

MES INSTITUTE OF MANAGEMENT

Vidya Vihara, 25/1, 17th Main, II Block, Rajajinagar, Bangalore - 560010

Affiliated to Bengaluru City University, NAAC accredited with B++

7.2.1 Best Practice-1

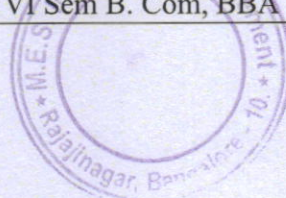
Value - Added Courses for Career Progression

MESIOM understands that its primary responsibility is to make its students employment ready for their productive lives and also equip them with core skills that enables them to continue learning. In this endeavour, the college strives to provide a continuous and a seamless pathway of learning, starting from a curriculum that adequately prepares them to core concepts and value-added courses which trains them in application of core concepts, going on to provide career guidance, counselling and finally placements, such that the demand for a skilled workforce is met the objectives.

- Empower the students to develop their full capacities and to recognize employment social opportunities.
- Development of Core Skills like subject - domain knowledge, communication skills, problem - solving skills, analytical skills and quantitative aptitude.
- To provide continuous and seamless pathway of learning.

On the basis of the feedback from students, submit a proposal to the HOI in the required format to conduct value -added courses. The HOI places the proposal at the GB and the IQAC meetings. After a thorough deliberation at the meetings, a decision is taken for the conduct of the course. Necessary changes in the course content are incorporated, is necessary. The HOI recognises that skills and employment policies should be viewed together. The full value of one policy is realized when it supports the objective of another. In this direction, the assistance of the learning partners is solicited for placements, in addition to the efforts of the institution to place its students in premier companies.

Add on/Certification programs offered for 2024-25		
Sl. No.	Programs	Batch
1	Python	VI Sem BBA
2	Digital Marketing	IV Sem BBA
3	Advance Excel	II Sem BBA, III Sem B. Com
4	Tally	V Sem & VI Sem B. Com
5	PARP	I Sem B. Com, BDA, BBA
6	Placement Training Program	VI Sem B. Com, BBA



721 Best Practice

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Link to value added course



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7.2.2 Best Practice

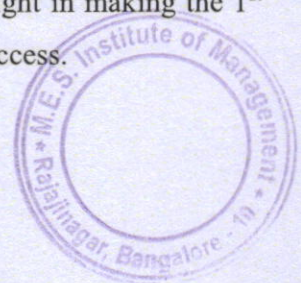
Report on Criti 2024

Commerce & Management Club organized Intra-Collegiate Commerce & Management Fest **CRITI 2024** from 27/09/24 to 01/10/24, MESIOM. Various events were conducted as follows:

SHARK TANK
MOCK STOCK
BEST MANGER
FINANCIAL MANAGEMENT
BUSINESS QUIZ
COPRORATE WALK
MARKETING
HUMAN RESOURCE

Total of 9 classes of both BCOM and BBA competed enthusiastically by participating in 8 events. It was designed to enable students to develop leadership qualities, communication skills, team building capabilities, coordination, innovative thinking, crisis management, Dynamism, analytical and critical thinking, etc. It was a platform where syllabus met with practicality and creativity making this event a grand success. The students could gain a live exposure into corporate world. It included HR, FINANCE MARKETING, STOCK TRADING, COPRORATE GESTURE, BUSINESS PLAN and MANAGEMENT SKILLS, providing an opportunity to know the overall working of an organization.

All the events were planned wisely, where the work was divided among team heads and volunteers. Coordination and cooperation were the key highlight in making the 1st event of COMMERCE AND MANAGEMENT CLUB, a grand success.



ORGANISERS:

Harshith Y,
Asst. Prof. Naveen N

FACULTY CO-ORDINATORS:

Asst. Prof. Sushmitha V, Thejeshwini J

Academic competitions play an essential part in learning for students. Participation offers a unique opportunity for students to use the knowledge they have gained in the classroom and apply it to real work situations.



Sl NO	COMPETITION	27 th Sept (DAY 01)	28 th Sept (DAY 02)	30 th Sept (DAY 03)	01 st Oct (DAY 04)
01	SHARK TANK				
02	BUSINESS QUIZ				
03	CORPORATE WALK				
04	MOCK STOCK				
05	BEST MANAGER				
06	HUMAN RESOURCE				
07	FINANCIAL MANAGEMENT				
08	MARKETING				



Financial Management

'Financial management' – a new introduction into CRITI 2K24, was conducted on 30th September and 1st October 2024, in room no 403, MESIOM.

Objectives: -

- ❖ The main objective of this event is to get an idea of how to deal with the finance.
- ❖ Analysis of financial statements and interpretation of the same is the key highlight
- ❖ To enable students to come across professional financial terminologies.
- ❖ Ratio analysis and interpretation of the results
- ❖ To provide live exposure into corporate world, where students will be tested with their skill set.

This event consisted of 2 rounds. There were 37 teams actively participated from both BCOM and BBA, of all 3 years.

Round 1(30th sept 2024): - The participants were given with financial statement to analyze within 30mins and provide for a write up on the same using ratio analysis for interpretation.

Round 2(1st oct 2024): - Top 10 teams were selected for the final round, where they were given with a real-world financial crisis where they had to provide for a solution along with a ppt presentation.

Judges: -

- 1) Principal Dr. Sharadha. S 2) Asst. Prof. Poornima. G

Outcomes: -

- The students were introduced to corporate world, where they could gain knowledge on its working
- They could analyze the financial statements and interpret the same
- They developed skills like Crisis management, analytical and interpretation skills, team working, presentation and communication skills, problem solving etc.
- The event was a grand success which enabled students to gain practical knowledge of financial aspects of the companies.





Winners

1. Sinchana G & Chandan H T
2. Tejas D & Dhruva V Gowda
3. Narain A & Keerthana G

Consolation prize: Yashswini & Bhakti B Jain

Event head: - Pavan raj

BUSINESS QUIZ

This event was conducted on October 1st 2024, 4th floor conference hall, MESIOM.

The Business Quiz saw enthusiastic participation from a total of 82 teams, each eager to showcase their knowledge and strategic thinking in the field of business.

