

## Session Details

Session	Details
<b>Session 1</b>	Preparation of Financial Statements <b>Dr. V Rajesh Kumar</b>
<b>Session 2</b>	Analysing and Interpreting Financial Statements <b>Dr. V Rajesh Kumar</b>
<b>Session 3</b>	Contemporary Issues in Accounting <b>Dr. V Rajesh Kumar</b>
<b>Session 4</b>	Understanding Annual Reports <b>CA Vinayak Pai V</b>

## Registration Details

**Registration Fee:** Rs. 600/- per participant

Payment should be made by cash or DD/Cheque to be drawn in favour of  
**"Director, R V Institute of Management" payable at Bangalore.**

Telephonic and/or email confirmation for spot registration are welcome  
**Registration at 9.00 am**

## Organising Committee

**Chief Coordinator**

**Dr. T V Raju**, Director, RVIM

**Members**

**Mr. Manjunath S M**  
Asst. Professor  
9916395850

**Mr. Gowrisha**  
Asst. Professor  
9900246239

**Ms. Pavithra S T**  
Asst. Professor  
080-42540313

**Ms. Bhavya Vikas**  
Asst. Professor  
9886040144

**Email: [rvim.financedept@gmail.com](mailto:rvim.financedept@gmail.com)**



Rashtreeya Sikshana Samithi Trust

**R V INSTITUTE OF MANAGEMENT**

CA-17, 36<sup>th</sup> Cross, 26<sup>th</sup> Main, 4<sup>th</sup> 'T' Block, Jayanagar, Bangalore-560 041  
Phone : 080-42540300 Website : [www.rvim.in](http://www.rvim.in)

Accredited by NAAC with "A" Grade

**Department of Finance**

Presents

**Faculty Development Programme**

on

**ACCOUNTING FOR MANAGERS**

**Friday**  
**September 26, 2014**



**A Premier Institute in Management Education, Training, Research & Consultancy**



## R V Institute of Management

RVIM started in the year 1999, with the purpose of providing quality management education to aspiring youngsters. The Institute aims at imparting value based education in business administration and provide need based training, research and consultancy. The primary goal of the institution is to train and mould the students into professionally committed and socially responsible corporate leaders and entrepreneurs.

### About Faculty Development Programme

Continuous enhancement of knowledge and institutional facilities is the need of the hour. The FDP focuses on recent developments in the area of Accounting and its relevance. FDP empowers participants to identify problem areas in business through various techniques of financial statement analysis.

Decision making is the one of the significant functions of a manager. Annual Report is an important document that provides ample information for making many decisions. However, the big challenge is how to read and understand the report and how to elicit information for making decisions. This programme captures the fundamental aspects of financial statements, its analysis and interpretation and techniques for managing costs. The resource persons for the FDP have rich experience and knowledge in the area of Finance, Consultancy & Research.

### Objectives of the Programme

- ✓ To supplement and refurbish the approach of faculty teaching in the area of Accounting and Finance to effectively deliver various concepts of Accounting.
- ✓ To understand the various contemporary areas of accounting like IFRS, Human Resource Accounting, Forensic Accounting, Environmental Reporting, Corporate Social Reporting, Target Costing, Life Cycle Costing, etc.
- ✓ To help the participants to enhance their knowledge in the field of Accounting and Finance.

### Participation

The programme is designed for faculty members from commerce & management institutes teaching finance specialization subjects, Accounting for Managers and guiding finance projects.

## Resource Persons

### Dr. V. Rajesh Kumar M.Com, Ph.D

He has a rich experience in research, consultancy and training. Accounting and Taxation are his areas of expertise, Finance is his area of passion. He has 21 years of experience in teaching at graduate, post-graduate and professional levels. He is a faculty for Strategic Financial Management and Tax Laws at the Bangalore Branch of the Institute of Chartered Accountants of India. He has co-authored text-books on 'Accounting' and has also authored various study-materials on finance and taxation for various universities. He has presented papers at various national and international conferences and published articles in reputed Journals. His paper on "Capital Asset Pricing Model" was selected for an International Conference at Harvard University, Cambridge, United States of America, during May-June 2011.



He is the founder of 'Vittam Pravina Gurushala (Finance Expert Academy)' - an academy engaged in spreading the knowledge of finance to students, faculty, corporate and all others interested in the area of finance. Presently, he is working as a Finance and Academic Consultant and visits different Management Institutions for teaching Finance courses, in and outside India.

### CA Vinayak Pai V B.Com, FCA, ACMA, Dip.IFRS, CIFRS, CIA, CertIFRS for SMEs, C-IOD, EPGBM(IIM-C)



He is a Fellow member of the Institute of Chartered Accountants of India, Associate Member of the Institute of Cost Accountants of India and member of Institute of Directors. He also holds a diploma in IFRS from ACCA, UK. He is an independent chartered accountant specializing in IFRS and US GAAP for the last 5 years. He also has corporate experience of 15 years at Infosys in his previous stint as Vice President (Finance) heading the group corporate finance at Infosys.

He has to his credit 116 published articles to date on corporate finance, IFRS and US GAAP. He has presented papers at over 65 national and international conferences. He is also a visiting faculty at a few institutions for professional, post graduate and MBA courses.

Rashtreeya Sikshana Samithi Trust  
**R.V. Institute of Management**

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Ref.No. /RVIM/MBA/CIR/2014-15

25-09-2014

**CIRCULAR**


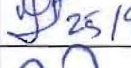
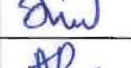
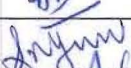
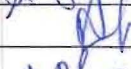
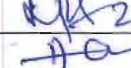
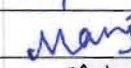
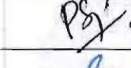

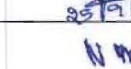
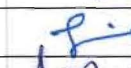









The department of Finance has organized a Faculty Development Programme on Friday, 26<sup>th</sup> September, 2014 on Accounting for Managers. The inauguration is scheduled at 9.30 am in the conference hall. The Faculty members are requested to attend the same.



