



ALVA'S
EDUCATION FOUNDATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(UNIT OF ALVA'S EDUCATION FOUNDATION (R), MOODBIDRI)

AFFILIATED TO VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI & APPROVED BY AICTE, NEW DELHI.

RECOGNISED BY GOVERNMENT OF KARNATAKA.

ACCREDITED WITH A+ BY NAAC

SHOBAVANA CAMPUS, MIJAR - 574225

MASTER OF BUSINESS ADMINISTRATION - MBA

January - June 2023



Alva's MBA

Vision

To develop competent, ethical managers and entrepreneurs, sensitive to their environment and culture, responsible to their communities and global in their outlook and approach.

Mission

M1: To provide students with necessary knowledge and skills to enable them to be effective in the field of their specialisation.

M2: To foster curiosity, broaden their horizons, and inculcate leadership skills to achieve academic rigour, highly grounded in the real world / job market.

M3: To adopt systems thinking approach to learning to help students excel in a complex and ever-changing global environment.

M4: To develop in them a strong commitment to embrace cross cultural diversity and an entrepreneurial mindset.

Programme Educational Objectives (PEOs)

PEO1: Develop management graduates with theoretical knowledge, skills and attitude to be effective managers.

PEO2: Transform graduates for leadership and management roles in corporate world and for starting enterprises.

PEO3: Equip graduates with systems and design thinking approach to survive and excel in a complex and ever-changing global environment.

PEO4: Imbibe a strong commitment to embrace cross cultural diversity and an entrepreneurial mindset.

Message from the Head of the Department



Mrs. Priya Sequeira

HOD, PG Dept of Business Administration



As the Head of the MBA Department, it is with great pleasure and enthusiasm that I extend my warm greetings to you and express my appreciation for the remarkable work you do in capturing the essence of our academic community. Our MBA program is more than just a curriculum; it is a dynamic and transformative journey that equips students with the knowledge, skills, and perspectives necessary for success in the

ever-evolving business landscape. In this edition of MBA Department, I encourage you to explore the stories, achievements, and insights of our MBA students.

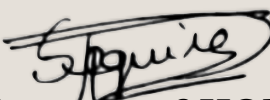
These talented individuals bring diversity, innovation, and a passion for excellence to our program. As you delve into their experiences, projects, and accomplishments, you will witness the collaborative and forward-thinking spirit that defines our MBA community. Whether it's through groundbreaking research, impactful internships, or inspiring entrepreneurial endeavours, our students continually demonstrate their commitment to making a positive impact on the business world.

I also want to take this opportunity to acknowledge the dedicated faculty and staff who play a crucial role in shaping the educational experience of our MBA students. Their expertise, mentorship, and commitment to excellence contribute significantly to the success of our program.



As we celebrate the achievements of our MBA students, let us also look forward to the promising future that awaits them. The skills and knowledge they gain during their time in our program will undoubtedly prepare them for leadership roles and empower them to contribute meaningfully to society. I encourage you to showcase the multifaceted talents and accomplishments of our MBA students in a way that reflects the vibrancy and dynamism of our program. Thank you for your dedication to highlighting the stories that make our academic community so special.

Wishing you continued success in your editorial endeavours.



Signature of HOD

"Moulding a Better Tomorrow"

About Alvas Education Foundation®



Alva's Education Foundation® (AEF) was born out of the entrepreneurial vision of Dr. M Mohan Alva, an ayurvedic doctor, an educationalist and a social reformer in Moodubidri, South India. Alva's Institute of Engineering and Technology is a premier engineering college situated in Mijar was founded in 2008 by AEF to provide affordable quality professional education to the youth of this underdeveloped region.

Alvas Education Foundation offers a wide range of graduate and post graduate programmes where traditional courses are redesigned with new combinations to link them closely with employment market. Apart from academics, students are also engaged in co-curricular and extra-curricular activities. Culturally rich milieu, an atmosphere of discipline and the year-long co-curricular and extra curricular activities at the campus make the student's life event eventful & ensures a sure and successful future life to the student.

