Date: 1st to 4th September 2020	Venue: Webinar
Time: 3.00 pm to 5.00 pm	Event : CEP
No. of Participant: 254	Event Coordinator: Prof. Dileep & prof. Priya Jain

Objectives

- To understand the Indian and Global Commodity Derivatives
- To Analyze Hedging strategies of Futures and options Contracts for Commodities.
- To know Commodity market Operations and clearing & Settlement procedure followed by commodity market.

**Flow of the Event
 Session Details**

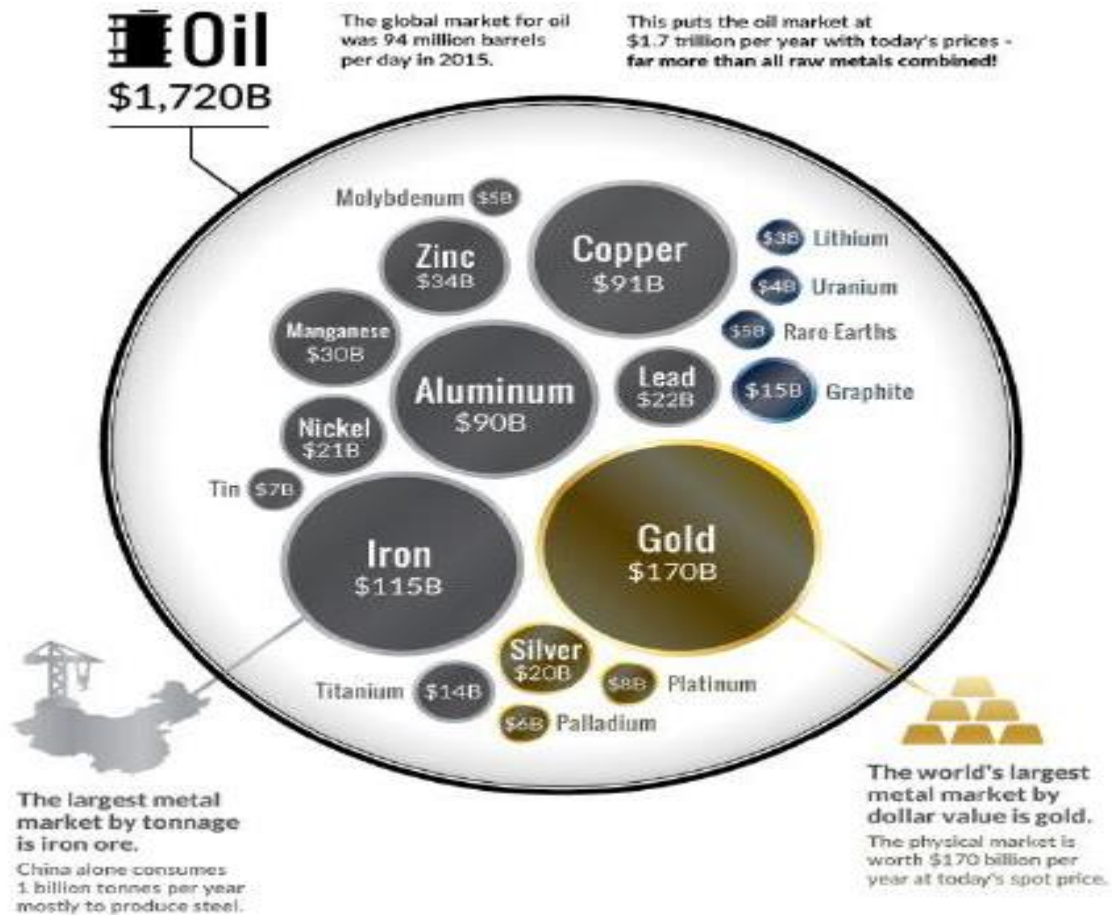
Session 1	Introduction to derivatives. Types of derivative contracts. Benefits of commodity derivatives markets. History of commodity derivatives markets. Global and Indian market. Major commodities traded. Regulation of commodity markets in India.
Session 2	Risk Management with Commodity Futures. Trading in futures. Margin system. Market participants. Convergence and Basis Risk. Hedging strategies using futures. Spread Trading. Practical aspects of hedging. Pricing of futures contracts.
Session 3	Commodity options. Types of option contracts. Hedging using options. Pricing of option contracts. Option Greeks. Trading strategies using option contracts. Commodity options in Indian market.
Session 4	Commodity market operations. Trading in commodity futures and options. Exchange risk management tools. Clearing, settlement and delivery in commodity markets. Innovative products in commodity markets.

Outcome Achieved/ Attained:

Dr. Ajoy Kumar, the resource person explained with meaning and types of commodities and discussed the following;

The Commodity trading is as old as human history, Starting with the barter system, today it has become the backbone of global economy. The largest traded commodity in the world is crude oil in terms of value

(\$1.7 Trillion). The largest metal traded is gold in terms of value (\$0.17 Trillion) and iron in terms of volume.



Functions of Commodity Derivatives Markets: Price Discovery, Risk Transfer, Market Completion

Types of Commodity Derivatives: Forward Contracts, Futures Contracts, Options Contracts, Swap Contracts.

Global Commodity Market

- Commodity derivatives are the oldest form of derivatives, while financial derivatives emerged much later
- Earliest instances of commodity derivatives were found in rice trading in Japan; tulip bulb trading in Amsterdam etc.
- Dojima Rice Exchange in Osaka, Japan established in 17th century, was the world's first commodity exchange. More structured trading started with establishment of Chicago Board of Trade (CBOT) in 1848.



Global Commodity Market

Table 17: Top 10 exchanges by number of commodity options and futures contracts traded in 2019

	Volume		Notional Value		Open interest	
	2019	YoY change	2019	YoY change	2019	YoY change
Shanghai Futures Exchange	1,411,969,733	20%	13,923,058	17%	5,748,273	37%
Dalian Commodity Exchange	1,355,584,225	38%	9,898,796	30%	9,686,951	113%
CME Group	1,133,124,055	-4%	60,597,611	-8%	24,486,658	-13%
Zhengzhou Commodity Exchange	1,092,486,045	34%	363,995	-93%	4,429,311	49%
Moscow Exchange	663,687,221	39%	450,110	47%	3,285,120	105%
ICE Futures Europe	482,608,092	-2%	23,296,908	-18%	13,491,751	2%
Multi Commodity Exchange of India	307,095,652	33%	1,108,564	18%	224,188	-34%
London Metal Exchange	176,260,936	-5%	17,939,963	14%	2,427,423	8%
ICE Futures US	92,613,557	-68%	2,020,422	-4%	3,094,748	5%
Borsa Istanbul	58,571,990	163%	11,751	195%	481,607	76%
Others	52,224,496	33%	706,864	60%	4,311,748	104%
Total	6,826,226,002	15.9%	130,318,041	-6%	71,667,778	15%

Source: WFE's Derivatives Report 2019

After the basics of Commodities the resource person discussed hedging with Futures and Options strategies and discussed the following;

Hedging with Futures Contract

Hedging for a Buyer (Long Hedge)

Case 1: Rising Prices

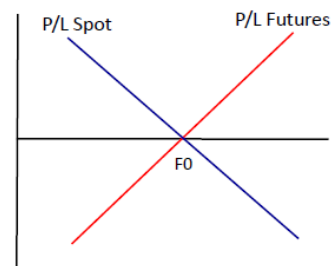
Commodity: Copper

01-09-2020: Buy (Long) October Futures Contracts at Rs.525/kg

30-10-2020: The October Futures and Spot Price are Rs.535/kg

Loss in Spot Market $(525-535) = (10)$

Profit in Futures Market $(535-525) = 10$



Hedging for a Buyer (Long Hedge)

Case 2: Falling Prices

Commodity: Copper

01-09-2020: Buy (Long) October Futures Contracts at Rs.525/kg

30-10-2020: The October Futures and Spot Price are Rs.520/kg

Profit in Spot Market $(525-520) = 5$

Loss in Futures Market $(520-525) = (5)$

Practical Issues

Hedging for a Buyer (Long Hedge)

Commodity: Copper

01-09-2020: Buy (Long) October Futures Contracts at Rs.525/kg

The maturity of the contract is 30-10-2020

Practical Issue 1: The hedger wants to actually buy copper on 10-10-2020

Practical Issue 2: The contract size is 2.5 MT. The hedger wants to buy 3.5 MT

Practical Issue 3: The delivery centre is Thane, but the hedger wants it at Bangalore

Practical Issue 4: The futures are on Grade A Copper Cathodes, but the hedger wants different grade

Practical Issue 1: Date Mismatch

Practical Issue 2: Quantity Mismatch

Practical Issue 3: Location Mismatch

Practical Issue 4: Quality (Asset) Mismatch (Cross Hedging)

Unhedged position is exposed to **Price Risk** and a hedged position is exposed to **Basis Risk**

Option Contracts

A contract between two parties, where the buyer of the option contract gets an option to buy or sell the underlying asset on or before a specified future date at a price agreed upon while entering the contract

Buyer/holder of an Option – **LONG** Position

Seller/writer of an Option – **SHORT** Position

Buyer of option need not necessarily be the buyer of the underlying asset; this depends on the type of the option

Call Option: Option to buy the underlying asset

Put Option: Option to sell the underlying asset

European Style Option: Exercised only on maturity

American Style Option: Exercise anytime till maturity

Options Trading Strategies

Bull Call Spread

Expectation: Bullish

Strategy:

Buy one ITM Call

Sell one OTM Call



Bear Put Spread

Expectation: Bearish

Strategy:

Buy one ITM Put

Sell one OTM Put



And finally Mr. Shrikant Koundinya discussed about, Trading on Commodity Exchange, Exchange Risk Management Tool, Position limit, Clearing & Settlement and Online MCX Exchange trading.

Trading Platform



- Automated screen-based trading
- National reach
- Trading Session: Agri-Commodities & Others/Daylight saving hours
- Transparent, objective and fair system for automatic order matching
- Identity of the trader undisclosed
- Flexibility for placing orders
- Price Quotation in Rupees
- Square-off facility

Instru...	U/I, Asset	Symbol	Series/Exp...	SCS	Price	Q	T Tr	Buy Qty	Buy Price	Sell Price	Sell Qty	Last Update Time	Last Traded Time	LTP
FUTCOM	COPPER	COPPER	30SEP2020	A	1 KGS	INR	3000 KGS	518.00	518.05	518.00	15000 KGS	03:21:11 PM 04/09/2020	03:21:08 PM 04/09/2020	518.00
FUTCOM	COPPER	COPPER	30OCT2020	A	1 KGS	INR	2500 KGS	514.40	514.45	514.45	2500 KGS	03:21:08 PM 04/09/2020	03:21:08 PM 04/09/2020	514.45
FUTCOM	COPPER	COPPER	27NOV2020	A	1 KGS	INR						12:53:47 PM 04/09/2020		
FUTCOM	CRUDE OIL	CRUDEOIL	21SEP2020	A	1 BBL	INR	10700 BBL	3053.00	3054.00	3054.00	5600 BBL	03:21:11 PM 04/09/2020	03:21:07 PM 04/09/2020	3053.00
FUTCOM	CRUDE OIL	CRUDEOIL	19OCT2020	A	1 BBL	INR	100 BBL	3091.00	3092.00	3092.00	300 BBL	03:21:11 PM 04/09/2020	03:10:30 PM 04/09/2020	3093.00
FUTCOM	CRUDE OIL	CRUDEOIL	19NOV2020	A	1 BBL	INR						10:18:21 AM 04/09/2020		
FUTCOM	GOLD	GOLD	05OCT2020	A	10 GRMS	INR	2 KGS	50860.00	50879.00	50879.00	2 KGS	03:21:11 PM 04/09/2020	03:21:10 PM 04/09/2020	50870.00
FUTCOM	GOLD	GOLD	04DEC2020	A	10 GRMS	INR	2 KGS	51081.00	51128.00	51128.00	1 KGS	03:21:10 PM 04/09/2020	03:02:24 PM 04/09/2020	51078.00
FUTCOM	GOLD	GOLD	05FEB2021	A	10 GRMS	INR	1 KGS	51296.00	51423.00	51423.00	1 KGS	03:21:10 PM 04/09/2020		
FUTCOM	COTTON	COTTON	30OCT2020	A	1 BALES	INR	25 BALES	17520.00	17540.00	17540.00	25 BALES	03:16:53 PM 04/09/2020	03:11:25 PM 04/09/2020	17540.00
FUTCOM	COTTON	COTTON	31DEC2020	A	1 BALES	INR	25 BALES	17210.00	17610.00	17610.00	25 BALES	03:15:11 PM 04/09/2020		
FUTCOM	COTTON	COTTON	27NOV2020	A	1 BALES	INR	25 BALES	17390.00	17490.00	17490.00	25 BALES	03:15:23 PM 04/09/2020	03:15:11 PM 04/09/2020	17390.00
FUTCOM	LEAD	LEAD	30SEP2020	A	1 KGS	INR	10 MT	152.65	152.75	152.75	15 MT	03:21:10 PM 04/09/2020	03:19:42 PM 04/09/2020	152.75

Feedback & Coordinator Comment:

The entire program from Day 1 to Day 4 all the participant actively participated and well received by all the participants and lots of appreciation to resource person and RVIM team from the participants. Many of them requested to conduct such programme in the future.

Event Coordinators

Director Prof.

