



Suresh Angadi Education Foundation's
ANGADI INSTITUTE OF TECHNOLOGY AND MANAGEMENT
DEPARTMENT OF MBA

Approved by AICTE New Delhi, Affiliated to VTU Belagavi, Accredited by NAAC
Savagaon Road, Belagavi, Karnataka 590009



AITM MBA MIRROR
A QUARTERLY NEWSLETTER
Volume II Issue I

Founder Chairman of Suresh Angadi Education Foundation
Late Shri Suresh Angadi ji



CHIEF PATRONS



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Hon'ble MP & Chairperson SAEF



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Administrator, SAEF



Dr. Anand Deshpande
Principal & Director, AITM

EDITORIAL-IN -CHIEF



Dr. Suryakumar N. Khanai
Director, Department of MBA, AITM

MESSAGE FROM THE ADMINISTRATOR, SAEF

As we all know that education, business, profession is changing rapidly at a global level. We need to be at the right place at right time or we will be left behind. Hence the need arises to impart high quality education supplemented with the latest infrastructure since it gives us a chance to exploit future opportunities. That is what SAEF's AITM focuses on and we know that by placing the right people on the job we can make it a big success story. The focus is on a balanced education that encompasses on tradition of ethics and on the needs of a changing world.

Department of MBA is giving equal importance to both academics and placements. The department is presenting its quarterly E-Newsletter "AITM MBA MIRROR, which is a true reflection of various activities being carried out for the holistic development of students.

Wishing the readers "ALL THE BEST"

Shri Raju Joshi

Administrator, SAEF.

MESSAGE FROM THE PRINCIPAL & DIRECTOR, AITM

Dear Readers

We all know that preparing the new generation for knowledge-society is crucial for any educational institution. SAEF's Angadi Institute of Technology and Management is persistently trying to create the capacity for creativity and innovation, the capacity to use high technology, the capacity for entrepreneurial leadership and the capacity for moral education amongst the engineering and management students.

The value based quality education that SAEF's AITM is imparting to the students will stay with them as an asset that would guard each student's character. We all know that mere learning and gathering of information is not enough to succeed in life, it is the humility in one's achievements that makes one a great person.

Department of MBA is one such department, which has been trying to cultivate the values and ethos that will make the management students stand out in the crowd. Further imparting the wisdom of becoming a great human being is an important trait of MBA @ AITM. Happy to know that Department of MBA is successfully introducing its volume two issue one of AITM MBA MIRROR, a quarterly newsletter.

With Best Wishes,

Dr. Anand Deshpande

Principal & Director, AITM.

MESSAGE FROM THE DIRECTOR, MBA@AITM

I am pleased to present the first issue of volume two "AITM MBA MIRROR" a quarterly E-Newsletter of MBA@AITM.

The evolving management education across the globe has necessitated a shift in understanding of the concept of learning. Learning involves continuous and constant unlearning and relearning and thus the minds must be trained to constantly relearn and evolve. Human minds have potential to create possibilities out of very difficult situations, provided they are equipped with the right attitude, required aptitude and willingness to perform. Understanding human drives that foster higher performance is the ultimate skill needed for managers in today's workplace.

MBA@AITM strives to impart an optimal blend of perfection and innovative imperfection just fit to foster the conventional technical learning amalgamated with the creative and ingenious thinking ability. Students are a part of a learning ecosystem where learning is a continuous process inside and outside the classrooms.

Publishing "AITM MBA MIRROR" a quarterly E-Newsletter is an opportunity for all of us to demonstrate that faculty members at MBA@AITM are committed to providing high-quality academic rigor, coupled with plethora of opportunities for students. We feel honoured to present the accomplishments of MBA@AITM in the last three months. Needless to mention that all activities, academic or value additions are objective oriented and focused on holistic development of students.

Happy Reading!!!

Dr. Suryakumar N. Khanai

Director, MBA

MESSAGE FROM EDITORS

Greetings from Prof. Sheetal Pawar, Assistant Professor, Department of MBA AITM, Belagavi.

It is indeed a great honor to be the Newsletter Editor for the “AITM MBA MIRROR” A Quarterly E-Newsletter of Department of MBA Volume II and Issue I. This E-Newsletter covers academics, value additions, alumni talk, placements, students corner etc.

We express our sincere gratitude to Dr. Spoorti Angadi Patil Director, SAEF for permitting us to portray the highlights of MBA@AITM amongst all the stakeholders.

We also extend our sincere thanks to Shri Raju Joshi, Administrator SAEF and Dr. Anand Deshpande, Principal & Director AITM for their valuable support in bringing this issue.