Alva's Institute of Engineering & Technology

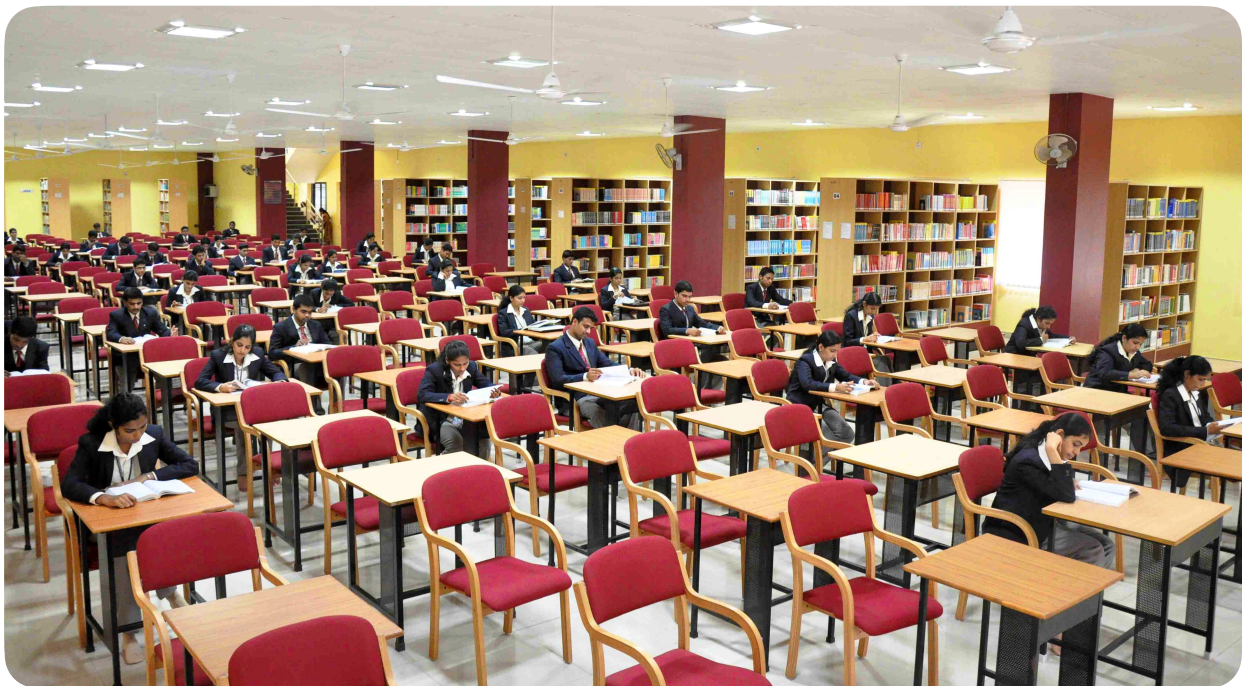
AIET in its endeavour to excel in teaching, research and service offers Bachelor's Degree in Mechanical Engineering, Electronics and Communication Engineering, Computer Science Engineering, IT Enabled Services Engineering, and Civil Engineering. AIET also offers a Post graduate degree in Business Administration.

MBA Department

The MBA Department works with the Placement and Training Cell of the Institute to provide necessary Pre-Placement Training for the final year students and a 10 days Boot Camp is organised to train incoming batch of students with soft skills training, fitness training, motivational talks, group dynamics to build confidence and interpersonal/networking skills, communication skills, leadership training, etc.

Infrastructure & Facilities

Library



The AIET library has a modern and well-equipped building, which offers excellent infrastructure facilities in reading, borrowing and reference to the users of all the AIET library members. This Central Library located at the heart of the Institution, It is easily accessible to the departments, classrooms, and hostels.

Our Library implemented the Radio Frequency Identification Technology (RFID) based library automation software for its activities; it has well-trained professionals to support the user community. The building occupies a total area of about 1540 sq. Mt including the 1st floor. The building has a seating capacity for 300 users at a time.

Fitness Centre



Alva's Education Foundation is a firm believer of the principle -“A sound Mind in a Sound Body” in the view of this, AIET has well equipped and modern gymnasium facilities. The facility also features practice area and competition facilities making it unique among other facilities available at our campus. With long hours of operation and a never-ending drive towards the expansion of the facility and better organisation of its features . AIET intends to build and nourish the overall development of the students personalities. There are few things as alluring as a healthy lifestyle and the unique recreation centre at AIET is determined to ensure that students pursue healthier habits during their time on campus.