Dileep S

Prof. Priya Jain

Annexure 1	Proposal / Approval
Annexure 2	Brochure of the event
Annexure 3	Brief profile of the speaker
Annexure 4	Attendees list
Annexure 5	Photo Gallery
Annexure 6	Detail Feedback (if required)

Annexure 1
Proposal / Approval

Date: 24th August 2020

From
Dileep
Assistant Professor,
R V Institute of Management, Bangalore

To
The Director
R V Institute of Management, Bangalore

Respected Sir,

**Sub: Proposal to conduct Four Day “Continuing Education Programme (CEP) on
Commodity Derivatives” on 01 -04 September, 2020**

The Finance Department of RVIM, request for approval to conduct four day “Continuing Education Programme (CEP) on Commodity Derivatives” on 01 to 04 September, 2020. The Resource Persons are;

1. Dr. M Ajoy Kumar, Associate Professor, SIT, Tumakuru and
2. Mr. Shrikant Koundinya, currently leads the Training & Education function at the MCX

Timing of the Programme is 3.00 pm to 5.00 pm

Session Details

	Topic
Session 1	Introduction to derivatives.
Session 2	Risk Management with Commodity Futures.
Session 3	Commodity options.
Session 4	Commodity market operations.

The above said programme may incurred the expenses of Rs. 6,000/- (Honorarium for resource person is Rs. 5,000/- and other Expenses Rs. 1,000/-). This is for your kind consideration and approval.

Thanking You

Truly Yours


Prof. Dileep

A/cg

24/8

**Annexure 2
Brochure of the Event**



RV Institute of Management®

FOUR DAY CONTINUING EDUCATION PROGRAMME ON
COMMODITY DERIVATIVES



Dr. M Ajoy Kumar
ASSOCIATE PROFESSOR,
SIT, TUMAKURU

 1st to 4th September 2020

 03:00 PM - 05:00 PM



RV Institute of Management®

FOUR DAY CONTINUING EDUCATION PROGRAMME ON
COMMODITY DERIVATIVES



Mr. Shrikant Koundinya
FCMA, CGMA

 1st to 4th September 2020

 03:00 PM - 05:00 PM



RV Institute of Management®

FOUR DAY CONTINUING EDUCATION PROGRAMME ON
COMMODITY DERIVATIVES

Moderator



Dr. Purushottam Bung
PROFESSOR & DIRECTOR,
RVIM



RV Institute of Management®

SESSION DETAILS

SESSION 1 SEP 1 st	INTRODUCTION TO DERIVATIVES
SESSION 2 SEP 2 nd	RISK MANAGEMENT WITH COMMODITY FUTURES
SESSION 3 SEP 3 rd	COMMODITY OPTIONS
SESSION 4 SEP 4 th	COMMODITY MARKET OPERATIONS

Annexure 3

Brief Profile of the Resources Persons

Dr. M AJOY KUMAR

- Has 25 years of academic experience
- Associate Professor at Siddaganga Institute of Technology, Tumakuru since September, 1998
- Worked as Academic Associate in the Finance & Accounting Area of Indian Institute of Management Ahmedabad (IIMA) (1996-98)
- Finance Officer of a World Bank funded project of MHRD worth Rs.250 million at SIT, Tumakuru (2005-2015)
- Areas of specialization include financial and commodity markets, derivatives and cost management
- Published research papers in the areas of commodity derivatives, stock market, corporate finance etc.
- Conducted training programs on investment management, commodity markets etc.
- Conducted skill development programmes in the area of Finance for Ministry of MSME, Govt. of India.
- Works closely with the Training and Education Department of Multi Commodity Exchange of India (MCX), Mumbai for organizing training programs and carrying out research.

Mr. Shrikant Koundinya

FCMA, CGMA.

- He is a Fellow Member of the “Chartered Institute of Management Accountants”,
- He has 25 years of diverse experience in finance and capital markets, especially in areas such as audit, research, ERP, MIS and corporate training.
- He is currently leads the Training & Education function at the Multi Commodity Exchange.

Dr. PURUSHOTTAM BUNG

- Dr. Purushottam Bung is an engineer with a rich experience of around 26 plus years in Academia and industry (domestic and international).
- He completed PGDM from Melbourne Business School, Australia, one of the top 10 B-schools in the world and MBA from Monash University, one of the top universities in the world. He has a rich entrepreneurial experience of around 10 plus years in the food processing industry. He is on the expert/advisory/editorial panel of many Institutions,

Universities, NGOs and journals. Dr. Bung has presented and published 26 research articles in national and international refereed journals and undertaken several consultancy assignments.

- Dr. Bung was conferred with “Enterprising Academic Leader of the year (South India)” as part of National Education Excellence Awards in 2018. He was conferred with “Distinguished Educator” award in 2013. In 2015 he was awarded as ‘Best Director of a B-school in Karnataka’ as part of education excellence awards – 2015. He is member of many Associations and Institutional bodies.
- He is elected as FELLOW of World Academy of Productivity Sciences at Beijing, China recently. He is also a research fellow of Institute of Productivity, UK. Dr. Bung is offering management consultancy services to local Businesses, Institutions and entrepreneurs as well. Very recently he has completed a HarvardX course in collaboration with Pearson Global and Ureka Education group, UK on ‘Future of Learning’ anchored by Prof. Richard Elmore, Professor and authority in Education and Learning from Harvard.

Annexure 4
Attendees list

Attendee Report

9/23/2020 10:47

Webinar ID	Actual Start Time	# Registered	Unique Viewers
925 4527 7963	9/1/2020 14:34	532	289



User Name (Original Name)	Email	Leave Time	Country/Region Name
Dr. M Ajoy Kumar	ajoy@sit.ac.in	9/1/2020 14:50	India
Dr. M Ajoy Kumar	ajoy@sit.ac.in	9/1/2020 17:12	India
Prof. Dileep	dileep.rvim@rvei.ed	9/1/2020 17:12	India
Prof. Dileep	dileep.rvim@rvei.ed	9/1/2020 14:49	India
Dr. Purushottam Bung	drbung.rvim@rvei.e	9/1/2020 17:12	India

User Name (Original Name)	First Name	Email	Phone
chinmayi	chinmayi	chinmayins123@gm	9945925061
Ch.Raghavi	Ch.Raghavi	raghavivarma7@gm	6304293259
Dr.Meera.B Meera	Dr.Meera.B	mmeerababu@gma	9916875501
Dr.Meera.B Meera	Dr.Meera.B	mmeerababu@gmail.com	
Dr.Meera.B Meera	Dr.Meera.B	mmeerababu@gmail.com	
Naveen	Naveen	knroyal1@gmail.cor	9916277620
N.Ganga	N.Ganga	ganganatarajan2000	8525857948
Avinash Agarwal	Avinash	avinashagarwal2102	8553235282
Avinash Agarwal	Avinash	avinashagarwal210297@gmail.com	
Kavina	Kavina	Kavina.mb19@bitsa	9787001912
Mamatha Acharya	Mamatha	acharyamamatha9@	8549049680
Manjunath	Manjunath	manjunathcb4ever@	7411171860
Aman Hans	Aman	amanhans505@gma	9045344818
Vandana	Vandana	Singhvandana39@g	9547871969
Swati Swati	Swati	swatigoud456@gma	8660288928
Ratnavalli Bhagavatula	Ratnavalli	ratnavalli_bhagavat	8686641352
Tanveer	Tanveer	tanveerstat@gmail.	9596560866

Annexure 5
Photo Gallery

**Continuing Education Programme on
Commodity Derivatives**

Organised by: RVIM, Bengaluru
Resource Person: Dr. M Ajoy Kumar
Day 1
01-09-2020



Commodities

Commodities – Meaning & Types

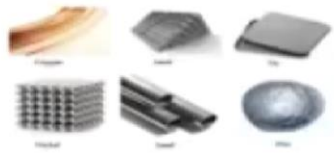
Agricultural Commodities



Precious Metals



Base Metals



Energy Commodities

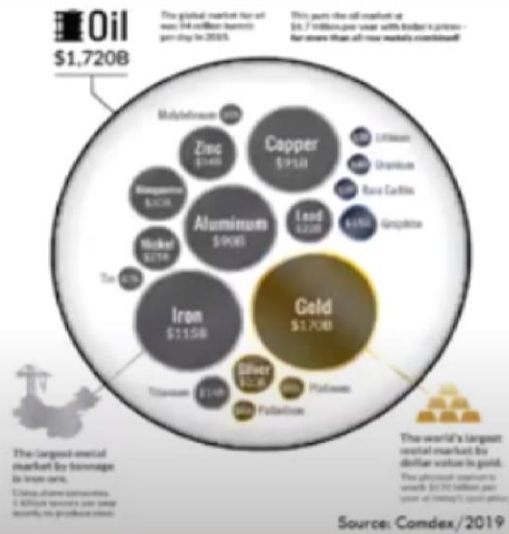


Live Stock



Commodity Trade

- Commodity trading is as old as human history
- Starting with the barter system, today it has become the backbone of global economy
- All manufacturing activities require basic raw materials and energy, which explains the significance of commodities
- The largest traded commodity in the world is crude oil in terms of value (\$1.7 Trillion)
- The largest metal traded is gold in terms of value (\$0.17 Trillion) and iron in terms of volume



Global Commodity Market

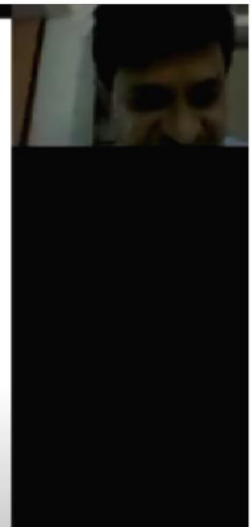
- Commodity derivatives are the oldest form of derivatives, while financial derivatives emerged much later
- Earliest instances of commodity derivatives were found in rice trading in Japan; tulip bulb trading in Amsterdam etc.
- Dojima Rice Exchange in Osaka, Japan established in 17th century, was the world's first commodity exchange. More structured trading started with establishment of Chicago Board of Trade (CBOT) in 1848.



Coverage



- Trading on Commodity Exchange
- Exchange Risk Management tools
- Position limits
- Circuit Filters
- Clearing & Settlement- M2M & Margining
- Delivery



MCX Web Terminal for 11.8.10 (Powered By Thomson Engine)

View Market Tools Windows Help

UTCOM 11.08.2020 10:58:00

Symbol	US Asset	Symbol	Series/Exp.	S	C	Price	Q	T	Tr.	Buy Qty	Buy Price	Sell Price	Sell Qty	Last Update Time	Last Traded Time	LTP	
JTCOM	COPPER	COPPER	30SEP2020	A	1	REGS	INR	2500	REGS	517.85	517.90	514.70	2500	REGS	03:22:43 PM 04/09/2020	03:22:43 PM 04/09/2020	514.70
JTCOM	COPPER	COPPER	30OCT2020	A	1	REGS	INR	2500	REGS	514.35	514.70	514.70	5000	REGS	03:22:39 PM 04/09/2020	03:21:15 PM 04/09/2020	514.70
JTCOM	COPPER	COPPER	27NOV2020	A	1	REGS	INR	2500	REGS						12:53:47 PM 04/09/2020		
JTCOM	CRUDE OIL	CRUDEOIL	21SEP2020	A	1	BBL	INR	12000	BBL	3052.00	3053.00	3053.00	6000	BBL	03:22:45 PM 04/09/2020	03:22:45 PM 04/09/2020	3053.00
JTCOM	CRUDE OIL	CRUDEOIL	19OCT2020	A	1	BBL	INR	1100	BBL	3089.00	3092.00	3092.00	300	BBL	03:22:42 PM 04/09/2020	03:10:30 PM 04/09/2020	3092.00
JTCOM	CRUDE OIL	CRUDEOIL	19NOV2020	A	1	BBL	INR								10:18:21 AM 04/09/2020		
JTCOM	GOLD	GOLD	05OCT2020	A	10	GRAMS	INR	1	GRAMS	50860.00	50875.00	50872.00	2	GRAMS	03:22:44 PM 04/09/2020	03:22:11 PM 04/09/2020	50872.00
JTCOM	GOLD	GOLD	04DEC2020	A	10	GRAMS	INR	2	GRAMS	51082.00	51122.00	51122.00	1	GRAMS	03:22:44 PM 04/09/2020	03:02:24 PM 04/09/2020	51078.00
JTCOM	GOLD	GOLD	05FEB2021	A	10	GRAMS	INR	1	GRAMS	51207.00	51423.00	51423.00	1	GRAMS	03:22:41 PM 04/09/2020		
JTCOM	COTTON	COTTON	30OCT2020	A	1	BALES	INR	25	BALES	17520.00	17540.00	17540.00	25	BALES	03:22:22 PM 04/09/2020	03:11:25 PM 04/09/2020	17540.00
JTCOM	COTTON	COTTON	31DEC2020	A	1	BALES	INR	25	BALES	17210.00	17610.00	17610.00	25	BALES	03:15:11 PM 04/09/2020		
JTCOM	COTTON	COTTON	27NOV2020	A	1	BALES	INR	25	BALES	17390.00	17540.00	17540.00	50	BALES	03:22:17 PM 04/09/2020	03:15:11 PM 04/09/2020	17390.00
JTCOM	LEAD	LEAD	30SEP2020	A	1	REGS	INR	10	MT	152.70	152.80	152.80	20	MT	03:22:43 PM 04/09/2020	03:22:43 PM 04/09/2020	152.80



MESSAGE TO MEMBERS/PARTICIPANTS



- Launching of Commodities and Contracts
- Spot prices (domestic)
- Due Date Rates
- Imposition / withdrawals of margins
- Relaxation in Price Circuit Filter
- Reminders about contract expiry
- Any changes in the policy of Exchange

SESSION NAME	SOYA	SYMBOL	MIN VALUE	MAX VALUE
SESSION TYPE	Even	SB2KAS	123.50	136.50
START TIME	09:00:00	SB3CHI	128.25	141.75
END TIME	09:15:00	SB2MPO	128.25	141.75
		SB2CHI	133.89	141.88
COUNT DOWN	15 MINS	SB3KAS	123.50	136.50



Annexure 6

Detail Feedback (if required)