We would like to thank Dr. Suryakumar N. Khanai Director of Department of MBA, for his continuous encouragement and support.

We thank faculty colleagues and students for their everlasting support throughout the creation of this edition.

We hope the readers will enjoy reading !!!!

EDITORIAL TEAM

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SAEF's AITM AT A GLANCE

SAEF's Angadi Institute of Technology and Management (AITM) has been reaching newer heights under the able leadership of Smt. Mangal Suresh Angadi ji Chairperson Suresh Angadi Education Foundation (SAEF) and hon'ble Member of Parliament Belagavi. Dr. Spoorti Angadi Patil and Mrs. Shradha Angadi Shettar, Directors of SAEF have been pivotal in taking SAEF ahead into a new millennium. Shri Raju Joshi Administrator and Dr. Anand Deshpande Principal and Director are self-driven in taking the institution to the next level.

It's a moment of pride for the entire AITM family that AITM has been selected as one of the super 30 engineering colleges in Karnataka. "Considering one college in each district, a total of 30 colleges across the state have been selected for "Regional Excellence Technological Education System" (RETE- Pronounced as REETI). These are considered under the three categories of incubation, accelerator and Super-30.

The SUPER-30 extends the support the academic institutions in terms of academic work, research, teaching, industry engagement and infrastructure. It also explores a centralized facilitation centre which will be a platform to bring all industries together to offer industry internships, placements, industry collaborations, setting up of world class laboratories, foreign collaborations, skill development, curriculum development in line with industry requirements and many more.



16 Private Colleges

- 📍 Angadi Institute of Technology and Management, Belgaum
- 📍 Channabasaveshwara Institute of Technology, Gubbi, Tumkur
- 📍 Shri Madhwa Vadiraja Institute of Technology & Management, Udupi
- 📍 GSSS Institute of Engineering and Technology for Women, Mysuru
- 📍 Dr. T. Thimmaiah Institute of Technology, KGF, Kolar
- 📍 Biluru Gurubasav Mahaswamiji Institute of Technology, Mudhol, Bagalakote
- 📍 Dr. P. G. Halakatti College of Engineering & Technology, Bijapur
- 📍 Adichunchanagiri Institute of Technology, Chikkamagaluru
- 📍 S J C Institute of Technology, Chikkaballapura
- 📍 Rao Bahadur Y Mahabaleswarappa Engineering College, Ballari
- 📍 PES Institute of Technology and Management, Shivamoga



14 Government Colleges

- 📍 Government Sri Krishnarajendra Silver Jubilee Technological Institute, Bengaluru
- 📍 Government Engineering College, Chamarajnagar
- 📍 Government Engineering College, Challakere
- 📍 University BDT College of Engineering College, Davangere
- 📍 Government Engineering College, Hassan
- 📍 Government Engineering College, Haveri
- 📍 VTU PG Center, Kalaburagi
- 📍 Government Engineering College, Kushalnagara
- 📍 Government Engineering College, Talakal
- 📍 Government Engineering College, KR Pete
- 📍 Government Engineering College, Raichur
- 📍 Government Engineering College, Ramanagara
- 📍 Government Engineering College, Karwar
- 📍 Government Engineering College, Huvina
- 📍 Hadagali

ABOUT MBA @ AITM

Department of MBA at SAEF's AITM was established in the year 2009 with a vision of nurturing rural talent and producing competitive managers in all functional areas of management. MBA@AITM offers two years full time Master of Business Administration (MBA) program, which is approved by AICTE New Delhi and affiliated to Visvesvaraya Technological University Belagavi.

MBA@AITM is moving ahead in its journey with a sheer vision of “Leveraging human potential in management students through transformational leadership and contemporary skill sets to meet global challenges”.

MBA@AITM is planning various activities for the students through out the year for the holistic development of students. The activities are designed in different specializations with an objective to give pragmatic experience to the students. The events such as:

1. I A Tests, Assignments, Presentations and Live Projects as CIE Components.
2. Guest Lectures.
3. Workshops.
4. Study/Industrial Visits.
5. Quiz, Management Fests, Outbound Training and Role Plays.
6. Pre-placement Talks, Group Discussions and Team Building Exercises.



RELEASE OF AITM MBA MIRROR – VOLUME I ISSUE 4 A QUARTERLY E-NEWSLETTER

The purpose to publish a bi-annual e-newsletter, is to broadcast the activities and developments of the college, achievements of the staff, students and alumni, events organized by the institute, participation in various competitions and prizes won by the faculties and students, to provide a platform for the faculty and students to dig out and depict their hidden creativity. Inviting corporate executives too to contribute in the newsletter in the form of poem, short story, message to the upcoming budding management graduates.