**Director**



### Teaching Staff List

Sl.No.	Name	Signature
1	Dr. Jyotirmoy Ghosh	 26/9
2	Dr.Noor Firdoos Jahan	 25/9
3	Mr. N. Suresh	
4	Ms. Anitha. B. M D'Silva	
5	Dr. A. Narasima Venkatesh	 25/09/14
6	Dr. Anupama K Malagi	 25/9/14
7	Mr. G. Mahesh	 26/9
8	Mr. A. Chandran	
9	Mr. Manjunath S. Menedhal	
10	Ms. Pavithra. S. T	 26/9/14
11	Ms. Sowmya. D. S	 26/9/14
12	Ms. Bhavya Vikas	 25/9/14
13	Mr. Nagasubba Reddy	 25.09.14
14	Mr. Gowrisha	 26/09/14
15	Ms. Rashmi Shetty	 26/9/14
16	Ms. Divyashree.S	 26/09/14
17	Ms. M.Pushpa	 26/09/14
18	Ms. Divya Mohan Rao	 26/5/14
19	Ms. Maithri R	 25/09/14
20	Ms. Das Sangita Hemant	





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**Department of Finance**

*Centre for Excellence in Financial Studies*

A Report on

**Faculty Development Programme**

on

**"ACCOUNTING FOR MANAGERS"**

September 26, 2014

Organised by

Department of Finance

Centre for Excellence in Financial Studies

**R.V.INSTITUTE OF MANAGEMENT**

Phone: 080-26547048 Fax: 080-26654920

Website: [www.rvim.in](http://www.rvim.in) E-mail : [contact@rvim.in](mailto:contact@rvim.in)

*Approved*

*M. send a copy to the IQAe Cell.*

*08/10/14*



### **About the Programme**

Continuous enhancement of knowledge and institutional facilities is the need of the hour. The FDP focuses on recent developments in the area of Accounting and its relevance. FDP empowers participants to identify problem areas in business through various techniques of financial statement analysis.

Decision making is one of the significant functions of a manager. Annual Report is an important document that provides ample information for making many decisions. However, the big challenge is how to read and understand the report and how to elicit information for making decisions. This programme captures the fundamental aspects of financial statements, its analysis and interpretation and techniques for managing costs. The resource persons for the FDP have rich experience and knowledge in the area of Finance, Consultancy and Research.

### **Objectives of the Program**

The objectives of the program are-

- To supplement and refurbish the approach of faculty teaching in the area of Accounting and Finance to effectively deliver various concepts of Accounting.
- To understand the various contemporary areas of accounting like IFRS, Human Resources Accounting, Forensic Accounting, Environmental Reporting , Corporate Social Reporting , Target Costing, Life Cycle Costing etc.
- To help the participants to enhance their knowledge in the field of Accounting and Finance.

### **Participation**

The programme was designed for the faculty members from various commerce and management institutions who are teaching finance specialization subjects , Accounting for Managers and guiding the finance projects.

The soft copy the FDP brochure was sent through mail to different contacts. The mail id was obtained from different sources. Approximately 60 colleges were contacted over telephone and participants confirmed their registration through mail and telephone.

### **Arrangements made**

The programme schedule was sent to the resource persons and all the participants well in advance and telephonic confirmation was also obtained from the resource person well in advance to the programme. The materials on each of the topic concerned were photocopied and kept



ready before the commencement of the programme. A folder containing programme schedule, note book, pen and material was also distributed to the registered participants. The refreshments and lunch was provided for all the participants. At the end of the programme, the feedback was taken from the participants. The participation certificates were distributed to the participants. The programme was organised in the conference hall.

#### **Programme Schedule**

<b>Time</b>	<b>Sessions</b>
9.30 am to 10.00 am	Inauguration
10.00 am to 11.30 am	<b>Preparation of Financial Statements</b> Dr. V Rajesh Kumar
11.30 am to 11.45 am	Coffee break
11.45 am to 1.15pm	<b>Analysing and Interpreting Financial Statements</b> Dr. V Rajesh Kumar
1.15 pm to 2.00 pm	Lunch break
2.00 pm to 3.30 pm	<b>Contemporary issues in Accounting</b> Dr. V Rajesh Kumar
3.30 pm to 3.45 pm	Tea break
3.45 pm to 5.15 pm	<b>Understanding Annual Reports</b> CA Vinayak Pai V
5.15 pm to 5.30 pm	Valedictory

#### **Resource Persons Profile:**

##### **Resource Persons:**

1. Dr Rajesh Kumar, Academic Consultant
2. CA Vinayak Pai V

##### **Dr. V Rajesh – Academic Consultant**

**Dr. V. Rajesh Kumar** is an M.Com Graduate from Bangalore University. He has got his Doctorate in the area of “Strategy”. While Accounting and Taxation are his areas of expertise, Finance is his area of passion. He has 21 years of experience in teaching at graduate, post-graduate and professional levels. He has served various Institutions in different capacities over



the past 21 years – Mount Carmel Institute of Management, Bangalore University and Alliance Business Academy, being noteworthy. He is a faculty for Strategic Financial Management and Tax Laws at the Bangalore Branch of the Institute of Chartered Accountants of India. He has co-authored text-books on 'Accounting' for the requirements of B.Com and B.B.M courses and has also authored various study-materials on finance and taxation for various Universities. He has presented papers at various national and international conferences and published articles in reputed Journals. **His paper on "Capital Asset Pricing Model" was selected for an International Conference at Harvard University, Cambridge, United States of America, during May-June 2011.**

Dr. Rajesh also has a rich experience in research, consultancy and training – both at the academic level and corporate level. He has conducted Student Development Programs and Faculty Development Programs in various educational institutions; and has conducted training programs for executives and managers of various companies like Wipro, Godrej, FCG, Honeywell, KPCL, Fouress Engineers, Triveni Engineering, Tyco Electronics etc; in the area of 'accounting, finance and taxation'. He is associated as resource person for the 'Finance for Non-finance Executives' Program of the Bangalore Chapter of the Institute of Chartered Accountants of India.

He is the founder of 'Vittam Pravina Gurushala' (Finance Expert Academy) – an academy engaged in spreading the knowledge of finance to students, faculty, corporate and all others interested in the area of finance.

Presently, he is working as a Finance and Academic Consultant and visits different Management Institutions for teaching Finance courses, in and outside India.

### **CA Vinayak Pai V**

CA Vinayak Pai is a Fellow member of the Institute of Chartered Accountants of India, Associate Member of the Institute of Cost Accountants of India and member of the Institute of Directors. He also holds a diploma in IFRS from ACCA, UK. He is an independent chartered accountant specialising in IFRS and US GAAP for last 15 years at Infosys in his previous stint as Vice President (Finance) heading the group corporate finance at Infosys.

He has to his credit 116 published articles to date on corporate finance, IFRS and US GAAP. He has presented papers at over 65 national and international conferences. He is also a visiting faculty at a few institutions for professional, post graduate and MBA courses.