Name of the Participant	Your suggestions for improving future Programmes
Dr. S. Durga	Everything is good
Dr. Bhoga Suvarchala Munduru	nice session
Supraja Anupindi	The programme was extremely excellent.
Gururaj Patil	please increase the number of contact hours
Ajithukumar	very good learnings from this event, Thank you RVIM
Usha Sadhani	Please let us know about further session s
Priya Rani Arun Kumar	Amazing program insist for more such webinars on Derivatives
MOHAMMED SOUBAN S	It was indeed and great session thanku
AISHWHRYA R	Overall it is excellent
Dr. Meenakshi Shrirang Wagh	It was a wonderful session explained so lucidly. Please organise many more such programmes and especially on financial derivatives
POOJA M	Thank you for such a wonderful program..
Madhu Bangarimath	Arrange some other programs it will help us to gain knowledge thank you for giving an wonderful opportunity to us.
Meganathan D	Very informative thanks
MUKTI NILAY SHAH	Give us more opportunity in all the upcoming program.
Shubham Chugh	All 4 days were a new information to learn... wanted to be in touch with RVIM for further wonderful and successful sessions. Thanks
Pavithra J	Its is really good and informative!!! Thank you RVIM !!!
Dr. Kiran J. Patel	If possible, extend such type FDP for 1 week with evening time. Thank you.
V.vinodhini	Yes it was a interesting session for 4 days.Expecting more webinars on finance domain.
Dr. Aruna Gudimetla	All 4 days session was informative. Excellent
Rashmi Gowda KM	Very well planned and everthing was taken care off! Looking forward for more such workshops regarding finance (like crypto- currency as we have very limited knowledge of such topics)
SWATI	It was an informative session , I learnt a lot from this sessions. Do keep this sessions further also .
Kumrephi kharei	Overall the programe is excellent ☐ looking forward to join the session again,thank you ☐
KAJAL R TIWARI	bring session on finance topic related to current scenario

Chandrashekhar Ramesh Gajbhiye	Wonderful and fantastic session I learned so many things from the sessions. The way of delivering the speaker was very awesome. I really appreciate it
Pavithra J	Really informative and good !!! Thank you RVIM !!!
Dr. BASAVARAJU P S	We are learning form RVIM to conduct effective and efficient way of running the program. Nothing to suggest. Thank you very much for a wonderful program
Dr. SHALINI R	Very well organized program. Would like to attend many more such programs.
DINESH KUMAR A	no suggestions, keep up the good work team RVIM
Mrs. M. GIRI KUMARI	You organized very well, hope to continue in future
Medapati pavani	No improvements required. The webinar is perfectly awesome
Ramesha	Thanks to RVIM for organize well sessions on 4 days about CEP program and to give the permission to audience to asking question in face to face. Thank you once again
Dr Meena Sharma	So many things were covered in a very short time span. Some more time needed to understand things more clearly.
SIMRAN	It was an amazing knowledge shared by the resource persons & had wonderful experience in this sessions.
Dr. Sarita Agrawal	Everything was very well organized. Keep it up
Dr. Gopika G. G.	Well and sincerely organised one right from prayer song up to National Anthem. Thank you so much for the organisers.
Ranjitha L	No suggestions to improve and it's a great programme thank you RVIM
Aishwarya Deokar	Excellent knowledge provided with examples which eventually has added a lot of value. Keep doing such wonderful programs!!!
Jainabbanu khalifa	Continue taking this types of web. Helping to others for their understanding
Vinutha MT	Informative session
Shubham Chugh	All 4 days were a new information to learn... wanted to be in touch with RVIM for further wonderful and successful sessions. Thanks
Prof Santhosh Rebello	Very good ..new knowledge for.me ..thanks a lot
Smitha G Roopesh	It was completely excellent, so no need to suggest anything.
Rency Joseph	Please provide it to our students



RASHTREEYA SIKSHANA SAMITHI TRUST
R V INSTITUTE OF MANAGEMENT
CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar
Bengaluru, Karnataka 560 041



A Webinar on “Down to Earth: Wake Up Call from Mother Earth”

Date: 16th January, 2021	Venue: Webinar / Zoom meeting
Time: 3:00 PM to 4:00 PM	Event : Webinar
No. of Participant: 100	Event Convener: Dr. Padmalini Singh

Objectives

- The webinar was organized for generating sensitivity and awareness towards nature.

Agenda/Flow of the Event

Resource Person:

Mr. Ullash Kumar

Environmentalist, Secretary of UCM (United Conservation Movement) & Freelance Journalist




R V Institute of Management as a part of National Management week, 2021 Dr. Padmalini Singh, Assistant Professor, RV Institute of Management, Bangalore organised a webinar on the topic “Down to Earth: Wake Up Call from Mother Earth”. The talk was delivered by Mr. Ullash Kumar, a renowned environmentalist, Secretary of UCM (United Conservation Movement) & Freelance Journalist based in Bangalore.

He deliberated on climate change, global awareness, development commitments, communication crisis, role of media, government and corporate and our role as a citizens in protecting the environment. His discussion was thought provoking that made participants discuss about how they should begin to act as a responsible citizens.

The webinar was organized through zoom platform and 60 participants joined including students and external participants from other college.


Registration Link: https://zoom.us/webinar/register/WN_dssXga8pTdGKZkncTc9VYA



RV Institute of Management

R.V. INSTITUTE OF MANAGEMENT
PRESENTS
A Webinar on
DOWN TO EARTH: A WAKE UP CALL FROM MOTHER EARTH

DATE: 6TH JANUARY, 2021

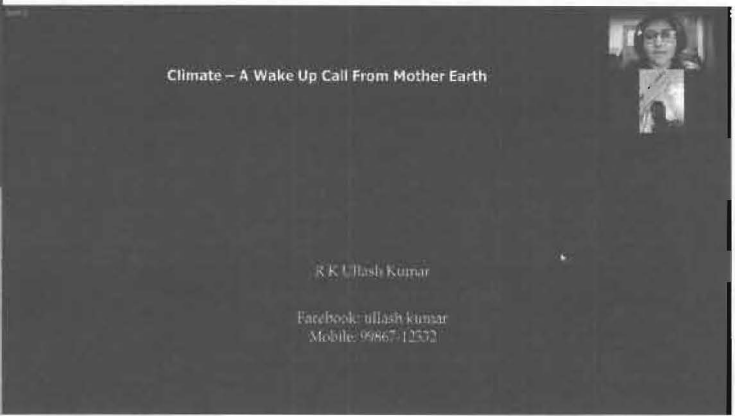


TIME: 3:00PM TO 4:00 PM

Speaker: Mr. Ullash Kumar, Environmentalist

Programme Coordinator and Moderator;
Dr. Padmalini Singh, Assistant Professor, R.V. Institute of Management, Bangalore
Mob : +91 9019452125

Registration Link
https://zoom.us/join/zoom/register/WN_0s1Xg1SpTdgKZkncTcVYA
Registration is free & Certificate will be issued to the Participants.



Climate – A Wake Up Call From Mother Earth


R.K. Ullash Kumar

Facebook: ullashkumar
Mobile: 9986712532

Brochure of the Webinar **Mr. Ullash Kumar during webinar**

Feedback & Coordinator Comment:

The webinar was appreciated by the students and faculty members. Many new things like conspiracy theory, future of world bought lot of interest among audience.



Event Convener: Dr. Padmalini Singh



Director





A Report and Relevant documents of Webinar on 'An Insight into Social Marketing'

Date: 27th January, 2021	Venue: Online https://zoom.us/j/5045574613?pwd=OEI5VGFXLlIib0dGM2tnE90TG9rZz09
Time: 10:00am to 11:00 pm	Semester & Section/: IV B, C & D
No. of Participant: 90	Event Coordinator: Dr. Noor Firdoos Jahan

Objectives

This guest lecture (webinar) aims at providing practical knowledge about the **Business and Social marketing** to the students from the practitioner's perspective

Brief Profile of the Resources Person: Anand BR, Co-Founder & CSO, Ecoprosus India Private Limited, Bengaluru.

Anand B R, who is a Smart city and energy conservation specialist.

Anand is an accomplished, results-oriented executive with demonstrated success in the Retail and financial services industry. He has created and driven profitable business lines from scratch that has gone on to become mainstream; thus creating shareholder value. He is a multi-disciplinarian who brings strategy development and execution, business and product development, as well as innovation.

Recently he was honoured with the citation of '100 Top Retail Minds of India ' from Asia Retail Congress at the 14th Edition of Asia Africa GCC Retail & Shopping Centre Congress.

His last corporate assignment was as Business Lead & Vice President for the Apollo's newly formed Joint Venture between Lycos Internet under the name Apollo Lycos Net commerce Ltd, helping brands to go online through their end-to-end e-commerce capabilities under one roof.

Previously he was a part of the first team which set up an i-mint, now Payback. He was instrumental in launching the first coalition loyalty program across India. Prior to Telibrahma, he was part of the senior management team which established Pinpoints unique rewards program along with multiple banks called Extra, which eventually took over by MasterCard.

Outcome Achieved/ Attained:

The webinar was very well delivered by the resource person, Mr. Anand B R was very much beneficial for our students as:

- The webinar was organized as a value addition to the subject Business and Social Marketing to provide students with the knowledge, skills, and abilities to understand the Social Marketing concept and its application in Marketing.
- The learning of the students about the subject was very well explained by the resource person in practice through sharing his experience in social marketing.
- The resource person used several case studies about social marketing and explained the need and effects of these programmes.
- Overall the learning of the students was very good and objectives of arranging this session were very much achieved.

List of Participant:

1	MB197603	ABHISHEK HATTI	34	MB197657	KARAN SK
2	MB197604	ABHISHEK JAGADISH JOSHI	35	MB197658	KARTHIK AV
3	MB197605	ABHISHEK VIJAYKUMAR LAKKUNDI	36	MB197659	KARTHIK N D
4	MB197607	AKASH ROSARIO	37	MB197660	KEERTHAN KAMATH
5	MB197609	AKSHATHA K M	38	MB197662	KESHAV ADITYA
6	MB197611	AKSHAY KUMAR	39	MB197664	KUBERANAND N
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10	MB197615	ANIRUDH YS	43	MB197672	MAHESHA.S
11	MB197616	ANJALI.T.M	44	MB197674	MALLIKARJUN J
12	MB197619	ASHWATHI SUNDARAM	45	MB197678	MEGHANA R T
13	MB197620	ATHRI D A	46	MB197679	MOHAN R
14	MB197623	BALACHANDRA ADIGA	47	MB197681	MUZAMMIL RIHAN
15	MB197624	BALAJI RAJ V T	48	MB197684	NAMRATA S KOTUR
16	MB197625	BHARATH GOWDA M R	49	MB197687	NIKITA L
17	MB197628	BHARGAVI	50	MB197688	NIKITA M
18	MB197629	BHUMIKA S J	51	MB197689	NITHIN SHASHINDRAN
19	MB197631	C RAVI KUMAR	52	MB197690	NITHIN VARMA M
20	MB197633	CHANDHAN S	53	MB197691	AMARNATH P M
21	MB197635	CHETAN VIJAY	54	MB197695	PRAJEETH A GOUTHAM
22	MB197636	CHIRAAG. M	55	MB197698	PRANAV PRAMOD KUMAR
23	MB197637	CLINTAN JOYAN ROCHE	56	MB197702	PRIYANKA V MURTHY
24	MB197638	DARSHAN G	57	MB197704	PUSHPA PRANITHA T
25	MB197639	DARSHAN TOOLAHALLI	58	MB197705	R N ROHIT
26	MB197640	DEEKSHA. G	59	MB197706	RAHUL JADHAV M
27	MB197641	DEEKSHA K	60	MB197707	RAHUL NAIR H
28	MB197646	DIVYA MUGADUR	61	MB197708	RAJATH S
29	MB197647	DIVYASHREE R	62	MB197711	RANJITH MN
30	MB197650	GREESHMA G M	63	MB197714	S PAVAN KUMAR
31	MB197651	GUNJAN RAJ	64	MB197715	S RAJASHRI
32	MB197652	GURUPRASAD R	65	MB197718	SAINATH VINAYAK

					KULKARNI
33	MB197653	HARSHA NAGARAJ DAS	66	MB197720	SAMARTH.M
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70	MB197727	SHAHISTA PARVEEN	87	MB197754	SUPRITA S CHATNI
71	MB197728	SHASHANK BT	88	MB197755	SURAJ MUTHU
72	MB197729	SHASHANK KHARVI	89	MB197759	SUSHMITHA P
73	Mb197730	SHASHI KIRAN	90	MB197760	SWATI KUMARI
74	MB197731	SHASHINAGA.C	91	MB197761	SWETHA T R
75	MB197732	SHEELA HEGDE	92	MB197762	SYED ASIF PASHA
76	MB197733	SHRAVYA SHETTY	93	MB197765	TANZEEL AHMED
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79	MB197738	SHREYA SATISH DESHPANDE	96	MB197770	THEJASVI N
80	MB197741	SHUBHAM BASAVARAJ BEESANAKOPPA	97	MB197771	T H V THARAGA
81	MB197746	SRAVANTHI T	98	MB197774	VARSHINI.S
82	MB197747	SRINIDHI BK	99	MB197778	VIKRAM RATHOD
83	MB197748	SRIVALI N GUPTHA	100	MB197779	VIVEKA

*Absentees

Photo Gallery

The image shows a Zoom meeting interface. On the left, a slide titled "Societal Marketing Purpose and Strategy" is displayed. The slide content is as follows:

Societal Marketing Purpose and Strategy

The purpose of societal marketing is for a company to meet its needs and the needs of a consumer while considering the long-term good of society.

