

Report on Faculty Development Programme

Preamble

Faculty Development Programme on “Marketing strategies for the Bottom of Pyramid” was organized by the department of Marketing, R V Institute of management, Bangalore on 29th April, 2016. The objective of this programme was to develop deeper understanding of BOP markets among the participants. It aims to cover theoretical concepts, frameworks and case studies to better understand opportunities and challenges at the BOP. The FDP comprised of three sessions with twenty two participants registered for the programme from across Bangalore City. A brief report on each of the three sessions of the programme are given below:

Inaugural Session



The FDP was inaugurated with an invocation from Ms. Manasa M N, MBA second semester MBA student, followed by lighting of the lamp by the first speaker of the FDP Mr. N.M. Mathew, former Marketing Manager, Phillips India Limited, Bangalore and Dr. Noor Firdoos Jahan, Professor, R V Institute of Management, Bangalore.

Mr. Mahesd, faculty. Department of Marketing, RVIM welcomed the dignitaries and the participants for the programme and Dr. Noor Firdoos Jahan Proposed Vote of thank at the inauguration programme.

Session 1

Topic: Overview of bottom of the pyramid

Resource Person: Mr. N.M. Mathew, former Marketing Manager, Phillips India Limited

Time: 10.00 am to 11.30 am



Mr. Mathew started his session with C K Prahalad contribution to this topic and discussed in details about the great deal of practical reality out there in the market that far exceeds the boundaries of theory and said about Globalisation, localization, Poverty , affluence, < 2 \$ per day & > 20,000 \$, Private sector , NGO community partnerships, Government support, profitability conflict etc.. He also discussed the stories of ITC choupal and Philip India to explain how these two companies have step into Bottom of pyramid and experimented with very innovative

methods to sustain in the market. The session was very informative and interactive. At the end the session was concluded with the question and answers from the participants.

Session 2

Topic: Innovation for the Bottom of the Pyramid Markets

Resource Person: Rajesh Pandit, Managing Partner at La Hoya Business Accelerators, [Bengaluru](#)

Time: 11.45 am to 1.30 pm



Mr. Rajesh initiated his session with a Quiz time - Who coined the term “BoP” and he answered the question saying that “The bottom of the financial pyramid” term coined by U.S. President Franklin Roosevelt in 1932”. He spoke about the role of Conventional thinking, Consumption pattern across income groups in India and started with the product innovation for the bottom of pyramid taken place in India and its success like chotuKool, Edible Algae – EnerGaia, Infant Warmer – Embrace, GE’s Portable ECG machine, Tata Ace and Gillette Guard Blade. Followed

with this he discussed about the production innovations and business model innovations adopted by these companies to get success in Bottom of Pyramid market.

Session 3

Topic: Competition vs. Cooperation at bottom of the pyramid markets

Resource Person: Mr. Meghashyam Karanam, Co-Founder and CEO, Megdap Innovations Labs Pvt. Ltd, [Bengaluru](#)

Time: 2.00 pm to 3.45 pm



Mr. Meghashyam Karanam started his session with this quote “If you torture data long enough, it will confess to anything you’d like” – R.H.Coase and said that “There is **NO** “ready” **GOLD** at the Base of the Pyramid !!!” one have to work towards it and create for their business and it is a challenging task for any organizations. To make the participants understand this point more clearly, he conducted one activity in which he divided the participants into four groups and ask them to select the world’s most important problems today from the list provided by him and ask them to come up with one strategy to solve this problem. The list of problems given here:



The participants were provided with the sketch pens and chart paper to present their business model in the given parameters. The parameters given to participants are given in the table below:

What Problem are you trying to Solve?	What is your Solution?	How do you measure Success? What are the key Metrics?	What is your USP?
What is the Unfair Advantage you have? Something that can't be copied easily.	Channels – Path to the customers	Customer Segments	Cost Structure
Revenue Streams	Competition	Co-operation	Distributive Innovation

After the given time, each group started presenting their work to the resource person and to the audience. Based on their work, various questions were asked and very beautifully the topic was explained to the participants. The participants involved in the activity very much and they found the session was very interesting.

Participants during the Activity



Valedictory Session



The Valedictory session was the concluding session of the FDP on “Marketing strategies for the Bottom of Pyramid”. It comprised of a feedback session, where the participants expressed that

the takeaway from this programme was indeed very useful to them in terms of enhancing their skills from the perspective of “Marketing strategies for the Bottom of Pyramid” teaching and would use all the examples and notes for their teaching in their respective classes.

Mr. Meghashyam Karanam and Dr. T V Raju, Director, R V Institute of management, gave away the certificates to the participants.

The programme concluded with a vote of thank proposed by Mr. Pradeep M. P, faculty, Department of Marketing, RVIM, where all the persons involved directly or indirectly with the programme were sincerely thanked for helping the team to conduct it successfully

Prepared by

Dr. Noor Firdoos Jahan



Rashtreeya Sikshana Samithi Trust

R V INSTITUTE OF MANAGEMENT

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

Department of Finance

A Report on

Faculty Development Programme

On

“Modern Tools & Techniques for Reading Financial Statements”

Wednesday, April 13, 2016

Organised by

Department of Finance

Centre for Excellence in Financial Studies

R.V.INSTITUTE OF MANAGEMENT

Bangalore

About the Programme

Every business concern wants to know the various financial aspects for effective decision making. The Financial Statement Analysis is a study of relationship among various financial facts and figures given in a set of financial statements and interpreting to gain an insight into the profitability and operational efficiency of the firm. It also helps to assess the financial health and future prospects of the organisation. Financial analysis can be undertaken by the management of the firm or by parties outside the firm, viz., owners, trade creditors, lenders, investors, labour unions, analysts and others. The nature of analysis will differ depending on the purpose of the analyst. A technique frequently used by the analysts to analyse the financial statement is Ratios. So one needs to have the sound knowledge of Ratios to analyse the financial statements in an effective manner. This programme aims at orienting finance professionals and faculty members about Financial Statement Analysis with modern tools and techniques.

Objectives of the Program

- To provide the framework on Financial Statements.
- To give a detailed understanding of Ratios and its relevance.
- To learn DuPont Analysis and Z score.

Contents of the Program

The program aims to cover the following areas:

1. Orientation to Financial Statements
 - Income Statement
 - Balance Sheet
2. Ratio Analysis
3. DuPont Analysis and Z Score
4. Economic Value Added

Participation

The programme was designed for the faculty members from various Commerce and Management institutions, teaching subjects relating to finance specialization and guiding finance students for their projects.

The hard copy of the brochure was sent to nearly 50 management and commerce institutes of Bangalore and the soft copy the FDP brochure was sent through mail to different contacts. The mail id was obtained from different sources. The participants confirmed their registration through mail and telephone.

Pedagogy

The Program was delivered through lectures and case studies. A detailed discussion of each topic was done in sessions followed by application through real time data was shown to the participants on the excel.

Programme Schedule

Time	Sessions
9.00 am to 9.30 am	Registration
9.30 am to 09.45 am	Inauguration
09.45 am to 11.15 am	Session 1 – Orientation to Financial Statements
11.15 am to 11.30 am	Tea Break
11.30 am to 1.30pm	Session 2 – Ratio Analysis
1.30 pm to 2.15 pm	Lunch Break
2.15 pm to 4.15 pm	Session 3 – DuPont Analysis and Z score
4.15 pm to 4.30 pm	Valedictory and Distribution of the certificates

Resource Person: Dr Rajesh Kumar, Academic Consultant

Resource Person Profile -

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 23 years of experience in teaching at graduate, post-graduate and professional levels. He has served various Institutions in different capacities over the past 23 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.

Arrangements made

The programme schedule was prepared well in advance and the same was sent along with the brochure to various management and commerce institutions. A copy of the same was sent to the resource person. The participants were informed to contact through email and / or telephone for registration for the programme. Even, the spot registration was also allowed.

A folder containing a note book, pen and material was distributed to the registered participants. The refreshments and lunch was provided for all the participants on the day of the programme.

At the end of the programme, the participants were asked to give their feedback and the participation certificates were distributed to the participants. The FDP programme was organised in the conference hall, of our institute.

Inauguration session

Ms. Shubha Bhat, second semester MBA student of our institute invoked the blessings of the God for the programme. Ms Pavithra S T, Assistant Professor, RVIM gave the Welcome Address. After the welcome address, the lighting of the lamp was done by the dignitaries. The inauguration programme was presided over by Dr. T V Raju, Director R V Institute of Management, Bangalore. Dr. V Rajesh Kumar, Managing Partner, Vittam Pravina Gurushala, Bangalore was the resource person for the programme. Mr. Gowrisha briefed about the importance of Topic selected for the Faculty Development programme. At the end of the Inauguration, Mr. Gowrisha proposed vote of thanks.

Sessions:

Technical Session 1: Orientation to Financial Statements

The session started with introduction to the Income statement. The income statement was explained in detail by the resource person by pointing out the importance of each item of the income statement in the calculations. Further, Dr. Rajesh Kumar explained in detail the importance of Balance sheet and also explained in detail the important items of the Balance sheet.

After the introduction to the financial statements, how to analyse the financial statements was explained in detail and made a note of all the techniques which are used by various parties in analyzing the financial statements of a company. Further a detailed discussion was done for each and every technique.

Technical Session 2: Ratio Analysis

In the second session, Dr. Rajesh Kumar started the session with very basics of ratio analysis and the importance of the ratio analysis. He also explained in detail the role of ratio analysis in decision making.

Further different types of ratios were explained in detail. The types of ratios includes: Liquidity ratios, Capital Structure Ratios, Coverage ratios, Activity or Turnover ratios and Profitability or Performance ratios. For each type of ratios, a detailed note was done on its meaning, importance of that ratio in decision making and the sub type's of ratios under the main heading.

A handout containing the details of all the ratios was given to all the participants.

Technical Session 3: DuPont Analysis, Z score and EVA

The session began with discussion on a Harvard case on Assessing the Firm's Future Financial Health. All the participants are asked to form a group of 5 and informed them to discuss and come out with solution to the case. Sufficient guidelines were given to participant on solving the case.

Further in the third session, a detailed discussion was done on importance of DuPont analysis and application of this DuPont analysis in the real life. Dr. Rajesh Kumar shared the real life examples regarding the importance of the DuPont analysis.

Further the resource person discussed in detail regarding the Z score analysis and told how Z score helps the companies to know their financial health. The session concluded with

discussion on Economic Value Added. The resource person explained the applicability of EVA and its comprehensiveness in the different functions of financial management.

All the topics were explained with cases, suitable examples and practical problems. Some of the calculations were demonstrated through MS Excel. All the sessions were interactive and participants were encouraged to ask questions.

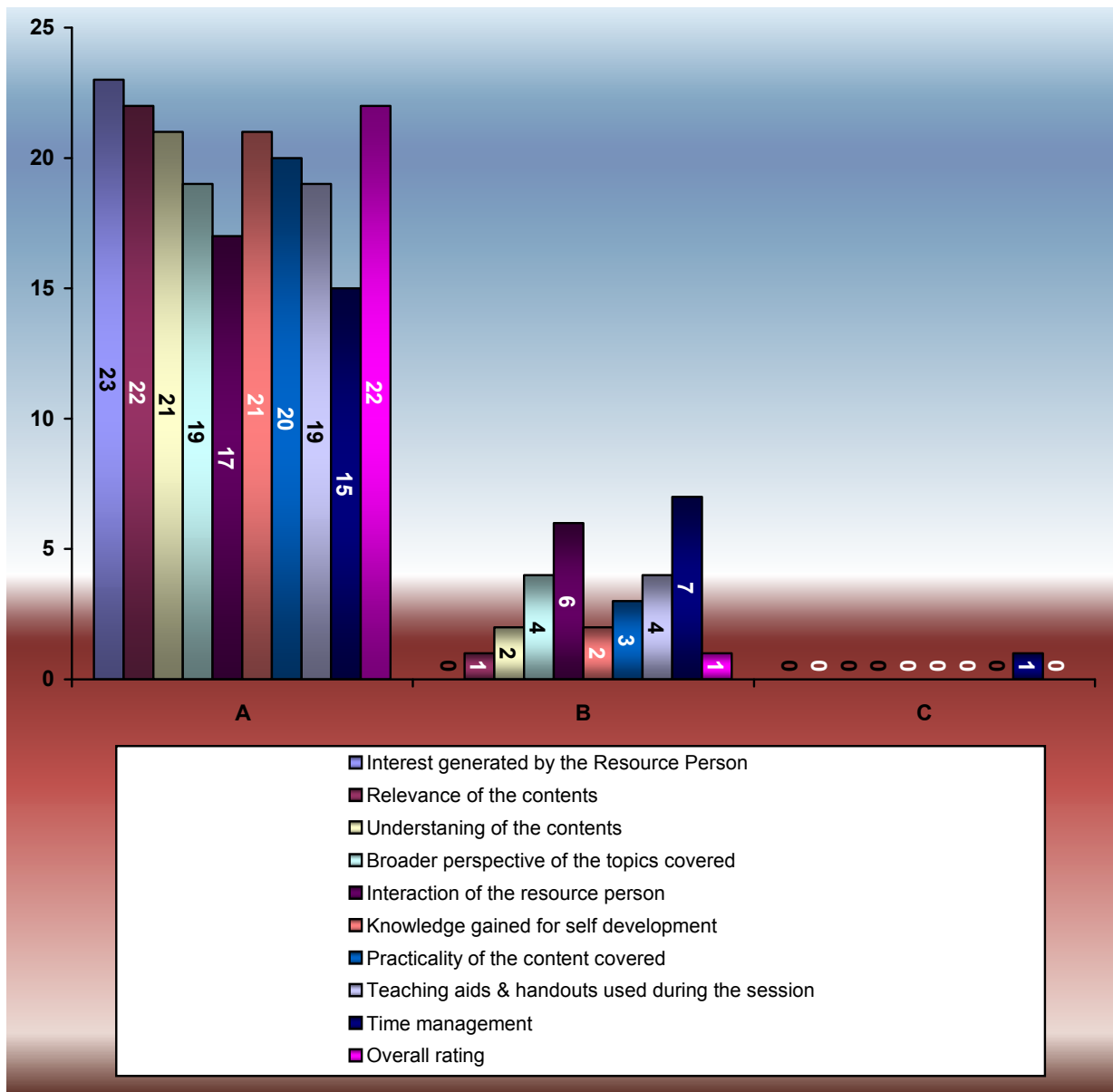
Valedictory Session

The valedictory session was organised in the conference hall of the institute. Mr. Manjunath M, Assistant Professor, welcomed all the participants for the valedictory programme. Further, the participants were asked to share their feedback about the programme. Dr. Rajesh Kumar sir distributed the certificates to all the participants. Mr. Manjunath M, Assistant Professor, RVIM, proposed the vote of thanks.