### **Inauguration session**

Ms. Akhila and Ms. Susmitha, students from III semester MBA, RVIM invoked the blessings of the God for the programme. Ms Pavithra S T, Assistant Professor, RVIM gave the Welcome Address.

Dr. M K Sridhar, Director, Canara Bank School of Management , Bangalore, was the chief guest for the inauguration.

Dr. M K Sridhar in his inaugural address said that Bangalore University has come out with completely restructured curriculum. The entire restructuring process has involved the stake holders approach. He said that all these years the Accounting for managers was a process driven subject where the emphasis was on how to prepare the financial statements but today due to change in the technology, the emphasis has shifted to managerial decision making from these financial statements. In the new approach, the emphasis should be on analyzing and interpreting the financial statements for the managerial decisions. The content has been prepared taking in to consideration the requirement of the industry. He also explained the need of the FDP for the teachers. In the initial years, the new approach is a challenge for the faculty members also. So the teachers has to adopt unlearn and relearn approach. He Congratulated our director for having taken the initiative for conducting the FDP on this subject and wished all the participant a good luck.

Mr.Y Nagaraju, Associate Professor, Canara Bank School of Management, Bangalore University was also present in the inauguration and wished all the participants a very fruitful learning.

The Vote of thanks for the inaugural session was proposed by Mr. Manjunath M, Assistant Professor, RVIM. The master of ceremony was Ms. Bhavya Vikas, Assistant Professor, RVIM.

### **Session 1:**

**Topic** – Preparation of Financial Statements

**Resource Person:** Dr Rajesh Kumar, Academic Consultant.

He initiated the discussion with how to approach the subject. He told that now in this new syllabus, the focus is not on how to prepare the accounts but to elicit the information from the financial statements and make the decisions. In the first session sir explained the terms, terminologies and the jargons used in financial statements. He also discussed why the income statement is prepared, importance of income statement and how to prepare the vertical format of Income statement. He explained in detail the contents of the income statement with real time examples and solved some problems on the same. He also explained the accounting concepts



and conventions and their relevance to Income statement and Balance Sheet. Further sir explained in detail the vertical form of preparation of Balance Sheet and the items of the Balance Sheet. Sir concluded the session by explaining the EBITDA and importance of EBITDA in decision making.

### **Session 2:**

**Topic** – Analysing and Interpreting Financial Statements

**Resource Person:** Dr Rajesh Kumar, Academic Consultant

In the second session, sir explained in detail the importance of the financial statements, techniques of financial statement analysis and the importance of analysis and interpretation of the financial statements in decision making. He also explained about the ratios to be covered and importance of ratio analysis in financial statement analysis. A detailed explanation was made on Du-pont analysis and ROE as an important parameter in Du pont analysis. He also discussed in detail how to connect the Du pont model with the ratios.

In this session, Dr. Nagaraju explained in detail the importance of each module from the examination perspective and told which module is to be given more weightage and what is expected to be known by the students. He gave overall picture of how the faculty should approach to the subject from the examination perspective.

### **Session 3:**

**Topic** – Contemporary Issues in Accounting

**Resource Person:** Dr Rajesh Kumar, Academic Consultant

The third session began with explanation of the items in the cash flow statements, the importance of cash flow statement and the coverage in the cash flow statement, further sufficient inputs were given on preparation of the Cash flow statement. He explained neatly what the figures in cash flow statement convey and how the cash flow statements are read.

Further , the third session was on contemporary issues in accounting where sir explained the concepts of Forensic Accounting, Corporate Social Accounting and Reporting, Human Resources Accounting and its importance in decision making, Target Costing and importance of Life cycle costing and how to approach to the contemporary issues in Accounting . Further some guidance was given on valuation of the Fixed Assets, Valuation of Inventory and also depreciation.



#### **Session 4:**

**Topic** – Understanding Annual Reports

**Resource Person:** CA Vinayak Pai V

The fourth session begin with introduction to the annual reports. Importance of annual reports as a means of formal communication system in the corporate governance. Sir also explained about how annual reports are used as a tools to make the economic decisions by the investors. Sir also explained some of the important aspects of the annual reports, positive impact of profits on investors, earnings management, difference between listed companies and non listed companies, insider information , channel checks. He also explained how ratio analysis can be used as a power full tool to beat window dressing. The real time examples were the part of discussion and sir also explained in brief the IFRS>.

#### **Valedictory Session**

Valedictory session was organised in the Conference Hall. Some of the participants were asked to share their feedback about the programme. CA Vinayak Pai and Dr T V Raju, Director, RVIM distributed the certificates to the participants. Mr. Gowrisha Joshi gave a brief report about the technical sessions and proposed the vote of thanks.