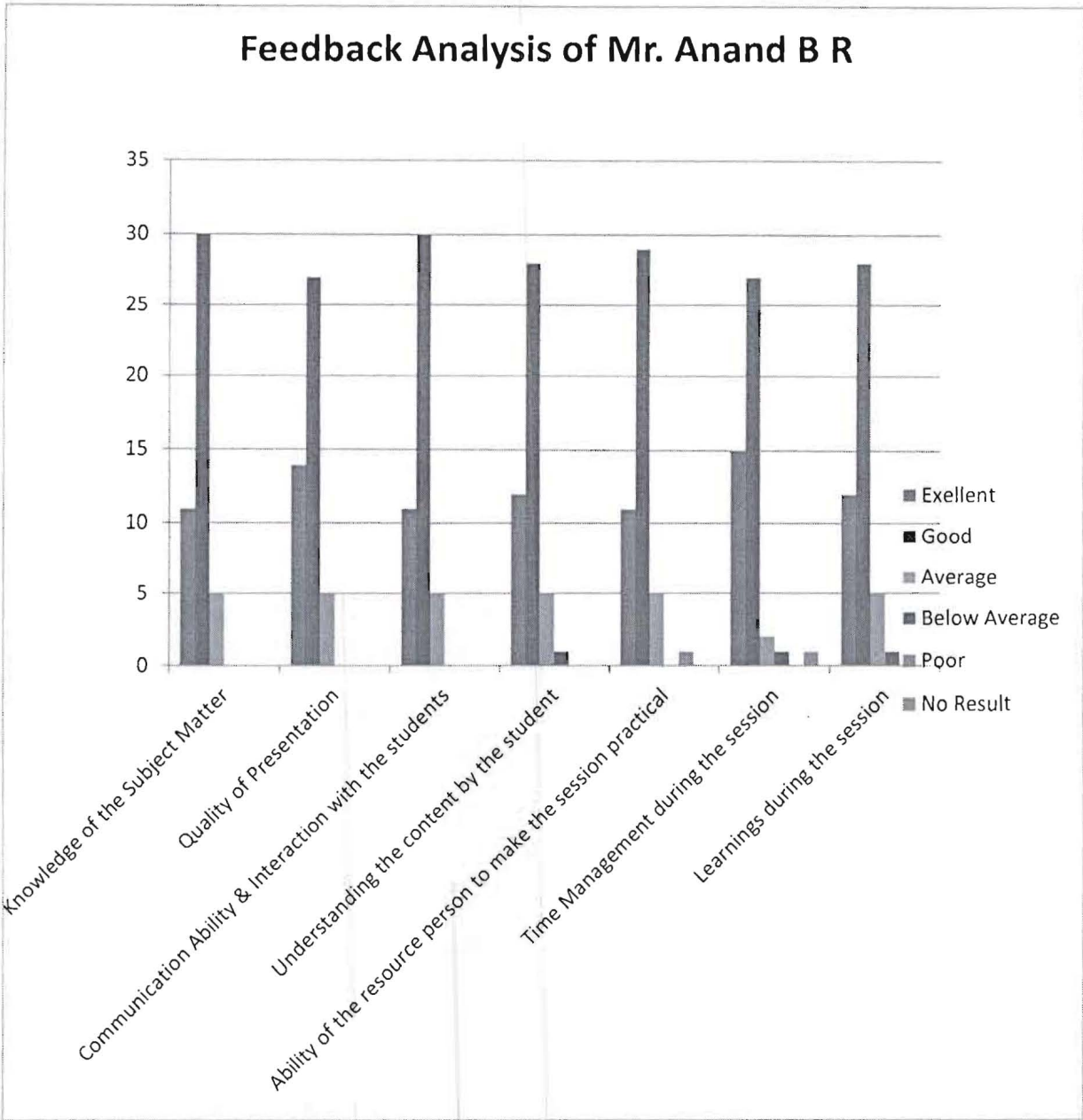
In this type of marketing, a company uses its socially conscious stance as a way to attract consumers who may appreciate the company's desire to market its products with consideration for society.

As a result, the company's concern for society, seemingly over profit, positions the company in a favorable light and may help sell more products.

On the right side of the Zoom window, there is a gallery of participant video thumbnails. The names of the participants visible are: Gunjan Raj Sec 'C', Sainath Vinayak..., Sravanthi T, Nithin S, Nikita M, Abhishek hatti, Tanzeel Ahmed, Deeksha K, Priyanka V Murt..., Mahesha S - Sec..., Pranav Pramod..., Shashi Kiran, and Salish Reddy. There are also some thumbnails with names partially obscured or cut off.

Feedback/ Coordinators Comment:

The session was very useful to the students as they got very good learning about social marketing. At the end of the session, the feedback was collected from the students in the Google form. The summary of the same is provided here:




Event Coordinator


Director





**A Report and Relevant documents of Webinar on
'Application of Social Marketing in Health Care'**

Date: 29th January, 2021	Venue: Online https://zoom.us/j/5045574613?pwd=OE15VGFxL1llb0dGM2tnE90TG9rZz09
Time: 11:00am to 12:30 pm	Semester & Section/: IV B, C & D
No. of Participant: 85	Event Coordinator: Dr. Noor Firdoos Jahan

Objectives

This guest lecture (webinar) aims at providing practical knowledge about the **Business and Social marketing** to the students from the practitioner's perspective

Brief Profile of the Resources Person: Vijetha Shastry, Executive Director TiE Bangalore., Bengaluru.

Vijetha Shastry, Executive Director TiE Bangalore. Mr Vijetha is in Industry from 25 years handling challenging assignments in the service industry- Hospitality, retail ,travel, co working. Recent assignment was with Nasscom CoE as Lead- Open innovation. He is involved with Bhive Workspace in the areas of Customer experience, Community events, partnerships and actively working with the core teams on community engagement, events, outreach and building a stronger and supportive startup ecosystem. Personally he is volunteered Supporting events, outreach, mentoring startups, investor and partner connects. Focusing on adding value to founders, entrepreneurs and investors.

Vijetha is a certified mentor from NEN, Mentor at KSUM, SAARC chambers Mentor and Speaker, Organizer at Techstars Startup Weekend, Chapter Lead for Technasia , Bangalore, Working closely with founders, CXO teams on expansion, outreach and sales, Investor connects for startups/ founders/ SMB's.

Outcome Achieved/ Attained:

The webinar was very well delivered by the resource person, Mr. Vijetha Shashstri was very much beneficial for our students as:

- The webinar was organized as a value addition to the subject Business and Social Marketing to provide students with the knowledge, skills, and abilities to understand the Social Marketing concept and its application in Health care sector
- The learning of the students about the subject was very well explained by the resource person in practice through sharing his experience in social marketing.
- The resource person used several case studies about social marketing in Health Care like Anti-Smoking campaign, Pulse Polio Campaign and Family planning and explained the need and

effects of these Campaigns in India.

- Overall the learning of the students was very good and objectives of arranging this session were very much achieved.

List of Participant:

1	MB197603	ABHISHEK HATTI	34	MB197657	KARAN SK
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83	MB197748	SRIVALLI N GUPTHA	100	MB197779	VIVEKA

*Absentees

Photo Gallery

The screenshot shows a Zoom meeting in progress. At the top, it says "Recording..." and "Zoom Meetings is using the webcam". On the left, a presentation slide titled "Tobacco Control Campaign" is displayed. The slide content includes:

Tobacco Control Campaign

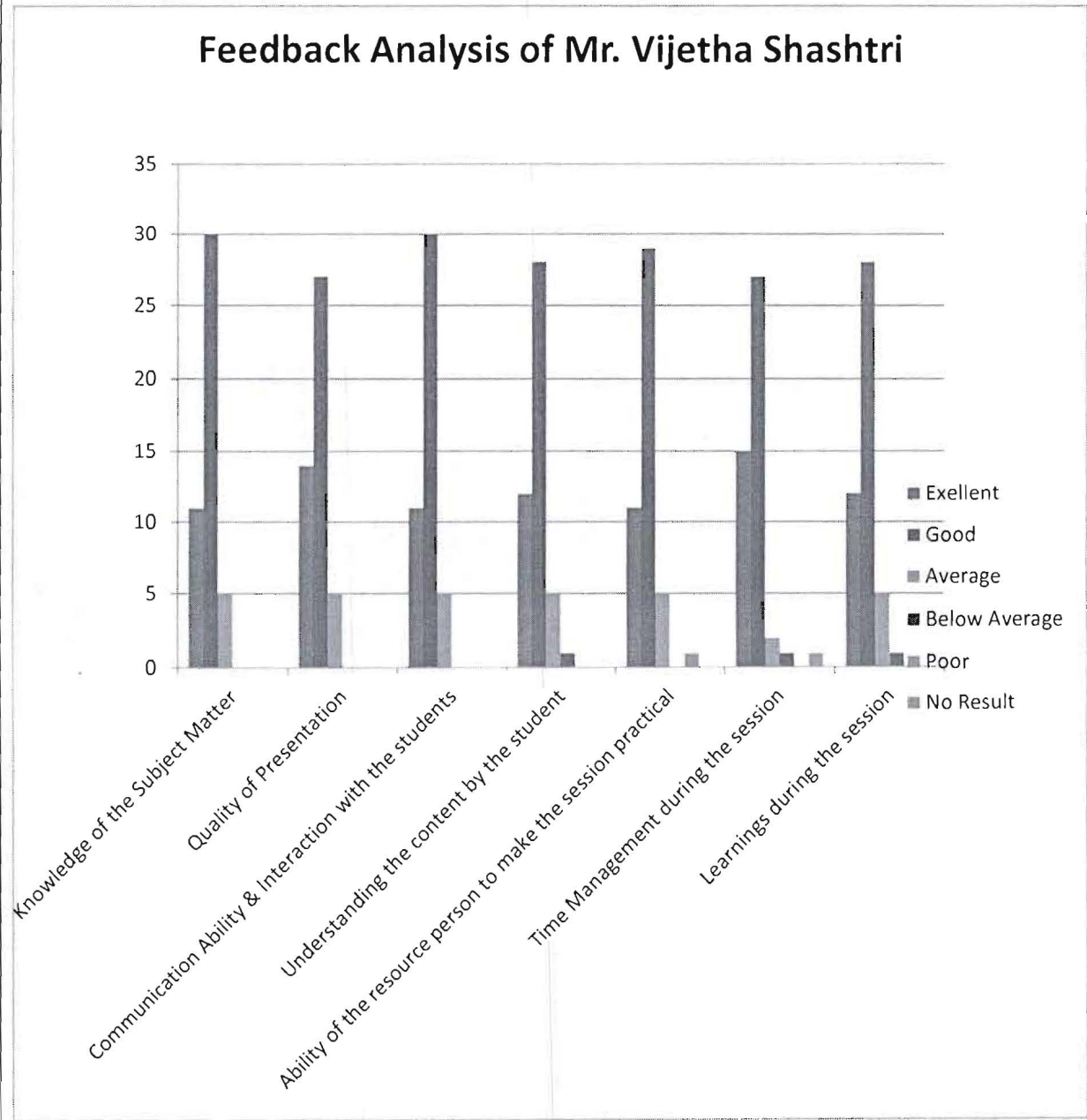
"What Damage Will This Cigarette Bidi Do?" shows that smoking causes stroke, lung and mouth cancer, heart disease and emphysema, among other diseases. It encourages smokers to quit tobacco use and ends with the national quit line number 1-800-11-2336 and a missed call number 011-229017015 for smokers who want advice on quitting. The campaign will achieve pan-India reach by being broadcast in 17 languages on all major national government and private TV and radio channels.

- Fear factor
- Health for you and your family
- The Financial Burden
- TV campaigns
- Radio channels
- Enlisting support from Youtube, Twitter and other Social Media channels
- Take support from trusted Celebrity
- Multilingual
- Grassroots including Students who are highly Vulnerable.

On the right side of the Zoom interface, there is a gallery of participants. Visible names include: Vjetha Shastry, In; Noor Firdoo...; Shraya Shetty; Rajashri Srinath; Sainath vinayak...; Abhishek Jag...; Amarnath PM; Anirudh KH; Kuberahand...; Swetha T R; Clinton Roche; and Gunjan Raj Sec 'C'.

Feedback/ Coordinators Comment:

The session was very useful to the students as they got very good learning about social marketing. At the end of the session, the feedback was collected from the students in the Google form. The summary of the same is provided here:




Event Coordinator


Director



RVIM-SetConnect Webinar on Business Analytics - Way Forward , Education & Industry

1 message

Gurudutt Shenoy <gurudutt.shenoy@setconnect.net>

3 June 2020 at 22:50

To: douglas.gray@walmart.com

Cc: priyajain.rvim@rvei.edu.in, Ramesh Rajagopalan <ramesh.rajagopalan@setconnect.net>, CS Venkatesh <cs.venkatesh@setconnect.net>, Director RVIM <director.rvim@rvei.edu.in>, Dileep RVIM <dileep.rvim@rvei.edu.in>, Nagasubba Reddy <nnsreddy.rvim@rvei.edu.in>, "cc: Santhosh M" <santhoshm.rvim@rvei.edu.in>

Dear Mr Gray,

Greetings from RV Institute of Management and SetConnect Inc.

We would like to express our sincere gratitude to you for accepting our invitation, extended to you through Dr Ramesh Rajagopalan to be a Webinar Panelist.


For your quick reference, please find attached Programme Schedule and Guidelines from Dr Purushottam Bung, Director - RV Institute of Management.

If you have any clarification, please contact the Program Host **Ms. Priya Jain**, Asst Professor, RVIM. Email : priyajain.rvim@rvei.edu.in Mob No : 0091-9108300728 (or undersigned)

Thank you once again and looking forward to a wonderful webinar session on 4th and 5th June 2020.

Best regards

Gurudutt Shenoy
SetConnect Inc. India
+91 9591722825

 **RVIM SetConnect BA Webinar Schedule.xlsx**
258K

Priya
Pl. send a thanking note to
Gurudutt, Venky, Ramesh & Doug
from my email Id tomorrow
itself
P.S.
5/6



RVIM - SetConnect Webinar
BUSINESS ANALYTICS - WAY FORWARD
Education & Industry

INFORMATION FOR PANELISTS

Dear Sir,

We at RV Institute of Management are privileged to have you as a Panelist for this Webinar. Thank you very much for your time.