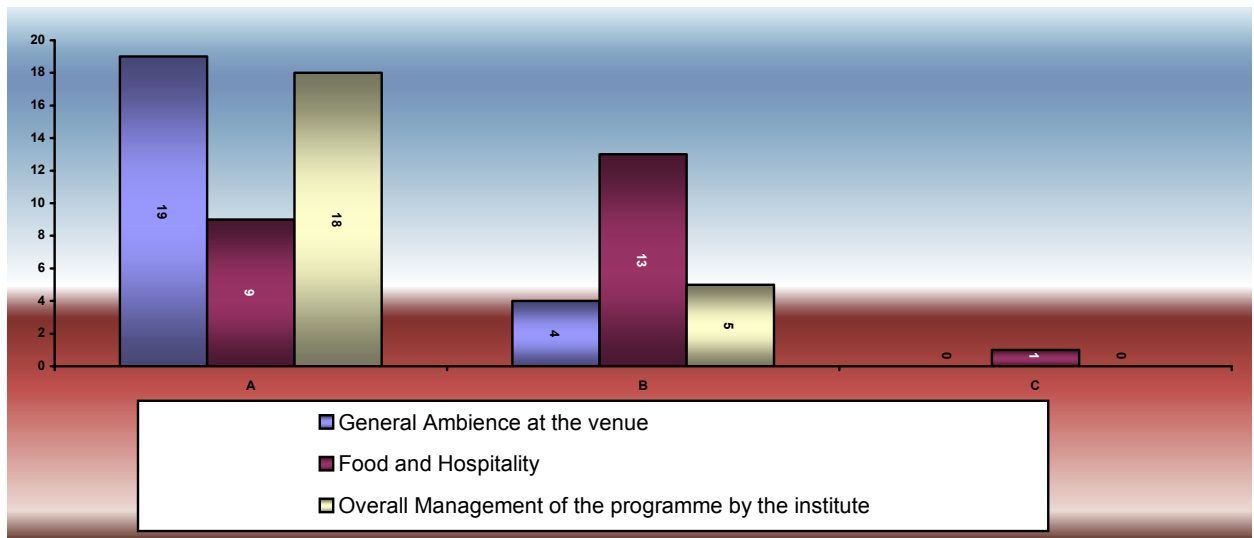
Feedback Analysis:

A total of 26 participants had attended the programme of which 23 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 perspective of the topics covered , 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 the Resource Persons



Programme Feedback



Participant's comments:

- ❖ Well organized programme.
- ❖ Arrange more and more FDP's on other subjects also.
- ❖ Continue this knowledge spreading process.

Suggestions for improvements

- ❖ Manage the time and try to complete on time.
- ❖ Extend the sessions for more than two days.

Photo Gallery



Resource Person Dr. V Rajesh Kumar addressing to the Participants in the session



Participants in the session



Participants Feedback on FDP



Distribution of the certificates by the resource person Dr. Rajesh Kumar to the Participants



Participants with the resource person



Ms. Pavithra S T, Assistant Professor thanking the resource person Dr. V Rajesh Kumar



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R V Institute of Management
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Bangalore - 560041, Ph : 080-42540300, 080-26547048,
Website: www.rvim.in

Department of Marketing
Centre for Business Development studies

A Report and Relevant documents of FDP on

“Pedagogy for Teaching Marketing Management:
The Case Method”

The image shows the cover of a report titled "Pedagogy for Teaching Marketing Management: The Case Method". The cover features the RV Institute of Management logo at the top left. The text on the cover includes: "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 Website : www.rvim.in", "Accredited by NAAC with 'A' Grade", "Department of Marketing", "Faculty Development Programme", "on", "Pedagogy for Teaching Marketing Management : The Case Method", and "Thursday, October 29, 2015". There is a small image of a hand holding a globe on the left side of the cover.

Organized by Centre for Business Development studies
R V Institute of Management
Bangalore

Seen

- Good documentation
- Send a copy of this to IQAc.

M
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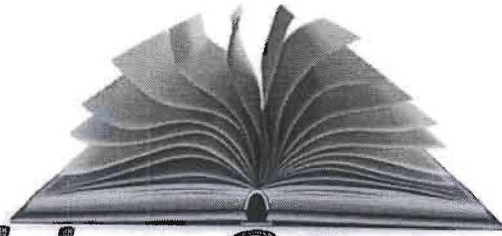


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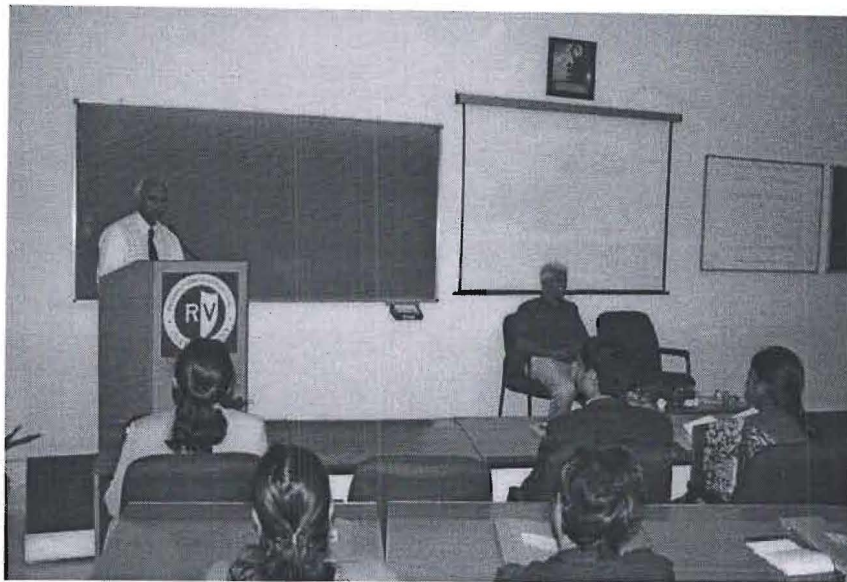
8. Annexure

Rashtreeya Sikshana Samithi Trust
R V Institute of Management
Report on Faculty Development Program

Preamble

The faculty development program (FDP) on **“Pedagogy for Teaching Marketing Management: The Case Method”** was organised by the Department of Marketing , R V Institute of Management, Bangalore on 29th October 2015. The aim of this FDP was to highlight the importance of case studies as a practical tool in classroom teaching. The FDP comprised of four sessions with twenty participants registered for the program from across Bangalore city. The program also had registrations from Chennai and Tirupathi. A brief report on each of the four sessions of the program are given below.

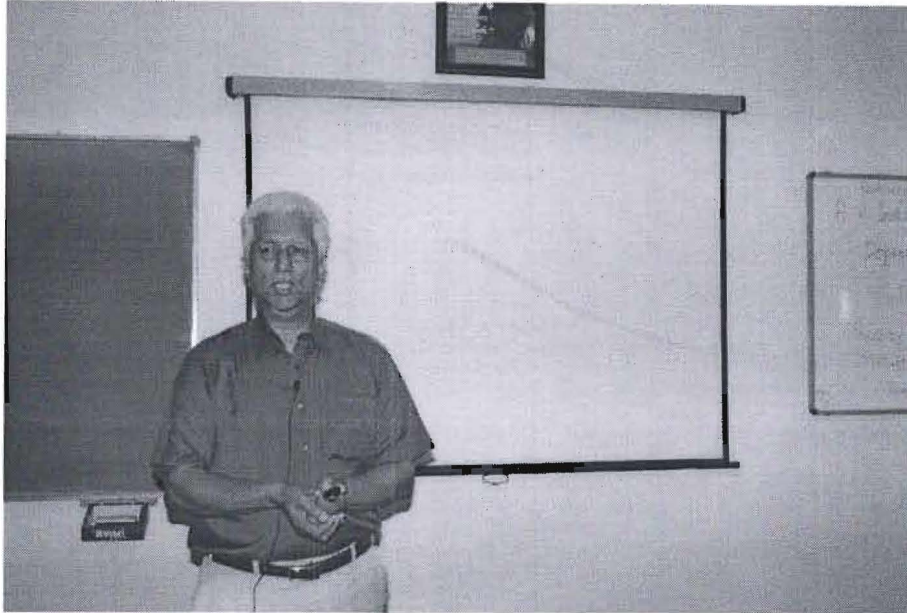
Inaugural Session



The FDP on **“Pedagogy for Teaching Marketing Management: The Case Method”** was inaugurated by Prof. Sukesh Kumar, Professor of Marketing, IBS Business School, Bangalore. It was presided over by Dr. T. V. Raju, Director, R V Institute of Management, Bangalore. Mr. Mahesh, faculty, Department of Marketing, R V IM, welcomed the dignitaries and the participants for the program. Dr. T. V. Raju, in his presidential address, highlighted the importance and objectives of organising faculty development programs. He shared his views on the evolving pedagogy in business management course, especially, marketing management courses and stressed specifically on how the use of case method of teaching would enhance the teachers’ skills of teaching concepts practically.

Session 1

“Introduction to Case Method as a Pedagogical Tool and Innovative Techniques”

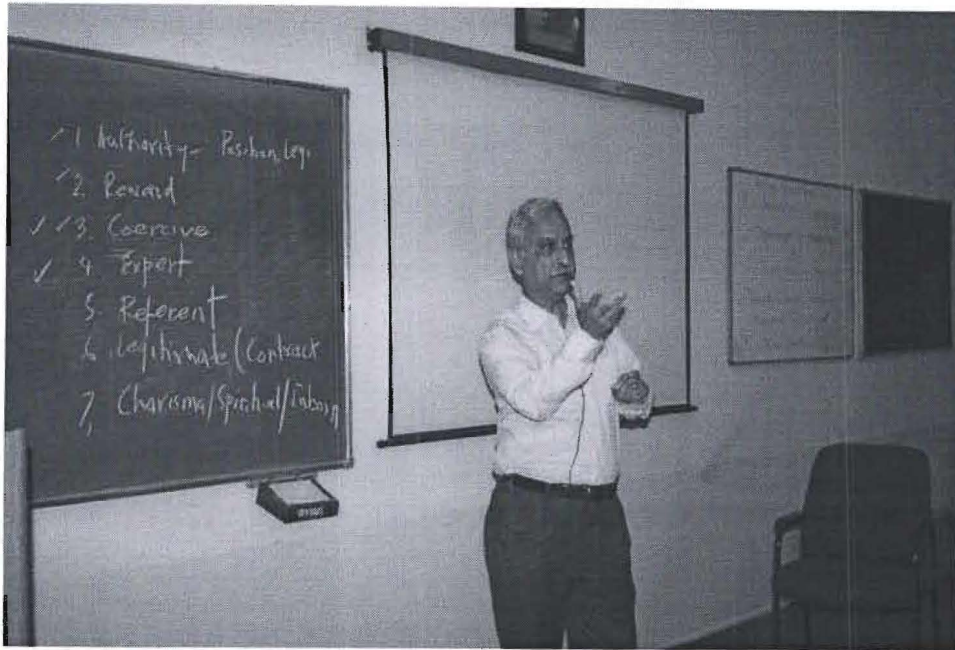


Resource Person: Prof. Sukesh Kumar, Professor of Marketing, IBS Business School, Bangalore.

The case method of teaching is one of the types of teaching which is very effective and unique for modern business management course like MBA. He commenced his session by emphasising on the difference between case study analysis and the case method. A case study analysis requires you to investigate a business problem, examine the alternative solutions and propose the most effective solution using supporting evidence while teaching through the case method is an empirical and an interactive approach within the classroom. He informed that a case study analysis need not be restricted to subject knowledge but can also be analysed using unconventional methods as well so as to bring in a degree of innovativeness as well. He concluded his session by informing the participants that the solutions are not few but many, which are dependent on types of organisations, decisions and situations.

Session 2

“The Art of Discussing and analyzing the case in the class”



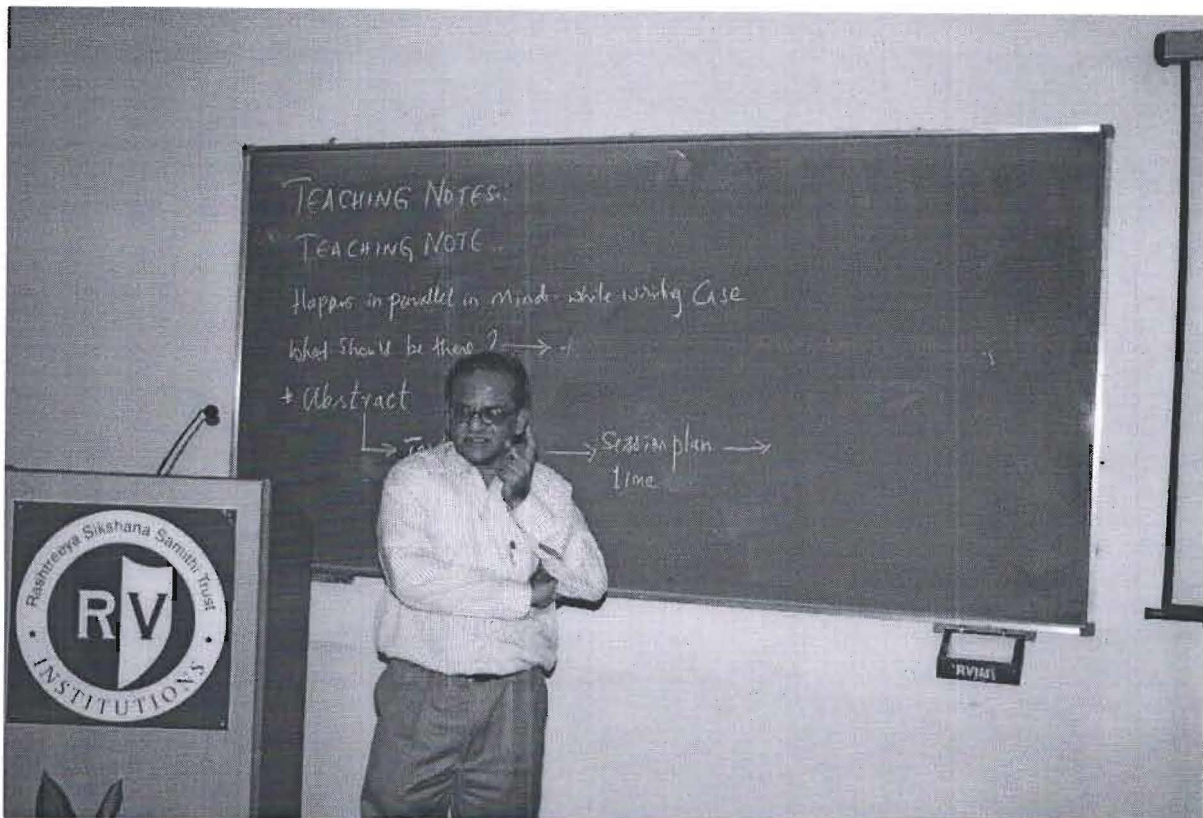
Resource Person: Dr. Avinash Mulky, Professor, Marketing, IIM, Bangalore

Dr. Avinash Mulky initiated his session with a statement “A case is a story which tells what happened, who was involved, what they contended with and how it came out”. He opined that the case study was not limited to a single source of data, but had the benefit of having multiple sources of evidence which could include qualitative or quantitative data or both and should present the evidence with sufficient clarity so that it compels the students to distinguish pertinent from peripheral information.

He emphasised that the case should be discussed by creating an environment that has a participatory dynamics, giving due importance to the layout of the class room for discussing, analysing and evaluating the case. He elaborated on the framework that has to be employed during a case discussion and highlighted on the fact that the teachers should help the students develop the analytical skills which come in handy when they need to function as full-fledged professionals and consumers in the marketplace of ideas and as citizens of an increasingly competitive business world. He concluded his session by expressing to the participants that the implications of the evaluation system for a case study should include both analytical and judgemental components.