#### **Feedback Analysis:**

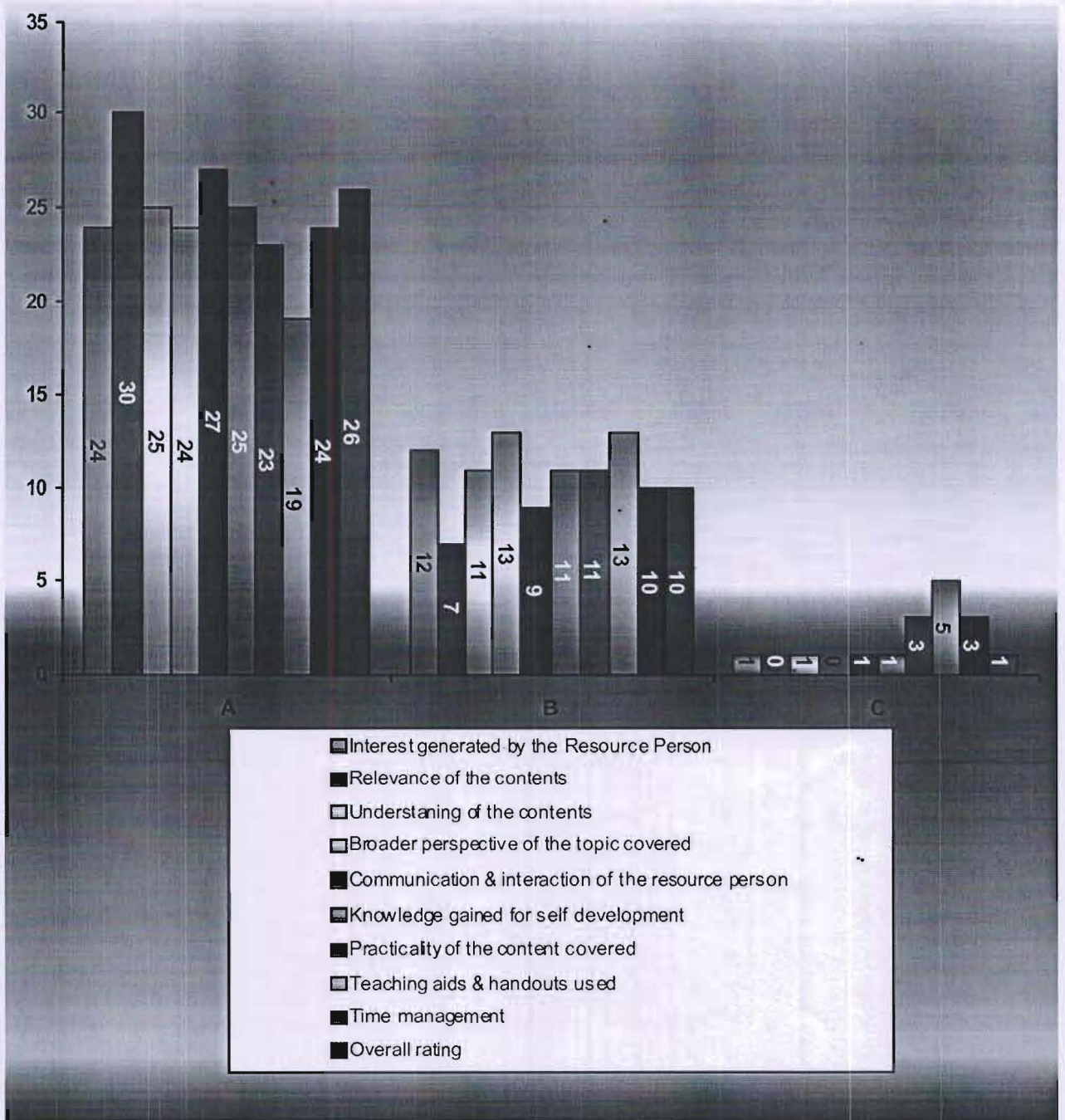
A total of 49 **participants** had attended the programme of which 37 participants gave their feedback. The feedback from the participants was taken considering the following criteria - Interest generated by the resource person , Relevance of the content , Understanding of the content, Broader prospective of the topics covered , Communication and interaction of the resource person, Knowledge gained for the self development, Practicality of the content covered, Teaching aids and handouts used during the session, Time management during the session, and Overall rating on a scale of A - **Excellent**, B - **Good** and C - **Satisfactory**.





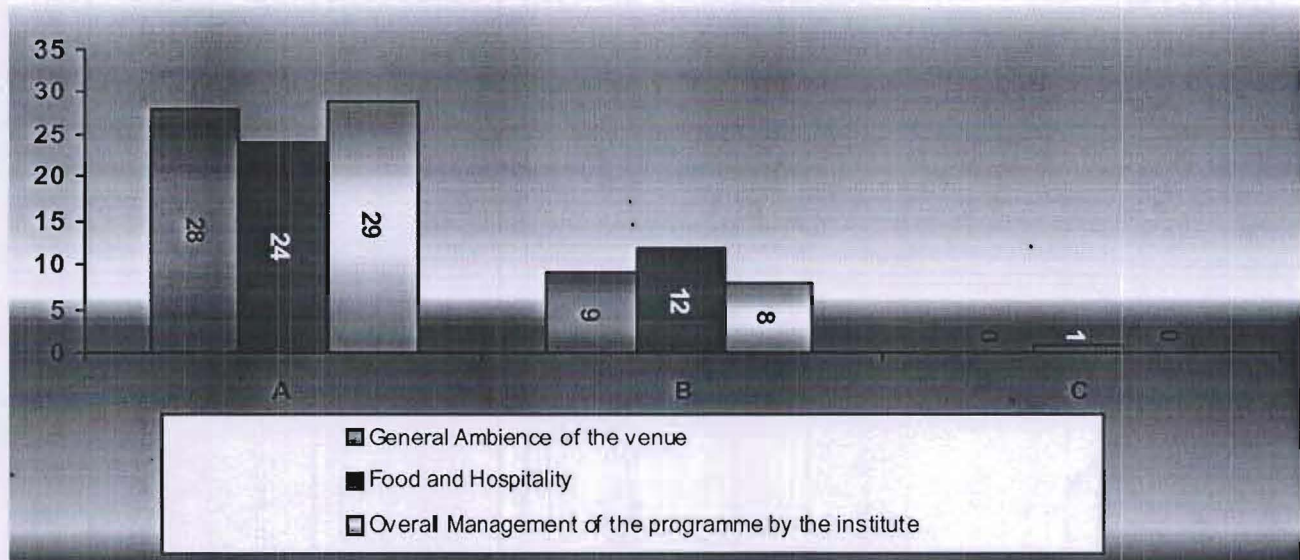


## Feedback Analysis of Resource Persons: CA Vinayak Pai





## Programme Feedback



### Participant's comments:

- ❖ Worth attending.
- ❖ Looking forward for the FDP on costing also.
- ❖ Knowledge enriching sessions.
- ❖ The sessions were excellent
- ❖ Well organized programme. Willing to participate in the future FDPs.
- ❖ Good experience, should conduct more such FDP for more than one day. Good job done. Keep up the good work.

### Suggestions for improvements

- ❖ Water bottles for the participants
- ❖ Wishing to see more in-depth knowledge of the topic
- ❖ Extend the sessions for two days instead of one day programme.



**Work shared by the Departmental Members in organizing the FDP**

<b>Sl No.</b>	<b>Work</b>	<b>Faculty In charge</b>
1	Brochure, Stickers and Certificate - Designing and Printing	Ms. Bhavya Vikas
2	Marketing of FDP - Sending Mails, Distribution of the Brochure to the institutions, Calling the Faculty Members	Mr. Gowrisha Mr. Manjunath M
3	Arrangements for Inauguration and Valedictory	Ms. Pavithra S T Ms. Bhavya Vikas
4	Certificate writing	Ms. Pavithra S T
5	Food Arrangement	Mr. Manjunath M Mr. Gowrisha
6	Registration	Mr. Manjunath M Mr. Gowrisha





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4<sup>th</sup> National Conference on

**MSMEs'- ROLE IN PROPELLING  
ECONOMIC DEVELOPMENT OF INDIA**

Saturday, December 6, 2014



A Premier Institute in Management Education, Training, Research & Consultancy



### Rashtreeya Sikshana Samithi Trust

Rashtreeya Vidyalaya Group of Educational Institutions, a conglomerate of 25 educational institutions is managed by Rashtreeya Sikshana Samithi Trust. The Trust was established in 1940 with the main objective of offering quality education to the community. The institutions range from schools to professional colleges, including Management, Dental, Engineering, Nursing and Teacher education. The Group is 73 years old and operates all the Institutions with the main objective of offering education to its students without any bias. There are over 18000 students and 1800 personnel across campuses situated at Bangalore, the Silicon Valley of India.