Objectives:

1. To increase participants knowledge and understanding of business terminology, concept and current affairs through various quiz formats



2. To evaluate participants problem solving abilities and critical thinking skills through various rounds
3. To help participants to gain confidence in their knowledge and skills in business related areas, motivating them to continue learning
4. To promote rapid cognitive processing and quick thinking to solve problems



The competition unfolded over three intense rounds designed to test participants acumen and quick thinking.

1. **Aptitude round** – Teams completed to qualify for subsequent rounds by answering a series of challenging questions.

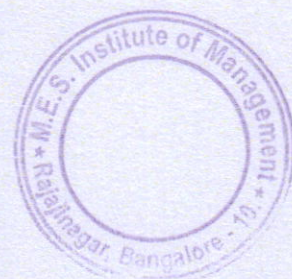
2. **Blink wink**- This round challenged participants to remember company logos on a screen and identify logos with tagline.

3. **Rapid fire**- The final round featured the top 8 teams from earlier rounds. where they faced rapid questions testing their ability to think swiftly and accurately under pressure.



Outcome: -

- The business quiz event was a success, achieving its goals of promoting business knowledge.
- It boosted healthy competition.



- Provided a platform for learning and networking.
- All the participants gained valuable insights into the business world, making the event both educational and enjoyable.

Winners

1. Tony Joseph & Harshith Raja R
 2. Keerthi & Darshan R
 3. Harshith & M D Minhaj
- Consolation prize: Dhruva & Tejas D

Event head: -Sanjana M

CORPORATE WALK

‘Corporate walk’ - a marvelous show of the best ramp abilities, was organized on 28th September 2024, 4th floor conference hall, MESIOM.

OBJECTIVES

- Introducing the participants to corporate culture, industry trends and expectations, preparing them for the transition from academia to the professional world
- It aims at fostering networking, offering insights into corporate trends.
- It aims to boost team building capabilities, coordination, innovative thinking, new styling ideas and presentation.
- To provide an opportunity to the participants to know how to groom and present themselves in the dynamic corporate field by their attire, body language and expressions.

Totally 8 teams enthusiastically took part in this event, consisting of minimum 8 members to maximum 10 members. They were given with 6 + 1 min to present their walk.

Judges: -

1. Asst. Prof. Dr. Vajreshwari S Murthy
2. Asst. Prof. Dr. Kanchan S





Outcomes: -

- All the participants had shown the actual working of a corporate world
- They made the event even more wonderful by using various corporate properties like laptops, stylish bags, smartwatches, files, magazines and many more
- Their attire was truly impressive. It was clear that they had a combination of classic styles, modern accessories and confidence.
- The participants used personal strategy to think, organize, learn and behave
- Developing new skills in the process and also the attitude was a key highlight.
- Corporate walk event brought a good coordination and encouraged leadership skills among students.
- It also showcased their skills and enthusiasm.
- It takes the initiative to help the participants to know about the corporate world.



Winners: -

1. Rakshitha & Team
2. Nithin & Team
3. Keerthana & Team



Consolation prize: Sagar & Team

Event head: - Poorna Shree S Prasad

SHARK TANK

'SHARK TANK'-event was conducted on 27 September 2024, room no 205, MESIOM.

OBJECTIVES: -

- ❖ To provide a platform for participants to display their aspect of idea in building a well-structured business plan.
- ❖ Encourages participants to build self-confidence through public speaking and defending their ideas.
- ❖ Helps participants to know about investment strategy and criteria of investors.
- ❖ Helps participants to understand the importance of market analysis and consumer needs.

Total of 14 teams actively participated in the event The participants were asked to present their innovative business plan in the form of ppt, which judged on the basis of various criteria such as Presentation, Communication, Clarity of business plan and time limit.

Judges: -

1. ASST.PROF. NALINI.N 2) ASST.PROF. VIJAY KUMAR.M.



OUTCOME: -

- All the teams participated in the event with full enthusiasm.
- It showcased their creativity and entrepreneurial abilities.
- It gave rise to many innovative business and product ideas.



- Boosted their analytical, communication, Presentation, skills.
- All in all, it brought out the true entrepreneur with the students.

Winners

1.Ranjini R S & Harshitha D N

2.Chandan H T & Samartha

3.Narain A & Chaman K R

Consolation prize: Yeshwanth A & Kiran M

Event head: - Madhura R

Human Resource

‘Human resource’ – was held on 28th September 2024, 4th floor conference hall, MESIOM.

OBJECTIVE: -

- To enable students to gain live exposure into corporate world.
- To bring out the leadership qualities, management skills, team handling abilities, communication and crisis management skills.
- To boost the ability to cope with the situation within limited time, critical & analytical thinking skills.

Total of 20 participants actively took part in the event. The participants were enthusiastic and well-prepared, showcasing creativity and critical thinking.

Round 1: - The participants were given with case study inclusive of HR crisis.

Round 2: -The participants were asked to interview the candidates and recruit the same. They handled challenging questions with composure and professionalism, demonstrating their understanding of HR concepts. The overall mood was friendly and interactive, making the event not just educational but also enjoyable.

Judges: -

1. Asst. Prof. Shehanaz Banu
- 2) Asst. Prof. Anitha

OUTCOME:

- The event was a resounding success, with participants demonstrating strong HR knowledge and problem-solving skills.
- The judges provided valuable feedback, creating a positive and encouraging environment.
- The case study solutions and interview performances were insightful.
- The event fostered both learning and engagement, leaving everyone motivated and eager to participate in future sessions.

Winners

1.Stephen Cyril E

2.Mohan Bharath M C

3.Ranjini R S

Consolation prize: Sujan Gowda N S

Event head: - Chitra M

BEST MANAGER

A “Best Manager”- A event that identifies students with the skills and traits of a good manager, was held on 30th September 2024 and 1st October 2024, room no 403 and 4th floor conference hall.

Objectives: -

- It aimed at bringing in the true manager within participants.
- The event aims at testing their knowledge, skills, and ability to solve problems.
- The students were given an opportunity to get an exposure into corporate world.
- Time management, stress handling, creating thinking, communication skills, Presentation skills, Critical thinking and various skillset were tested, enabling them to emerge as a true manager.

Total of 20 participants actively took part in the event. There were 3 rounds testing various aspects of true entrepreneur.



Round 1(30th sept 2024): - The participants were given **Aptitude Test** of 30 questions with 20 mins of time, which evaluates participants potential to succeed in certain area by looking at your strengths and weakness in particular abilities.