Session 3

“Tips on Preparing to Teach a Case”

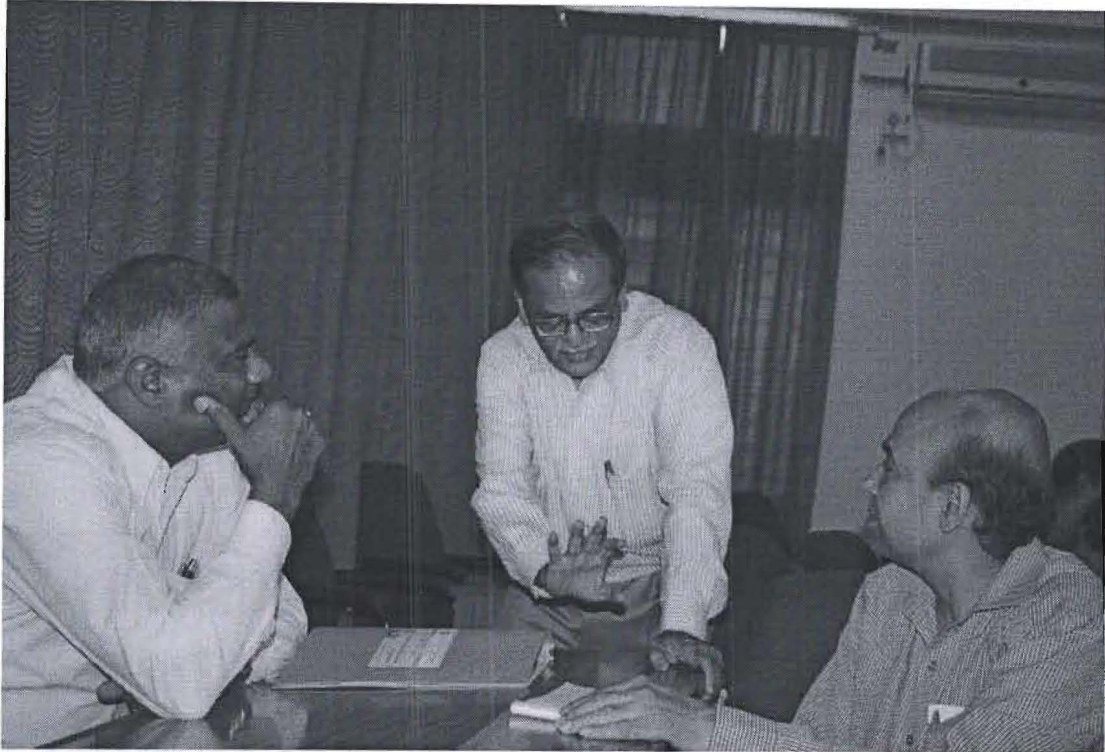


Resource Person: Prof. R Harish, Professor and Dean, Marketing, ICFAI Business school, Bangalore.

Cases recount as objectively and meticulously as possible the realistic events or problems in a way that students experience the complexities, ambiguities, and uncertainties confronted by the original participants in the case. In this context, Prof. R. Harish started his session by associating a case teacher to an orchestra conductor and just as the conductor cannot make orchestral music alone, the case teacher does not generate learning alone; each depends on individual as well as collective performances to achieve stated goals. He said that the case teacher generates learning by eliciting individual observations and analyses, asking key questions and knowing what learning outcomes he wants the students to achieve. He concluded his session by emphasizing on the fact that the case should illustrate issues and factors typical of the kind of problem under examination. It should reflect the theoretical frameworks, feature prevailing disciplinary assumptions and principles and reveal realistic complexities and tension.

Session 4

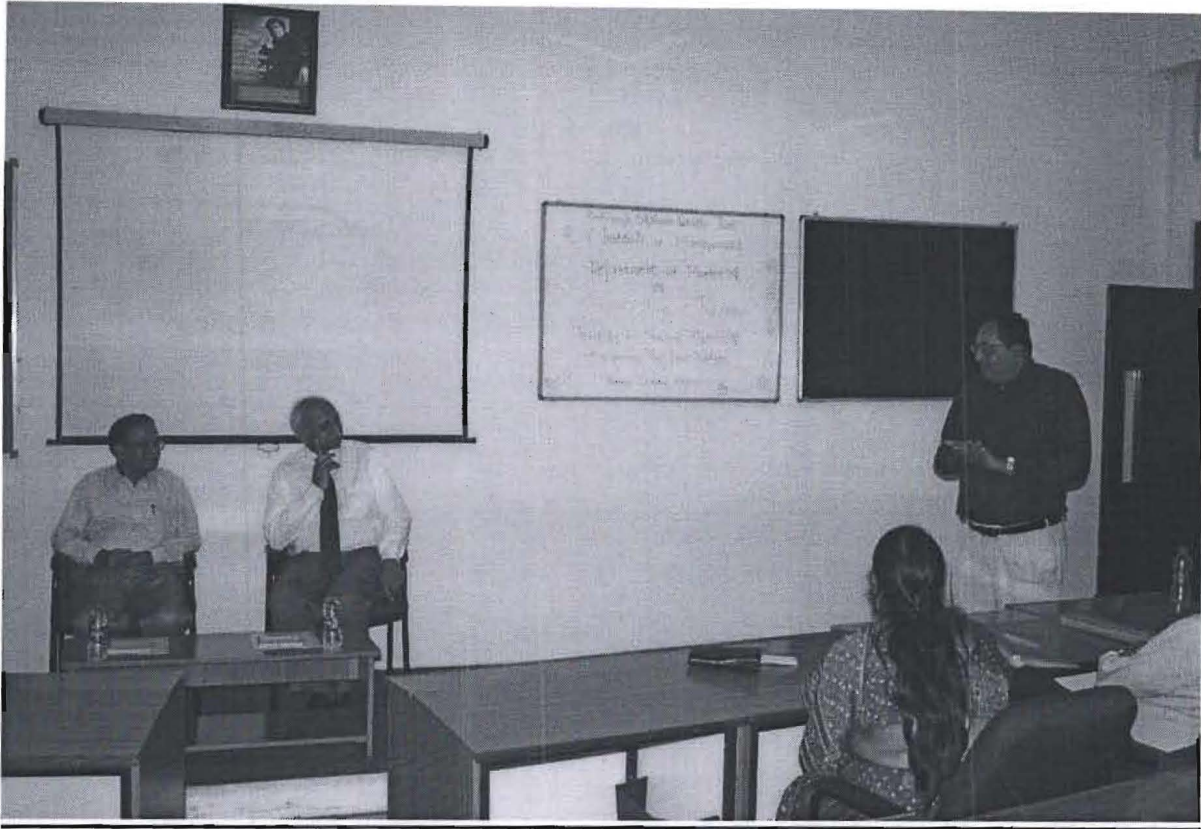
“Methodologies to Evaluate Students’ Learning in a Case Based Environment



Resource Person: Prof. R Harish, Professor and Dean, Marketing, ICFAI Business school, Bangalore.

The fourth session was a practical and an interactive session which had the same resource person, Prof. R. Harish. He made the participants to write cases in the area of their interest by highlighting the salient features of a case. The resource person shared his knowledge with the participants in terms of developing the structure of the case study. He concluded his session by informing the participants that the cases they develop should have clarity on the differences between relevant and remote information. They should identify the problem(s) at hand and define its context and parameters with a set of possible solutions, formulate strategies and recommendations for action from the perspective of decision-making and implementation.

Valedictory Session



The valedictory session was the concluding session of the FDP on **“Pedagogy for Teaching Marketing Management: The Case Method”**. It comprised of a feed back session, where the participants expressed that the takeaway from this program was indeed very useful to them in terms of enhancing their teaching skills from the perspective of case method of teaching and would implement all the tips discussed in the program while teaching cases in their respective classes. Prof. R. Harish and Dr. T. V. Raju, gave away the certificates to the participants.

The program concluded with a vote of thanks proposed by Mr. Pradeep M. P, faculty, Department of Marketing, RVIM, where all the persons involved directly or indirectly with the program were sincerely thanked for helping the team to conduct it successfully.



Prof. R. Harish

B.Tech (IIT-M), PGDM (IIM-C), DBF (ICFAI)
Dean & Deputy Campus Head
IBS Business School, Bangalore

Prof. R. Harish 32 years of experience of which 9 years are in academics and 23 years of professional experience in Marketing and Management Consultancy. Has worked with Maruti Suzuki and the Tata Group. Has published numerous articles, research papers, edited books and case studies. He teaches courses in Marketing and Business Strategy. His principle areas of interest are Brand Management and Consumer Behavior.

Prof Sukesh Kumar B R

BE, MBA
Professor, Marketing
IBS Business School, Bangalore



Prof Sukesh Kumar BR, faculty in the area of Marketing and Strategy at IBS Bangalore has 35 years of experience in industry and teaching. He has 22 years of industry experience in Business goods and consumer goods marketing in the Indian and Global markets.

Prof Sukesh Kumar has worked in Steel Industry, Aeronautics industry, Cutting tool and machine tool industries in Private and Government sectors during his industry tenure. Prof Sukesh Kumar has 13 years of academic experience as a faculty in business schools. Teaching is his passion. He has been teaching International Marketing, Business Marketing, Services Marketing, Marketing Management, Operations management and Strategic Marketing at IBS Bangalore. Prof Sukesh Kumar has received "Best Teacher" award twice at IBS, Bangalore

Prof Sukesh Kumar has conducted MDP's at Bill Forge, BHEL, BIAL, John Distilleries and IEEMA.

Registration Details

- ♦ Registration Fees:Rs. 600/- per participant.
- ♦ Payment should be made by cash or DD / Cheque to be drawn in favour of "The Director, R V Institute of Management" payable at Bangalore.
- ♦ Telephonic or email confirmation for spot registration are welcome.
- ♦ Registration at 9.00am.

Organising Committee

Chief Coordinator
Dr. T V Raju,
Director, RVIM

Members:

Dr. Noor Firdoos Jahan
Professor
9945085937

Dr. Neena Prasad
Associate Professor
9980160405

Ms Anitha D'silva
Sr.Asst.Professor
9742278574

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Accredited by NAAC with "A" Grade

Department of Marketing

Presents

Faculty Development Programme

On

**"Pedagogy for Teaching Marketing Management:
The Case Method"**

Thursday, October 29, 2015



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 the FDP:

Teaching with cases is an integral part of Management education today. Cases are believed to impart higher order skills to students. Cases make the classroom more interactive; require higher involvement of students, integration of various functional areas and leads to constructive and structured thinking. The outcomes of this approach are: more participation by students, highly stimulating classroom discussions, students are better prepared for real life corporate realities/issues, learning becomes multi-dimensional and interdisciplinary and a renewed joy in teaching and learning. In spite of the relevance of this pedagogy, the Management teachers are not very comfortable with teaching through case method. In this backdrop, it becomes essential to provide a stimulating platform for academicians to learn the art of analyzing and writing cases for the classroom discussion. From this perspective, R V Institute of Management is organizing this Faculty Development Programme, which will cover the various aspects necessary for Case study teaching.

This FDP aims to bring out the strengths of case method in teaching Marketing subjects, motivate the participants to adopt 'case teaching' as an additional pedagogical tool in delivery of their future courses in the area of Marketing, equip participants to teach cases more effectively and also expose them to the stream of case writing.

PROGRAMME OBJECTIVES

The participants through this FDP should:

- ♦ Develop an appreciation for case method in teaching Marketing subjects
- ♦ Become aware of background preparation required to become successful case teachers
- ♦ Get insights into the process of managing classroom discussions
- ♦ Get motivated to use case method of teaching in appropriate learning contexts.

PROGRAMME COVERAGE

The Coverage of the FDP will be:

- ♦ Preparing to Teach with Cases
- ♦ Leading a Case Discussion Class
- ♦ Developing Case Studies in Marketing
- ♦ Tips on preparing to teach a case & methodologies to evaluate students learning in a case based environment

LEARNING METHODOLOGY

The FDP will be interactive interspersed with exercises, group discussions, and practice

WHO SHOULD ATTEND

This FDP is designed for the current and prospective teachers in Academic Institutions and Corporate Trainers. This FDP will benefit:

- (a) Teachers who are new to the case based teaching.
- (b) Teachers who have case teaching experience, but want to further improve their case teaching effectiveness.

FDP will also be useful to the research scholars who intend to join teaching profession in due course of time.

Resource Persons



Dr. Avinash G. Mulky

BE, PGDM (IIM-A), PhD (IIT-M),
Professor, Marketing
IIM Bangalore

Dr Avinash G Mulky is a Professor in the Marketing Area at IIM Bangalore. Prior to joining IIMB in mid-2006, Mulky was BPCL Chair Professor at IIM Lucknow. Professor Mulky's areas of research and teaching interest include Sales Management, Distribution

Channel Management, and Marketing Research. He has published articles in international and national journals and has written several cases.

He was awarded the Star News National B-School Award for the Best Professor teaching Marketing Management in 2011. He has taught at ESCP London during summer 2011. Professor Mulky has conducted training programmes for some of the top organisations in India and abroad in the fields of banking, insurance, automobiles and consumer products. He has also consulted on projects aimed at improving marketing performance, managing marketing knowledge and assessing marketing competence.

Professor Mulky has over twenty years of Industry experience. He has held senior Marketing positions in some of the leading Indian and Multinational Companies. He has also held academic administrative positions such as Chairperson, Post Graduate Programme at IIMB and IIML and Chairman, Student Exchange Programme at IIML.

Leadership Summit

On

Transformational Leadership for the 21st Century

On

19.03.2016

R V Institute of Management

Leadership Summit

On

Transformational Leadership for 21st Century

Transformational leadership impacts individuals' self-growth. Abraham Maslow's hierarchy of needs places self-actualization at the top of the needs pyramid and defines it as a person's full realization of his potential. Transformational leadership helps transform members of a group into individuals who transcend beyond self-actualization and their own self-interests for the sake of the group or organization. Along with this includes individual moral development. Transformational leaders commit themselves to selfless ideals and align their personal principles and values with that of the organization, group or even society. The leader nurtures his followers' moral development to internalize these same values and principles. A transformational leader exhibits certain traits and behaviours to inspire and motivate a team or organization to rally around a common vision or goal. These behaviors and traits include charisma, intellectual stimulation, inspirational motivation and individual consideration for each team or group member. For many reasons, transformational leadership is an important factor at both the micro and macro level.

In the current complex and uncertain business scenario, a leadership style which has the ability to transform organizations to meet the demands of the 21st Century is required. To

achieve this, leaders must become transformational to lead the way in the 21st century. The impact of transformational leadership reaches every level of the organization and as such it is a crucial factor at individual level, organizational level and societal level. Transformational leadership starts with the development of a vision, a view of the future that will excite and convert potential followers. The main objective of this programme is to develop an understanding of today's major issues in Leadership which will facilitate better individual performance leading to Organizational Excellence. The delegates for this programme will be from both Industry and Academia. Thus, this summit is specially designed for those individuals who would like to inspire others in the work place through transformational leadership.

The sub themes for the summit are:

- 1) Women in senior organizational leadership
- 2) Organizational Ethics and Values: Role of Leadership
- 3) Managing Leadership Transitions

Managing Leadership Transitions



M G Raghuraman

Senior Vice President & Chief Information Officer, Mphasis

MG Raghuraman is currently the Chief Information Officer of Mphasis, for the last 5+ years. He had been with Mphasis for 15 years starting with the erstwhile EDS in 2001. His 32 years of work experience includes a long stint in the manufacturing and transportation domain, when he worked for the Indian Railways Service of Engineers, prior to joining Mphasis. In two successive years, he had been voted by his peers as a Top 50 CIO in India. He is a member of the Technology Advisory forum for Airtel and also a frequent speaker on panels on cloud computing in IT forums. He is also member of the IT panel of CII Karnataka and has led several key initiatives for development of Entrepreneurship and IT adoption of industry in Karnataka in his role as the convenor of the panel in 2014 - 15. He is a Mechanical Engineer who has a post graduate degree in Software Systems from BITS Pilani. He is a 6-Sigma Green belt and a certified PMP.