AITM MBA MIRROR, Volume I Issue 4 was released by the students and faculty members of Department of MBA at AITM. The E-Newsletter captured various events, industry interactions, research initiatives and faculty achievements conducted in the department of MBA from October 2022 to December 2022.

The newsletter also captured an interview with Mr. Mahesh Jadhav, Founder of Mahesh Foundation Belagavi. Mahesh Foundation is a non profit Organization(NGO) providing shelter for 20000+ children. Mahesh Foundation NGO was established in 2008 to help medically challenged Children.



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Dr. Suryakumar N. Khanai

PRARAMBH - 2023 'A New Beginning' Induction Program of MBA Batch 2022-2023

Student Induction Programme engages with the new students as soon as they come into the institution before the commencement of regular classes.

The Department of MBA had organized a weeklong induction program for the fresh entrants to MBA Programme in line with the VTU and AICTE requirements. The program was organized between 21st February 2023 and 25th February 2023. The objective of this program was to facilitate the students to the new environment and get them acquainted with the institution culture.

The program started with an inaugural function in the august presence of Dr. Spoorti Angadi Patil, Director of Suresh Angadi Education Foundation and Dr. Anand Deshpande, Principal & Director SAEF's AITM. Dr. S. R. Bharamanaikar Professor in the Department of MBA, Deans, HoDs, faculty members and students were present on the occasion.

The program started with welcoming the newly admitted students and parents by Dr. Suryakumar N Khanai Director of Department of MBA. He briefed about department level strategies for the holistic growth of students throughout the course. PG CET Toppers were also honoured during the function. Parents Meeting was organized followed by orientation program.



PRARAMBH - 2023
'A New Beginning'
Induction Program of MBA Batch 2022-2023

ORIENTATION OF STUDENTS

Deans and Faculty Members gave a brief introduction to the newly admitted students on various departments functioning in SAEF's AITM.

An academic orientation session was conducted by Prof. Kiran Koraddi, Dean Academics of AITM. Prof. Prabhudeva Chimmad introduced about internship and project work to be carried out by the students after second and third semester respectively to the newly admitted students.

Prof. Vishalkirti Patil, Training and Placement Officer of AITM and Prof. Vishal Bogar provided a brief orientation on placement activities at MBA@AITM. Prof Kantesh gave a brief introduction about VTU semester end examinations. Prof. Sheetal Pawar interacted with the students and briefed about internal assessment tests and components of continuous internal evaluation (CIE). Prof. Neelambika Shetti oriented the students about the importance of value added activities.



PRARAMBH - 2023
'A New Beginning'
Induction Program of MBA Batch 2022-2023
GUEST LECTURES

1. A guest lecture was organized on the topic "Learning Beyond MBA and Become Employable" by Dr. Shirish Kerur, a leading management consultant from Belagavi.
2. A session on the topic "The Passion Beyond" was organized by Mr. Harshad Ail, a leading entrepreneur from Belagavi.
3. Dr. Datta Kamkar a leading academician from Belagavi had conducted a session on "Pricing Priceless".
4. Dr. S R Bharamanaikar interacted with the students on the topic "Emotional Intelligence and Effective Leadership."
5. Mrs. Aarti Bhandare a renowned women entrepreneur running a NGO in Belagavi interacted with students on the topic "My Waste, My Environment".
6. RJ Ankita from Radio Mirchi, Hubballi interacted with students on 'Career Opportunities in Media' with her natural style of anchoring.
7. Mr. Saurabh Aswale, a leading digital marketing expert interacted with the students on the topic 'Digital Marketing'.



PRARAMBH - 2023
'A New Beginning'
Induction Program of MBA Batch 2022-2023
PARENT'S MEET

Parent is a partner in an institute's teaching-learning process. Active participation of a parent brings massive change in student's academic performance. Hence SAEF's AITM believes that it is necessary to develop a strong bridge between parent and institution.

With this objective, a "Parent's Meet" was organized during induction program for newly admitted students. The meeting began with introduction of faculty members to parents. Further, parents were briefed about SAEF's AITM, its affiliation with VTU, academics and examinations process followed in the institution. The parents were also informed about the importance of attendance, discipline and code of conduct followed in AITM.

Parents were appraised about transport facilities provided by the institute to all the students. Finally the meeting concluded with addressing the queries of parents.