### RV Institute of Management

RVIM started during the academic year 1999-2000, with the purpose of providing quality management education to aspiring youngsters. The institute aims at imparting value based education in business administration and provide need based training, research and consultancy. The primary goal of the institution is to train and mould the students into professionally committed and socially responsible corporate leaders and entrepreneurs. Our Vision is : "To be one of the Premier Institute in Management Education, Training, Research and Consultancy."

### National Conference Theme

Micro, Small and Medium Enterprises (MSMEs') are undisputedly acknowledged as an engine of Nation's economic growth and as a principal catalyst for promoting equitable development. In India MSMEs' are more than four-fifth of the total number of industrial enterprises and contributes major share of the industrial wealth. Globalization brings new business opportunities which MSMEs' needs to re-design their strategies aiding their development and Nation's Development as well. This National Conference aims at providing a forum for Research Scholars, Academicians, Business Executives and Policy Makers to deliberate, disseminate and harness their wealth of information in charting out a definitive plan for the growth of MSMEs' and furthering the cause of Indian Economic Growth.

### Objectives of the Conference

1. To know the trends in MSMEs' and challenges faced by them.
2. To critically evaluate the contributions made by the MSMEs' towards balanced growth of the Indian Economy.
3. To analyze the current status and future prospects of the Indian MSMEs.

### Sub Themes of the Conference

#### General Management

1. Ethical Practices of MSMEs
2. Turnaround strategies for Sick units
3. Effective leadership for growth
4. Business Process Re-engineering
5. MSMEs' based CSR programmes
6. Globalisation and MSMEs



#### Finance

1. Role of Banks and other Financial Institutions in promoting MSMEs' in India
2. Avenues for Financing MSMEs
3. MSMEs' Role of Microfinance Institutions
4. Challenges in Financial Management of MSMEs
5. MSMEs' Growth and Rating Services
6. Regulatory framework for alternative MSMEs' Finance
7. Accounting and Auditing standards for MSMEs
8. Cost Management and Financial Performance of MSMEs
9. Risk Management strategies for MSMEs





### Marketing

1. Challenges of promotional activities in MSMEs
2. Marketing initiative for entrepreneurial venture
3. Carbon credit marketing strategy for MSMEs
4. Supply chain planning and opportunities for small and medium organization
5. Marketing, Globalizing and Networking for MSMEs
6. Consumer behavior pattern among MSMEs
7. Segmentation, Targeting & Positioning (STP) application for MSMEs' to achieve competitive advantage
8. Viral Marketing for MSMEs
9. Interactive marketing and MSMEs



### Human Resources

1. HR innovations and challenges in MSMEs
2. Capturing and transferring knowledge using technology
3. Talent Acquisition and Management in MSMEs
4. Employees' Performance and Compensation Management
5. Learning and Management Development in MSMEs
6. Employee Engagement in MSMEs
7. Intellectual Property Rights (IPR) awareness and usage among MSMEs



### Systems

1. The Relevance of Information Technology (IT) to the Management of MSMEs' in India
2. ERP implementation in Indian MSMEs
3. Problems and Prospects of technology usage by MSMEs
4. Technology innovations in Indian MSMEs
5. Role of MIS for MSMEs' growth in India
6. e-Governance : Technical roadmap for the growth of MSMEs' in India



**Note:** Papers under sub-themes which are not mentioned above, but related to the main theme of the conference can also be submitted.

### Participants

Research Scholars, Academicians, Corporate Executives & Management Practitioners from India.

### Best paper Award

Cash prize for best paper in each track will be awarded. Presentation of paper in the conference by either or both of the author(s) is mandatory to receive the best paper award.

All participants will receive a certificate of participation.

### Guidelines for Submission of Abstracts and Papers

- An abstract of not more than 300 words followed by 5 to 6 keywords should be sent by e-mail to [organisers@rvimconference.in](mailto:organisers@rvimconference.in)
- The full paper of maximum 5000 words typed in Ms Word, with 1.5 indent line spacing and font Times New Roman, size 12 point with one inch margin on all four sides should be sent by e-mail to [organisers@rvimconference.in](mailto:organisers@rvimconference.in)
- Cover page of the manuscript should contain the track details, title of the paper, author(s) name, designation, organization, contact address, e-mail address and telephone numbers.
- The paper can have maximum of two authors.
- All tables, figures and graphs should be numbered and appear in the document where it is referred in the text. They must also carry a caption and sources should be explicitly mentioned at the bottom of the normal text area.
- APA or any other internationally acceptable citation style can be followed for references/bibliography.



## Registration Fees

Corporate Employees	₹1,500
Academicians	₹1,000
Full time Research Scholars	₹500



## Note

- Registration fees do not include accommodation
- Author(s) have to register separately per paper if they require conference proceedings and certificate
- Only selected papers will be published in the form of Conference Proceedings with ISBN
- Payment should be made through demand draft in favour of "The Director RVIM", payable at Bangalore

## Important Dates

<b>Submission of Abstracts</b> September 30, 2014	<b>Abstract acceptance confirmation</b> October 10, 2014	<b>Full paper Submission</b> October 31, 2014
<b>Full paper acceptance confirmation</b> November 10, 2014		<b>Last date for registration</b> November 15, 2014

## Conference Committee

<b>Chief Patron</b> Dr. M K Panduranga Setty, President, RSST	
<b>Patrons</b> Sri. A V S Murthy, Hon. Secretary, RSST Sri. K G Subbarama Setty, Hon. Treasurer, RSST Sri. D P Nagaraj, Joint Secretary, RSST	<b>Conference Chairman</b> Sri. M P Shyam, Chairman , Governing Council , RVIM  <b>Chief Coordinator</b> Dr. T V Raju, Director, RVIM
<b>Members</b> Dr. Jyotirmoy Ghosh, Professor, RVIM Ms. Anitha D Silva, Sr. Assistant Professor, RVIM Mr. Mahesh G, Assistant Professor, RVIM Mr. N Nagasubba Reddy, Assistant Professor, RVIM	Ms. Pushpa M, Assistant Professor, RVIM Ms. Divya Mohan Rao, Assistant Professor, RVIM Ms. Das Sangita Hemant, Assistant Professor, RVIM Ms. Maithri, Associate, RVIM