Classroom With WIFI Connectivity



The classrooms by design are Highly Interactive. Class rooms are Equipped with the Latest Audio -Visual Aids Such as LCD Projectors and OHPs to make Learning more interactive and effective. The Presentations and case studies contribute to the development of the analytical Abilities in the students.

1000 Mbps BSNL 1:1 leased line internet with Wi-Fi facility is provided so that the students can develop and sharpen their technical skills.

IT Labs



The IT Labs has equipped with Intel-FICE Lab ,Apple iOS Developer Lab was established in the year 2014-15. Department is recognised as “iOS Developer University Program” with institution id 6MKL3RX9SK from Apple Developer Program Support during January 2015. Edwin’s Linux Lab was established during 2015-16 to promote the open source softwares.

Hostile Facility

Boys Hostel



Alva's Institute of Engineering & Technology provides the best facilities for the students who live in the hostel. Separate hostels for boys and girls with spacious rooms. Hostel students can access the Wi-Fi facility. The study hour from 9.00 pm to 11.00 pm is compulsory and strict discipline will be maintained. The inmates of the hostel are provided with a reading table, chair, cot and fans. Recreational Facilities including gymnasium are also well provided.

Girls Hostel



Industrial Visit

The PG Department of Business Administration at Alva's Institute of Engineering & Technology organised an industrial tour to Mysore from 20th to 25th Jan 2023. 116 MBA students and 4 faculty members visited Automotive Axles Manufacturing, a joint venture of Kalyani Group and Meritor Inc., USA. Established in 1981, the company is a major player in manufacturing drive axles, non-drive axles, front steer axles, specialty & defence axles, drum & disc brakes, serving domestic and global commercial vehicle manufacturers. With over 30 years of experience, they are India's largest independent manufacturer of rear drive axle assemblies, providing reliable solutions for various vehicle applications. The company focuses on introducing new products to meet market needs and excels in precision engineering, component durability, and lightweight options for enhanced mobility.

TVS Company, Mysore

HIGHLIGHTS

Date : 21 January 2023

Objective : Provide students with insights into business operations and foster exposure to current industry practices.

Students Present : 58

Place : Mysore



Alva's Institute of Engineering and Technology's MBA department organised a 4-day industrial visit from January 21st to 24th, 2023, for final-year MBA students, focusing on enhancing practical knowledge and exposing students to real-world working conditions. The primary objective was to provide students with insights into business operations and foster exposure to current industry practices.

The visit centred around TVS Motor Company in Mysore, a multinational motorcycle company and the third-largest in India. The company, with a revenue exceeding ₹15,000 crores, annually produces 3 million units and exports to over 60 countries.

During the visit, 58 second-year MBA students and 2 faculty members toured the plant under the supervision of plant managers and senior engineers. The students were briefed on the company's history, achievements, and then divided into teams for a guided tour of the facility. The tour included exposure to various types of machines, efficiency improvement techniques, and employee management. Strict safety protocols were followed, and a Q&A session allowed students to engage with industry experts. The visit concluded with a vote of thanks, a photo session, and lunch.

Kaynes Technology, Mysore

HIGHLIGHTS

Date : 21 January 2023

Objective : The students gained insights into the time involved, inspection procedures, and safety measures taken before product dispatch.

Students Present : 58

Place : Mysore.



The PG Department of Business Administration organised a five-day industry visit to Mysore and Bangalore from January 21st to 25th, 2023. On January 21st, 115 students and 4 faculties visited Kaynes Technology, Mysore. Divided into two groups, they received a detailed explanation of the organisation's operations, emphasizing its three decades of experience in Conceptual Design, Process Engineering, Integrated Manufacturing, and Life Cycle Support for Automotive, Industrial, Aerospace, and Defence sectors.

The visit included a tour of the manufacturing unit, where officials showcased the assembly process of motherboards. The students gained insights into the time involved, inspection procedures, and safety measures taken before product dispatch.

Channapatna, Mysore

HIGHLIGHTS

Date : 23 January 2023

Objective : The students gained insights on 200-year-old handmade tradition, use of edible colours for safety, absence of pointed edges, and recycling of wood waste for incense.