PRARAMBH - 2023
'A New Beginning'
Induction Program of MBA Batch 2022-2023

OUTBOUND /TREKKING TRAINING

Outbound Training Program is an outdoor learning and development based training methodology. Previous studies have shown that spending time in outdoor increases attention spans and improves problem-solving skills by as much as 60 percent. Outbound/Trekking is one such outdoor activity that helps the students to clear the mind from the daily monotony of life and seek fresh horizons. Trekking also helps everyone to live in the present moment and improves the mood, decreases anxiety and even helps in memory retention. The Outbound Training Programs aim to build common vision, values and team spirit, increase collaboration & commitment, enhances creativity, problem solving skills and performing in complex situations.

As a part of orientation program students of MBA@AITM witnessed one such activity on 24.02.2023 and had wonderful experience. The visit was both fun as well as learning.



PRARAMBH - 2023
'A New Beginning'
Induction Program of MBA Batch 2022-2023

ICE BREAKER AND MANAGEMENT GAMES BY SENIORS

The induction program comprised of interesting activities like management games, talent hunt, social sensitization and team building activities. Senior students had conducted activities for junior students through out the induction program. Each event was planned with an objective to achieve by the senior students.

Talent hunt programme objectives were to search the talents of students in the field of cultural items and as an anchor and to polish the talent of students. The event also aimed to give opportunities to all the students to present and polish their talent and encourage students to shed their hesitations and show their capability.

The purpose of team building is to develop teamwork competencies such as communication, compromise, and collective reasoning. Such exercises reframe success in terms of group outcomes, and encourage teammates to adopt a team mindset even after the activities end.

Based on the performance of students, on the last day best performers were appreciated with attractive rewards. Mr. Fresher and Miss Fresher were also awarded with prizes. Overall all the sessions were very informative and knowledgeable.



INDUSTRIAL VISIT TO MUMBAI FOR THIRD SEMESTER STUDENTS

On 28th February 2023 to 4th March 2023

Industrial visits are an integral part of MBA@AITM. The objective of an industrial visit is to provide the students an insight regarding the internal working of companies. In the contemporary world, mere theoretical knowledge is just not enough for a successful professional career. Hence going beyond academics, industrial visit provides students a much relevant practical perspective of the actual work place and the larger world of business.

With this objective, MBA@AITM had organized an industrial visit to Mumbai from 28th February 2023 to 4th March 2023.

Students had a visit to **Security Exchange Board of India (SEBI)**, the regulatory bodies for securities and commodity market in India and interacted with Mrs. S Samuel, Senior General Manager and gained the practical insights. In addition the students also had a visit to **MCX Commodity Exchange of India Ltd** and it was a great experience interacting with Mr. Ashutosh Vasisht, Assistant Vice President of MCX Commodity Exchange of India Ltd, Mumbai.



Dr. Suryakumar N Khanai, Director of Department of MBA was invited for CII Karnataka Skills Conference 2023 by Confederation of Indian Industries (CII) on 9th March 2023 to deliver a talk on “Industry Institute Collaboration - Skilling, Reskilling & Upskilling New Mantra at Hotel Taj West End Bengaluru .







Confederation of Indian Industry

2ND EDITION OF CII KARNATAKA SKILLS CONFERENCE 2023

"COLLABORATIVE SKILLING TO ACHIEVE GLOBAL COMPETITIVE EDGE"



Dr. S. Selvakumar, IAS
Principal Secretary to the Government, Commerce & Industries, PWD & Department of Skill Development, Entrepreneurship and Livelihood, Government of Karnataka



Mr Ashwin Gowda, IRS
MD, Karnataka Skill Development Corporation, Government of Karnataka



Mr Raghavendra,IRPS
MD, Government Tool Room & Training Centre, Government of Karnataka



Dr Usha Titus
Executive Director Chairperson & Managing Director, ASAP



Dr N Reguraj
Past Chairman CII Karnataka & Managing Director, Nettur Technical Training Foundation (NTTF)



Mr Sanjeev Kumar Gupta
CEO, Karnataka Digital Economy Mission (KDEM)



Mr B. V. Sudharshan
Deputy Managing Director, Nettur Technical Training Foundation



Dr Gayathri Vasudevan
Co-founder, Labornet



Ms Sheril Christopher
EHS Head, 3M India Ltd



Mr Ranjan Choudhary
Vocational Education BU, TCS ION



Mr Praveen Kumar Sayyapara
Head - Education Swami Vivekananda Youth Movement



Ms Leena Pishhe Thomas
Director & Principal Consultant Global Business Inroads



Mr Stefano Tirati
Vice president, European Forum of Technical and Vocational Education Training



Mr Ravi Kumar
CEO Dexler Energy Pvt Ltd



Ms Harsha Bhosale
Diversity Recruiting Leader - Japan & Asia Pacific, Oracle



Dr Amrita MA
Associate Professor - Operations University of People



Dr Shankar Venugopal
Vice President, Mahindra & Mahindra



Mr Sai Krishna Rao
Sr. General Manager- Education Field Services, Schneider Electric