Round 2 (30th sept 2024): - Negotiation, an innovative round, total of 15 participants were selected. They were given with a crisis and were asked to negotiate with the competitors to solve the problem.

Judges: -

1.Asst. Prof. Rohini Patil 2) Asst. Prof. Poornima

Round 3 (1st Oct 2024): - stress interview, was the true highlight of the event, top 5 participants were selected for the final round. They were asked to prepare a ppt on a topic, and were asked to present before the judges withstanding all the stress and pressure which was created as a part of the events.

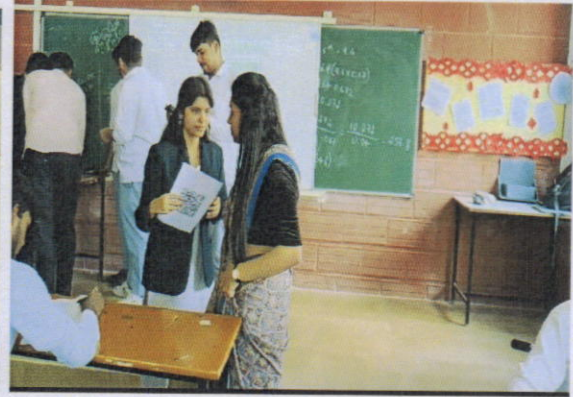
Judges: - (External)

1) Mr Arjun Murali 2) Ramyashri Arjun

Outcomes: -

- It provided exposure into corporate world
- Boosted analytical and critical thinking
- They were tested with knowledge and soft Skills, required for corporate world
- The students could develop communication skills, Presentation skills, analytical thinking, convincing abilities, self-confidence, leadership qualities etc.
- All in all, the students could emerge as a best manager within themselves withstanding all the stress.





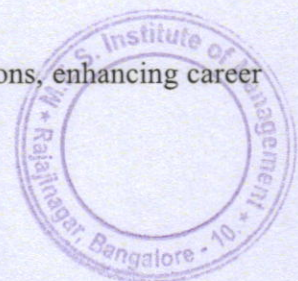
Winner: - Dhruva V Gowda

Event heads: - 1) Rimi samanth 2) Sandhya Bhahubali

Marketing

Marketing plays a crucial role in various jobs functions, enhancing career prospects and contributing to organizational success.

Marketing skills are valuable across various industries and job functions, enhancing career prospects and driving business success.



Marketing event was 2 in a team

With 2 different rounds with varying rules and regulations.

Round 1

Promotion and selling

Date: 27th September 2024

16 teams were participated in the event

The product has given on spot with few features; each team had different products.

In this round the participants had to analyse the product and features for 2 minutes and guess the approximate price and then to start promoting the product and convince the judges to buy the product.



Round 2

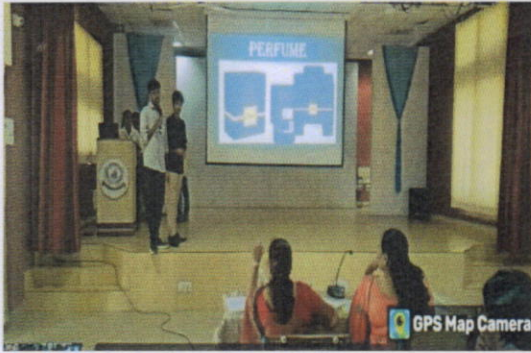
Bpl [branding packaging labelling]

Date: 28th September 2024

Judges: -

1) Harini mam 2) Chithra mam





6 teams were selected for 2nd round

For each team we sent 6 different products to prepare a packaging of a product with their own design and brand name. The products were sent on 27th evening at 7pm where the participants have to send their soft copy within 28th morning on or before 7am.

The participants have to explain their packaging for 5 minutes.

3 teams were finalized by the judges.

Judges' decisions were final.



Winners

1. Vaishnavi G A & Ranjani R S
2. Ganashree & Nikitha
3. Darshan & Stephen Cyril E

Event Head – Divya shubha s



Mock Stock

A mock stock competition is a simulated stock trading event that allows participants, often students, to experience the process of buying and selling stocks in a virtual environment. The competition mimics the real stock market, but no actual money is involved. Participants are typically given virtual currency to build a portfolio and trade stocks based on real-time market data or historical data.

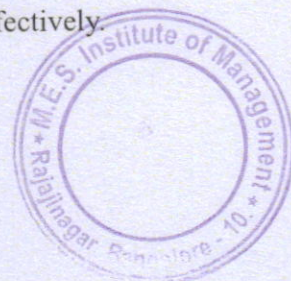
This Event was conducted on 27th Sept 2024 in 4th floor Conference Hall & Above 40 Students actively participated.

Objectives: -

1. To enhance students' understanding of stock markets, investment strategies, and the functioning of financial markets.
2. To provide hands-on experience in trading and portfolio management, enabling students to apply theoretical knowledge in a simulated environment.
3. To foster critical thinking and improve students' ability to analyse market trends, manage risks, and make informed investment decisions.
4. To encourage healthy competition and collaboration among students, promoting teamwork and leadership skills in a dynamic setting.

Outcome: -

- Students gain a better understanding of stock markets, investment strategies, and financial instruments, improving their financial literacy.
- The competition sharpens students' ability to analyze market trends, interpret financial data, and make sound investment decisions.
- Students get hands-on experience with virtual trading, applying theoretical concepts in a risk-free, real-world-like setting.
- By participating in simulated stock trading, students build confidence in their decision-making abilities and learn to manage risks effectively.



Winners

- 1.Madan & Abijith
 - 2.Bhigesh N & Chaitra M
 - 3.Nirmala Choudhary & Jaysree
- Consolation prize: Akshay & Ajay
- Event Head: Dinesh

7.2.3 BEST PRACTICE

Report on Samanvitha

The Commerce & Management Forum organized a grand Intra-Collegiate exhibition titled **Samanvitha** on 20th November 2024. The event was aimed at fostering creativity, innovation, and practical knowledge among students by challenging them to showcase their talents through working models on various professional topics. The exhibition witnessed active participation, with 14 enthusiastic teams putting their best foot forward.