To ensure smooth conduct, we wanted to share with you the Programme Details and time lines as per below.

Please note your presentation start time and join the Webinar at least 10 minutes before the start time. Panelist link has already been sent to you on 2nd June 2020.

The Host of the programme will be **Ms. Priya Jain**, Asst Professor, RVIM. Email : priyajain.rvim@rvei.edu.in Mob No : 0091-9108300728

- 1) As a Panelist, your Audio/Video will be on throughout the session. However, we suggest you switch off Audio when you are not presenting.
- 2) It is recommended that you open your ppt / video in advance and keep them minimised, before the Host transfers Screen share rights to you.

If you have any clarifications, please contact the Host Ms. Priya Jain

Thank you once again and look forward to wonderful webinar.

Best regards

Prof. & Dr Purushottam Bung
 Director, RV Institute of Management
 Email : director.rvim@rvei.edu.in
 Mob : 0091 7411339344

ACTION / TOPIC	Panelist / Host	Zoom Mail ID	IST		USA (CDT)	
			Start	Close	Start	Close
DAY 1 (4th June 2020)						
Open Webinar by Host	Ms. Priya Jain	priyajain.rvim@rvei.edu.in	1645	1845	0615	0815
Chat Management	Mr Dileep	dileep.rvim@rvei.edu.in				
Q&A Management	Dr Santosh	santhoshm.rvim@rvei.edu.in				
OVERALL	Mr Reddy	nnsreddy.rvim@rvei.edu.in				
WEBINAR START						
Evolution of Business Analytics	Dr Purushottam Bung	director.rvim@rvei.edu.in	1700	1715	0630	0645
Business Analytics Landscape	Dr Ramesh Rajagopalan	ramesh.rajagopalan@setconnect.net	1715	1730	0645	0700
Business Analytics - Applications in Industry	Mr. Doug Gray	douglas.gray@walmart.com	1730	1815	0700	0745
Q&A	Dr Santosh (Moderator) / All panelists		1815	1830	0745	0800
DAY 2 (5th June 2020)						
Open Webinar by Host	Ms. Priya Jain	priyajain.rvim@rvei.edu.in	1645	1845	0615	0815
Chat Management	Mr Dileep	dileep.rvim@rvei.edu.in				
Q&A Management	Dr Santosh	santhoshm.rvim@rvei.edu.in				
OVERALL	Mr Reddy	nnsreddy.rvim@rvei.edu.in				
WEBINAR START						
Business Analytics Educational Framework	Dr Ramesh Rajagopalan	ramesh.rajagopalan@setconnect.net	1700	1745	0630	0715
Business Analytics - An opportunity for Academia	Mr C S Venkatesh	cs.venkatesh@setconnect.net	1745	1800	0715	0730
Summing up	Dr Purushottam Bung	director.rvim@rvei.edu.in	1800	1815	0730	0745
Q&A	Dr Santosh (Moderator) / All panelists		1815	1830	0745	0800

RashtreeyaSikshanaSamithi Trust

R.V. Institute of Management

CA-17, 26th Main, 36th Cross, 4th "T" Block, Jayanagar, Bangalore-560041

Workshop on IPR - First year MBA students	
Date: 22 nd and 23 rd March'21	Venue: Seminar Hall
Time: 2.00 to 4.00 pm	State level / PG Dept. Faculty
No. of Participant: 173	Event Coordinator: Uma Sharma and Rashmi Shetty
Objectives: <ul style="list-style-type: none">Workshop aimed at providing understanding and awareness on Intellectual Property Rights-IPR among students.Workshop was conducted with resource persons from Karnataka State Council for Science and Technology-KSCST.	
Brief Profile of the Resources Person: <ul style="list-style-type: none">Mr. Vivek Anand Sagar, IP Attorney, Consultant, Karnataka State Council for Science and Technology -KSCSTMr. Nagarjun M G -Project Associate at Karnataka State Council for Science and Technology (KSCST),	

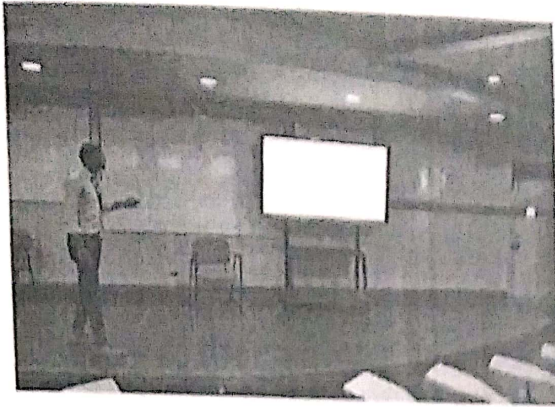
Workshop on 'IPR Awareness' was organized on two day 22nd and 23rd March'21. The workshop was conducted for First year, First semester students of MBA.

First day of the workshop was conducted by Mr. Vivek Anand Sagar, IP Attorney, Consultant, Karnataka State Council for Science and Technology -KSCST, the topics covered were- Introduction to IPR regime & IP Tools. Copyrights & Trademarks in Business management.

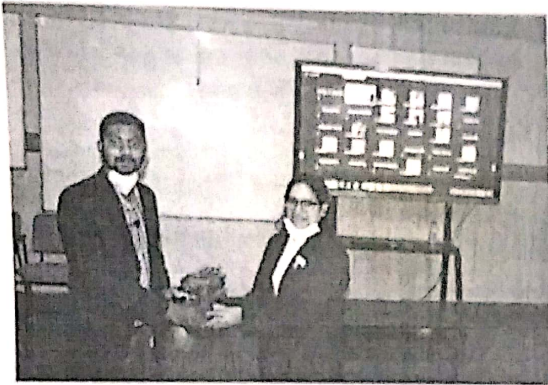
Mr. Nagarjun M G -Project Associate at Karnataka State Council for Science and Technology (KSCST), conducted the second day session on the topic of: Patent subject matters & Management, Industrial Designs in Management.



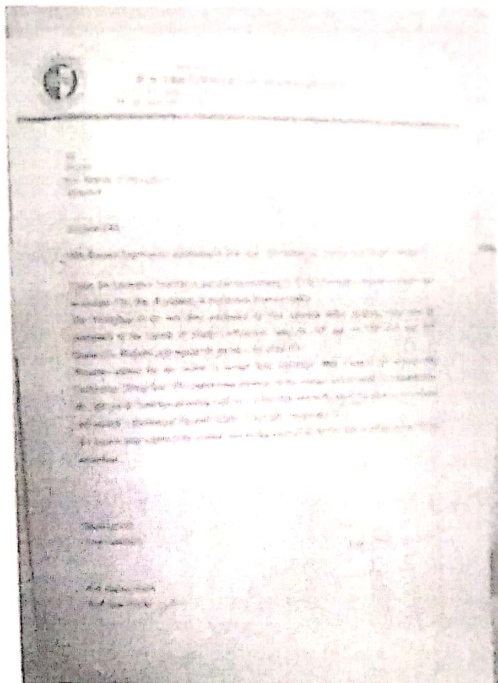
Photo of the workshop sessions and Approval Letter



Mr. Nagarjun M.G. -Project Associate at (KSCST)



Mr. Vivek Anand Sagar, IP Attorney, Consultant

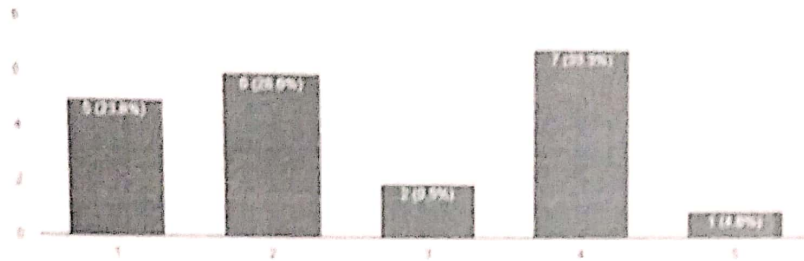


Workshop approval letter

Student Feedback On The Workshop

Students' feedback indicates that they have gained awareness on the IPR concept and process involved in registering for IPR in India

Workshop on IPR give me more awareness on need for IPR and the ways for gaining IPR protection
21 responses



Uma Sharma

Rashmi Shetty

Event -Coordinator

Director-RVIM



RashtriyaSikshanaSamithi Trust

R.V. Institute of Management

CA-17, 26th Main, 36th Cross, 4th "T" Block, Jayanagar, Bangalore-560041

Case based workshop on "Customer Retention vs. Financial Implication vs. HR angle" was organized by Center for Career Development held for 3rd semester 2019-21 batch MBA students on 1st January 2021 by Mr. Ramani Venkat

Workshop for Second year MBA students (3 rd semester)	
Date: 1 st January 2021	Zoom Platform
Time: 9.00 am to 12.30 pm	3 rd semester MBA students
No. of Participant: 180	Event Coordinator: Prof. Payal Jindal and Prof. Uma Sharma
Objectives: <ul style="list-style-type: none">➤ Orient students to case study mechanism➤ To prepare students to understand data interpretations and learning experience that focuses on Out of Box thinking.	
Outcome of the workshop <ul style="list-style-type: none">➤ Describe the use of different strategy in the organization.➤ Identify various sales strategies➤ Identify various HR strategies➤ Demonstrate competitors' effectiveness➤ Each of the case was conducted in the breakout rooms (using Zoom platform)	
Agenda/Flow of the Event <ul style="list-style-type: none">➤ Discuss the case study on sales & HR➤ Explore psychological aspects of consumer experience➤ Demonstrate influence on consumers	
Brief Profile of the Resources Person: <ul style="list-style-type: none">➤ Mr. Ramani Venkat , BE in Electronics and Telecom , Masters in Marketing Management from Mumbai University.➤ NLP trainer, Mentor to startups, Serial Entrepreneur, Sales and Strategic Consultant to mid –sized companies ,25 Plus years of Experience in top MNC at Senior Management Positions. His interesting areas are Mindset programming ,Art of influencing others, solutions selling and strategizing, Team Building and Bonding , Internet Marketing ,Social net working	

Business Skills for MBA students:

- Discuss varied sales tools, Overviewed legal restrictions on sales Price Adjustments included: Cash discounts trade discounts Quantity discounts Seasonal discount Chain discounts, Promotional allowances.

Take away from the session

- Concept of Intelligent sales and HR mechanism, indicating that particular skill they need to acquire so that they geared up for BUSINESS LIFE.

Feedback of Students:

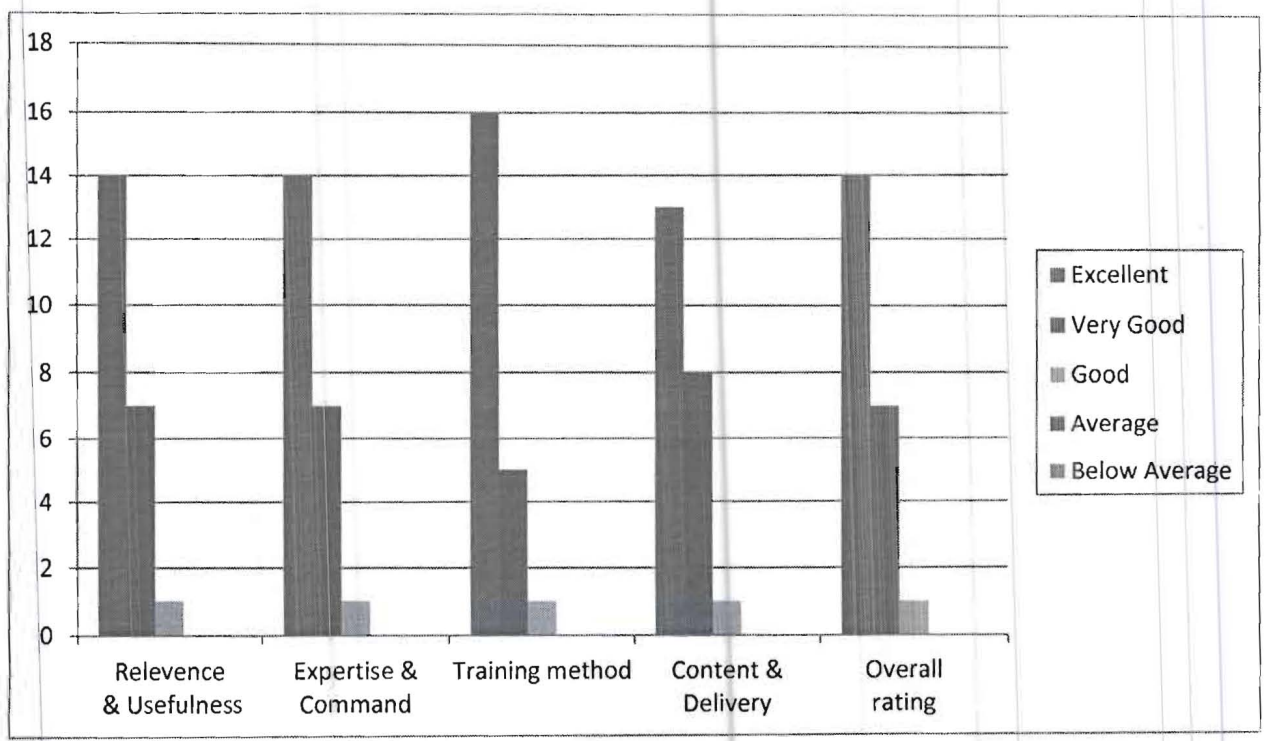
- All students enrolled and participated have appreciated the workshop. They wished to have more and more workshops like this to improve their sales strategies.