Mr A Gururaj
MD, Optimus Electronics Limited



Prof. Sen B Mathews
Director, Centre for Employability and Corporate Relations, Kristu Jayanti College



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



Dr Suryakumar N Khanai
Director, Department of MBA, SAEF's Angadi Institute of Technology & Management



Mr Srinath Srinivasa
Dean (R&D), IIIT

SCAN TO REGISTER



9TH MARCH 2023

TAJ WESTEND, BENGALURU

0930 - 1700HRS

More Information

ASSOCIATE PARTNERS

CORPORATE PARTNER

For Further details, please contact
Ms Julin B Daniel | 8860678481 | julin.daniel@cii.in

CONSUMER RIGHTS DAY CELEBRATION ON 15th MARCH 2023

The consumer movement marks 15th March with World Consumer Rights Day every year, as a means of raising global awareness about consumer rights and needs. World Consumer Rights Day is an annual international event that signifies celebration and solidarity in the international consumer movement, demanding that, consumer rights are to be respected and protected. Celebrating the day is a chance to demand that the rights of all consumers are respected and protected, and to protest against market abuses and social injustices which undermine those rights.

On this occasion several activities were conducted such as 'Quiz', 'Debate' and 'Pick n Speak' for the students. A guest lecture was organized for the students on the topic "Consumer Rights and Duties". The resource person was Dr. Purnima Pattanshetti a well known academician, a former Syndicate Member, Academic Council Member, UGC Member, Member Board of Appointments, Board of Studies and Board of Examinations for Rani Channamma University, Belagavi.



A SURVEY ASSIGNMENT WAS UNDERTAKEN ON BEHALF OF BUREAU OF INDIAN STANDARDS (BIS) CONSUMER RIGHTS DAY CELEBRATION ON 15th MARCH 2023

Bureau of Indian Standards (BIS) is the National Standard Body of India, established under the BIS Act 2016 for the harmonious development of the activities of standardization, marking and quality certification of goods. BIS has been providing traceability and tangibility benefits to the national economy in a number of ways- providing safe reliable quality goods; minimizing health hazards to consumers; promoting exports and imports substitute; control over proliferation of varieties etc. through standardization, certification and testing.

BIS Hubli Branch Office had provided the students of MBA@AITM an opportunity to become youth volunteers for door-to-door campaign from 15th to 19th of March 2023. Each selected youth volunteer covered households for this campaign. During the interaction with the household, volunteers had to appraise them on items under mandatory certification and demonstration BIS website, BIS Care App and the Know Your Standards features.

For this noble work, BIS has awarded a certificate and stipend to all the students.



AITM MBA FIESTA – 2k23 **Unleashing the Brilliance Together** **A Mega National Level Management Fest for UG's**

The most awaited national level mega management fest 'AITM MBA FIESTA 2K23' was organized on 9th and 10th February 2023. Students from various degree colleges witnessed one of its kind 'AITM MBA FIESTA 2K23' a two days mega national level management fiesta .

The inaugural function of AITM MBA FIESTA 2k23 was held in AITM Auditorium on the first day of the event. Mrs. Jyotsna Pai, Managing Director of Pai Bakery Products and leading women entrepreneur from Belagavi was the Chief Guest. Dr. Spoorti Angadi Patil, Director of Suresh Angadi Education Foundation was the President for the function.

The event gave a wonderful platform to UG students to exhibit their talent by participating in various events such as Best Manager, B Plan, Debate, Photography, Videography, Marketing and CSR events.

For Corporate Social Responsibility (CSR) event, MBA@AITM tied up with Mahesh Foundation Belagavi. Participants were given an assignment to sell the products of Mahesh Foundation and generate the revenue. The performance of participants was awesome and the revenue generated from this exercise was offered to Mahesh Foundation Belagavi during valedictory function.



AITM MBA FIESTA – 2k23
Unleashing the Brilliance Together
A Mega National Level Management Fest for UG's