## Contact Details

Abstracts, Papers and Registration      For other queries  
080 42540347, 080 42540334, 080 42540344      +91 9901852430, + 91 9845492336

Email: [organisers@rvimconference.in](mailto:organisers@rvimconference.in) | Conference Website: [www.rvimconference.in](http://www.rvimconference.in)





Rashtreeya Sikshana Samithi Trust

## **R V INSTITUTE OF MANAGEMENT**

CA-17, 36th Cross, 26th Main, 4th 'T' Block, Jayanagar, Bangalore-560 041

Phone : 080-42540300 Fax: 080-26654920

E-mail: contact@rvim.in Website : www.rvim.in

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### *Invitation*

## **National Conference** on **MSMEs' - ROLE IN PROPELLING ECONOMIC DEVELOPMENT OF INDIA**



### **INAUGURATION**

*Chief Guest*

**Sri. M Jeba Kumar**

Chief of National Institute of Personnel Management, Bangalore

*Presided by*

**Sri. B R Viswanath Setty**

Trustee, Rashtreeya Sikshana Samithi Trust, Bangalore

**At 10:30 am on Saturday, December 6, 2014**

**Venue: Seminar Hall, RVIM**

*You are cordially invited*

**Sri A V S Murthy**  
Hon. Secretary, RSST

**Dr. T V Raju**  
Director, RVIM

**A Premier Institute in Management Education, Training, Research & Consultancy**



## PLENARY SESSION

### **Dr. Jacob Crasta**

Founder Chairman, CM EnviroSystems, Bangalore  
Member of Prime Minister's SME Council, New Delhi

## RESOURCE PERSONS CHAIRING TECHNICAL SESSIONS

### **Dr. R Krishna**

CEO - Ramanuja Management Services, Bangalore

### **Dr. V Prabhu Dev**

Professor, Christ University, Bangalore

### **Dr. H S Mahabaleswara Bhatta**

Principal, Global Institute of Management Sciences, Bangalore

### **Dr. V Rajesh Kumar**

Founder of "Vittam Pravina Gurushala", Bangalore

### **Col. TNC Vijayasathy, VSM**

Management Consultant, Bangalore

### **Dr. R S Ramesh**

Professor, Dept. of Management Studies,  
JSS Academy of Technical Education, Bangalore

## VALEDICTORY

### *Chief Guest*

### **Sri. Ashok Dhingra**

Executive Coach and Management Consultant, Bangalore

### *Presided by*

### **Dr. M P Shyam**

Trustee, RSST & Chairman, Governing Council, RVIM, Bangalore

**At 4:45 pm on Saturday, December 6, 2014**  
**Venue: Seminar Hall, RVIM**



**A BRIEF REPORT**  
**On the**  
**NATIONAL CONFERENCE**  
**Title: MSMEs' - ROLE IN PROPELLING ECONOMIC**  
**DEVELOPMENT OF INDIA.**



Rashtrveeya Sikshana Samithi Trust  
**R V INSTITUTE OF MANAGEMENT**  
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Phone : 080-42540300 Website : www.rvim.in



**Conference Date: SATURDAY, DECEMBER 6, 2014**

The Small Scale Industries Sector, redefined since 2006 as the Micro Small and Medium Enterprises Sector has played a seminal role in the growth of the Industrial and Services Sectors in India. MSMEs have contributed significantly to employment generation, balanced regional development, export promotion, development of a vast ancillary base for large scale industries and above all creation of opportunities for weaker sections of society and women leading to their empowerment, which is essential for achieving an inclusive growth.



The theme was challenging and the institute was prepared to create a platform for us faculty members, corporate employees as well as for the students. The committee and faculty member worked towards it together and were prepared for this event. A total 65 Abstracts were received towards the various tracks and sub tracks. A total of 62 papers were received by the committee towards the National Conference during the process.

#### NATIONAL CONFERENCE PAPERS RECEIVED

Papers from External Authors	Internal Faculty members	Total
37	25	62

#### STATUS OF PAPERS PRESENTED AND NOT PRESENTED

Scheduled	Papers Presented papers by authors out of the scheduled	Papers Not presented out of the scheduled	Paper Not scheduled (In-absentia)
45	32	14	16

#### STATIONERY, MATERIAL PURCHASED FOR THE CONFERENCE:

Category of items	Total No
Kit, Book and Pens	75
CD bought	50+ 25

#### PRINTING OF CERTIFICATES, BROCHURES AND INVITATION FOR THE NATIONAL CONFERENCE:



Category of items	Total No
Brochures	500
Invitation	60
Certificates printed	50 + 25

Day's proceedings:

On the day of the conference the Inaugural function started at 10.30 a.m in the Seminar hall. We had various personalities distinguished personality in the field of Human resource, Sri Jeba Kumar, Chief of National Institute of Personal Management, Bangalore as the chief guest and also delivered the Key note address. He expressed the various challenges faced by the SME operators in today's competitive worlds and urged the participants especially the students to seek opportunities in the MSME service sector.

The Inaugural function was presided by Shri. B. R. Vishwanath Setty, Trustee, Rashtreeya Shikshna Smaithi Trust who addressed the participants by narrating his own experiences as a business man manufacturing Agarbathi and reaching the global level in the SME sector.

Following tea break in the morning Dr. Jacob Crasta, Founder Chairman, CM envirosystems Bangalore and a member of Prime Ministers SME Council New Delhi delivered the plenary session. As a leading industrialist of Karnataka, Dr. Crasta narrated his illustrious career, meeting all challenges, climbing entrepreneurial ladder slowly and finally achieving the highest success as SME businessman. The working lunch was served for the delegates between 1.15p.m. To 2p.m.

Post lunches technical sessions were scheduled were in delegates presented their research papers in various tracks of the National Conference theme.

The honoured technical session Chairpersons were:

1. Dr. R. Krishna
2. Dr. V. Prabhu Dev
3. Dr. H. S. Mahaballeshwara Bhatta
4. Dr. V. Rajesh Kumar
5. Col. TNC Vijaysarathy VSM
6. Dr. R. S. Ramesh

Various delegates and faculty members presented papers, deliberated and added value to existing knowledge base. The Institute had decided to award best paper prizes in each of the tracks comprising of General Management, System, Finance, Marketing and Human Resource management.