STUDENT CO-ORDINATORS

Harshith Y
Thejeshwini J

FACULTY CO-ORDINATORS:

Asst.Prof. Sushmitha V
Asst. Prof. Naveen N

Objective

The exhibition aimed to enhance the understanding of commerce and management concepts among students while encouraging hands-on learning and teamwork. It provided a platform for participants to apply theoretical knowledge to practical applications, thereby bridging the gap between academia and the real business world.

Themes and Topics

The forum carefully curated a diverse range of topics to reflect the modern trends in commerce, technology, and eco-friendly practices. Each team was assigned a unique topic that tested their creativity and problem-solving skills. The topics are:

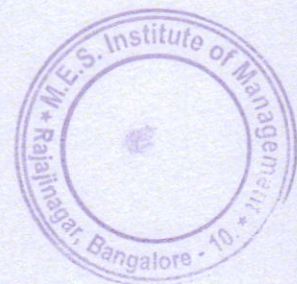
1. Innovative Contribution to the World of Commerce
2. Banking System
3. Pager Attack



4. Sustainable Development
5. Artificial Intelligence
6. Corporate Culture
7. Marketing
8. HydroElectric Power Plant
9. Bio Economy
10. Global Organisation
11. Reflect Orbital
12. GST
13. Supply Chain Management
14. Climatic Change



Highlights of the Event



- **Innovative Presentations:** Each team displayed working models that incorporated innovative ideas and solutions.
- **Eco-Friendly Initiatives:** Many teams emphasized eco-friendly practices, which aligned with the global push for sustainable development.
- **Visitor Engagement:** A major highlight was the participation of students from other colleges. A total of **127 students** from neighboring institutions visited the exhibition on the same day. Their presence brought diverse perspectives and added vibrancy to the event. The visitors expressed appreciation for the innovative efforts displayed and engaged in insightful discussions with the participants.



Results and Awards

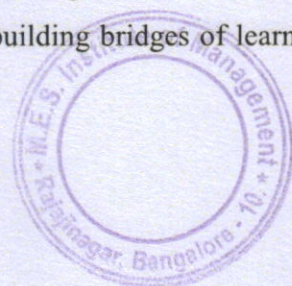
The event concluded with an award ceremony where the top three teams were honored for their outstanding contributions:

- **1st Place:** Hydro Electricity Power Plant
- **2nd Place:** Supply Chain Management
- **3rd Place:** Reflect Orbital

Conclusion;

SAMANVITHA was a resounding success, leaving an indelible mark on all participants, attendees, and visitors. The participation of students from other colleges added an extra layer of enthusiasm and mutual learning to the event. This exhibition not only provided a platform for our students to explore their creative potential but also fostered a spirit of collaboration and knowledge-sharing across institutions.

The Commerce & Management Forum looks forward to organizing more such events, continuing its mission to nurture the leaders of tomorrow while building bridges of learning and innovation among the academic community.



7.2.4

Report on Chathurarth; Day 1 & Day 2 Activities

Ankura Team Atharva presents Intercollegiate Commerce and Management Fest Chathurarth 2024-25

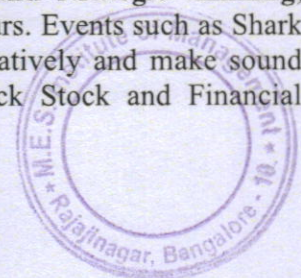
Introduction

CHATHURARTH 2k25, an intercollegiate Commerce and Management fest, was successfully organized by Ankura Team Atharv at MES Institute of Management. The event took place over two days, on 27th and 28th February 2025, and featured a variety of competitions designed to test students' business and management skills. With the participation of 30 colleges and 200 students, the fest proved to be a grand success.



Objectives

- CHATHURARTH 2k25 was organized with the primary aim of offering a platform for students to develop and showcase their skills in commerce and management. The event sought to bridge the gap between theoretical knowledge and practical application by engaging students in real-world business scenarios.
- One of the key objectives was to foster **healthy competition and teamwork** among students from various institutions. By participating in different events, students had the opportunity to interact, collaborate, and learn from their peers, enhancing their communication and leadership skills.
- Another major objective was to **enhance practical learning** through interactive and skill-based competitions. The event was designed to test participants' ability to think critically, solve complex problems, and make strategic decisions in a dynamic environment. This hands-on experience aimed to prepare students for challenges they may encounter in their professional careers.
- Additionally, the fest encouraged **creativity, leadership, and strategic thinking**, essential qualities for future business leaders and entrepreneurs. Events such as Shark Tank and Best Manager pushed participants to think innovatively and make sound business decisions under pressure. Competitions like Mock Stock and Financial



Management allowed students to apply their financial knowledge in simulated real-world scenarios, strengthening their analytical abilities.

- Overall, CHATHURARTH 2k25 aimed to inspire students to explore different facets of business, instil confidence in their abilities, and provide them with valuable insights that would contribute to their academic and professional growth.

Detailed Competition Descriptions

1. Nipuna – Best Manager:

15 contestants from 10 colleges participated in this prestigious event. The event was structured into three rounds:

- **Aptitude Round:** Participants were tested on their analytical and problem-solving skills.
- **Journalism Round:** Contestants had to showcase their ability to handle media-related challenges, responding to press queries and crisis situations.
- **Stress Management Round:** Participants were put under pressure with unexpected scenarios, testing their ability to make quick and effective decisions.

This event was a true test of leadership, adaptability, and managerial competence.

2. The Vaisya Gamana – Corporate Walk:

- 20 teams from 10 colleges participated, each consisting of 6 to 8 members.
- Each team was allotted 5+2 minutes to present their corporate walk, displaying professionalism, corporate etiquette, and confidence.
- This event helped participants understand corporate culture and develop essential presentation skills for the business world.

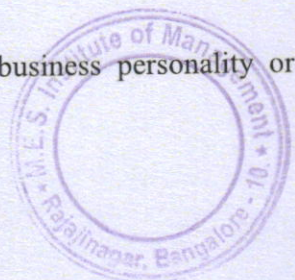
3. Punji Bazaar – Mock Stock:

- 20 teams from 10 colleges took part, with each team consisting of 2 members.
- The event simulated a stock market environment where participants had to analyze market trends, make strategic investment decisions, and maximize their portfolio value.
- It challenged participants' financial knowledge, decision-making skills, and ability to handle real-time market fluctuations.