Pooja Kishor

Center for Career Development

Dr. Purushottam Bung
Director, RVIM

Feedback analysis on Case based workshop conducted by Mr. Ramani Venkat for 3rd Semester MBA students on 1st January 2021 on the topic "Customer Retention vs. Financial Implication vs. HR angle"





recruitment rvim <recruitments.rvim@gmail.com>

Fwd: Schedule of Case Study workshop

1 message

Uma Sharma <umasharma.rvim@rvei.edu.in>

Tue, Jan 5, 2021 at 10:46 AM

To: recruitments.rvim@gmail.com

Dear Ma'am

These are the details of the workshop

----- Forwarded message -----

From: **Prof Ramani Venkat** <proframanivenkat@gmail.com>

Date: Thu, 31 Dec 2020 at 16:16

Subject: Schedule of Case Study workshop

To: Uma Sharma <umasharma.rvim@rvei.edu.in>

Dear ma'am

Some Pointers for tomorrow's Case Study workshop

- 1) Both the case study are Ideally a 1 page Caselet (But loaded with content)
- 2) Students will be shared the case as a File transfer through zoom before dividing them into break away rooms because we want the students to be able to process information as and when given to them and not have enough time to ruminate. Also as these are caselets which are independent in nature but interpretation can be drawn wrt to their Domain

Learning Outcomes expected

- 1) A realisation in students that Information is never Superficial and often deeper level of application of Knowledge the key to evaluating Pros and cons
- 2) Subject knowledge is of paramount importance in any analysis

Schedule

- 1) Importance of CAse Study based learning, Difference between Data and Information, and Sharing of cases as a file transfer
- 2) dividing into 8 or 9 break away rooms
- 3) Each room having a independent discussion on **CASE 1** for 25 to 30 minutes which includes 5 minutes to read the case
- 4) All Teams brought back to main room and a Open forum for 15 minutes
- 5) Debriefing and Different avenues that the case could have been interpreted
- 6) Process 3 4 and 5 repeated for **2nd Case**

Thanks and regards

Ramani Venkat

4)

--
Thanking You
Regards
Uma Sharma
Faculty-MBA
RVIM,Bangalore



recruitment rvim <recruitments.rvim@gmail.com>

Fwd: Proposal For 3 Hours Case Study Workshop

Uma Sharma <umasharma.rvim@rvei.edu.in>
To: recruitments.rvim@gmail.com

Tue, Jan 5, 2021 at 10:47 AM

Dear Lakshmi Ma'am
please read this forward mail it has the proposal details of Case Based Workshop

----- Forwarded message -----

From: **Prof Ramani Venkat** <proframanivenkat@gmail.com>
Date: Tue, 29 Dec 2020 at 17:26
Subject: Proposal For 3 Hours Case Study Workshop
To: Uma Sharma <umasharma.rvim@rvei.edu.in>

Hi Ma'am

As Discussed, Please find attached the proposal for th3 case study workshop for your Students

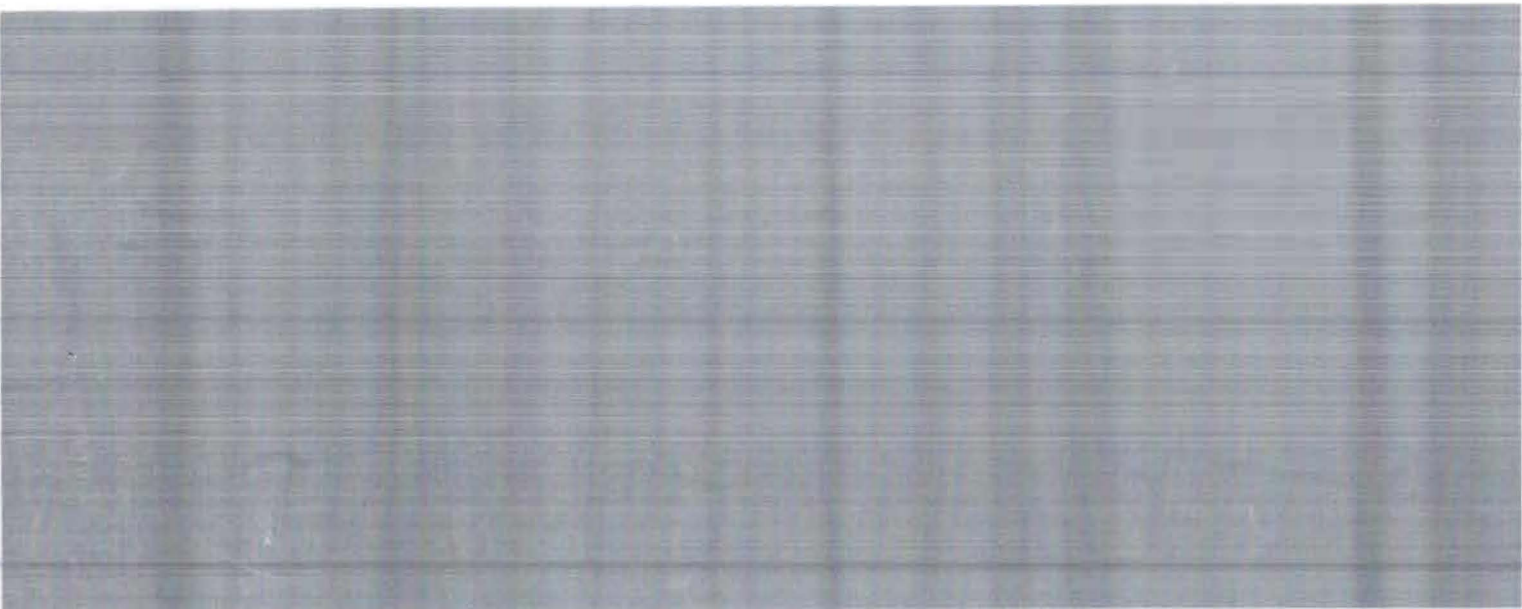
Feel free to revert to us for any clarifications

Regards

Ramani Venkat
98867 69690

--
Thanking You
Regards
Uma Sharma
Faculty-MBA
RVIM,Bangalore

 **Case Study Workshop Online RVIMS.pdf**
4099K

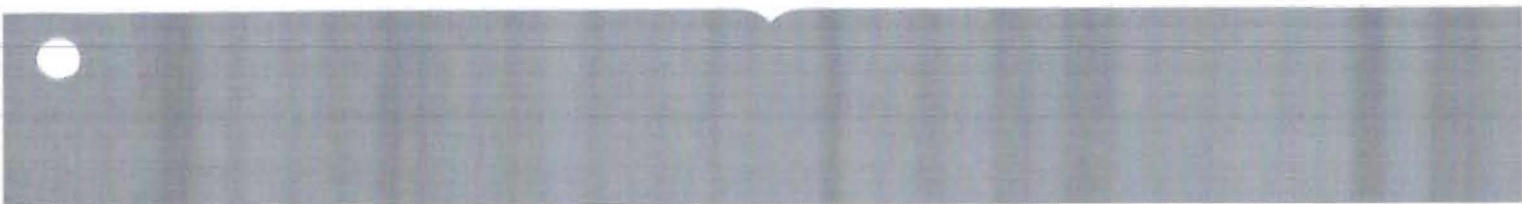


**Case Study Based Workshop
on**

- **Customer Retention vs. Financial Implication vs. The HR Angle /**
- **Emotions – The HR factor**



Proposal to:
RVIMS



Case Study Workshop

Value proposition.

Ramani Venkat comes with a rich Sales experience of around 26 years plus in various MNC like Hitachi data systems etc.in Strategic management roles and also conducted various trainings for corporate on sales as a science

The workshop will deal with Case Studies That focus on Data Interpretation and a learning experience that focuses on Out of the Box Thinking

Benefits of The training

- Students will Understand Data Interpretation
- Students understand Numbers Don't Lie
- Will Realise that Data Analysis the Key to Strategic Management

Course Overview

The training will be for 3 hours in online
The program will be delivered through a combination of Interactive Sessions and Presentations

Course Content.

- 1) Orient Students to Case Study Mechanism
- 2) 3 Cases
 - a. Customer Retention vs. Financial Implication
 - b. Emotions – The HR factor

Commercials

- Sales workshop 3 Hour Online workshop will cost **INR 3500**
Online Platform has to be taken care of by the college
- **Recording of the workshop** can be Shared on Internal Platforms but **NOT to external audience in any public portal**
- Proposal is Valid till January 15th 2021
- Payment Should be made in the name of **VEERAMANI V**

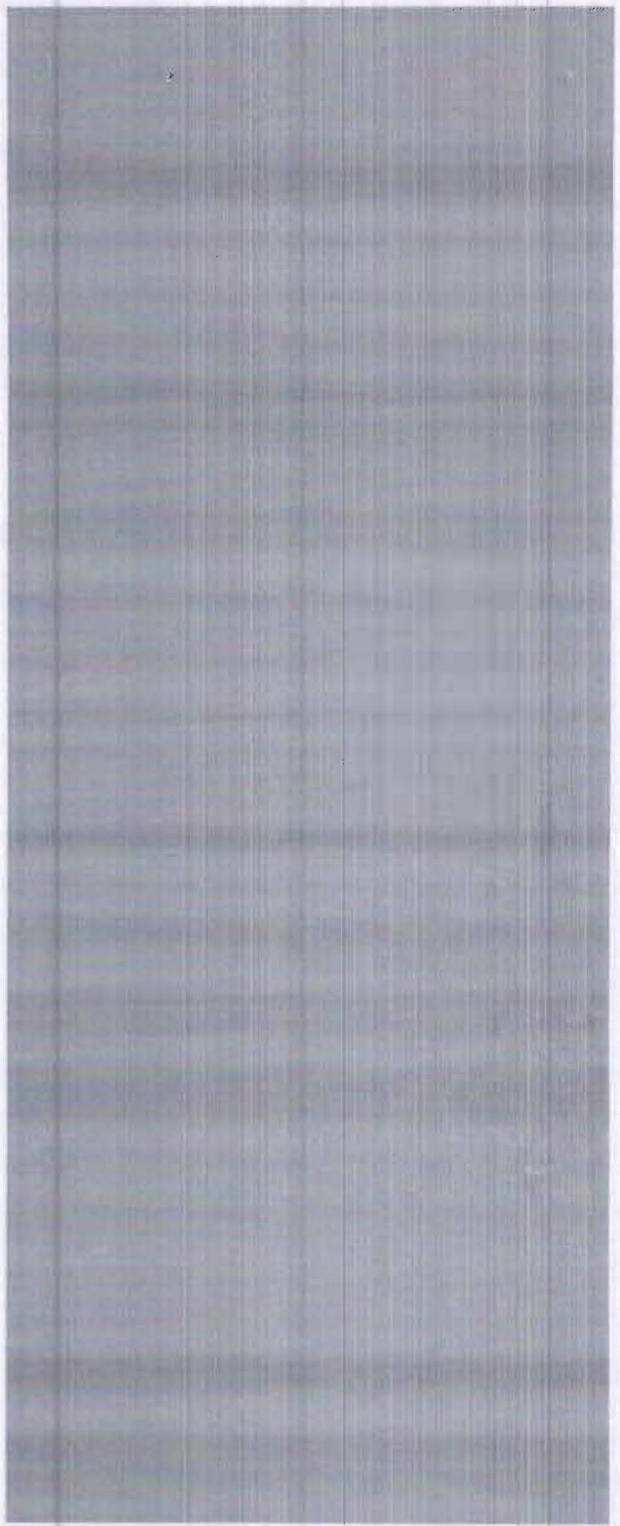
Partial List of our customers.

MBA

- IMSR Hubli
- GBS Hubli
- SDM Mangalore
- SDM Dharwad
- JSS Dharwad
- Alvas Mangalore
- Sahyadri Engineering College, Mangalore (MBA)
- JNNCE Shivmoga (MBA)
- Bapuji Instt. Of Technology, Davnagere (MBA)
- Imperial College, Bangalore
- RVIMS Bangalore
- Sridevi inst of technology, Mangalore (MBA)
- BVB Eng college of Engineering, Hubli (MBA)
- IMER, Belgaum etc

Engineering, BCA , BBA and others

- Alvas Mangalore
- Gogte Inst of Technology Belgaum
- Bagalkot engineering college, Bagalkot
- Jain College, Hubli
- PC Jabins , Hubli
- KLE's BCA Belgaum
- KCD Dharwad etc



Ramani Venkat

P 98867 69690

E profamanivenkat@gmail.com





Guest Lecture On Mutual Funds

Date: 5 th November 2020	Venue: Zoom webinar
Time: 10 am to 11 am	Event : Guest lecture
No. of Participant: 93	Event Coordinator: Prof. Priya Jain

Objectives

- To understand the difference between savings and investment.
- To know about the concepts of Mutual Funds and why there is a need to invest in it.
- To have the knowledge about NAV.
- To know about the SEBI Grievances Redressal system related to Mutual Funds.

Outcome Achieved/ Attained:

- Ms Anusha Rathore explained the need of savings to the students and also the difference between savings and investments.
- Ms Anusha expressed why to invest in mutual funds in current scenario.

The screenshot shows a Zoom webinar interface. On the left, a slide titled "Why invest in Mutual Funds?" is displayed. The slide features a central hexagonal diagram with "RISK DIVERSIFICATION" in the center. Surrounding it are six other hexagons: "Professional Management", "Transparency", "Liquidity", "Well-Regulated by SEBI", "Convenient (Invest Small Amounts)", and "Low Cost". The slide also includes the AMFI logo and the L&T Financial Services logo. On the right side of the screenshot, a grid of participants is visible, including names like Anusha Rathore, AR, AK, MA, SR, and others.

- She clearly summarized the different plans of mutual funds and which plan can be suited to which income class group.
- She explained about the concept of NAV (Net Asset value).

Viewing anusha rathore's application

What is NAV?

- The NAV (net asset value) is the market value of all the funds investments less liabilities and expenses, divided by outstanding number of units for the firm.
- NAV is important as it is the basis for valuing an investor's holding of units in a mutual fund, and the relative appreciation of the same
- Mutual Fund NAVs are published daily on AMFI's website, Mutual Fund Websites, leading newspapers, etc.