MARKET-O-FIESTA

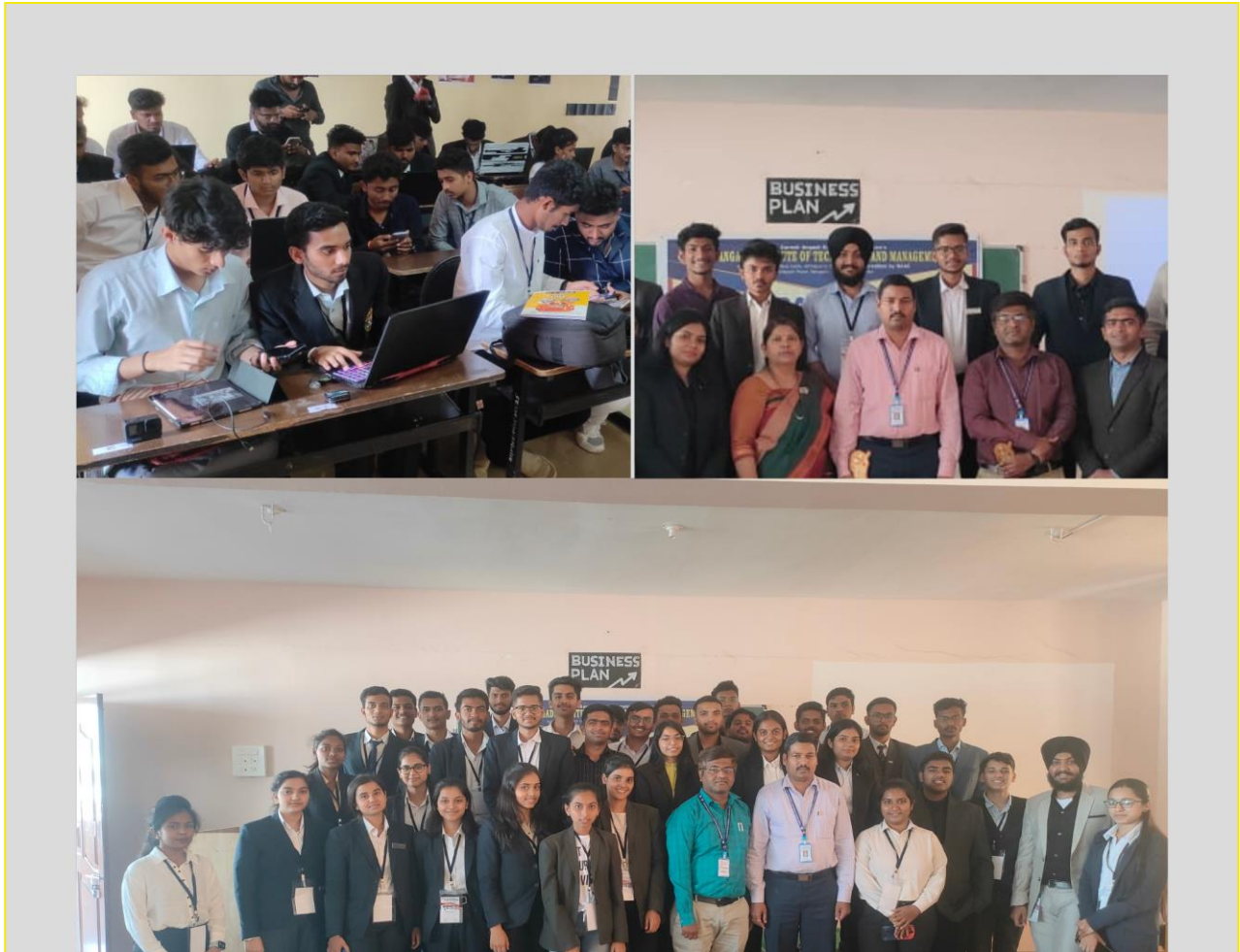


CAPTURISTA



AITM MBA FIESTA – 2k23
Unleashing the Brilliance Together
A Mega National Level Management Fest for UG's

BUSINESS PLAN



CORPORATE SOCIAL RESPONSIBILITY (CSR)



AITM MBA FIESTA – 2k23
Unleashing the Brilliance Together
A Mega National Level Management Fest for UG's

BEST MANAGER



DEBATE



AITM MBA FIESTA – 2k23 **Unleashing the Brilliance Together** **A Mega National Level Management Fest for UG's**

Valedictory function of AITM MBA FIESTA 2k23 was held on the second day of the event. Dr. Spoorti Angadi Patil Director SAEF, Dr. Anand Deshpande Principal and Director of AITM were present during the occasion. Dr. Suryakumar N Khanai Director of Department of MBA greeted the gathering and gave a brief note on student's participation in each event. Revenue generation from CSR event was handed over to the officials of Mahesh Foundation in the auspicious hands of Dr. Spoorti Angadi Patil and Dr. Anand Deshpande.

During prize distribution ceremony, best performers in each event were awarded with a trophy and certificates. Based on the overall team performance General Championship (GC) and GC-Runner-up was also awarded with a cash prize, trophy and certificates. At the end Prof. Vishal Bogar proposed vote of thanks .