4. Natyabhinaya – Role Play:

11 teams from 10 colleges participated in this engaging event. The competition was divided into two rounds:

- **Character Introduction:** Teams introduced their chosen business personality or



corporate figure.

- **Scenario Enactment:** Participants were given a business situation and had to react accordingly, demonstrating leadership, negotiation, and crisis management skills.

This event allowed students to step into real-world business roles and refine their decision-making abilities.

5. Nidhi Anvesanam – Treasure Hunt:

20 teams from 10 colleges participated, each consisting of 4 members. The event had two rounds:

- **Aptitude Round:** Participants solved business-related puzzles and logical reasoning questions.
- **Clue-Cracking Round:** Teams deciphered clues to locate the hidden treasure.

This exciting event tested problem-solving skills, teamwork, and strategic thinking.

6. IPL Auction:

- 20 teams from 10 colleges participated, each team consisting of 4 members.
- The competition simulated an IPL-style auction where participants acted as team owners, bidding for players within a fixed budget.
- They had to make strategic decisions regarding player selection, team balance, and budget allocation.
- This event tested negotiation skills, financial management, and knowledge of cricket economics.

7. Vittaniyोजना – Financial Management:

20 teams from 10 colleges took part, with each team consisting of 2 members. The event had two rounds:

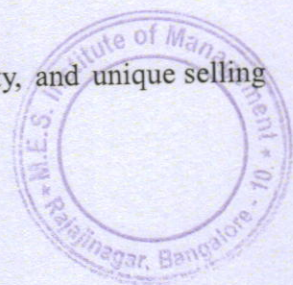
- **Finance Aptitude:** Participants answered financial literacy questions.
- **Case Study Round:** Teams analyzed real-world business financial issues and presented strategic solutions.

This event helped participants apply their financial knowledge to practical scenarios.

8. Upkram – Shark Tank:

20 teams participated, each team consisting of 2 members.

- Participants pitched their innovative business ideas to a panel of judges acting as investors.
- They had to showcase market potential, profitability, and unique selling points.



- This event encouraged entrepreneurship, creativity, and business acumen.

9. Panya Prashna – Business Quiz:

20 teams from 10 colleges competed, with each team having 2 participants. The quiz was divided into three rounds:

- **Aptitude Round:** Focused on general business awareness.
- **Blink and Wink Round:** A unique round testing participants' quick decision-making.
- **Rapid Fire Round:** Tested their knowledge under time pressure.

This event challenged participants' understanding of business concepts and their ability to think quickly.

10. Vipanaana – Marketing Event:

20 teams from 10 colleges participated, each consisting of 2 members. The competition included three creative rounds:

- **Logo Design Round:** Teams designed an innovative brand logo.
- **100 Ka Funda Round:** Participants developed marketing strategies with a budget constraint of Rs. 100.
- **Product Reframing Round:** Teams had to redesign and promote a failed product, demonstrating their marketing and branding skills.

This event tested participants' creativity, strategic thinking, and marketing expertise.



Outcome

CHATHURARTH 2k25 successfully provided students with a platform to apply their business knowledge and management skills in a competitive yet collaborative environment. The fest encouraged creativity, critical thinking, leadership, and teamwork. The enthusiastic participation and dedication of all involved contributed to making this event a memorable experience.



Conclusion

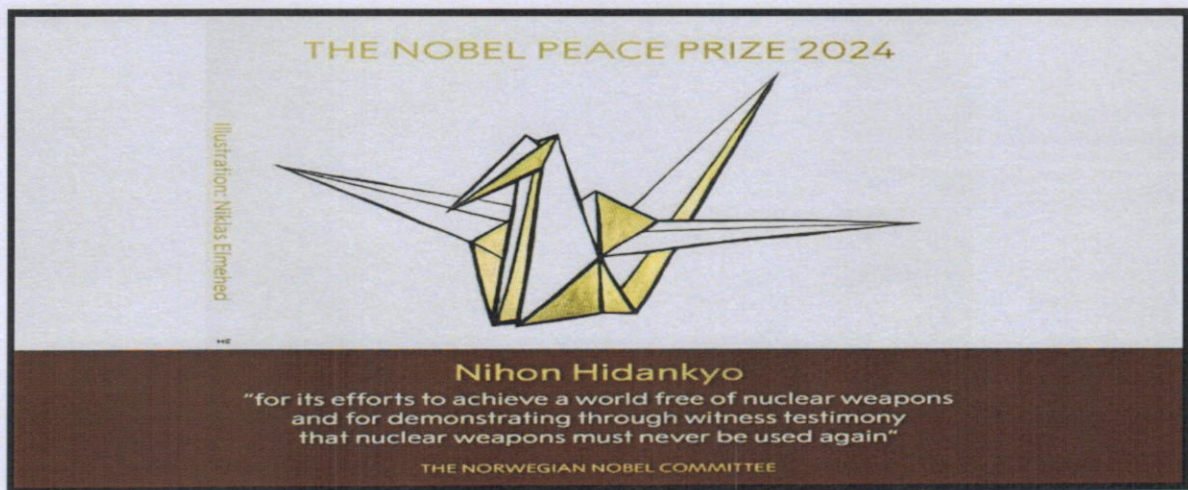
The event concluded on a high note with, appreciation for the winners and all participants. The hard work and effort put in by the organizing team, faculty, and students played a key role in its success. CHATHURARTH 2k25 not only promoted practical learning but also created a space for students to interact, learn, and grow.



7.2.5 BEST PRACTICE

Nobel Insight Lectures 2024: PEACE

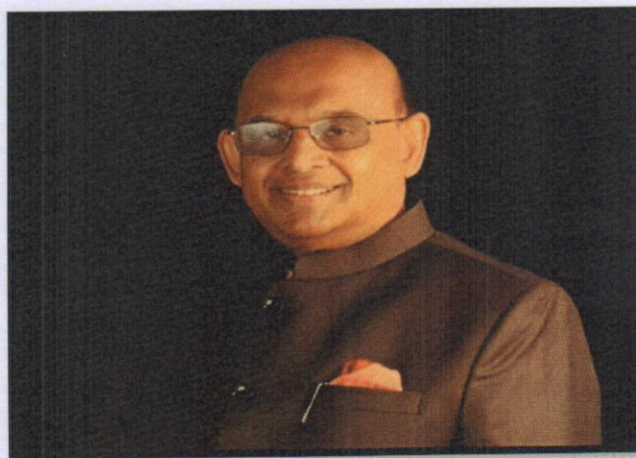
MES Institute of Management hosted a thought-provoking lecture by Dr. Sandeep Shastri, a distinguished political scientist, National Coordinator of Lokniti network and Director Academics-NITTE Education Trust under the aegis of Nobel Insight Lectures- 2024 (Peace) on the Theme, The Nihon Hidankyo Credo: Survival, Hope and Reconciliation on December 5th 2024.



