



**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**  
Shobhavana Campus, Mijar, Moodbidri, D.K - 574225  
Phone: 08258-262725, Fax: 08258-262726  
Department of Business Administration (MBA)

**Guest Lecture by Prof. GR. Krishna Murthy to MBA students on topic "Economic Growth and Social Transformation" on 7<sup>th</sup> September 2016**



Prof G R Krishnamurthy addressed MBA students on 7.09.2016. He stressed on the importance of understanding economic aspects among students. He said that the knowledge-base would pave the way for social transformation and inspire students in understanding the country in a better way.



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### **Guest talk on entrepreneurship and innovation by Mr Nivedan Nempe, inventor of areca tea (Proprietor of Mystic Aromatic).**

On 14<sup>th</sup> September Wednesday Department of Business Administration, Alva's Institute of Engineering and Technology Mijar, organized a guest talk on "entrepreneurship and innovation" by Mr Nivedan Nempe, inventor of areca tea (Proprietor of Mystic Aromatics). He addressed the management graduates of the institute and stressed on the need to become entrepreneurs for the rural development of the country. He gave an insight into how entrepreneur's skill sets could be inculcated in the young minds. He gave an account of the challenges which he faced while setting up his business. He told that the real business could be generated in Rural India i.e in Villages. Hard work, dedication and lot of commonsense are the prerequisites of a successful entrepreneur. He told that students should try to materialize their ideas and follow their heart whatever the people say.



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**Saumya Chandraker, Senior Manager (HR), MRPL Mangalore –Successful organisational management strategy includes agreement on a common vision.**

Department of Business Administration at Alva's Institute of Engineering and Technology, Mijar had organised a guest lecture on “**Use of Technology in HR and Managing Organisational Change**” on 15<sup>th</sup> September 2016.

Speaking on the occasion, the resource person Mrs. Saumya Chandraker mentioned that technology is playing a major role in HR today. Technology is also being used for talent search, master data maintenance, employee life cycle management, real time talent assessment and other related fields. Technology is a wonderful tool for recruitment, training and development, performance management, virtual man power and data storage.

She emphasized that technology has brought in a paradigm shift in HR by making the system entirely transparent. The main goal of technology is transforming disintegrated departments into Strategic Business Units with embedded HR system. The Dean of MBA



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department, Prof. P. Ramakrishna Chadaga also spoke on the occasion. He stressed on the importance of updating oneself in the dynamic world.



**ADVERTISEMENTS AND BRANDING- GREAT ELIXIRS IN MARKETING**

Department of Business Administration at Alva's Institute of Engineering & Technology, Mijar - Moodbiri had organized a guest lecture on “ **Advertisements and Branding**” for the students of MBA – II Year and MBA – I Year on 21 September 2016. The Speaker for the lecture was Prof. Nivedita Mirajkar, Faculty at ICAI Mangalore, having specialized experience of 28 years in Communication Strategy, Business Development and Media Campaigns.

Prof. P. Ramakrishna Chadaga, Dean of the Department felicitated Prof. Mirajkar for the Guest Lecture. In her lecture, Prof. Nivedita Mirajkar discussed the significance of advertisement in modern Marketing. She stressed that advertisements are great tools of recognition and informing, persuading and recalling are its main objectives.



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She viewed that marketing includes developing products, pricing them strategically, making them available to customers through a distribution network. Being the most visual tool of promotion, advertisements deal with rational appeal, emotional appeal and social appeal.



**BE A SMART AND WISE INVESTOR, -Prof Raghunandan, Associate Trainer, Lotus Knowlwealth**

Department of Business Administration at Alva's Institute of Engineering & Technology, Mijar- Moodbidri organized “**Capital Market Awareness Programme**” by Prof. Raghunandan, an Associate Trainer with Lotus Knowlwealth (LKW), Bangalore on 4<sup>th</sup> October 2016.

Speaking on the occasion, Prof Raghunandan stated that development of the economy required intelligent investors with the knowledge to operate in sophisticated markets like stock exchange, commodities exchange, mutual funds and derivatives. This was to build the wealth



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with very high rate of return achieved through least taxability of the income and capital gains.

He emphasized that consistency, liquidity and returns are the three pillars of investing.



### MAXIMIZING WEALTH, SECRETS REVEALED -START INVESTING EARLY TO BE FINANCIALLY INDEPENDENT

There is a difference between insurance and investment. Just keeping money in banks won't make anyone rich. In 2046, nearly 4 lakhs Rs in a month may be needed to lead a decent life. This reality should be understood by everyone. Speculation is for gamblers. Investment is not trading. All should concentrate on wealth – maximization because it is the ultimate goal of investment. Obligations like constructing homes cannot happen overnight. Regular investment is



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the need of the hour, said Sri Harish, Proprietor, Premier investments, an associate of Motilal Oswal Securities Ltd.

**He was speaking on the occasion of a guest lecture organized by FINBYTES, the Finance Forum of the department of Business Administration of AIET Mijar on 19-09-2016**

Therefore, start early, invest regularly and think long term- are the best strategies to invest. If anyone understood the power of compounding interests, they will get rich faster than others, said Sri Harish on the occasion. The Dean of department of Business Administration, Prof P Ramakrishna Chadaga was present on the occasion.



### **INDIA HAS ABUNDANT GROWTH PROSPECTS**

**-Dr. N S Shetty, Former FAO Consultant, UN( 17th October 2016).**



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“India’s growth potential is enormous. The country needs a suitable model for its growth. Only then we will be able to tackle key challenges that undermine the achievement of the potential growth rate,” said Former FAO consultant Dr. N.S. Shetty.

He was speaking on ‘Indian Economy- Emerging Issues’ , as a part of the Guest Lecture series organised by ‘FINBYTES’, the finance forum of MBA department of Alva’s Institute of Engineering and Technology, at AIET Seminar Hall, Mijar on 17th October 2016.

Speaking on the history of Indian Economy, Dr Shetty elaborated at length on the financial sector which is meant to sub-serve the needs of the real economy and cannot drive growth by itself. He also said that there is a wide difference between mean-based production and need-based production.

Dr Shetty said, “The growth model that we should pursue has also been a subject of great debate amongst the policy makers. Should it be a manufacturing driven, export-led growth, should it be infrastructure led growth or one driven by domestic consumption? The discussion is still going on now.” Lack of investment in infrastructure- both physical and financial and high level of financial exclusion skill gap which has implications for employability are key challenges to growth, said Dr N S Shetty.

Dean of the department, Prof P Ramakrishna Chadaga felicitated the guest on the occasion. Prof Gurudatt Somayaji introduced the guest and Yashaswini compered the programme.





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