Students Present : 116

Place : Mysore.



PG Department of Business Administration organised a visit to the Channapatna Toy Factory, with 116 MBA students in attendance. The journey began at 9:30 AM, reaching the factory in Channapatna at 10:30 AM, offering practical exposure and insights from the Director.

Channapatna, known as the “Toy City” of Karnataka, is famous for its handmade lacquer wooden toys. The craft, with a Geographical Indication (GI) tag, has evolved to include various woods. Manufacturing involves wood procurement, shaping, carving, colouring with vegetable dyes, and polishing. Challenges faced by the industry were addressed through support from KHDC, government assistance, and initiatives from new companies.

Special features of Channapatna toys include their 200-year-old handmade tradition, use of edible colours for safety, absence of pointed edges, and recycling of wood waste for incense. Notably, these toys have gained global recognition, even reaching the White House and being gifted to Microsoft employees. The visit provided valuable practical exposure, concluding at 2:00 PM.

AMS, Mysore

PG Department of Business Administration, guided by Mrs. Priya Sequeira, Mrs. Catherine, and Mr. Guruprasad Pai, visited AMS Manufacturing Industry during their 5-day industry visit. The company specialises in manufacturing machines, achieving ISO standards and total quality management certification, with a global market presence, notably in Germany and the USA.



The 117 students were divided into two groups, receiving instructions from the employee head and team leaders. AMS emphasised their unique organisational culture, including daily yoga sessions for all 1500-plus employees, individual Kanban introductions, and a focus on diversification into customised machines.

The visit concluded with a discussion with HR and Finance team leaders, showcasing a company video and addressing student queries. The day ended with a vote of thanks and feedback from PG students.

Orientation Program

The Inauguration program of 2022-24 batch MBA was held on 6th February 2023 Monday, at MBA seminar hall. Ms. Lalitha N, Executive Director at EY, Bangalore, Mr. Sushant Koul, Assistant Director of Talent Acquisition at EY, Bangalore, and Mr. Satyajeeth, Senior Manager at Client Partnership, Euromonitor International Ltd. graced the occasion as chief guest, guest of honour, and alumnus, respectively. During the event, Ms. Lalitha N emphasised the importance of discipline and urged students to maximise their use of campus resources. Further Mr. Sushant Koul advised students to prepare for future campus recruitments from the very beginning and Mr. Satyajeeth shared his experiences at Alva's, highlighting the essential skills for success.



Mr. Vivek Alva, Managing Trustee presided over the Program. The Managing Trustee addressed the gathering, inspiring and motivating the young minds. Mrs. Priya Sequiera, HOD, PG Department of Business Administration welcomed the gathering, Dr. Catherine Nirmala David, Professor, PG Department of Business Administration introduced chief Guest. Mrs. Harshitha V Shetty, Assistant Professor, PG Department of Business Administration anchored the event. Mr. Guruprasad Pai B, Assistant Professor, PG Department of Business Administration rendered the vote of thanks.

Day 1

Ice Breaking and Aptitude Session & Alva's Education Foundation Campus Visit:

HIGHLIGHTS

Date : 07 February 2023

Objective : To familiarise between Students and Campus Tour.

Students Present : 120

Place : AIET Auditorium, Mijar

The day began with an icebreaking activity, followed by aptitude training conducted by Mr. Abhilash Kshatriya from Abhinaya Education Private Limited, Mangalore. Various topics, such as logical reasoning, analysis, and mathematical concepts like series, progression, percentage, along with different problem-solving methods, were taught to the students, making the session quite interesting.



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In the afternoon session, Dr. Vishnu Prasanna, Assistant Professor, PG Department of Business Administration, briefed the students about the MBA syllabus. The day concluded with a campus tour of Alva's, including Vidyagiri and Shobavana campuses, guided by Mr. Johnson Fernandes.



Day 2

1. Motivational Talk on Interview Skills and Corporate Expectations by Mr Pavan V Pai , HR Manager at Navigo LTD

HIGHLIGHTS

Date : 08 February 2023

Objective: Gaining insights into facing interviews confidently and understanding the keys towards success.

Students Present : 120

Place : AIET Auditorium, Mijar

Navigating the transition from academics to the professional world is a big step. Mastering interview skills and grasping corporate expectations are crucial in this journey that sets the foundation for a confident and promising career path. Students found the session valuable, gaining insights into facing interviews confidently and understanding the keys towards success.