Asst Prof Anuradha, (Dept of English) seamlessly coordinated the entire program.

Dr Sandeep Shastri, a renowned expert in election studies and federalism, articulated and structured his talk on 3 core themes Survival, Hope and Reconciliation. Mr. Shastri used a lot of anecdotes to drive the point of his talk to the young students.

Resource Person Dr. Sandeep Sastry



The Key takeaways from the talk:

Survival: Dr Shastri illustrated the fragility of life by recounting his visit to the Hiroshima Peace Memorial (Genbaku Dome) The ground Zero, of the atomic bomb explosion. His interaction with the survivors led him to contemplate on the profound questions: Does every human have an inherent right to life.? Is victory achieved over a pile of dead bodies? Which takes precedence-material possessions or the desperate will to survive? He emphasised that living in a peaceful environment desensitizes us to the true meaning of survival.

Hope: drawing from his experiences working in Myanmar between 2012-2022 as a part of the team for capacity building to help the country to form civilian Government. Dr Shastri highlighted the transformative power of hope. He observed the determination and resilience in the eyes of thousands of young men & women of the country who clung to the hope of a better future amidst immense challenges. Mr. Shastri further added that the choice we make are deeply intertwined with the hope we nurture.

Reconciliation: Citing from the life of Nelson Mandela the 1993 Nobel Peace awardee, anti-apartheid activist and the first president of South Africa. Mandela focused on dismantling the legacy of apartheid by fostering reconciliation. Dr Shastri stressed the importance of reconciliation in healing societal wounds. Mandela's focus on removing the legacy of apartheid through fostering reconciliation served as a powerful lesson in overcoming historical injustices and building a more inclusive future.

Dr Shastri concluded his address by urging the students to reflect on the critical questions: How do we collectively ensure survival for all? How do we sustain hope in these challenging times? and how do we foster Reconciliation? He shared that his 42 years of experience as an academican interacting with 40,000 students from different circumstances and diverse back ground has deeply enriched his understanding of Survival, Hope and Reconciliation.

Felicitating the Resource Person.



The presidential address delivered by Prof. Ganesha Bhatta, Member, MES Group highlighted the importance of Peace in the contemporary times. The event concluded with the Vote of Thanks delivered by Asst Prof Rohini Patil.

The lecture provided a valuable platform for students to contemplate profound questions about humanity, peace, and the choices that shape our collective future.

ENTREPRENEURSHIP DEVELOPMENT CELL

REPORT

AVINYA presents

Intercollegiate Competition & Swayam Anveshana -Vision to Victory

The Avinya: Entrepreneurship Development Cell has successfully organized two significant initiatives: the Intercollegiate Competitions for PU students and SWAYAM ANVESHANA, an entrepreneurial expo tailored for MESIOM students.

The inaugural program began with an invocation song by Smt. Sushmitha V, Assistant Professor at MESIOM, which established a serene atmosphere. Following this, Ms. Mohana Maithri and her team delivered a dynamic contemporary dance, showcasing creativity and talent.



Mahima Singh and her group from 3rd year BCOM B presented a captivating corporate walk, blending fashion with professionalism and further energizing the audience.



Dr. Sharada S, Principal of MESIOM, provided a warm welcome and introductory remarks that highlighted the event's significance, leading into the ceremonial lighting of the lamp—a symbol of knowledge and enlightenment.



The chief guest, Mrs. Sandhya Menezes, Principal of Carmel PU College, shared valuable insights on entrepreneurship and personal growth, inspiring the attendees.



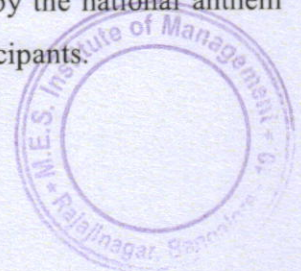
Dr. H.S. Ganesha Bhatta, a respected member of the Mysore Education Society, followed with presidential remarks that emphasized the importance of innovation and collaboration in today's world.



The event concluded with a sincere vote of thanks from Ms. Shahenaz Banu S, Assistant Professor at MESIOM, acknowledging the contributions of everyone involved.



Kum. Poornashree from 2nd year BCOM B skillfully compered the program, maintaining a smooth flow throughout. The culmination of the event was marked by the national anthem which resonated with a shared sense of pride and unity among all participants.



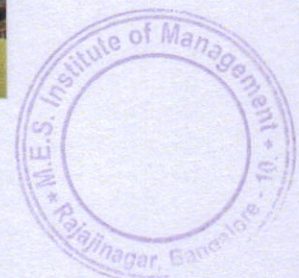


The valedictory program for the Intercollegiate Competition and "Swayam Anveshana - Vision to Victory," hosted by the Entrepreneurship Development Cell at MES Institute of Management, served as a vibrant culmination of the event, highlighting both the participants' achievements and the spirit of innovation.

The ceremony began on an uplifting note with an invocation song by Smt. Anuradha K, Assistant Professor at MESIOM, who captivated the audience with her melodious rendition, creating a reflective ambiance that set the tone for the celebrations.



Following this, Mrs. Rohini Patil, also an Assistant Professor at MESIOM, delivered a warm and inviting welcome address. She expressed her appreciation for the participants, mentors, and audience members, underlining the importance of fostering an entrepreneurial mindset among students. Her words resonated with the ethos of the event, which aimed to encourage creativity, collaboration, and leadership.



Mrs. Divyashree D.V. then took the stage to present a detailed report of the competition. Her comprehensive overview highlighted the various events, workshops, and activities that took place throughout the competition, emphasizing the skills and knowledge gained by participants. She recognized the hard work of all involved and underscored the positive impact of the competition on their professional development.