#### **VALEDICTORY FUNCTION:**

The Valedictory function in the evening marked the culmination of thought sharing on the platform and at the same time also application of those thoughts.

The function started with an invocation song sung by Ms. Rashmi Shetty, Assistant Professor, RVIM. The Director Dr. T V Raju welcomed the Chief Guest, Trustees, Special Invitees, Heads of other Institutions, Delegates, Technical Chairman Personnel, Participants, Teaching, Non teaching Staff Members and Students of RVIM. We had the presence of Mr. Ashok Dingra, Executive Coach and Management Consultant, Bangalore who was the chief guest and also spoke on the various internal challenges MSMEs face at work.

Ms. Anitha D'Silva, Senior Assistant Professor, RVIM read out the day's conference progress and announced the best paper award in the categories of Finance, General Management & System, Marketing and Human Resource Management. The best paper award and certificate were handed over by Dr. M P



Shyam Trustee, Rashtreeya Sikshana Samithi Trust & Chairman - Governing Council, RVIM to the winners.

**LIST OF BEST PAPER AWARD WINNERS:**

CATEGORY	AUTHOR DETAILS	TITLE OF THE PAPER
Finance	Mr. Gowrisha, Faculty, R. V. Institute of Management and Mr. Manjunath M, Faculty, R. V. Institute of Management	An alternative thought for Micro and Small enterprises in rural areas- An old idea with a new outlook
General Management & System	Dr. Geetha R Associate professor and HOD, Management department RJS, Institute of Management studies, Kormangala, Bangalore.	Denouements and prospectus of digitization of Human Capital Management practices in small and Medium enterprises- An evidence based analysis
Marketing	Ms. Rashmi Shetty, Faculty, R. V. Institute of Management and Ms. Divya Mohan Rao, Faculty, R. V. Institute of Management	Exclusive Marketing platforms and distribution challenges for MSMEs' in Bangalore- An exploratory study
Human Resource Management	Dr. Anupama Malagi, Faculty, R. V. Institute of Management	HR Innovations for the success of MSMEs

In the presidential address to the audience Dr. M P Shyam told how the Indian MSMEs have contributed to the overall expansion and Development of Industries

in India and their contribution towards GDP. The valedictory programme concluded with the vote of thanks proposed by Mr. Gowrish, Assistant Professor, RVIM.

A group photo was taken of all the delegates, participants, faculty members and volunteers. The overall programme was a success as the participants expressed their delight in participating and presenting the papers in the conference.

Report prepared by:

Ms. Anitha D'silva



Sr. Assistant Professor,

Department of Marketing

RVIM.







Rashtreeya Sikshana Samithi Trust

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## Internal Quality Assurance Cell



### State level Workshop on

## "Quality Initiatives in Higher Education in Management"

On Saturday, 14 March, 2015

We are organizing One Day Workshop on "Quality Initiatives in Higher Education in Management" on March 14, 2015. This workshop provides an insight into various aspects of quality dimensions that are imperative in delivering quality inputs by faculty members. The programme will be fairly insightful, thought provoking and action oriented. This workshop will be useful for faculty members, IQAC members and Heads of Institutions.

**Workshop Methodology:** The entire coverage would be delivered through Power Point presentations of the concepts by the resource persons, reinforced by exercises/games, case studies and role-plays.

**Programme Takeaways:** At the end of the programme, the participants will be able to appreciate the importance of focusing on providing Qualitative inputs to their students and also learn & teach real problem solving approaches. They would also work towards benchmarking initiatives in their field and focus on their own continuous improvement programmes. Implementing suggestions scheme and periodically auditing their own quality approaches would be their other learnings.

### Coverage of the Programme

- Value Stream Design - VSDIA
- Concept of 5 S
- Kaizen
- Quality Circles
- Basics of Quality Philosophy
- Benchmarking Quality
- Suggestion Scheme

- Registration Fee: Rs. 500/- per participant. Payment should be made by cash or DD in favour of Director, R V Institute of Management, Payable at Bangalore.
- Telephonic or email confirmation for spot registration are welcome.
- Registration at 9:00 am on the day of the workshop.

**For information & Registration please contact:**

Mr. Gowrisha, Asst. Professor - 99002 46239

Mr. Manjunath S M, Asst. Professor - 99163 95850

Email: iqac.rvim@gmail.com





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**Internal Quality Assurance Cell**

### **State level Workshop on “Quality Initiatives in Higher Education in Management”**

**On Saturday, 14 March, 2015**

#### **Resource Persons:**

**Dr. R Krishna**, CEO, Ramanuja Management Services

**C. N. Udaya Shankar**, Heading the quality of purchased parts – PUQ and Supplier Development (PUS) of Bosch Limited, Bangalore

**Introduction:** Quality Management in Education as a buzzword today, provides a tool to help ensure a better output in the form of qualitatively qualified Management Post Graduates. Everyone in the institution, whatever his/her status, position or role, is an integral part of the delivery system and hence, holds the responsibilities to deliver quality input to students. QM advocates continuous improvement among everybody in the field of Management education, due to new challenges arising out of diversity in the nature of students and educators, technological advances and new paradigms in educational content and delivery, as well as industry expectations. Management education must offer and maintain quality across all functions.

**Workshop Methodology:** The entire coverage topics of the workshop were delivered through power point presentations of the concepts by the resource persons, reinforced by exercises/activities, case studies and role-plays.

**Programme Takeaways:** At the end of the programme, the participants were able to appreciate the importance of focusing on providing Qualitative inputs to their students and also learnt about real time problem solving approaches. They also understood about benchmarking initiatives in their field and how to make strategies to focus on their own continuous improvement. Implementing suggestions scheme, importance of quality circle and periodically auditing their own quality approaches were their other learning from the workshop.