AMFI

L&T Financial Services

Video call interface showing participants: anusha rathore, Finsa, AK, Finsafe India Pvt Ltd, Anshu R K, MA, SR, Mohd Zeeshan Akram, S Rajesh, AR, anusha rathore, Anshu R K.

- She also highlighted the Grievance Redressal system of SEBI related to mutual funds.

Viewing anusha rathore's application

SEBI Complaints Redress System

SEBI has provided a centralized web based complaints redress system on its portal, named 'SCORES'.

If you are not satisfied with the response from a particular Mutual Fund/company/intermediary, you may then lodge an online complaint with SEBI through SCORES to get your complaint redressed.

SEBI takes up the complaints registered via SCORES with the concerned company / mutual fund / intermediary for timely redressal.

To log on to SCORES System, please visit <http://scores.gov.in/>

SEBI

Sebi Complaints Redress System

Register Complaints online

AMFI

L&T Financial Services

Video call interface showing participants: anusha rathore, Finsa, AK, Finsafe India Pvt Ltd, Anshu R K, MA, SR, Mohd Zeeshan Akram, S Rajesh, AR, anusha rathore, Anshu R K.

Resource person profile:-

Ms. Anusha Rathore, has more than 16 years' experience spanning across banking & Mutual fund industry. After working for over decade, handling multiple functions like managing operations, services, sales and sales support in HDFC Asset Management Company for South 1 and managed a team at Citi corp Bangalore (A subsidiary of CitiBank). She joined Finsafe, a finance education organisation in 2015, which is focused on equipping Indians with strategies to handle their money based on goals, growth, and safety. She is a senior consultant and financial educator and currently handles training , corporate sales and content development for Finsafe. Anusha has trained over 5000 people in the age group of 22 to 35 years at some of the large corporates in India. She was instrumental in putting together the content for the e-learning programs developed at Finsafe. She was also part of Womantra, a program developed exclusively for working women professionals, which has won the CNBC Grand Jury Prize for work done towards financial education and inclusion in the CNBC financial advisor awards 2015 & 2017.

List of participants:-

Enclosed

Feedback & Coordinator Comment:

The entire program was very well received by all the students and they encouraged to invest in various plan of mutual funds. Students demanded more such sessions from resource person so that they can have more understanding on the working of the mutual funds.

Event Coordinator(s)

Prof. Priya Jain



Director

Dr. Purushottam Bung



CEP on Descriptive Analytics and Data Visualization Using Tableau	
Date: 1 st Feb to 5 th Feb 2021	Venue: Zoom webinar
Time: 11 am to 1 pm	Event : Webinar
No. of Participant: 41	Event Coordinator: Dr. Santhosh M Prof. Reddy Prof Dileep Prof. Priya Jain Prof. Vandana Gablani Prof. Shreya Shankar
Objectives To gain familiarity with core data visualization concepts. To Gain an understanding on how data can be transformed by cleaning, splitting, pivoting, and merging techniques. To Discover new ways of analyzing data, through various features in-built within Tableau. To Create personalized, dynamic visualizations through parameters To Develop interactive dashboards using actions and Explore good design practices for dashboards To Learn to publish and share dashboards and manage permissions to your published data. To Understand how to establish connection with data and perform various data preparation steps for visualizing it. Get an extensive hands-on expertise on various tips and tricks with Tableau.	
Agenda/Flow of the Event 1 st Feb- Introduction to Data Analytics and Data Visualization. Explanation of ETL in Tableau. 2 nd Feb- Sorting and Filtering data in Tableau, Time Series Analysis, Creating Dashboards 3 rd Feb- Creating Bins, Parameters in Tableau, Creating Interactive Dashboards and stories in Tableau. 4 th Feb- Joins in Tableau, Data blending, Dual Axis Charts, Pareto Analysis. 5 th Feb- Connecting Tableau to SQL Server and R, Group and sets, Analytics with Tableau.	
Outcome Achieved/ Attained: <ul style="list-style-type: none">• Mr. Amit on the first day of program set the pace by letting the participants know about the basic concepts of tableau. He also told the participants about data visualization and data analytics and the capabilities of data analytics. He also discussed about the different types of Tableau.• On the second day Mr. Amit explained the sorting techniques and then he explained the color coding and calculated fields concept. He also took up various types of analysis description such as Time	

series analysis, Geographical analysis, sub category analysis. Towards the end of second day's session Mr. Amit explained the concept of creating dashboards and saving the work on Tableau public.

- Third day session was about creating bins, parameters, heat maps. Mr. Amit took the bank dataset and he explained how regional analysis, gender analysis, age analysis etc. can be done on it. He ended the session by explaining the concept of interactive dashboards and story creation in tableau.

- In fourth session Mr. Amit explained JOINS and how to implement them in tableau. He also explained the concept of data blending, dual axis charts, pareto analysis, word cloud and funnel charts.

- On the last day of CEP Mr. Amit gave the insights about establishing the connection of tableau with SQL Server and R. He also explained the concepts of groups and sets in tableau. He ended the session with taking up the concepts of boxplot, clustering and fitting the trend line on charts.

Feedback & Coordinator Comment:

The entire program was very well received by all the participants. All the participants appreciated the program and were happy to have deeper knowledge and hands-on experience on visualization using Tableau.

Event Coordinator(s)

Prof. Priya Jain

Prof. Nagasubba Reddy

Prof. Dileep

Dr. Santhosh M

Prof. Shreya Shankar

Prof. Vandana Gablani

Director

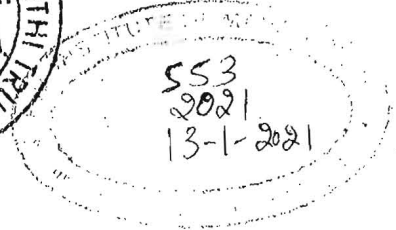
Dr. Purushottam Bung

Ref: 334/RVM/MBA/2020-2021

From,

Date: Jan 11, 2021

Prof. Priya Jain,
Assistant Professor
Department of Finance
R V Institute of Management, Bangalore.



To
The Director
R V Institute of Management, Bangalore.

Respected Sir

Subject: Proposal to conduct 5 day online CEP on Descriptive Analytics and Data visualization using Tableau.

With reference to above subject Business Analytics team wish to conduct a 5 day CEP on Data Visualization Using Tableau from 1st Feb to 5th Feb 2021. Resource person for the Program would be Mr. Amit Goyal, Team Lead, Paytm, New Delhi. Please find below the detailed budget for the program. I request you to please do the needful.

Sl. No	Details	Rs
1	Total Expenses	
1	Honorarium to Resource people and memento to the team	30000
2	Brochure , promotional expenses and others	1000
	Total expenses	31000
	We are expecting around 100 participants (50 students and 50 faculties). Through which we are going to raise Rs 35000 (50 * 200 + 50*500)	35000
	Expected net surplus	4000

For your kind consideration and approval.

Thank you

Forwarded to Honorary Secy Sir, RSST

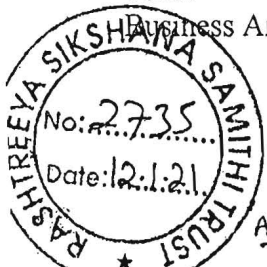
Yours sincerely

Team

Business Analytics

Total estimated expenditure is ₹. 31000.00 and we are expecting to raise revenue of ₹. 35000.00 through registrations.

For your kind consideration & approval.



Alca + PJ

Approved
12/01

13-1-2021



RV Institute of Management

Approved by AICTE
New Delhi, Accredited
by NAAC with 'A+' grade

Go, change the world



Rashtreeya Sikshana Samithi Trust

R V Institute of Management

CA 17, 36th Cross, 26th Main, 4th 'T' Block, Jayanagar, Bangalore – 560 041
Ph: 080-26547048 URL: rvim.edu.in ; Email: contact.rvim@rvei.edu.in

is Organising

**CEP
ON**

DATA VISUALIZATION USING TABLEAU



Date: 1st February to 5th February 2021

Time: 11 am to 1 pm



KEY SPEAKER

Mr. Amit Goyal

Team lead
Paytm

MODERATOR

Dr. Purushottam Bung

Professor & Director
R V Institute of Management



Registration Link: <https://forms.gle/sX6MYK5mACHhThVOA>

Payment Details

- ₹ 500 for Faculty Members / Industry persons/ Research Scholars
- ₹ 200 for students

If Bank Transfer

Name Director RV Institute of Management
 Bank Name ICICI Bank, 9th Block Branch
 A/C No. 029901002291
 IFSC Code ICIC0000299
 MICR Code 560229022

**For Google Pay/ Phone Pay/
BHIM UPI Transfer**



For further clarification please contact:

- ☎ Dr. Santhosh +91 9739945333
- ☎ Prof. Nagasubba Reddy +91 7892533601
- ☎ Prof. Priya Jain +91 9108300728
- ☎ Prof. Shreya Shankar +91 9480865702
- ✉ businessanalyst.fdp@gmail.com

E-certificates will be provided to all the registered participants

- Zoom Link will be sent to the participants through email.
- ☎ Prof. Dileep S +91 8553276869
- ☎ Prof. Vandana Gablani +91 9999642874

Brief profile of the speaker

Mr. Amit Goyal, Team Lead- Data Analytics, Paytm

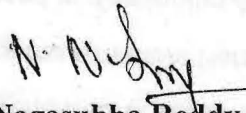



- Mr. Amit has over 10 years of experience in the Analytics and Reporting, with wide variety of experience in Business Applications in Telecom, Finance, Supply Chain ,Retail Industry and Staffing industry.
- He is experienced in Team handling, sharing feedbacks and creating training programs for new joiners.
- Mr. Goyal has extensive Hands-on experience in automation of reports using VBA.
- Experienced in developing Analytical and BI solutions for clients of various domains
- Responsible for creating proposals and POC's for new clients
- Experience in creating Dashboards using Power BI, Tableau
- Experience in statistical tools like R and SAS
- He Leads Centre of Excellence team for Visualization at The Smart Cube

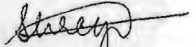
R V Institute of Management

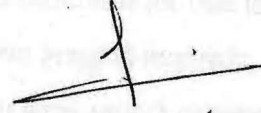
IT Orientation Programme — Time: 2.00pm – 3.30 pm

SLNO	Date	Topic	Resource person
1	18.01.2021	<ul style="list-style-type: none">• Zoom Etiquettes• Quicklrm Student Module	Prof. Vandana Gablani
2	19.01.2021	<ul style="list-style-type: none">• Google search• Qoura• How to add signature in your Email, Creating email group, Email Etiquettes• Difference between Cc and Bcc	Prof. Shreya Shankar
3	20.01.2021	<ul style="list-style-type: none">• DSPACE• EBSCO	Prof. Nagasubba Reddy
4	21.01.2021	<ul style="list-style-type: none">• Jgate Plus• Capitaline	Prof. Nagasubba Reddy


Prof. Nagasubba Reddy


Prof. Vandana Gablani

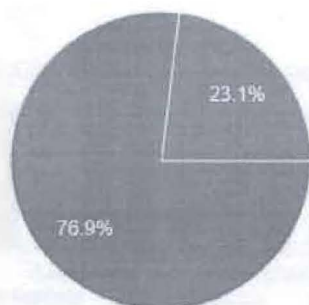

Prof. Shreya Shankar


Director

S.No	Email Address	Name	Designation	Institute / Organisation	City	State	Mobile Number
1	shivani.mehta.4296@gmail.com	Shivani Mehta	Student	University of East Anglia	Chiplun	Maharashtra	9356790885
2	somashekharic@vvce.ac.in	Dr. Somashekhar I C	Assistant Professor	Dept. of Business Administration, Vidyavardhaka College of Engineering Department of Management Studies,	MYSURU	KARNATAKA	09141306148
3	drhemapatil.vtu@gmail.com	Dr. HEMA PATIL	ASSOCIATE PROFESSOR	VTU PG Centre,	MYSURU	Karnataka	7829568999
4	priya09021999@gmail.com	Priyadarshini N	Student	Amity Global Business School	Chennai	Tamil Nadu	9444249134
5	asophiachaṇu@gmail.com	Arambam Sophia	Assistant Professor	Manipur University	Imphal	Manipur	9436225949
6	arzina20@gmail.com	ARZINA KARIM	Student	PUNE INSTITUTE OF BUSINESS MANAGEMENT Chandragupt Institute of Management	PUNE	MAHARASHTRA	7600189451
7	ranjanikumari2011@gmail.com	Ranjani Kumari	Research Scholar	Patna	Patna (Bihar)	Bihar	8877442450
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14	rajesh.handa@iar.ac.in	Dr.Rajesh Handa	Assistant Professor	Institute of Advanced Research	Gandhinagar	Gujarat	9924208937
15	abhaypai2919@gmail.com	ABHAY PAI	Student	RV Institute of Management	Bangalore	karnataka	7483898039
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22	kbd1979@gmail.com	Krishna Bihari Dubey	Assistant Professor	ABESIT, Ghaziabad	Ghaziabad	Uttar Pradesh	9899854103
23	HASHMI.ARSHAD80@GMAIL.COM	DR ARSHAD HASHMI	ASSISTANT PROFESSOR	FCIT IN RABIGH KING ABDULAZIZ UNIVERSITY, JEDDAH SAUDI	RABIGH	MAKKAH	9.66542E+11
24	rrgondkar@gmail.com	DR RAJU R GONDKAR	DIRECTOR	SAINT GEORGE COLLEGE OF MANAGEMENT AND SCIENCE Dayananda Sagar Academy of Technology and Management	BANGALORE	Karnataka	09341101680
25	simhavln-mba@dsatm.edu.in	SIMHA VLN	Asst. Professor	(DSATM)	Bengaluru	Karnataka	9448855660
26	rubina.muji7@gmail.com	Rubina afreen	Student	RVIM	Bangalore	Karnataka	9663696294
27	pandeypratima55@gmail.com	Dr Pratima Pandey	Associate Professor & HOD, MBA	RJS Institute of Management Studies	Bangalore	Karnataka	9620618850
28	princessfredy42@gmail.com	Fredisha K Maben	Student	RV institute of management	Uttar Kannada	Karnataka	+918971402172
29	pannagahnhedse@gmail.com	Pannaga H N	Senior associate	City union bank	Chikkamaglure	Karnataka	07204878821
30	arunachelva@gmail.com	Aruna A S	Student	REVA University	Bangalore	Karnataka	8296047330
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32	pratiksinha44u@gmail.com	Pratik	Student	RV Institute of Management RV Institute of Management	BANGALORE	Karnataka	8604747823
33	timmareddy834@gmail.com	Timmareddy	Student	Bangalore	Bangalore	Karnataka	8746006146
34	chandrika14krishnan@yahoo.in	Chandrika Krishnan	Assistant Professor	BNM INSTITUTE OF TECHNOLOGY	Bangalore	Karnataka	9632684691
35	mohan@hrnetindia.com	Mohanadoss B	Consultant	HR NET CONSULTANT PVT LTD	HYDERABAD	TELANGANA	8008558574
36	anoop.mse@gmail.com	Anoop Tiwari	Research Consultant	Insight Development Consulting Group	New Delhi	Delhi	9650387090
37	mrichardMTECH2020@ced.alliance.edu.in	Richard Martin	Student	Alliance University	Bangalore	Karnataka	9886543524
38	rachanahgowda1998@gmail.com	Rachana H Gowda	Student	RVIM	Shimoga	Karnataka	837371816
39	aishwaryasham12@gmail.com	Aishwarya.s.k	student	RVIM	Bangalore	karnataka	8494953292
40	rahulpyalavatti@gmail.com	Rahul Yalavatti	Student	R V Institute of Management	Bangalore	Karnataka	9482894792