The Intercollegiate Entrepreneurship Competition is a premier initiative aimed at fostering the entrepreneurial spirit among students from PU institutions. This exciting event features four distinct competitions, attracting participation from 23 colleges.

1. Poster Palette: Poster Making Competition

This team event, consisting of pairs, saw participation from 37 teams representing 15 colleges. Participants had 90 minutes to create a compelling poster focused on entrepreneurship. This competition emphasizes critical thinking, analytical skills, communication, and creativity.

2. Business Clash: Debate Competition

In this engaging team event, 22 teams of four from 15 colleges competed in two rounds of debate. The topics were:

- Round 1: Does social media marketing yield better results than traditional marketing?
- Round 2: Will AI replace human jobs in the business sector?

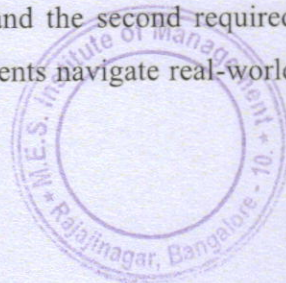
Each team had 5 minutes to present their arguments for and against the topics. This competition enhances communication skills, public speaking, teamwork, and a deeper understanding of current public affairs.

3. Quizopedia: Business Quiz

This event featured 32 teams of two from 18 colleges. The quiz consisted of three rounds: Aptitude, Visual, and Rapid rounds. Participants had the opportunity to enhance their knowledge, receive immediate feedback, and assess their understanding of business concepts, all while boosting their confidence.

4. Fantastic Four: Role Play

In this team event of four, 11 teams from 10 colleges participated. The competition included two rounds: the first involved introducing their chosen character, and the second required enacting a scenario based on that character. This role play helps students navigate real-world



situations, consider multiple perspectives, and develop skills in decision-making and pressure management.

The Intercollegiate Entrepreneurship Competition not only hones various skills but also encourages collaboration, creativity, and critical thinking among students, preparing them for future challenges in the business world.

SWAYAM ANVESHANA: Entrepreneurial Expo for MESIOM Students

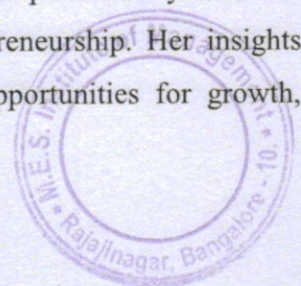
SWAYAM ANVESHANA is an entrepreneurial expo designed to empower MESIOM students to build successful businesses. This event emphasizes a focused approach to entrepreneurship, encouraging participants to envision grand possibilities. Small businesses have the unique opportunity to carve their own paths by crafting and executing business plans, developing marketing strategies, and discovering innovative ways to remain competitive and profitable. Mastery in research and strategic planning is essential for any aspiring business owner.

For this event, 16 teams have registered to showcase their ideas across various areas of interest, including:

- Food Stalls: 4
- Gaming Stalls: 4
- Scary House: 1
- DJ House: 1



The chief guest, Dr. Nalini G.S., Principal of MES MPL Sastry PU College, delivered an inspiring address that left a profound impact on the audience. She spoke passionately about the significance of innovation and resilience in the journey of entrepreneurship. Her insights encouraged students to embrace challenges and view them as opportunities for growth, reinforcing the values the competition aimed to instill.





As the event moved toward its climax, Dr. Harini M.S., Vice Principal of MESIOM, conducted the much-anticipated prize distribution ceremony. The room was filled with excitement as winners were announced, celebrating their achievements in various categories. Dr. Harini's enthusiastic remarks added to the joyous atmosphere, as she recognized the dedication and effort of each participant, motivating them to continue their entrepreneurial journeys.





Overall championship was bagged by M S Ramaiah college

Dr. Sharada S., Principal of MESIOM, delivered the presidential remarks, reflecting on the overall success of the event and the positive feedback received from participants and guests alike. She emphasized the role of such competitions in nurturing a culture of creativity, innovation, and leadership within the educational framework. Her vision for the future encouraged students to pursue their ambitions fearlessly.



The program wrapped up with a heartfelt vote of thanks by Mrs. Anitha Kumari, Manager and Assistant Manager at MESIOM. She expressed her gratitude to everyone who contributed to the event's success, including faculty members, participants, and sponsors, acknowledging their efforts in making the competition a memorable experience.



Throughout the program, Kum. Thejaswini from 2nd year BCOM B served as an engaging emcee, skillfully navigating the proceedings and keeping the audience engaged with her charisma and enthusiasm. Her ability to connect with the attendees added a lively touch to the event, ensuring a smooth transition between segments.



Overall, this valedictory program not only celebrated the accomplishments of the participants but also fostered a sense of community and motivation, inspiring students to pursue their entrepreneurial aspirations with renewed vigor and confidence. The event left a lasting impression, paving the way for future initiatives aimed at empowering young entrepreneurs.

Both SWAYAM ANVESHANA and the Intercollegiate Entrepreneurship Competition aim to foster innovation among PU and MESIOM degree students. Participants are encouraged to explore and develop novel business concepts that challenge traditional thinking. This competition provides an invaluable opportunity to enhance skills in key areas such as ideation, planning, and pitching, offering practical experience and knowledge.

Ultimately, the event seeks to recognize and celebrated exceptional entrepreneurial talent and ideas, honouring those who demonstrate outstanding creativity and potential.

In conclusion, these events celebrated exceptional entrepreneurial talent and creativity.



Avinya: Entrepreneurship Development Cell

Presents

“MERAKEI”-2K25”: Intercollegiate Competition

Theme: SUSTAINABILITY DRIVEN ENTREPRENEURSHIP

A PATH TO GROWTH

GREEN COUNCIL (The CABINET) [24/03/2025]

ECO EMBLEM (LOGO DESIGNING) & ECO ACT (MAD ADDS) [25/03/2025]

RACE TO BLOOM (Brand Race) [26/03/2025]

Sustain- A- BID (IPL Auction) [27/03/2025]

1. GREEN COUNCIL (The CABINET)

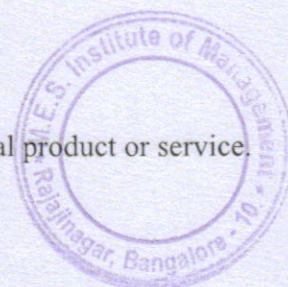
- Each team should have 4 members
- Teams will be given topics related to current national and global issues on sustainability.
- Team must defend their policies and justify their decisions

2. ECO EMBLEM (LOGO DESIGNING):

- This is an individual event.
- A specific theme or brand brief will be provided at the beginning of the event.
- The logo must be relevant to the given theme.
- Time allotted: 30 minutes.
- Either digital or handmade Logos can be submitted.
- Logos must be original and created on the spot.
- Digital designs should be submitted in JPEG format.
- Copying from existing logos is strictly prohibited.
- Use of offensive and inappropriate element will lead to disqualification.
- No internet browsing or external help is allowed during the event.