### Session Details

Schedule	Coverage
09.30 AM to 09:45 AM	Inauguration
09.45 AM to 10.45 AM	<b>S1:</b> Basics of Quality Philosophy
10.45 AM to 11.00 AM	Tea Break
11.00 AM to 12.15 PM	<b>S2:</b> Benchmarking Quality
12.15 PM to 01.00 PM	<b>S3:</b> Suggestion Scheme
01.00 PM to 01.45 PM	Lunch Break
01.45 PM to 03.00 PM	<b>S4:</b> Value Stream Design – VSDiA
03.00 PM to 03.15 PM	Tea Break
03.15 PM to 04.15 PM	<b>S5:</b> Concept of 5 'S'
04.15 PM to 05.30 PM	<b>S6:</b> a) Kaizen b) Quality Circles
05.30 PM	Valedictory



# RAMANUJA MANAGEMENT SERVICES

...Empowering Human Resources, enhancing Performance

# 25, 9th Cross, K.R. Layout, Puttenahalli,  
J.P. Nagar 6th Phase, Bangalore – 560 078. India.

Ph:080 2244 8787 / 098440 24758 e-mail: rmservices2000@gmail.com visit: www.rmsservices.org

Ref. No. RMS/RVIM/QI-TP/2014-15/16

February 21, 2015

To  
The Director,  
R.V. Institute of Management,  
Bangalore.

Dear Sir,

**Sub:** Proposal to conduct ONE days' Workshop on Quality Initiatives  
**Ref:** Our discussion in this regard.

Greetings from Ramanuja Management Services.

May we take this initiative to draw your attention to the recent interaction we had together when we discussed about a Conference/Workshop on 'Quality Initiatives in Higher Management Education' that is felt as a need of the hour.

Further to our discussion, as suggested by your office, considering the various hurdles in conducting a two days' workshop, we now propose to conduct a ONE day's workshop on the said subject at your premises.

Enclosed please find a revised proposal/schedule with contents, towards the same. We have suitably modified our approach and have retained topics that need definite emphasis. While we have the requisite expertise to execute the workshop, we are also open to discussion and to modify the contents further, as may be deemed fit.

If this revised proposal is acceptable in principle, we can work out modalities subsequently. Please finalise one day on either March 16, or March 17 or March 18, 2015 for conducting the programme. Our Professional fees for conducting the workshop is Rs.16,000/- (Rupees Sixteen thousand only).

A line in acknowledgement will be highly appreciated.

Thanking you and looking forward to hear from you, we are,  
Yours truly,

For Ramanuja Management Services,

Dr. R. Krishna,  
CEO.

Encl: As above.



## Ramanuja Management Services,

# 25, 9<sup>th</sup> Cross, K.R. Layout, Puttenahalli, J.P. Nagar 6<sup>th</sup> Phase, Bangalore – 560 078.  
Ph: 080 2244 8787 / 98440 24758. E-mail: rmservices2000@gmail.com.

### Revised Programme Schedule for ONE day's Work shop on Quality Initiatives in Higher Education in Management

9.00 AM: Residency. 9.00 AM to 9.30 AM: Registration & Inauguration.

Schedule	Coverage
09.30 AM to 10.30 AM	<b>S1:</b> Basics of Quality Philosophy
10.30 AM to 10.45 AM	Coffee / Tea Break
10.45 AM to 12.15 PM	<b>S2:</b> Benchmarking Quality
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04.15 PM to 05.30 PM	<b>S6:</b> a) Kaizen                      b) Quality Circles
05.30 PM to 06.00 PM	Summing up by Participants

**Preamble:** Quality Management in Education as a buzzword today, provides a tool to help ensure a better output in the form of qualitatively qualified Management Post Graduates. Everyone in the institution, whatever his/her status, position or role, is an integral part of the delivery system and hence, holds the responsibilities to deliver quality input to students. QM advocates continuous improvement among everybody in the field of Management education, due to new challenges arising out of diversity in the nature of students and educators, technological advances and new paradigms in educational content and delivery, as well as industry expectations. Management education must offer and maintain quality across all functions.

**Programme Coverage:** This workshop provides an insight into various aspects of quality dimensions that are imperative in delivering quality inputs by faculty members. The programme will be fairly insightful, thought provoking and action oriented.

**Workshop Methodology:** The entire coverage would be delivered through Power Point presentations of the concepts by the resource persons, reinforced by exercises/games, case studies and role-plays. At the end of the programme, a Quality Circle Team will also be formed in the Institute.

**Programme Outcome/Takeaway:** At the end of the programme, the participants will be able to appreciate the importance of focusing on providing Qualitative inputs to their students and also learn & teach real problem solving approaches. They would also work towards benchmarking initiatives in their field and focus on their own continuous improvement programmes. Implementing suggestions scheme and periodically auditing their own quality approaches would be their other learnings.

Kejvalat Sir.

21/2/11

This proposal has been taken from contact @ rvm.

all

**Subject:** Revised proposal for a day's workshop on Quality Initiatives

**From:** "RAMANUJA MANAGEMENT SERVICES Bangalore" <rmservices2000@gmail.com>

**Date:** Fri, February 20, 2015 6:53 pm

**To:** "tv\_raju" <tv\_raju@redifmail.com>, contact@rvm.edu.in, contact@rvm.in, ([more](#))

**Priority:** Normal

**Options:** [View Full Header](#) | [Print](#) | [Download this as a file](#) | [View as HTML](#)

Dear Dr. T. V. Raju,

Greetings from Ramanuja Management Services, Bangalore.

This e-mail bears reference to our personal discussion that the undersigned had with you as well as your colleague, Prof. Gowrisha, in respect of conducting a workshop on the afore said subject matter.

Consequent to the discussion, we hereby propose one day's workshop, regarding which, enclosed in the attachment with this e-mail, please find a revised proposal and a programme schedule for your perusal & consideration.

We sincerely hope that this revised proposal meets your requirements.

A line in acknowledgement will be highly appreciated.

Thanking you & looking forward to hear from you, we are,  
yours truly,  
For Ramanuja Management Services,

\*Dr. R. Krishna,\*  
\*CEO\*

\*\*+91 98440 24758\*

**Attachments**



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February 21, 2015

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Encl: As above.



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Ph: 080 2244 8787 / 98440 24758. E-mail: [rmservices2000@gmail.com](mailto:rmservices2000@gmail.com).

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Internal Quality Assurance Cell

**State level Workshop on  
“Quality Initiatives in Higher Education in Management”**

**On Saturday, 14 March, 2015**

**Resource Persons:**

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**C. N. Udaya Shankar**, Heading the quality of purchased parts – PUQ and Supplier Development (PUS) of Bosch Limited, Adugodi, Bangalore

**Session Details**

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## INTERNAL QUALITY ASSURANCE CELL

### Certificate

*This is to certify that Mr./Ms. \_\_\_\_\_ from*

*\_\_\_\_\_ has participated in the State level*

*Workshop on "Quality Initiatives in Higher Education in Management" held at RV Institute of Management,*

*Bangalore on March 14, 2015.*

*Dr. J V Raju*

Director, RVIM