Registration Details

- ❖ Registration : 09:00 am - 09:30 am
- ❖ Registration fees:
Participants from Industry: Rs.1000/- per participant
Academicians : Rs.750/- per participant
- ❖ DD/Cheque to be drawn in favour of "Director, RV Institute of Management"
Payable at Bangalore.
- ❖ Spot registration with telephonic confirmation in advance is welcome.
E-mail: hrleadershipsummit2016@gmail.com

Organising Committee:

Chief Co-ordinator

Dr. T V Raju,

Director, RVIM

Members

Dr. A Narasima Venkatesh

Sr.Assistant Professor

9986728377

Ms. Sowmya D S

Assistant Professor

080 42540335

Dr. Anupama K Malagi

Assistant Professor

9448079735



Rashtreeya Sikshana Samithi Trust

RV INSTITUTE OF MANAGEMENT

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

Phone:080-26547048 Fax:080-26654920

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

Accredited by NAAC with "A" Grade

Department of Human Resources

&

Centre for Leadership and Human Excellence

Presents

Leadership Summit

on

Transformational Leadership for 21st Century

Saturday, March 19, 2016



RASHTREEYA SIKSHANA SAMITHI TRUST

Rashtreeya Vidyalaya Group of Educational Institutions, a conglomerate of 26 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 75 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 1700 personnel in all its campuses situated at Bangalore, the Silicon Valley of India.

RV 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.

Programme Theme

Transformational Leadership for 21st Century

"The single biggest way to impact an organization is to focus on transformational leadership. There is almost no limit to the potential of an organization that recruits good people, raises them up as leaders and continually develop them." -

John C Maxwell (2001)

In the current Volatile, Uncertain, Complex and Ambiguous (VUCA) world, a leadership style, which has the ability to transform organizations to meet the demands of the 21st century, is required. To achieve this, leaders must become transformational to lead the way in the 21st century. The impact of transformational leadership reaches every level of an organization and as such it is a crucial factor at individual level, organizational level and societal level. Transformational Leadership starts with the development of a vision, a view of the future that will excite and convert potential followers. Thus, this summit is specially designed for those individuals who would like to inspire others in the workplace through transformational leadership.

Objectives of the Programme

- To understand and focus on the critical areas of Transformational Leadership
- To develop individuals into transformational leaders and to lead more effective work groups in the organization

Theme(s) & Resource Person(s) Profile

Women in Senior Organizational Leadership



Ms. Revathy Ashok

Founder – Iris Consulting & Honorary CEO and Managing Trustee, BPAC

She currently runs Iris Consulting, an independent consulting practice, working with early and mid-stage companies, helping them scale. She is an Advisor to Athena Infonomics and works with the firm on Public Policy Research and Consulting in PPP and Governance models in social sectors such as Water, Waste Management, Skill Development etc. She has successful leadership experience in Senior Management positions of over thirty three years, handling a wide variety of portfolios, spanning a variety of industries such as Private Equity, software and IT enabled services, manufacturing and infrastructure. She is an Independent Member on the Boards of several companies, on the Advisory Boards of start-ups and a Trustee of the Academy of Theater Arts, BLT Foundation. In 2005, she was named one of the ten most powerful women in the Indian IT industry by Dataquest and is the only CFO in India to have run a US-based NASDAQ listed corporation. In 2011, she was nominated one of the top women achievers in Business in South India by CII. She has a bachelor's degree in science from Mount Carmel College and is a gold medalist from the Indian Institute of Management, Bangalore.

Organizational Ethics and Values: Role of Leadership



Mr. K. Ullas Kamath

Joint MD and CFO - Jyothy Laboratories limited

He is associated with Jyothy Laboratories limited, a leading FMCG company in India from 1991 and currently holds the position of Joint Managing Director and Chief Financial Officer. He is also an Independent Director in V-Guard Industries Ltd., Cochin. He holds the position of Chairman in FICCI Karnataka State Council. He has won All India CA Business Achievers Award, instituted by ICAI, India, in the year 2008. His educational qualifications are M.Sc. (Global Management from LSE, UK), FCA, ACS, LL.B., and has completed AMP from Harvard Business School, USA and Wharton Business School, USA.



Rashtreeya Sikshana Samithi Trust

R V Institute of Management

**DEPARTMENT OF MARKETING IN ASSOCIATION WITH FORCEFULCRUM SOLUTION PVT.
LTD. (SHERPIFY)**

Organizing
Management Development Programme

On

“Marketing for Non-Marketing Professionals”

on

Friday, July 15, 2016

Proposal

About the MDP:

Organizations are increasingly recognizing the importance of marketing, its role in the overall success of the company and its contribution towards achieving sustainable growth and profitability. Marketing is critical in delivering the message to prospects on the perceived value of quality and differentiation of products and services from a given branding. To have the necessary marketing orientation, all functions in the organization must be well acquainted with the principles of marketing. Any decisions taken by any function has an impact on the competitiveness of the organization. This MDP is specifically tailored for professionals who have not been privileged with prior marketing skills, and takes a gentle curve with an emphasis on equipping them with that missing knowledge.

Benefits & Added Value

By attending this program participants will:

- Use the skills necessary for success in today's competitive markets.
- Understand the marketing dimension in any non-marketing decision.
- Understand the basic principles of marketing in the larger context of the business environment.

Program Content

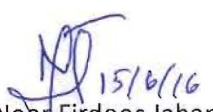
- Introduction to Marketing
 - What is Marketing?
 - The Importance of Marketing Within an Organisation
- Introduction to the Marketing Mix
 - Understanding What is Product and its Components


Budget of the programme:

Item	Income	Expenditure
Registration fees 75 participants @ 1000/- each	75,000	
Resource person remuneration 5 hours @ Rs. 2000/- per hour		10,000
MDP material,		500
Conveyance for Marketing of MDP		4,000
Water bottles for the delegates and participants, Bouquets, snacks		1,750
Printing of Brochure and Certificates, Banners		10,000
Kit 75 @ 260 each		19,500
Tea & Lunch 80 @ 180 each		14,400
Miscellaneous		850
Total	75,000	61,000

Allotment of Responsibilities

Sl.No	Responsibilities	InCharge
1.	Preparation of proposal and taking the approval, Identification of the resources person and coordinating with them, Incharge for third session, Report & Documentation	Dr. Noor Firdoos Jahan
2.	Brochure with Registration form and covering letter, Banners and certificates printing. Registration, Certificates writing.	Ms. Anitha D Silva
3.	Marketing, In charge for first and second session, Food and refreshment, Feedback form preparation, collecting from the participants and analyzing the same, Kit preparation.	Mr. G Mahesh
4.	Marketing, Incharge for fourth and fifth session, Food and refreshment, Kit preparation, Feedback Analysis	Mr. M B Pradeep


Dr. Noor Firdoos Jahan
Professor, Department of Marketing
R V Institute of Management


Director 16/06/16

Rashtreeya Sikshana Samithi Trust
R. V. Institute of Management

Report on Management Development Programme

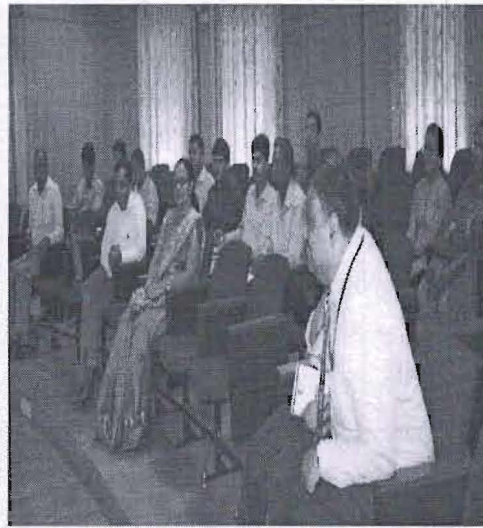
Preamble

Management Development Programme on "Marketing for Non Marketing Professionals" was organized by the department of Marketing, R V Institute of Management, Bangalore on 15th July, 2016.

Organizations are increasingly recognizing the importance of marketing, its role in the overall success of the company and its contribution towards achieving sustainable growth and profitability. To have the necessary marketing orientation, all functions in the organization must be well acquainted with the principles of marketing. Any decisions taken by any function has an impact on the competitiveness of the organization. This MDP was specifically tailored for professionals who have not been privileged with prior marketing skills, and takes a gentle curve with an emphasis on equipping them with that missing knowledge.

The MDP was comprised of five sessions with seventeen participants registered for the programme from the various business organizations across Bangalore City. A brief report on each of the five sessions of the programme are given below:

Inaugural Session



Session 2

Topic: Introduction to the Promotional Mix; The Importance of IMC

Resource Person: Mr. K. Ullas Kamath, Joint Managing Director & CFO, Jyothy Laboratories Ltd., Bangalore

Time: 11.45 am to 12.45 pm



Mr. Ullas Kamath initiated his session with the importance of brand and how these brands are built. He emphasizes the importance of promotion for the products and services and said that every company will spend 1/3rd of their income on the promotion of their products or services. He also talked about the importance of brand ambassadors and how careful one should be while selecting their brand ambassadors. He discussed with the audience the promotion strategy adopted by Jyothy laboratories to promote their product UJALA over a period of time. The session was very interactive and informative. At the end of the session the participants asked many questions related to the promotion and Mr. Kamath was very much involved in answering these questions to the best of his abilities. Soon after this session the participants had a break for refreshment.

Session 3

Topic: Overview of Distribution Strategies and its Challenges

Resource Person: Mr. N.M. Mathew, Sales and marketing Consultant, Bangalore
Former Marketing Manager, Philips India Ltd., Bangalore

Time: 12.00 noon to 1.00 pm

Session four was started soon after the lunch. Mr. Machayya initiated his talk by telling that the price is not a science or an art on the other hand, it is the exchange value for the product, what the customer have to pay to get the product or to avail the service. Price matters to both the parties seller as well as buyer but the perception about the price by both the parties are different. As customer wanted to pay as less as possible on the other hand the seller wanted to increase the price to earn profit. The best method to fix the price is to focus on the various factors determining the price of the product and accordingly deciding the price. The price is very integral part of the marketing and responsible for the success or failure of the product. The session was very interactive, the audience had a lot of questions at the end of the session on the topic and Mr. Machayya enthusiastically answered all the questions.

Session 5

Topic: Understanding Product and its Components

Resource Person: Mr. Srini Bhopal, COO, Shepify, Bangalore

Time: 3.00 pm to 4.00 pm



Mr. Srini started his session with the definition of product given by Philip Kotler as "Product is anything that can be offered to someone to satisfy a need or a want" and said that Product is a bundle of benefits-physical and psychological- that marketer wants to offer, or a bundle of expectations that consumers want to fulfill. Marketer can satisfy needs and wants of target consumers by products. Product includes both good, service and relationship. He also said that any organization should take care of three Considerations in



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Sherpify

Students • Organisations • Connected

on

Friday, July 15, 2016



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

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SHERPIFY

Sherpify platform helps students aim high and achieve much by connecting them to industry and academic mentors, by providing information on the industry and companies of their choice, by suggesting internships, projects, research and job opportunities, by helping them to build their resumes and presenting their best selves to employers. Sherpify is also working with organisations to transform their campus hiring process. Sherpify is founded by professionals with over 100 years of combined experience in some of the biggest and brightest global corporations.

ABOUT THE MDP

Organizations are increasingly recognizing the importance of marketing, its role in the overall success of the company and its contribution towards achieving sustainable growth and profitability. Marketing is critical in delivering the message to prospects on the perceived value of quality and differentiation of products and services from a given branding. To have the necessary marketing orientation, all functions in the organization must be well acquainted with the principles of marketing. Any decisions taken by any function has an impact on the competitiveness of the organization. This MDP is specifically tailored for professionals who have not been privileged with prior marketing skills, and takes a gentle curve with an emphasis on equipping them with that missing knowledge.

BENEFITS & ADDED VALUE

- ♦ Use the skills necessary for success in today's competitive markets.
- ♦ Understand the marketing dimension in any non-marketing decision.
- ♦ Understand the basic principles of marketing in the larger context of the business environment.

WHO SHOULD ATTEND ?

Professionals who are new to marketing area and exploring various dimension in the same field should attend to this programme.

Profile of the Resource Persons



Mr. Rangarajan Padmanabhan
COO-Appnomic Systems, Bengaluru

Mr. Rangarajan Padmanabhan has 18 years' experience in the IT industry in Sales, Marketing, International Business Development, leading a team. Out of these, 10 years worked with Infosys in the Finacle product unit as a key team player involved in the growth of the banking product. He has led the marketing team in the successful branding of Finacle at the Asian level. Later, joined Appnomic Systems as a founding member where the focus was on building the foundation for the company and sales efforts in India & Middle East. Currently, he is working on taking Appnomic's IT Infrastructure & Application Performance Management services to the US & European markets.



Mr. Pushkar Sinroja
Vice President at Quality Kiosk Technologies Pvt. Ltd. Mumbai,

Mr. Pushkar Sinroja is a person having core competence in thought leadership with an ability to contribute across the sales management value chain. He keeps ahead of the curve and track emerging trends and solutions. During his tenure at Xerox, he managed as a leader building up high performance teams. He enjoys working for start-ups as well as company on fast track since both offers plenty of action. Currently, is at Quality Kiosk Technologies Pvt. Ltd contributing towards sales strategy, injecting key sales processes. He strives in developing an exceptional sales team which "enjoys" delivering high performance from his subordinates.



Mr. N M Mathew
Sales and Marketing Consultant, Former Marketing Manager, Philips India Ltd., Bangalore

Started career in export marketing but had only a brief stay. Joined Consumer Electronics division of Philips India, handling sales for a territory, considered the most glamorous division within Philips. Subsequently, promoted to a regional function, handling logistics for southern region, headquartered at Chennai. As marketing manager he had Product responsibilities for India, Nepal, and Sri Lanka for monochromatic televisions. He has served as a Vice President and Director, within and outside India for Philips, Reliance retail, Raya. From the past few years he is set on the road of entrepreneurship working with commodity and financial markets. Providing financial solutions for mid level companies and individuals



Mr. Machayya C M
Co-founder, www.interlinepublishing.com, Bangalore.

Mr. Machayya C M initially worked for Wiley Eastern, the Indian Subsidiy of John Wiley as an editor. Later, he founded "Interline Publishing" which is involved in publishing various articles and books through print media. He has wide range of experience in every aspect of publishing including editing, sourcing, printing, binding, packing books, marketing, co-publishing, rights selling and purchase, copyright etc. He has represented Afro-Asian Publishing Council at SAARC, Colombo. He has delivered various lectures on communications and lateral thinking. As part of the digital platform he has launched interlinepublishing.com with an aim to make it the largest aggregator and distributor of academic content in the world.



Mr. Ullas Kamath
Joint Managing Director & CFO, Jyothy Laboratories Ltd, Bangalore.

Kasaragod Ullas Kamath, is the Joint Managing Director & CFO of Jyothy Laboratories Ltd. He is responsible for business development and new projects. He has over 25 years of experience. He has been the driving force in transforming the company from a proprietary concern to a multi-brand FMCG corporate with key brands like Ujala, Maxo, Henko, Margo etc. Under his leadership, Jyothy Laboratories had a successful IPO offering in the year 2007 and a QIP in 2011. He was instrumental in the acquisition of Henkel AG's India operations in 2011. Mr. Kamath is also an Independent Director of V-Guard Industries Ltd., Cochin & Chairman of FICCI Karnataka State Council.