A special thanks was extended to co-sponsors:

1. Renault India
2. Indian Oil Corporation Ltd
3. Life Insurance Corporation of India
4. Sneham International, Belagavi
5. Suresh Angadi Credit Souharda Sahakari Niyamit, Belagavi
6. Canara Bank
7. Crease-wise Tailors, Belagavi
8. Balaji Hardware Gallery, Belagavi



AN INTERVIEW WITH SUCCESSFUL ENTREPRENEUR
MRS. PRIYA PURANIK

Founder of Kuteera Herbal Products and Leading Women Entrepreneur, Belagavi

Mrs. Priya Puranik is a leading women entrepreneur in Belagavi, holds a degree in B A in Anthropology and has pursued various certification courses in entrepreneurship. Priya Puranik is the State Secretary of MSME, Member of American Chamber of Commerce, Owner of Kuteera Herbal Products Belagavi. She has signed Memorandum of Understanding with Visvesvaraya Technological University for Skill Development of the youths. Mrs. Puranik was honoured for her contribution towards the skill development trainings to the under privileged, beggars and the prisoners. Mrs. Priya Puranik has also been given a life time membership by the Chamber President Barbara Tuccitto.

An Interview with Mrs. Priya Puranik.

1. Can you please tell us about the brief history, Vision, Mission and Quality Policy of Kuteera herbal products?

Kuteera Herbal Products is a company that specializes in producing natural Ayurvedic based Personal care products. The company was founded in 1982 by Mrs Priya Puranik who was passionate about using natural ingredients to create effective products that are gentle on the body and environment .

Vision: To provide High Quality, natural personal care products to customers around the world. The aim is to promote traditional personal care products that are often filled harmful chemicals.

Mission: To create sustainable future by producing natural products that are safe for the women and environment. They strive to use only the best natural ingredients in their products to promote responsible manufacturing practices.

Quality Policy is centered around customer satisfaction



AN INTERVIEW WITH SUCCESSFUL ENTREPRENEUR

MRS. PRIYA PURANIK

Founder of Kuteera Herbal Products and Leading Women Entrepreneur, Belagavi

2. What inspired you to get into the idea of floral and herbal product business?

Starting business from scratch was not easy, but I was determined to succeed. I spent months and years researching the floral industry, sourcing supplies. I have always been interested in entrepreneurship and of building something from scratch. I saw a gap in market for high quality, all gas- natural floral and herbal product and I knew that I had the skill & passion to fill that gap. Finally I was motivated by a desire to make a positive impact on the world. By creating products that are both beautiful and sustainable, I hope to contribute more conscious and eco friendly way of life.

3. “Do I Know What I am doing”, when did you realize?

I am passionate about what I am doing and I am committed to change my passion into profession, when I faced the tough time in this business in the initial stage, then I realized yes this is the right way I am going, because I believe that the person who face difficulties in the beginning that person is going in a right path .

4. What challenges did you face when this business was to be established?

When I started the business, the main challenge was income. I didn't had required income for my business. And people judge people on the basis of income that they have with them. Moreover anything in the male dominant society being an or becoming an successful women entrepreneur was a great challenge.

5. Do you believe that there is a winning formula for becoming a successful women entrepreneur?

Starting any business comes with a challenge and flower business is no exception. A series of the challenges that I faced while establishing my business. Alike any business, managing finance was significant challenge. I had to create a budget and ensure that I had enough funds to cover expenses such as buying equipment, marketing and rent. Despite these challenges I remained committed to my vision & worked hard to overcome that obstacle with preference and dedication, I was able to a successful in flower business that continues to till today.

6. What do you enjoy most about your business?

I enjoy the flexibility & freedom that comes with running my own business . I am able to set my own schedule and work on project that I find personally fulfilling. This allows me to strike a balance between my work life and personal life. I enjoyed the sense of community that comes with working in the floral industry. This has allowed me to build meaningful relations and learn from others in the Industry. Finally I enjoy the feeling of making a positive impact on people's lives. However have the power to brighten up someone's day and I feel privileged.

AN INTERVIEW WITH SUCCESSFUL ENTREPRENEUR

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7. What according to you is the most difficult thing about building a brand from scratch?

Standing out in a crowded market. The floral and herbal industry is quite competitive and it can be challenging to differentiate your brand from others in the market. This is especially true if you're starting from scratch and don't have an established reputation. Overall building a successful brand from scratch in the floral and herbal business requires a combination of creativity and perseverance.

8. What entrepreneurial tricks have you discovered to and strategic thinking keep business going?

Staying innovative, customer-focused and adaptable can help keep a floral and herbal business going in the long run. It's important to continually look for new opportunities to grow and improve your business.