Knowledge provided by the resource person was helpful

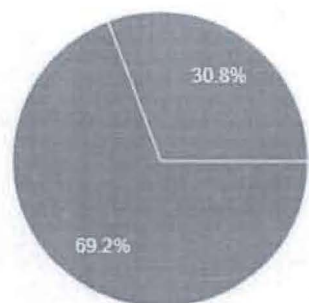
26 responses



- Strongly Agree
- Agree
- Neutral
- Disagree

CEP was well organized:

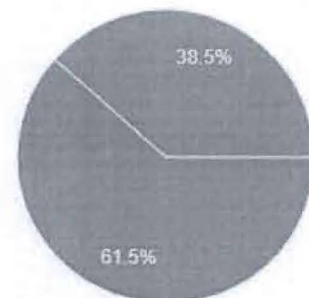
26 responses



- Strongly Agree
- Agree
- Neutral
- Disagree

CEP helped me to enhance my knowledge on the topic

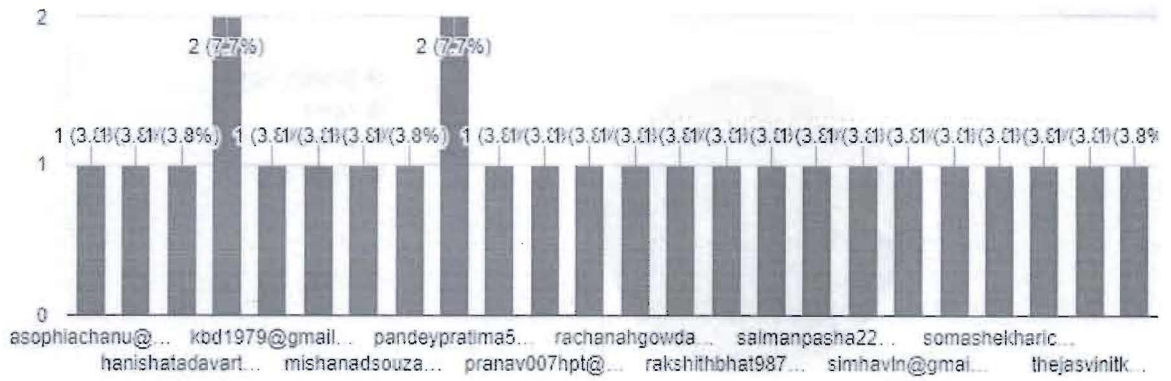
26 responses



- Strongly Agree
- Agree
- Neutral
- Disagree

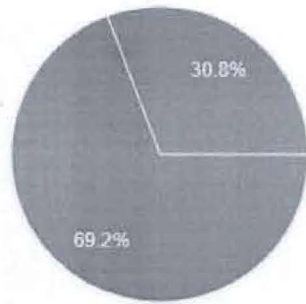
Email id

26 responses



The information or skills presented were relevant and useful:

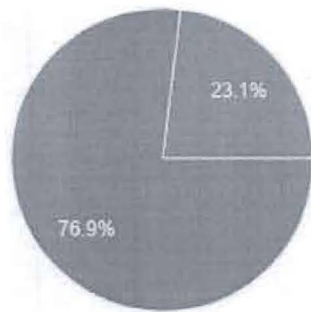
26 responses



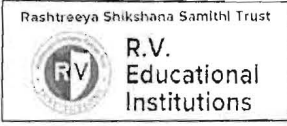
- Strongly Agree
- Agree
- Neutral
- Disagree

The presenter(s) provided adequate time for questions and answered them satisfactorily:

26 responses



- Strongly Agree
- Agree
- Neutral
- Disagree



Director RVIM <director.rvim@rvei.edu.in>

Soft Sent @ 3.11 PM on 6/2/21

appreciation

1 message

Pratima Pandey <pandeypratima55@gmail.com>
To: director.rvim@rvei.edu.in

6 February 2021 at 12:08

Sir,
Very informative session. Kindly conduct this type of CEP in future also.

Regards,
Dr Pratima Pandey
Associate Professor
RJS Institute of Management Studies
Koramangala, Bangalore

Pratima / Vandana
For secretary
D.
6/2



A Report and Relevant documents of MOOC on Global Marketing Research and Strategies

Duration: October-December 2020

Venue: Online

Semester & Section : III (Marketing students)

No. of Participant: 100

Anchored by: Dr. Noor Firdoos Jahan

Objectives

- To help the students to learn the process of identifying New Market Opportunities for Existing and New Products

About the Course

MOOC on 'Global Marketing Research and Strategies'

This course was offered to students to make them understand the process of identifying New Market Opportunities for Existing and New Products in the foreign country along with the research process, one need to adopt to understand the market in other countries and design strategies accordingly. The online classes were held during October-December 2020 from Alison, Ireland. The course was divided into three modules and one internal assessment test. Total one hundred students registered and successfully completed the course and have received certificate of completion and the same is attached here.

MODULE 1_

Global Marketing Research

MODULE 2_

Global Marketing Strategies

- **Course Assessment: Global Marketing Research And Strategies**

MODULE 3

Course Assessment

Outcome Achieved/ Attained:

The course was very well designed. It was very much beneficial for our students as Course content was on the process of global marketing strategies and global marketing research. The course also taught them how to go global and what mode of entry to be adapted when to enter the foreign market. Upon completion, the students will find themselves with the knowledge, confidence and drive to go global and establish themselves in the global market.

Overall the learning of the students was very good and objective of anchoring this MOOC was very much achieved.

List of Participant:

Sl. No	University Registration Number	Name of the Student	Sl. No	University Registration Number	Name of the Student
1	MB197603	ABHISHEK HATTI	27	MB197641	DEEKSHA K
2	MB197604	ABHISHEK JAGADISH JOSHI	28	MB197646	DIVYA MUGADUR
3	MB197605	ABHISHEK VIJAYKUMAR LAKKUNDI	29	MB197647	DIVYASHREE R
4	MB197607	AKASH ROSARIO	30	MB197650	GREESHMA G M
5	MB197609	AKSHATHA K M	31	MB197651	GUNJAN RAJ
6	MB197611	AKSHAY KUMAR	32	MB197652	GURUPRASAD R
7	MB197612	ALOK KRISHNA HEGDE	33	MB197653	HARSHA NAGARAJ DAS
8	MB197613	AMOGH N	34	MB197657	KARAN SK
9	MB197614	ANANT BAJPAI	35	MB197658	KARTHIK AV
10	MB197615	ANIRUDH YS	36	MB197659	KARTHIK N D
11	MB197616	ANJALI.T.M	37	MB197660	KEERTHAN KAMATH
12	MB197619	ASHWATHI SUNDARAM	38	MB197662	KESHAV ADITYA
13	MB197620	ATHRI D A	39	MB197664	KUBERANAND N
14	MB197623	BALACHANDRA ADIGA	40	MB197665	LALITHA TV
15	MB197624	BALAJI RAJ V T	41	MB197670	LINGRAJ KUMAR PATIL
16	MB197625	BHARATH GOWDA M R	42	MB197671	LOKESH MG
17	MB197628	BHARGAVI	43	MB197672	MAHESHA.S
18	MB197629	BHUMIKA S J	44	MB197674	MALLIKARJUN J
19	MB197631	C RAVI KUMAR	45	MB197678	MEGHANA R T
20	MB197633	CHANDHAN S	46	MB197679	MOHAN R
21	MB197635	CHETAN VIJAY	47	MB197681	MUZAMMIL RIHAN
22	MB197636	CHIRAAG. M	48	MB197684	NAMRATA S KOTUR
23	MB197637	CLINTAN JOYAN ROCHE	49	MB197687	NIKITA L
24	MB197638	DARSHAN G	50	MB197688	NIKITA M
25	MB197639	DARSHAN TOOLAHALLI	51	MB197689	NITHIN SHASHINDRAN
26	MB197640	DEEKSHA. G	52	MB197690	NITHIN VARMA M

53	MB197691	AMARNATH P M
54	MB197695	PRAJEETH A GOUTHAM
55	MB197698	PRANAV PRAMOD KUMAR
56	MB197702	PRIYANKA V MURTHY
57	MB197704	PUSHPA PRANITHA T
58	MB197705	R N ROHIT
59	MB197706	RAHUL JADHAV M
60	MB197707	RAHUL NAIR H
61	MB197708	RAJATH S
62	MB197711	RANJITH MN
63	MB197714	S PAVAN KUMAR
64	MB197715	S RAJASHRI
65	MB197718	SAINATH VINAYAK KULKARNI
66	MB197720	SAMARTH.M
67	MB197724	SANDESHSAVAK S
68	MB197725	Y.SATHISH KUMAR
69	MB197726	SATISH REDDY Y

Feedback/ Coordinators Comment:

The course was very useful to the students as they got very good learning on how to manage marketing strategies in global market and get success.

Event Coordinator



Director





CEP on BIG DATA ANALYTICS	
Date: 5 th October to 10 th October 2020	Venue: Zoom webinar
Time: 11 am to 1 pm	Event : Webinar
No. of Participant: 101	Event Coordinator: Dr. Santhosh M Prof. Reddy Prof Dileep Prof. Priya Jain
Objectives <ul style="list-style-type: none">- To gain deeper understanding of the concept of Big Data Analytics.- To learn how data analysis can be done using Hadoop.- To understand the concept of HDFS, MapReduce, Yarn and Hive.- To analyze the different tools available for data analysis like Python, Git Hub, PySpark, Jupyter etc.- To understand the concept of Image analytics, sentiment analytics and fraud analytics.- To learn how big data analytics takes place in different industries.	
Agenda/Flow of the Event <ul style="list-style-type: none">● 5th October: Introduction to Big Data Analytics● 6th October: Hadoop concepts and Architecture● 7th October: Exploring Big Data and communicating insights● 8th October: Big Data analytics life cycle● 9th October: Big Data analytics life cycle (concept of sampling data and used cases)● 10th October: Big Data analytics in industry and panel discussion	
Outcome Achieved/ Attained: <ul style="list-style-type: none">- Dr. Purushottam Bung on the first day set the context of the program by explaining about the evolution of big data analytics. He explained about the 5 Vs of big data analytics.- Then session I was started by Mr. Sai Bharath. He introduced the concept of data science and big data analytics to the audience. He laid the foundation for big data analytics and explained how big data is driving digital transformation. Then the session was taken over by Mr. Srujan and he	

explained about the big data in marketing and retail. He told about what is next best action for customers in real time.

- On the second day Mr. Sai explained in detail about the clusters in Hadoop. He explained various terminologies like Rack, Course and Hadoop architecture. He also told about the concept of HDFS, MapReduce, Yarn and Hive.
- On third day Mr. Sai Bharath took the practical example of Hadoop and explained how Hadoop can be used for data analysis. On the same day Mr. Debayan Roy also explained the concept of data insight communication using a industry used case.
- On fourth day Ms Divya introduced various other tools like Jupyter, Python, GitHub and PySpark to the audience. She explained how these tools can also be used for analyzing data. Further the session was taken over by Mr. Shreyans and he explained about the concept of image analytics.
- On fifth day the Ms. Divya explained briefly about the concept of sampling as it is very important in data analysis. Later on Mr. Srujan explained the concept of fraud analytics.
- On the last day Mr. Divya explained about the structured and unstructured data available with the help of used case. Later on Mr. Jishnu explained about the concept of sentiment analysis.
- At the end panel discussion was held where in all the speakers explained about how data analysis is happening in various sectors like financial sectors, health sector, fitness sector etc. All the speakers also shared their career journey which motivated all the participants.

Feedback & Coordinator Comment:

The entire program was very well received by all the participants. All the participants appreciated the program and were happy to have deeper knowledge on various concepts related to big data analytics. During the sessions participants had a chance to know how various new tools like Hadoop, python, jupyter, spyder, pyspark etc works. Everyone appreciated the program and motivated the organizers for many such programs in the future.

Event Coordinators

Dr. Santhosh M

Prof. Nagasubba Reddy

Prof. Dileep

Prof. Priya Jain



Director

Dr. Purushottam Bung