Snap shot of the MDP

Session & Time	Topic	Resource Person
Session One 9: 30 am to 10:30 am	Introduction to Marketing	Mr. Rangarajan Padmanabhan COO, Appnomic Systems Pvt Ltd. Bangalore
Session Two 10:30 am to 11:30 am	Understanding The Product and its Components	Mr. Pushkar Sinroja Vice President Quality Kiosk Technologies Pvt. Bangalore
11:30am to 11:45 am	Tea Break	
Session Three 11:45 am to 12:45 pm	Overview of Distribution Strategies and its Challenges	Mr. N.M. Mathew Sales and Marketing Consultant, Former Marketing Manager, Philips India Ltd., Bangalore
12:45 pm to 2:00 pm	Group Photo, Networking & Lunch	
Session Four 2:00 pm to 3: 00 pm	Pricing-An Art or Science	Mr. Machayya C M Co-founder, www.interlinepublishing.com Bangalore
Session Five 3:00 pm to 4: 00 pm	Introduction to The Promotional Mix; The Importance of IMC	Mr. K. Ullas Kamath Joint Managing Director & CFO, Jyothy Laboratories Ltd., Bangalore

Registration Fee:

Rs.1000/- per candidate. This is inclusive of MDP Kit, Lunch and Refreshment.

Payment should be made by cash or DD/ Cheque to be drawn in favor of "Director, R V Institute of Management", Payable at Bangalore

Telephonic or email confirmation for spot registration are welcome

Organizing committee

Chief Coordinator

Dr. TV Raju, Director

Members

Dr. Noor Firdoos Jahan

Professor
9945085937

Ms. Anitha D'silva

Sr. Assistant Professor
9742278574

Mr. Mahesh G

Assistant Professor
9901852430

Mr Pradeep M.P

Assistant Professor
9620992602

For Details Contact : pradeep.mudugur@gmail.com



Rashtreeya Sikshana Samithi Trust

R V Institute of Management

National Conference on

“ Synergising Functional Effectiveness and Organisational Performance for Economic Growth”

Saturday, December 12, 2015

Roles and Responsibilities

SI No.	Members	Role	Responsibilities
1	Dr. Noor Firdoos Jahan Dr. G S Venugopal Ms. Bahvya Vikas	Designing & Printing of Brochures and Invitations Identifying the Guests for the Inauguration and Valedictory	<ul style="list-style-type: none">• To design and print the brochure, invitations, certificates and printing of the same in the required quantity.• To plan and identify the guests for the inauguration and valedictory programme.
2	Dr. Neena Prasad Dr. Anupama K Malagi Dr. G S Venugopal	Receiving abstracts, papers and communicating to the authors Identifying Reviewers Scheduling Papers Registration Preparation and Distribution of Certificates Documentation	<ul style="list-style-type: none">• To receive the abstracts and full papers, follow up on the same.• To identify and list the reviewers for the papers received.• To classify the papers according to different tracks and sending the papers for the review.• To communicate about the acceptance or non acceptance of papers to the authors.• To update regularly about the receipt of the papers to the Director.• To plan and schedule the accepted papers for the presentation.• To design and prepare registration forms.• To guide the delegates in the process of payment of the registration fees.• To guide all the student volunteers to respond to the queries of the delegates on the day of registration.• To prepare the CD of abstract.• To prepare and arrange the certificate for the distribution.• To prepare a report on the conference and documenting the same.

3	<p>Dr. Neena Prasad Ms. Anitha D Silva Dr. A Narasima Venkatesh Mr. Nagasubba Reddy Mr. A Chandran Mr. Manjunath.M Mr. Gowrisha Mr. Pradeep M P</p>	<p>Marketing of National Conference Distribution of Brochures Distribution of Invitations</p>	<ul style="list-style-type: none"> • To prepare the data base of B-Schools, Corporates, Research Scholars at national level. • To send / distribute the brochures to the post graduate institutions of various states. • To identify the students for marketing and briefing them with necessary information about the conference and depute them in teams to distribute the brochures to the listed local institutions. • To prepare the information sheets to collect details of the institutions, faculty, contact numbers and follow up regularly to send the papers for the conference. • To plan the marketing strategies to create interest and participate in the conference. • To regularly update the information about the progress of work to the Director. • To maintain students database by recording their day-to-day visits to various institutions and also the list of student's attendance details. • To mediate and follow up with the references for the confirmations. • To distribute the invitations to the guests, plenary session speakers, Technical session chairpersons and the authors. • To prepare the list of trustees, invitees, well-wishers for the distribution of the invitations. • To distribute the invitations for all those people identified and ensure that it has reached them on time.
4	<p>Ms. Bhavya Vikas Ms. Payal Jindal Mr. Manjunath S K</p>	<p>Reception and Hospitality</p>	<ul style="list-style-type: none"> • To make necessary preparations and arrangements for receiving the guests, plenary session Speakers, and technical session chair persons. • To make the necessary arrangements for serving them the snacks.
5	<p>Ms. Pavithra. S T Ms. Sowmya D S Ms. Maithri R</p>	<p>Arrangements for Inauguration and Valedictory Programme</p>	<ul style="list-style-type: none"> • To prepare the programme schedule, prestographs for the inaugural and valedictory function. • To arrange the photo and lighting of the lamp. • To arrange for the bouquets, flowers, water bottles, scribbling pads, pens etc.
6	<p>Mr. A Chandran</p>	<p>Conference Kits</p>	<ul style="list-style-type: none"> • To identify the vendors and seek the quotations from them. • To arrange for conference kits with scribbling pads, pens, abstract CD and other necessary items.
7	<p>Dr. Anupama K Malagi Ms. Sowmya D S</p>	<p>Mementos for the guests</p>	<ul style="list-style-type: none"> • To arrange mementos for guests, plenary session speakers and technical session chairpersons.

8	Mr. Manjunath.M Mr. N. Suresh Mr. Pradeep M P	Food Arrangements	<ul style="list-style-type: none"> • To prepare a menu list for the breakfast, lunch and snacks for the guests, delegates and others participating in the conference. • To identify the caterers and seek quotation from them. • To plan the venue and make necessary arrangements for the same.
9	Dr. Noor Firdoos Jahan Dr. G S Venugopal Mr. Gowrisha	Plenary Session Speakers and Technical Session Chairpersons	<ul style="list-style-type: none"> • To plan and identify the speakers for the plenary sessions and chairpersons for the technical sessions.
10	Mr. A Chandran Mr. G. Mahesh Mr. Pradeep M P	Sponsorship	<ul style="list-style-type: none"> • To identify and list organizations for sponsorship. • To identify the students, communicate with the teams and guide them suitably for the contacts and references. • To mediate and follow up with the references for confirmations.
11	Dr. Noor Firdoos Jahan Dr. Neena Prasad Ms. Das Sangita Hemant	Technical Sessions	<ul style="list-style-type: none"> • To identify the rooms for technical sessions and make necessary seating arrangements. • To coordinate with the technical support committee for other technical arrangements. • To prepare the judgment sheets for evaluating the paper presentation. • To collect the profile of the technical session chairpersons, mementos and handing over to the room coordinators. • To identify the students to be audience and guiding them accordingly.
12	Dr. G S Venugopal Mr. A Chandran Mr. Manjunath M Mr. Manjunath S K	Medical Facilities Logistics Media & Publicity Photography	<ul style="list-style-type: none"> • To provide assistance for lodging and boarding facilities to the delegates if required. • To provide logistics facilities to the guests if required. • To identify and contact the doctors, hospitals, ambulance in case of emergency requirements. • To arrange first aid kit with all necessary items. • To send invitations to the media persons for awareness and publicity of the programme. • To arrange for a photographer for the conference.
13	Ms. Pavithra. S T Ms. Sowmya D S Ms. Rashmi Shetty Ms. Maithri R	Venue Decoration	<ul style="list-style-type: none"> • To plan for decoration of the venue and make necessary arrangements for the same.

14	Mr. Nagasubba Reddy Mr. Gowrisha Mr. Vidyashankar	Technical Support Banner	<ul style="list-style-type: none"> • To arrange for the mics and check their functioning. • To arrange computer systems for the presentation at different rooms, seminar hall for inauguration and valedictory. • To support the delegates in uploading the PPTs in the computer and assist during their presentations. • To record the audio of Inauguration, Plenary sessions and Valedictory programmes of the conference. • To make the arrangements for the banners in the required quantity.
15	Dr. Noor Firdoos Jahan Dr. Neena Prasad Mr. Gowrisha	Printing and Publishing the Conference Book	<ul style="list-style-type: none"> • To identify the publishers and seek quotation for the same. • To finalise the papers to be published, printing and releasing the same during the conference.

Technical Session and Plenary session room Coordinators and faculty incharge

	Tracks	Room Coordinators		Tracks	Room Coordinators
Technical Session 1	Finance	Ms. Anitha D Silva	Technical Session 2	Finance	Ms. Bhavya Vikas
	Marketing	Mr. G. Mahesh		Marketing	Mr. Pradeep M P
	Human Resources	Dr. A Narasima Venkatesh		Human Resources	Ms. Das Sangita Hemant
	General Management	Mr. N. Suresh		General Management	Ms. Rashmi Shetty
Plenary Session	Dr. Anupama K Malagi Mr. NNS Reddy				


Director



Rashtreeya Sikshana Samithi Trust

R V Institute of Management

National Conference

On

“Synergising Functional Effectiveness and Organisational Performance for Economic Growth”

Saturday, December 12, 2015

Programme Schedule

9:00am – 10:00am	Registration	
10:00am – 11:15am	Inauguration	
11:15am – 11:30 am	Tea Break	
11:30 am – 1:30pm	Technical session I	
1:30pm – 2:00pm	Lunch Break	
2:00pm – 3:00pm	Plenary Session	Mr. K.Ullas Kamath, Joint Managing Director & CFO, Jyothy Laboratories Ltd, Bangalore
3:00pm – 3:15pm	Coffee/ Tea Break	
3:15pm – 5:00 pm	Technical session II	
5:00pm – 6:00pm	Valedictory	

Approved

M
18/12/15



Rashtriya Vaidika Sikshana Samithi Trust

R V INSTITUTE OF MANAGEMENT

CA-17, 36th Cross, 26th Main, 4th 'T' Block, Jayanagar
Bangalore – 560 041, Ph: 080-42540300, www.rvim.in

Accredited by NAAC with “A” Grade

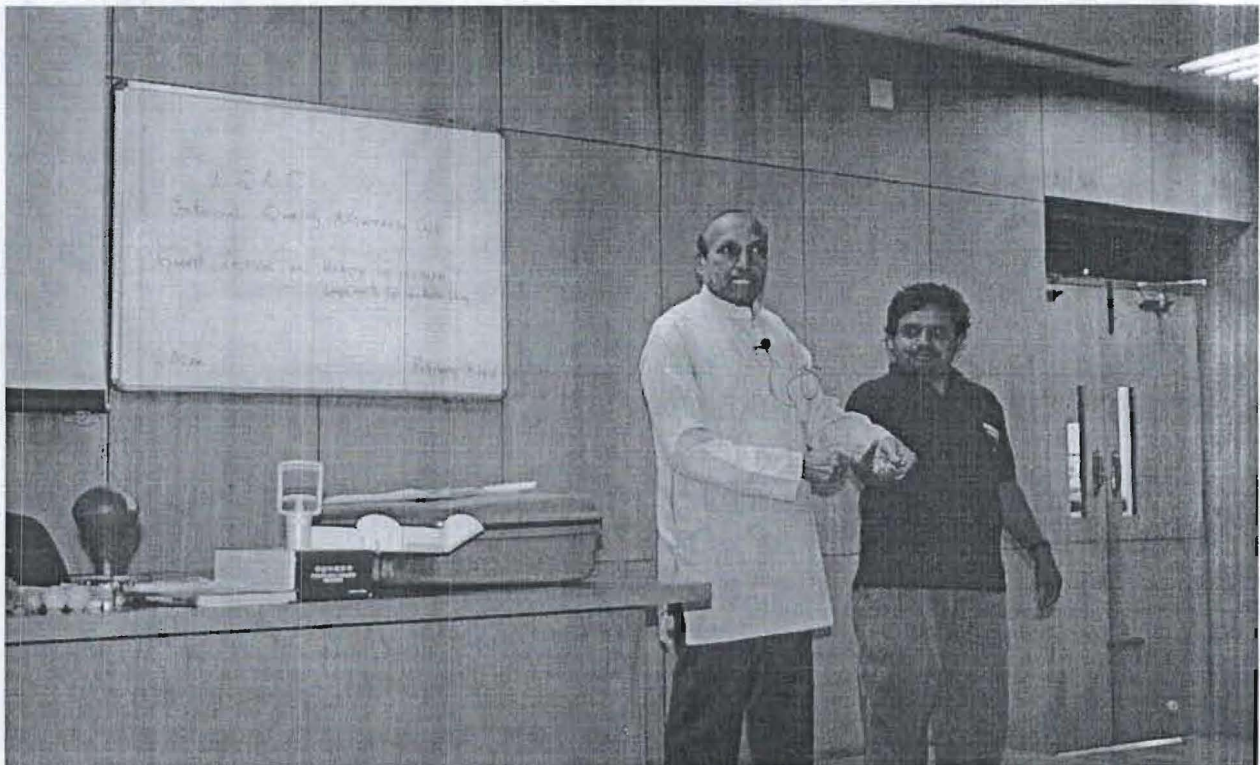
Internal Quality Assurance Cell

Sessions for Supporting Staff

On February 18, 2016

Session 1:

Topic	Resource Person
“Health is Wealth – Simple Healthcare tips for better living”	Sri. K R Sreenivasa Murthy Yoga Master Sri Balaji Yoga Kendra Vijaya Bank Layout Bangalore



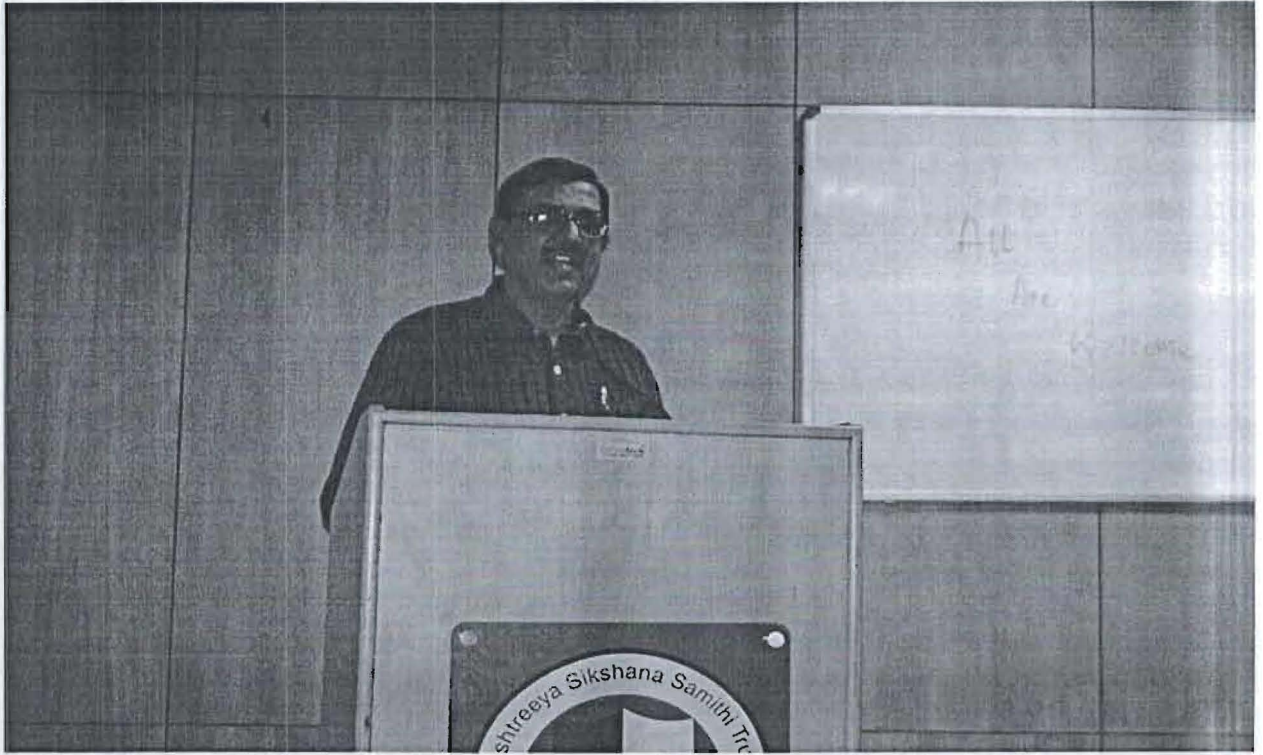


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Session 2:

Topic	Resource Person
"Motivation and Self-Management"	Sri. Prasad K.S.N. Sr. Manager (Retd.) Canara Bank & Hon. Secretary, CLP for Senior Citizens RVIM, Bangalore





S. P.
(CHIEF OFFICER)

RashtreeyaSikshanaSamithi Trust
R V INSTITUTE OF MANAGEMENT
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Internal Quality Assurance Cell

Guest Lecture on

"Health is Wealth – Simple Health Care Tips for Better Living"

&

"Motivation & Self Management"

at 2:30 pm On 18 February, 2016

Participants: Supporting Staff (Group –D Staff)

Sl. No.	Name	Designation	Signature
1	Sri. Rajanna S C	Technical Asst.	Rajanna, S C
2	Sri. Vamshi Krishna T	Lab Technician	Vamshi Krishna
3	Sri. Pradeep K	Lab Technician	Pradeep K
4	Sri. Manjunatha N	Lab Technician	Manjunatha N
5	Sri. Shivakumar S B	Driver	
6	Sri. Putta Setty A J	Office Attendant	Putta Setty A J
7	Sri. Bora Setty	Gardener	Bora Setty
8	Sri. Anilkumar	Office Attendant	Anilkumar
9	Sri. Ravikumar	Office Attendant	Ravikumar
10	Sri. Shivakumar K M	Office Attendant	Shivakumar K M
11	Smt. Mamatha L	Sweeper	Mamatha L
12	Smt. Rajamma	Sweeper	Rajamma
13	Smt. Geetha	Group – D	Geetha
14	Smt. Suvarna R	Sweeper	SUVARNA R
15	Sri. Yallappa G	Scavenger	Yallappa G
16	Smt. Andalamma	Sweeper	Andalamma

RashtreeyaSikshanaSamithi Trust

R V INSTITUTE OF MANAGEMENT

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Internal Quality Assurance Cell

Workshop on "Effective Office Administration"

at 3:00 pm On 11 February, 2016

The Internal Quality Assurance Cell of R V Institute of Management has organized a workshop on "Effective Office Administration" for the Administrative staff of RVIM and SSMRV PU and SSMRV degree college. On 11th February 2016. The Resource Person for this workshop was Col. R. Asoka, Registrar and Director, Rashtreeya Sikshana Samithi Trust. The workshop was attended by 24 participants.

The Resource Person spoke about the role of employees in 4 dimensions viz.,

- i) Role in branding and image building of R V Group;
- ii) Responsibility towards the organization;
- iii) Efficient and Effective Use of technology;
- iv) Self assessment which helps in identifying one's own potential.

The Resource person also spoke about the importance of MIS, multitasking which is the order of the day, maintaining discipline and to develop inquisitiveness and willingness to adopt new tools and techniques of technology like MS office, open source and Tally.

Seen and Noted

[Signature]
20/02/2016



Rashtreeya Sikshana Samithi Trust

R V INSTITUTE OF MANAGEMENT

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Bangalore – 560 041, Ph: 080-42540300, www.rvim.in

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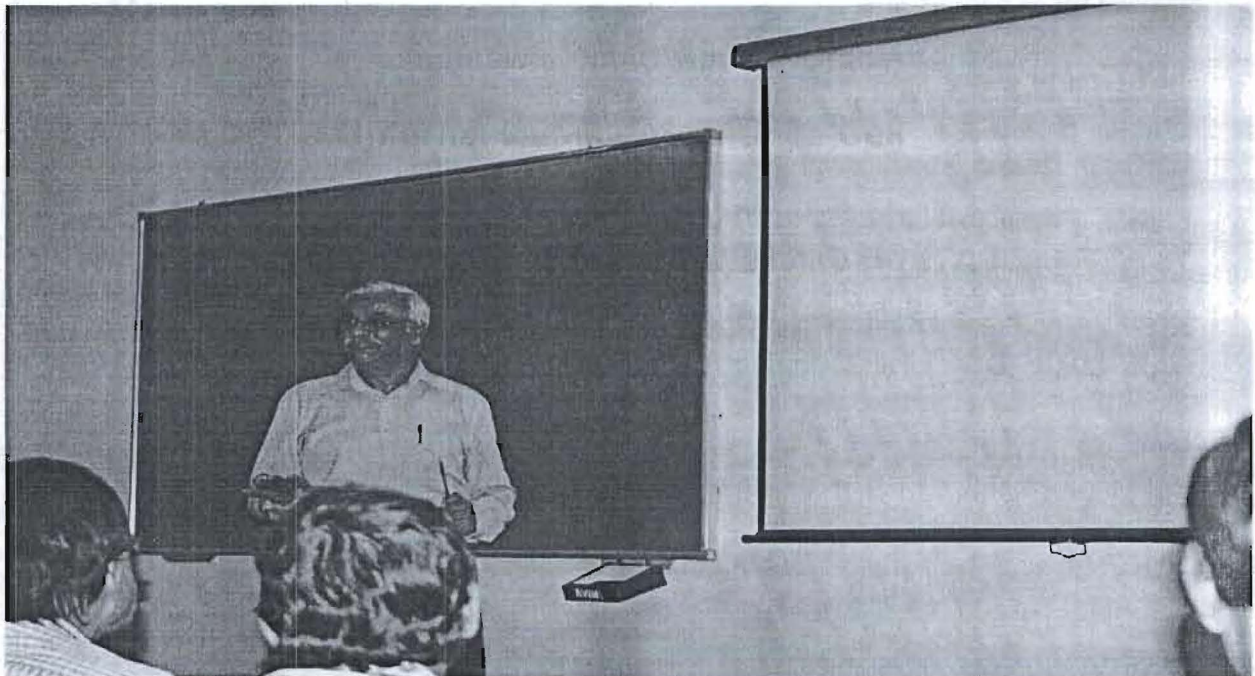
Internal Quality Assurance Cell

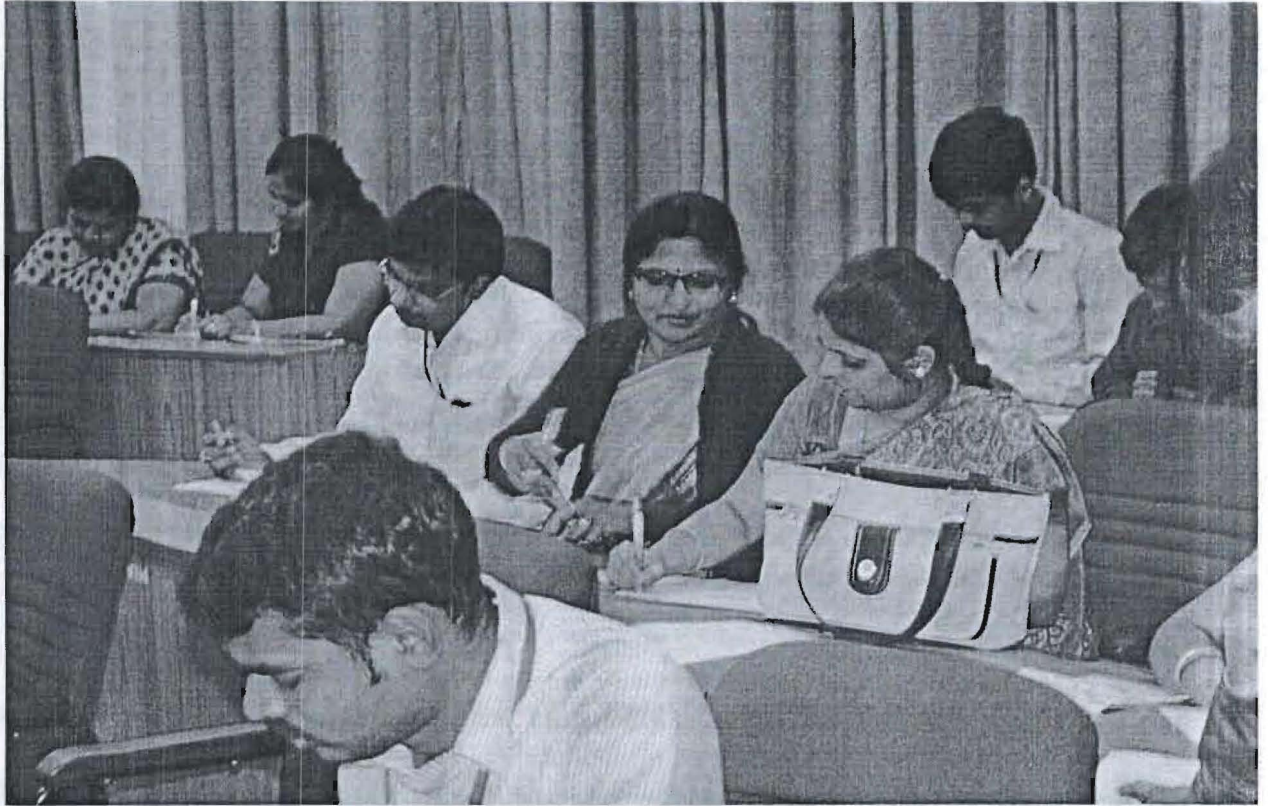
**Workshop on
“Effective Office Administration”**

On February 11, 2016

Resource Person:

Col. R Asoka, Registrar, Rashtreeya Sikshana Samithi Trust, Bangalore





Students participating in a workshop on the importance of water conservation.

Bio-Data

Col. R. Asoka (Retd.),
M.E. (Mech.-IISc.), Fellow-AIMA, IRSME.,

Was with

- Indian Railways for over 20 years as Divisional Manager, Chief Mechanical Engineer & General Manager.
- Rail Wheel & Axle Plant for over 5 years as CEO.
- RITES for over 5 years as Project Manager.
- Mittal Steel Co. for over 5 years as Director/Projects
- Currently: Director & Registrar with RV Group of Educational Institutions.

He is a Member of various Professional bodies including Consultancy Development Centre, Association of Quality & Reliability, Institution of Mechanical Engineers, etc..

His expertise includes:

- Due diligence activities for takeovers, acquisitions & mergers;
 - Optimization of activities at Industrial establishments including Rational & Standardization of activities;
 - Project Management Consultancy related to new industrial set ups with reference to transportation sector of Railways & Steel plants, and
 - Corporate, HR & System functions.
-



Rashtreeya Sikshana Samithi Trust

R.V. INSTITUTE OF MANAGEMENT

CA-17, 36TH CROSS, 26TH MAIN, 4TH T BLOCK, JAYANAGAR, BANGALORE - 41

Ph: 080-26547048 Fax: 26654920 website: rvm.edu.in, email : contact@rvm.edu.in

Ref: 807/RVIM/MBA/2015-16

Date: 06/02/2016

To,
Col. R Asoka
Registrar
Rashtreeya Sikshana Samithi Trust
II Block, Jayanagar
Bangalore

Dear Sir,

Sub: Lecture on "Effective Office Administration"

We thank you for having accepted to be the guest speaker for a special lecture on the topic "Effective Office Administration" which is organized exclusively for office and administrative staff. The scheduled date for the session is Thursday, 11 February, 2016 from 3:00 pm to 4:30 pm.

We request you to share your valuable thoughts on the topic for the session.

With Warm Regards

Dr. T V Raju
Director

et



Rashtreeya Sikshana Samithi Trust

R.V. INSTITUTE OF MANAGEMENT

CA-17, 36TH CROSS, 26TH MAIN, 4TH T BLOCK, JAYANAGAR, BANGALORE - 41

Ph: 080-26547048 Fax: 26654920 website: rvim.edu.in, email : contact@rvim.edu.in

Ref: 807/RVIM/MBA/2015-16

Date: 06/02/2016

To,
The Principal
S S M R V Degree College
4th 'T' Block, Jayanagar
Bangalore

Sir,

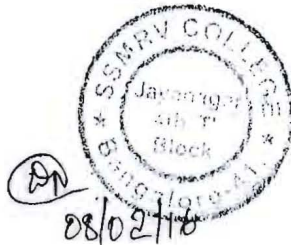
Sub: Lecture on "Effective Office Administration"

We have organized a special lecture for the office and administrative staff on the topic "Effective Office Administration" on Thursday, 11 February, 2016 from 3:00 pm to 4:30 pm. The speaker for the session is Col. R Asoka, Registrar, Rashtreeya Sikshana Samithi Trust, Bangalore.

We request you to depute five of your office staff for the above said lecture. Please confirm and send us the list of staff members those who are attending the session.

With Warm Regards

Dr. T V Raju
Director





Rashtreeya Sikshana Samithi Trust

R.V. INSTITUTE OF MANAGEMENT

CA-17, 36TH CROSS, 26TH MAIN, 4TH T BLOCK, JAYANAGAR, BANGALORE - 41

Ph: 080-26547048 Fax: 26654920 website:rvim.edu.in, email : contact@rvim.edu.in

Ref: 808/RVIM/MBA/2015-16

Date: 06/02/2016

To,
The Principal
S S M R V Pre-University College
4th 'T' Block, Jayanagar
Bangalore


Madam,


Sub: Lecture on "Effective Office Administration"

We have organized a special lecture for the office and administrative staff on the topic "Effective Office Administration" on Thursday, 11 February, 2016 from 3:00 pm to 4:30 pm. The speaker for the session is Col. R Asoka, Registrar, RashtreeyaSikshanaSamithi Trust, Bangalore.

We request you to depute five of your office staff for the above said lecture. Please confirm and send us the list of staff members those who are attending the session.

With Warm Regards


Dr. T V Raju
Director


S. S. M. R. V. Pre-University College
4th T Block, Jayanagar
Bangalore - 560041, S. S.



**Rashtreeya Sikshana Samithi Trust
SSMRV DEGREE COLLEGE**

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

NAAC Accreditation:B

Phone : 22453665, E- mail:ssmrv_1982in@yahoo.co.in

Ref No.

Date:- 10.2.16

To

The Director,
RVIM,
Jayanagar,
Bangalore-41

Sir,

Sub:- Lecture on " Effective Office Administration"

The following staff members are attending Special Lecture on "Effective Office Administration", which will be held on 11.2.2016

1. Sri. Jayashankar.E.
2. Sri. Veerabhadraiah
3. Smt. Sunithamba
4. Smt. Nethravathi
5. Sri. Dileepkumar ,

This is for your kind information.