9. Do the decisions we make today help people and the planet tomorrow?

Yes, the decisions we make today in business can have a significant impact on both people and the planet tomorrow. As businesses continue to grow and evolve, it is becoming increasingly important to consider the social and environmental implications of our actions.

10. How do all these decisions affect your personal life?

I can tell you that in general, running a business can have a significant impact on one's personal life, especially if the business is small and requires a lot of attention and effort. Business owners often have to make difficult decisions that can affect their personal time, finances, and relationships. They may have to work long hours, deal with financial stress and make sacrifices to ensure the success of their business

11. What advice would you like to give to students who want to become entrepreneurs?

Start small: It's important to start small and grow your business gradually. I suggest you that don't be job seeker, be the job giver. Networking is essential for entrepreneurs. Attend events and connect with other entrepreneurs to learn from their experiences and gain new insights.

PLACEMENTS

Department of MBA has been persistently striving hard to provide excellent placement opportunities for MBA students thereby giving a great career ahead.

It's a great pleasure to share that THREE students studying MBA second year (third semester) have secured final placements in Landmark International Ltd with a pay package of 5 LPA.

Further, THREE more students studying MBA second year (third semester) got finally placed in IDFC First Bank Ltd with pay package of 3.5 LPA.



First Row: From L to R:

Mr. Neil Donoghue – Landmark International Ltd – 5 LPA

Ms. Mushkan Kazi - Landmark International Ltd – 5 LPA

Ms. Tanzeela P - Landmark International Ltd – 5 LPA

Second Row: From L to R:

Ms. Isra Sahar – IDFC First Bank Ltd – 3.5 LPA

Mr. Bhimagond Yadur - IDFC First Bank Ltd – 3.5 LPA

Mr. Neil Donoghue - IDFC First Bank Ltd – 3.5 LPA

STUDENT’S CORNER

Once upon a time, two very close friends lived in a village. As time passed their friendship grew thicker and thicker. Now they were grown-up men. One day they decided to go and find work. They set off. Before leaving their village, they promised to stand by each other through thick and thin. They took the oath of sincerity and assured each other of help in their hour of need. They had to pass through a jungle.



Achyut Jonganavar
MBA First Semester

They had not gone far into the thick forest when they found themselves face to face with a big bear. The bear began to move towards them. They felt helpless and terrified. One of them knew how to climb a tree. He at once caught hold of a strong branch and swung up the tree. The other could not climb. He had heard that the bear does not eat the dead. So he lay down on the ground and held his breath pretending to be dead. Meanwhile, the bear came to him and sniffed him. The bear left him. When the bear had gone out of sight, the friend on the tree came down. He asked his friend, “Dear friend, what did the bear whisper in your ear?” The other replied quickly, “The bear advised me not to trust a selfish friend.” Saying this he left him and went away.

Moral: A Friend in Need is a Friend Indeed

Don’t Say Something You Regret Out of Anger

There once was a little boy who had a very bad temper. His father decided to hand him a bag of nails and said that every time the boy lost his temper, he had to hammer a nail into the fence. On the first day the boy hammered 37 nails into that fence .

Finally, the day came when the boy didn’t lose his temper at all. He told his father the news and the father suggested that the boy should now pull out a nail every day he kept his temper under control.

Conclusion: Try not to be harsh in anger, things get worst.



Khushi Bhandurge
MBA First Semester



Prathamesh Shintre
MBA First Semester



ALUMNI CORNER



Megha Asangi
2015-17 Batch

It gives me an immense pleasure to share my journey with SAEF's AITM, Belagavi. 8 years ago in 2015, I stepped into Suresh Angadi Education's Angadi Institute of Technology and Management, Belagavi to accomplish MBA degree. I feel proud that I have completed my MBA course from SAEF's AITM. I must say it was my best decision to join this prestigious institution.

SAEF's AITM gave me a lot more than expected. I learnt, laughed, cried and experienced the most beautiful things over there and I still cherish those memories of learning.

To my juniors, I advise you to do justice with your time when it's time to enjoy college life, live it to the fullest but when it comes to your study, devote your 100% to it.

SPORTS CORNER

Visvesvaraya Technological University (VTU) Belagavi had organized university level Kho-Kho tournament for students in the month of March 2023. The tournament was held on AITM grounds for three days.

Mr. Yuraj Devadkar studying in MBA first semester was one of the members of Kho-Kho team squad of SAEF's AITM. It's a proud moment for the entire AITM family that our institute secured third prize at the University level.

The Management, Administrator, Principal & Director, Director Department of MBA, Faculty Members and all the students congratulated the team on their wonderful achievement.



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Affiliated to CBSE, New Delhi