3. ECO ACT (MAD ADDS):

- Each team can have 4-6 members.
- Performance time: 5 minutes per team.
- Teams must create a humorous advertisement for a fictional product or service.



- Content should be original and not copied from existing ads.
- Avoid offensive, sensitive, or inappropriate content.
- Use of abusive language is strictly prohibited.

Topic

"From Trash to Treasure: Eco-Innovation for the Win!"

A humorous scenario where students transform discarded items (like old water bottles) into eco-friendly products, with the EDC helping guide them through the development process.

4. RACE TO BLOOM (Brand Race)

- Each team can have 2-4 members
 - Round 1: Teams need to identify and analyze the brands based on their logos, taglines, jingles or product description.
 - Round 2: teams must provide the Promotional strategies for a given brand.
- ❖ Each team gets 30 seconds to answer in Round 1 and 5 min to present in Round 2.
- ❖ In case of no answer in round 1, the question passes to next team.
- ❖ In case of tie, a tie-breaker question will be asked in round 1.
- ❖ Use of mobile phones and any other electronic device is strictly prohibited.
- ❖ Teams must refrain from shouting answers or disrupting other teams' participation.
- ❖ The topics for round 2 will be shared with teams one day prior to the event.

5. Sustain- A- BID (IPL Auction)

- Maximum of 11 players per team.
- Each team gets a maximum of 30 seconds to place a bid.
- If no bids are placed within the time limit, the player remains unsold.
- Teams takes turn to bid on players.
- Once the auctioneer announces "Sold," no further bids are accepted.
- Teams must manage their budget wisely to form a team of balance squad composition.
- Mandatory to purchase:
 - ❖ Minimum of 4 batsman
 - ❖ Minimum of 3 bowlers



- ❖ Minimum one all rounder
- ❖ Minimum of 1 wicket keeper
- ❖ Maximum of 4 overseas players allowed

Valedictory Programme

Report

Date: 27th March 2025

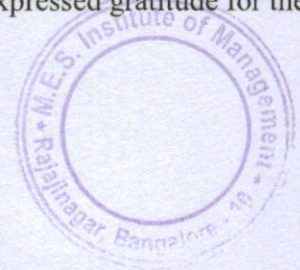
Venue: MES Institute of Management, Rajajinagar, Bengaluru

The Valedictory Ceremony of MERAKI 2025 and SAMSKRITI were held on 27th March 2025 at MES Institute of Management, marking the successful culmination of a four-day interclass competition and cultural-environmental celebration. The event witnessed enthusiastic participation from students and support from faculty, management, and invited dignitaries.

The programme commenced with a soulful **invocation song** rendered by *Smt. Bhamathi*, Assistant Professor, Department of Sanskrit, MESIOM. This was followed by a captivating **video presentation** by *Mr. Rohit and team* from 6th semester BBA, showcasing highlights of the events conducted throughout the week.



The **Welcome Address** was delivered by Mr. Srinidhi, President of the Student Council, who warmly greeted the dignitaries, faculty members, and students, and expressed gratitude for the opportunity to be a part of such an enriching experience.





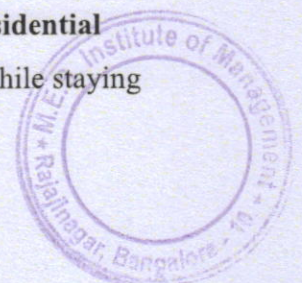
A detailed **summary of the events** was presented by *Dr. Sharada S.*, Principal of MESIOM. She commended the students for their creativity, discipline, and commitment towards promoting sustainable entrepreneurship and preserving cultural values through SAMSKRITI.



The **Chief Guest**, Dr. Ashwin Gowda, IRS Officer, Bengaluru, addressed the gathering with an inspiring speech. He emphasized the importance of sustainability in today's entrepreneurial world and appreciated the initiative taken by MESIOM to promote environmental consciousness and traditional values among students.



Prof. H. S. Ganesha Bhatta, Member of MES Institutions, delivered the **Presidential Remarks**. He encouraged students to continue exploring innovative paths while staying



rooted in ethical values and societal responsibilities. His words served as a motivational guide to the young minds present.



The most awaited **Prize Distribution Ceremony** was announced by *Mrs. Divyashree D V, Asst prof, MESIOM for Samskriti* and *MS Shahrenaz Banu S, Asst prof, MESIOM for Meraki*. Winners of various competitions under MERAKI 2K25 and SANSKRITI were honoured for their outstanding performances in events such as Green Council, Eco Emblem, Eco Act, Race to Bloom, and Sustain-A-Bid. The recognition was a proud moment for the participants and added great value to their learning experience.





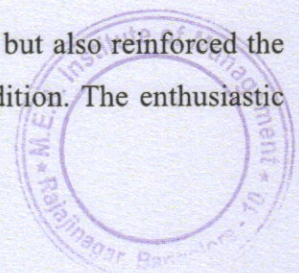
The **Vote of Thanks** was proposed by *Sri Madura Channiga Subbanna*, a student of 2nd semester BBA, who expressed heartfelt gratitude to the management, dignitaries, faculty coordinators, student volunteers, and all participants for making the event a grand success.



The entire programme was **compered** by **Kum. Poornashree S.**, a student of 4th semester B. Com, who ensured smooth and engaging proceedings throughout the ceremony.



The valedictory function not only celebrated the spirit of competition but also reinforced the significance of blending entrepreneurship with sustainability and tradition. The enthusiastic



response and positive feedback from all quarters marked the event as a memorable milestone in the academic calendar of MESIOM.



Sharada. S
Principal
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