Thanking you,

Yours faithfully,

**PRINCIPAL
SSMRV COLLEGE
Jayanagar, Bangalore - 41**

To
Mr. Gowrishw


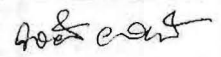

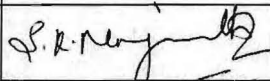

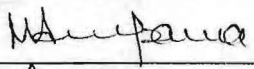
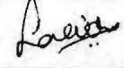
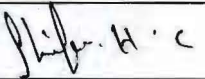
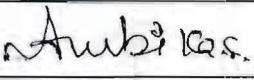

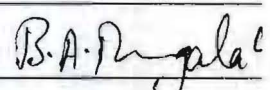
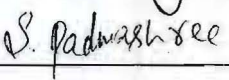
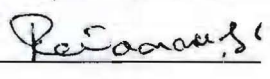
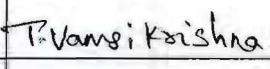

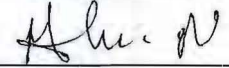
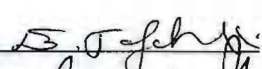
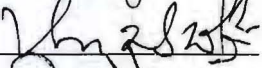



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Rashtrreya Sikshana Samithi Trust
R V INSTITUTE OF MANAGEMENT
Accredited by NAAC with "A" Grade

Internal Quality Assurance Cell

Workshop on "Effective Office Administration"
at 3:00 pm On 11 February, 2016

Registration

Sl. No.	Name	Designation	Institute	Signature
1	Mr. Siddaramanna	Admin officer	R V IM	
2	Mr. Madhusudhan D.N	A.O. Suptd.	R V IM	
3	Mr. Madhushankar V.	A.O. Suptd	R V IM	
4	Mr. Manjunath S.K.	P. R.O	R V IM	
5	Mr. Vidhyashankar	Mat Ingr	R V IM	
6	Smt. Anupama S.M	Librarian.	R V IM	
7	Smt. Lalitha	Office ASST.	R V IM	
8	Mr. Shivar Kumar.	Asst Librarian	R V IM	
9	Smt. Anubha S.	Office ASST	R V IM	
10	Smt. Lakshmi	Office ASST	R V IM	
11	Smt. Rajalakshmi	Asst Accountant	R V IM	
12	Ms. Padmasree S.	Office ASST.	R V IM	
13	Mr. Rajanna S.	Tech ASST.	R V IM	
14	Ms. Vamsi Krishna	Technician	R V IM	
15	Mr. Pradeep	Technician	R V IM	
16	Mr. Manjunath N	Technician	R V IM	
17	Sri Jayashankar E.	FDA	SSMRV Degree	
18	Sri. Veera bhadrach.	FDA	SSMRV Degree	
19	Smt. Sunilgimba	FDA	SSMRV Degree	
20	Smt. Neltmalathi	clerk	SSMRV Degree	
21	Sri. Dileep Kumar.	clerk	SSMRV Degree	

Sl No.	Name.	Designation	Institute	Signa
22	M. Ranjashree	Librarian	SSMRU Pu College	M. Ran
23	APARNA. V.	Office Staff	— u —	Aparn
24	Prabhavathi.	F. D. A.	— u —	Prabha
25	MANJU. M.	Accountant	— u —	M. Man
26				

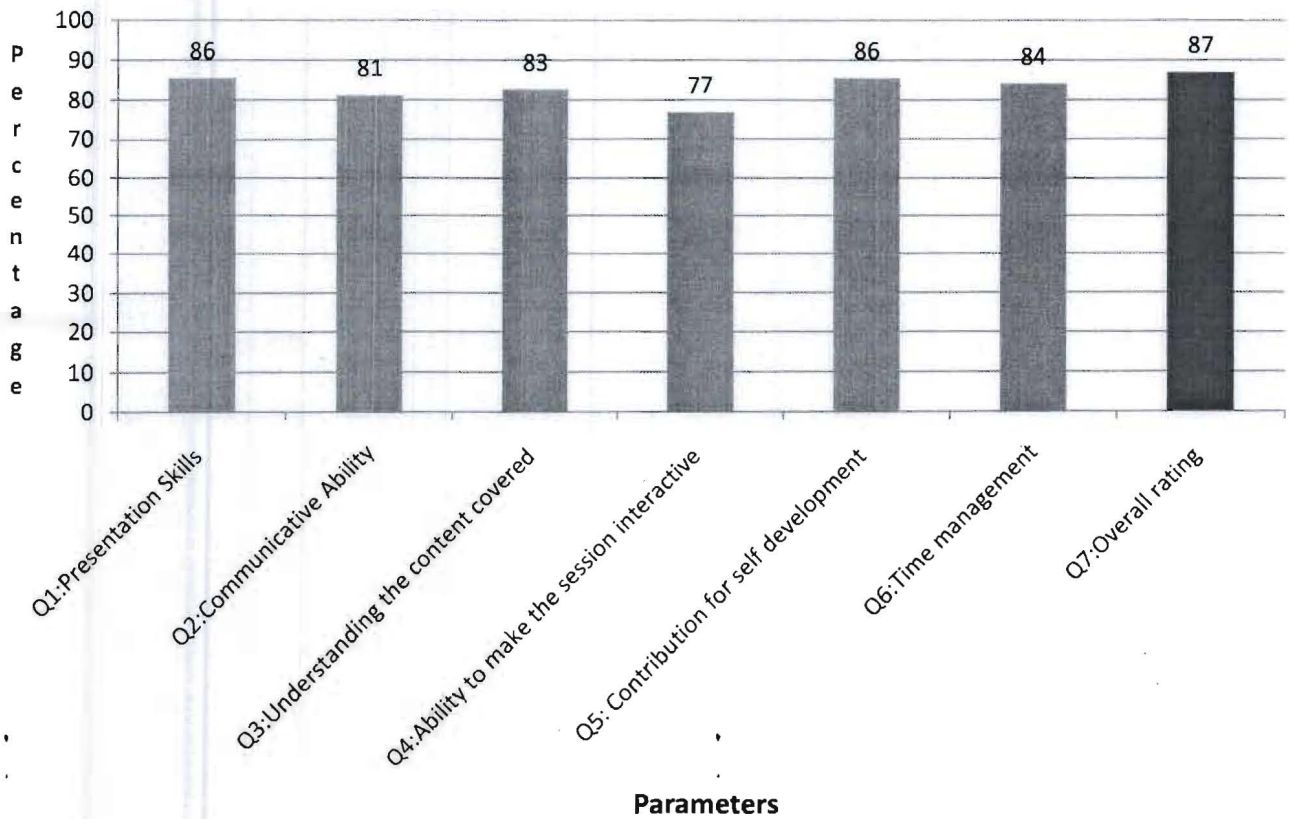
RashtreeyaSikshanaSamithi Trust
R V INSTITUTE OF MANAGEMENT
Accredited by NAAC with "A" Grade

Internal Quality Assurance Cell

Workshop on "Effective Office Administration"
at 3:00 pm On 11 February, 2016

Feedback Analysis

Feedback analysis of Col.R.Asoka
Topic : Effective office Administration



Rashtreeya Sikshana Samithi Trust
R V Institute of Management

Centre for Research & Consultancy

Report of the one day Workshop on "Executing Research and Statistics using R Programme" conducted on 18-6-16

Preamble.

The Centre for Research and Consultancy conducted a workshop for the benefit of Academicians and Research scholars on the theme of Executing Research and Statistics using R Programme on 18th June 2016.

R is a popular open source statistical tool for data analysis which is best suitable for research purposes programmes built in commands offer wide and flexible outputs. The main objective the workshop is to facilitate the research scholars to apply various methods and techniques, available under R programming which enhances the accuracy of analytical findings. The overall workshop had the objective of:

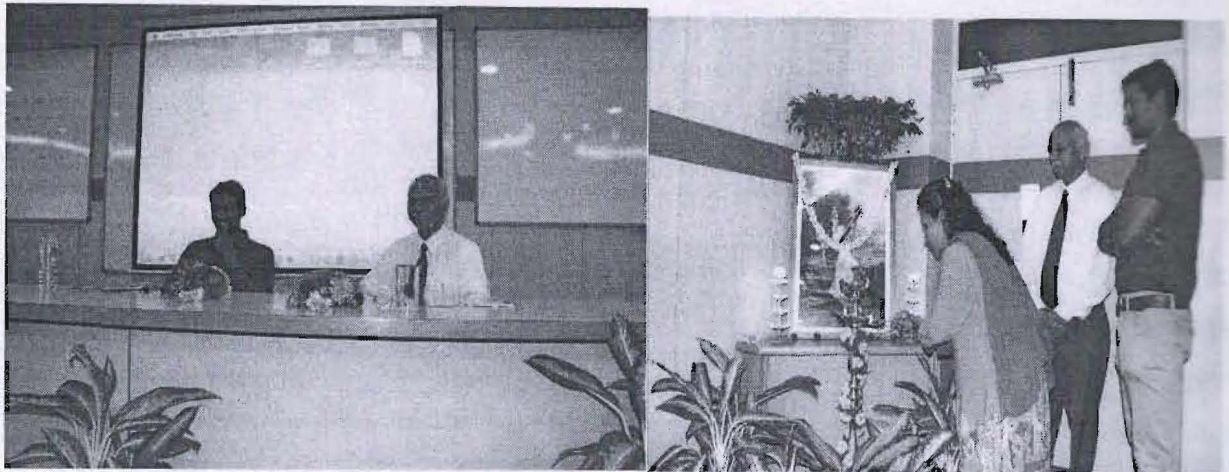
- 1) Introducing R programming language
- 2) Exploring data through graphs and loop functions and
- 3) Hypotheses testing, F testing and chi-square testing

The resource person for the workshop was Mr. Shankar M Mepparambath.

Mr. Shankar M Mepparambath, is an MBA in marketing from the University of Madras. And has work experience of 15 years in industry and 10 years in Academics, Research, and training and consultancy services. He has worked in reputed firms like Satyam computers, Manthan services, and Caterpillar (USA). He has published articles in various national and international level journals also. He has trained more than 15,000 people across India, in the domains of research methodology and statistical soft wares such as R, SPSS, SAS, AMOS and MS-Excel.

Inaugural session

The session started with an invocation prayer by Ms.Shubha Bhat of II sem MBA. This was followed by welcome address by Dr.G.S.Venugopal, member, Research and Consultancy centre. The resource person Mr. Shankar M Mepparambath was introduced to the gathering by Dr.G.S.Venugopal. The traditional lamp was lighted by Mr.Shankar M Mepparambath and Dr.T V Raju, Director, R V Institute of Management.



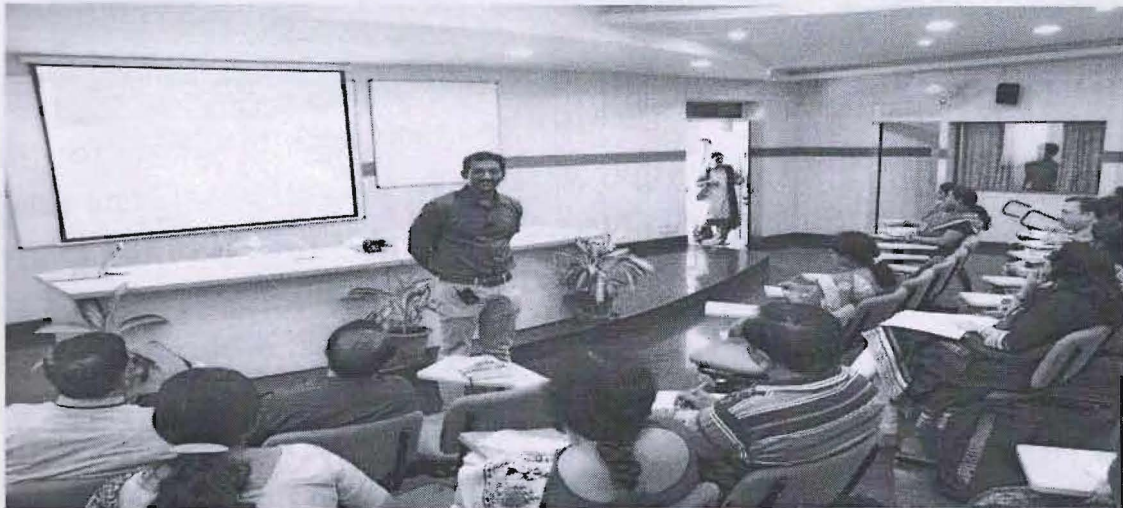
Dr.T V Raju, in his presidential address, stressed the need for adopting advanced software tools like R Programming, which will not only give accurate solutions, but will also save precious time. Dr. T V Raju also emphasized the need of attaining proficiency in applying such tools, which help the participants to acquire further insights into such statistical tools.

The inaugural session was concluded with vote of thanks by Dr. Noor Firdoos Jahan, Coordinator, Research and Consultancy centre, RVM.

I Session

The first session includes the basic fundamental aspects of R Programming. The additional features of the R Programming language in relation to the software like SPSS, is also discussed. The presentation started with 'R in action. R is a software, which has come handy for the researchers-particularly in the areas of social sciences. The basics of research such as the concepts of theory, model, data,

sample, variables, measure, units of analysis, deductive/inductive logic were discussed in order to refresh the basics of research. The importance and general features of consoles, environment were explained in detail. The concept and appropriate use of characters, Numbers logic with "true or false attributes" were deliberated. The features of Storing and display of factors were taken up to explain the main feature of R Programming. The construction and use of Matrix, which is of great importance to generate reports, were also explained.



The strengths of R programming in the form of ease with which well-designed publication-quality graphs can be produced, including mathematical symbols and formulae where explained. The session was interactive and well taken by the participants.

II Session

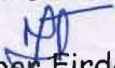
The II session which started after the tea break, was dedicated to the practical exercises based on R programming. This session was conducted in the Computer lab. During this session, the methods and techniques of analyzing vectors and matrices were explained and participants were given some small exercises to be completed in the system itself. Mr. Shankar and his team was in and around the lab to help the participants to complete the task given to them. The concept of vector, mean and variables were explained to the participants with suitable examples.



Soon after this session participants had lunch and came back to the lab for the next session. This session was completely devoted to the analysis of data using various statistical tools like ANOVA, Chi-square test, t-test, z-test and f-test using R programme. The session was very interactive as participants had a lot of questions related to this topic and started clarifying the same with the resource person. The participants had on-hand training and gained confidence to utilize R programme for their future purpose. The workshop concluded with a group photo followed by distribution of certificate for their participation in the workshop.



Report Submitted by:


Dr. Noor Firdoos Jahan

Coordinator, Research and Consultancy Centre

Registration Details

- Registration Fees: Rs. 750/- per participant.
- Payment should be made by cash or DD / Cheque to be drawn in favour of Director, 'RV Institute of Management' payable at Bangalore.
- Telephonic and / or email confirmation for spot registration are welcome.
- Registration at 9.00am.

Organising Committee

Chief Co-ordinator

Dr. T V Raju

Director, RVIM

Faculty Coordinators:

D. Noor Firdoos Jahan

9945085937

Dr. G S Venugopal

9880149951

Dr. Anupama K Malagi

9448079735

Dr. A NarasimaVenkatesh

9986728377



Rashtreeya Sikshana Samithi Trust

RV INSTITUTE OF MANAGEMENT

CA 17, 36th Cross, 26th Main, 4th TBlock, Jayanagar, Bangalore – 560 041

Phone : 080-26547048 Fax : 080-26654920

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

Accredited by NAAC with "A" Grade

Centre for Research & Consultancy

Presents

One day Workshop

On

**“Executing Research and Statistics
using R Programme”**

Saturday, June 18, 2016



RV 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 the Workshop

R is a popular open source statistical package for data analytics and graphics that is widely used in both academia and industry. This workshop introduces R in a way that takes advantage of what you already know. For many topics we will begin with R's built-in commands that offer sparse but flexible output. It also covers different packages in R that are likely to enhance the participant's knowledge in both statistics and R programming language.

Learning Outcomes

After your participation in this workshop, you will be able to use R to import data, transform it, create publication quality graphics, perform commonly used statistical analyses and know how to generalize that knowledge to more advanced methods.

Content of the Workshop

The Workshop aims to include the following areas:

Introduction to R Programming Language

Data Exploration through Graphs and various loop function

Testing of Hypothesis - t test, F test, Chi square and Z proportion test Session

Model training and Testing using Multiple linear Regression and its assumptions

Who should attend?

All those who deal with Data Analysis will benefit most from this Workshop. This workshop will also be value addition to:

- Academicians interested in doing or supervising research
- Research scholars
- Practitioners working in any functional area interested in research.

Our Approach

This one-day workshop provides a hands-on introduction to R, the well-known open-source platform for data analysis. Real examples are employed in order to methodically expose attendees to best practices driving R and its rich set of predictive modeling packages, providing hands-on experience and know-how to the Participants.

RESOURCE PERSON



Shankar M Mepparambath
Research Consultant, Bangalore

Mr. Shankar M Mepparambath, did his MBA (Marketing), in 1999 at Univ. of Madras. In 2005 Undergone FDP, at IIM- Ahmedabad, He has work experience in both Academics and Industry, 15 years in Academics and 10 years in Research, training and consultancy respectively. He worked with Satyam computers, Manthan services, and Caterpillar (USA), He has published articles in various national level journals. He trained more than 15,000 participants across India in research methodology and statistical software which includes R, SPSS, SAS, AMOS and MS-Excel. His research materials like "360 degree view of RM and what is Theory" are downloaded by the research communities pan world. He has been enacting as research consultant for various companies such as Valuvoy, PPDA Ltd, SPSS South Asia Ltd, Bangalore and Starcomm. As a consultant, he handled client like HSBC on Branding experience and Alleges for profiling IT human resources, on training, He has been providing training for various corporates like Optimal Strategix group, IBM,, Care India, Custlogic and Satvik etc.

His area of interest includes Analytics and Data science. Currently he started his own venture in the name of CARES, which focus on Research, Consultancy and training.

Rashtreeya Sikshana Samithi Trust
R V Institute of Management

Centre for Research & Consultancy

RREPORT OF ONE DAY WORKSHOP ON “METHODOLOGY OF RESEARCH IN SOCIAL SCIENCES

PREAMBLE

A one day work shop on the theme “Methodology of Research in Social Sciences” was organized under the auspices of ‘Centre for Research and Consultancy”, on 17-10-15

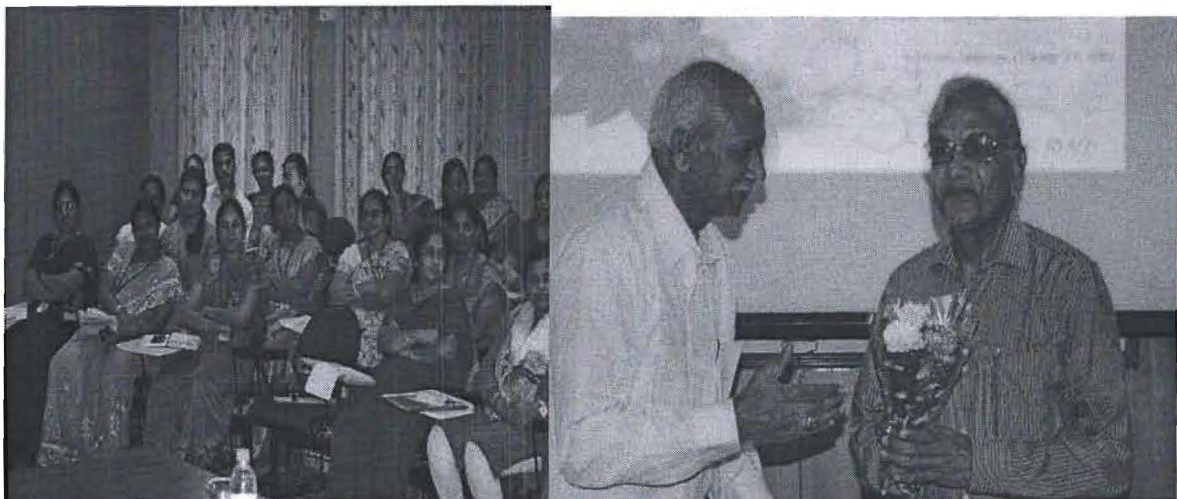
The objective of the workshop was to enable the participants to arrive at research problem, design suitable frame work for carrying out research; to expose them to the latest tools of analysis and also about hypotheses formulation and testing

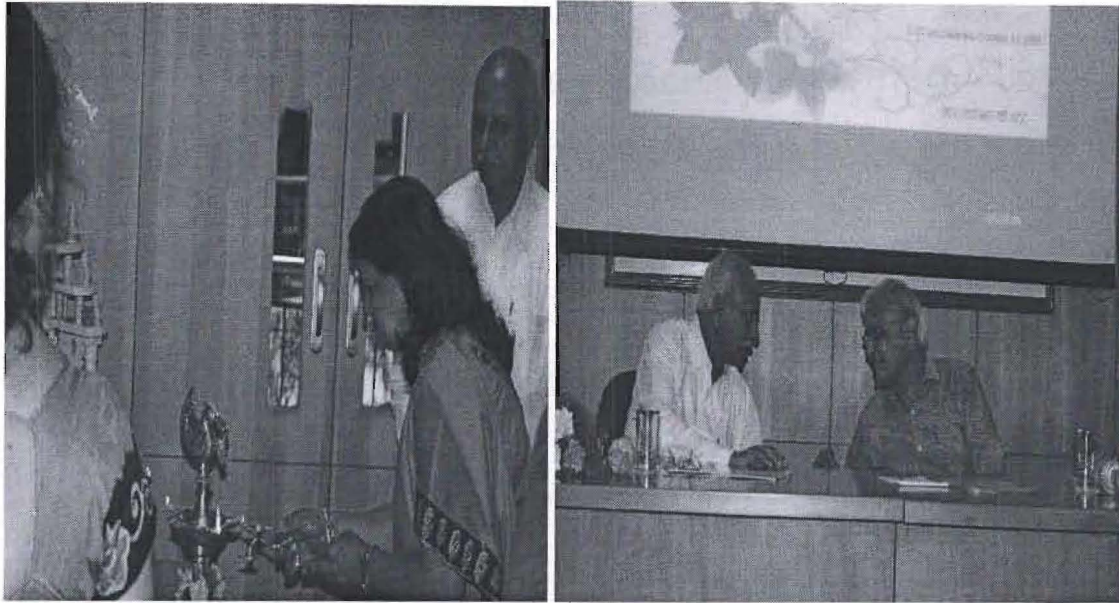
INAGURATION

The workshop was inaugurated with an invocation from Ms.Amrutha, followed by lighting of the traditional lamp by the dignitaries of the function Dr.Avinash Kumar Srivastav, former Dean (Research) of ICFAI Business School and Dr.T.V.Raju, Director, RVIM.

Dr.Anupama Malagi welcomed the dignitaries and the participants of the workshop.

Dr.T.V.Raju, in his reply to the welcome speech, stressed the need for such workshops in enhancing the research capabilities of the academicians. He also called upon the participants to derive the best out of the workshop. He also informed the participants to suggest improvements for incorporating the same in future workshops



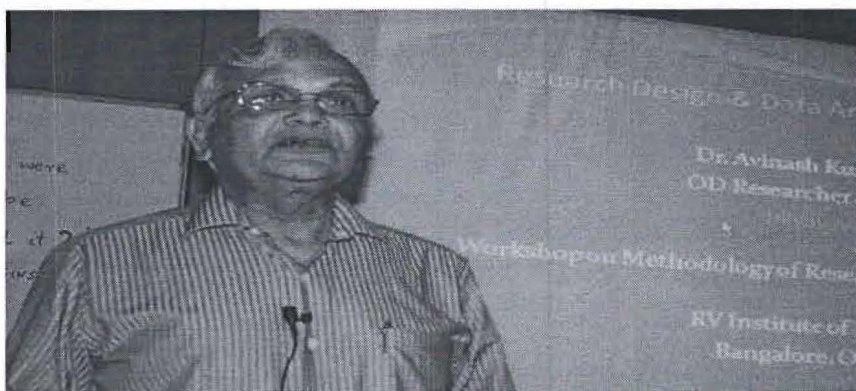


FIRST SESSION

First session was chaired and conducted by Dr.Avinash Kumar Srivastav, former Dean (Research) of ICFAI Business School.

Dr.Srivastav dealt at length the steps to be followed while a research is undertaken .He elaborated the advantages and disadvantages different research approaches. He described with numerable examples, the significance of design approaches as all other phases of research are contingent upon the same. He emphasized the need for appropriate research design as the construct of research could be as efficient as its design only.

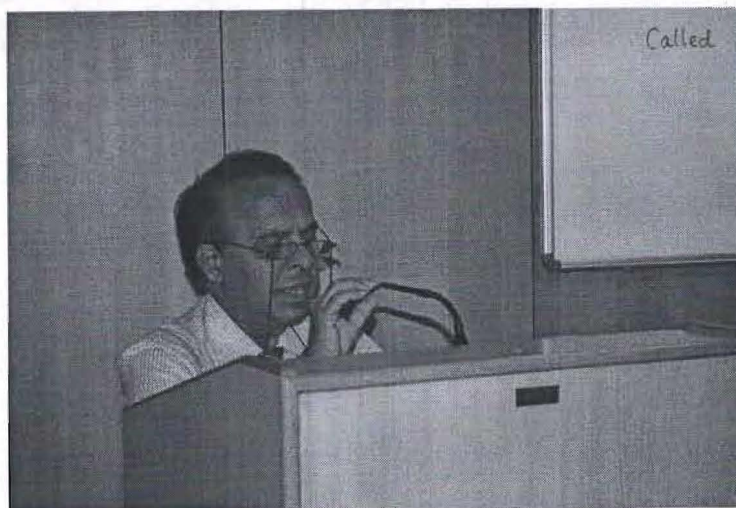
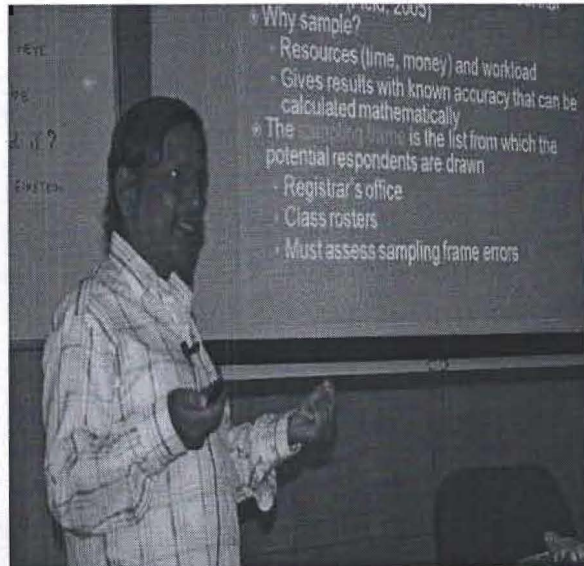
Dr.Srivastav, took questions from the discerning participants and answered all questions to the satisfaction of the participants



THIRD SESSION

Third session was conducted by renowned Professor and researcher Dr.Ashok, H.S.Dr.ashok, discussed the importance of hypotheses formulation and it's testing in social sciences. He gave very useful techniques of formulation, without sacrificing the essence of research problem on the hand. He discussed in great depth, various hurdles one may encounter, in accepting or rejection of hypotheses. Many real world examples were taken to depict the problems, a researcher may encounter, in his quest for the solution. Errors that a researcher commits, in sampling methods and sampling design is other area, which Dr.Ashok, dealt at length.

Dr.Ashok, had a question and answer session, in which all the participants took active part and got their queries resolved.

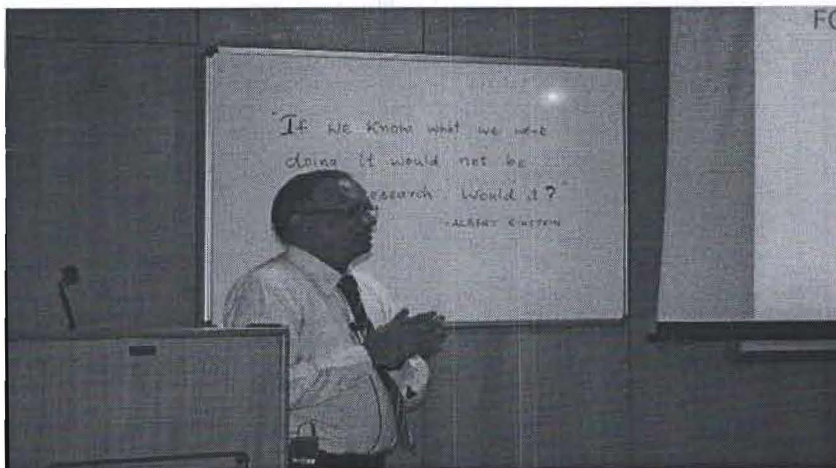
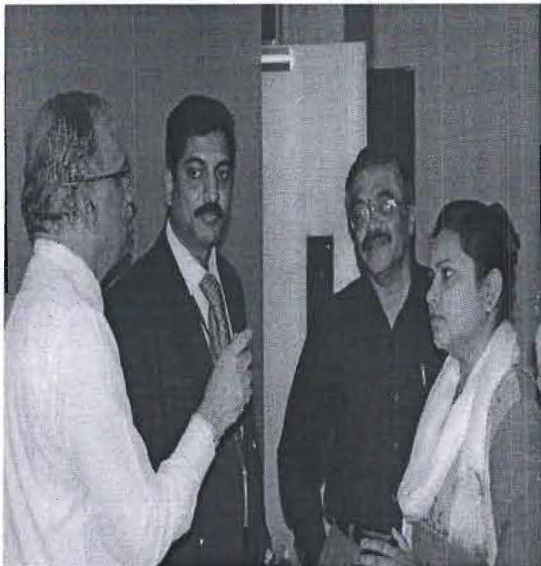


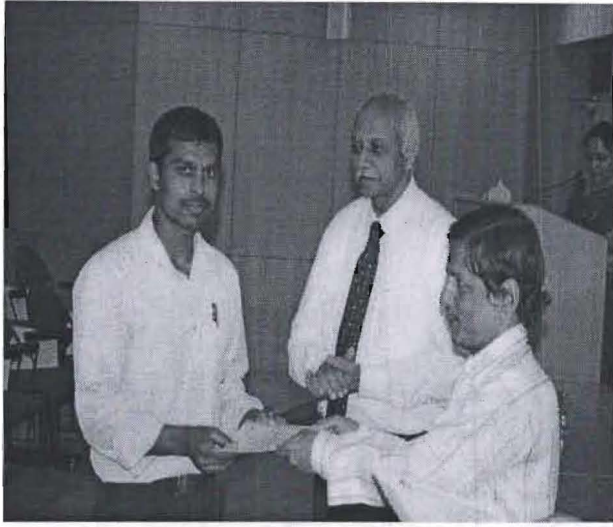
SECOND SESSION

Second session was chaired by Dr.N.S.Viswanath, a well known scholar and an acclaimed research guide.

Dr.Vishwanath emphasized the need for incorporating the important variables while the questionnaire is designed. He stressed the need for fine tuning the questions, so that they yield the responses, which are valid and relevant. Hypotheses formulation is a challenge to any researcher , asserted Dr.Vishvanath.Hence he informed the participants to take great attention to its formulation.Once the hypotheses are formulated , an equally challenging task of choosing and applying, a suitable statistical tool , will arise, which the researcher has to maneuver with great aplomb. He clarified many doubts of the participants with suitable examples.

Dr.Vishwanath, also held a question and answer session, for the benefit of participants





Dr. Noor Firdoos Jahan thanked all the dignitaries, resource persons and participants, who made the function, a successful one.