This Session was conducted by Mr Pavan V Pai Manager at Navigo Limited, The speaker emphasised the “3 Ps” for interview success: Prepare, Practice, and Presentation. He shared insights on pre-interview preparation techniques and the transition from campus to corporate life. Addressing fresher’s, he discussed job aspirations, company expectations, and success tips, stressing the importance of being motivated by opportunities rather than titles.

2. Bridge Course on Accounting by Mr. Anantha Shayana

In the realm of education, bridge courses act as the connecting threads, weaving a seamless pathway for diverse learners to traverse the spectrum of knowledge.

On 8 February 2023, This informative session was conducted by Mr. Anantha Shayana mainly focused on clarifying the fundamental concepts of accounting, providing students with a clear understanding of terms such as debtors, creditors, assets, liabilities, revenue, debts, reserves, provisions, and the distinction between expense and expenditure.

The resource person efficiently covered these aspects, contributing to a positive impact on students' confidence and enhancing their accounting perspective. The session's outcomes include improving accuracy and visibility in understanding critical business metrics.



Day 3

Prospectus of MBA by Dr. Namratha S

On February 09, 2023 Dr. Namratha S, Professor and Trainer conducted an engaging session on students career, imparting valuable insights to MBA students. She emphasised the importance of learning new skills through a practical storing-telling process for effective retention. Stressing responsibility and hard work, she encouraged self-development throughout the two-year journey.

The speaker highlighted the key elements of K.S.A. (Knowledge, Skill & Attitude/Ability) to be cultivated.

Addressing characteristics essential for MBA success, Speaker explored career opportunities in finance, HR, marketing, and business analytics. The session covered the advantages of pursuing an MBA and effective job acquisition strategies.

Students actively participated, gaining insights into out-of-the-box thinking, diverse MBA fields, and presentation skills. The session showcased the wide scope of MBA careers and motivated students to approach challenges with enthusiasm and diligence.

Day 4

Group Discussion by Mrs. Preetham Kamath and Mrs. Vidhya Shenoy

Group discussions promotes diverse perspectives, enhance critical thinking, and improve communication skills. They provide a platform for collaborative problem-solving, preparing individuals for effective participation in professional environments.



On 10 February 2023, The group Discussion was conducted by Mrs Preetham Kamath and Mrs Vidhya Shenoy. The session aimed to distinguish between group discussions and debates, focusing on essential skills such as communication, listening, confidence, creativity, and critical thinking. Through examples, the session outlined do's and don'ts of group discussions, providing students with practical insights. The outcomes included improved critical thinking, enhanced communication, increased self-confidence, teamwork development, and a better understanding of the distinctions between group discussions and debates.

Day 5 & 6

Outbound Training program by Mr. Ramani Venkat And Team

On February 11th & 12th, 2023 The program, led by Mr. Ramani Venkat, founder of BIZZ Diagnostics and NLP Coach, aimed to explore individual and team behaviour while providing first-year students with practical management insights. All students participated in the engaging training, cultivating a hands-on understanding of management concepts.

On 11th The training, began at 9:00 am, involved group activities indoors and outdoors to impart key management concepts. Notable activities included a ball-aiming exercise highlighting risk management and team-focused endeavours like treasure hunts. Emphasizing aspects such as risk and time management, communication skills, and teamwork, the program provided practical insights for the corporate world.



The engaging and enjoyable initiative underscored the significance of various management features. Outcomes included introducing critical concepts like team building, risk-taking, communication skills, and fostering self-confidence. The program enhanced students' self-development, teamwork, leadership skills, and individual self-awareness.



On 12th, the day commenced at 9:00 am with four dynamic teams - Yellow, Red, Blue, and Green. The initial competition, judged by Mr. Johnson Fernandes and Mrs. Vidhya, declared the Yellow team winners for their creative costume presence. Enthusiastic student participation marked the session, enjoying both physical and management-related games, fostering out-of-the-box thinking. With around 90 participants, games like sky walk, goal setting, I love my India, pattern mapping, English winglish, and finance guru were conducted. The overall prize went to "Team Yellow" with 24 members.



Outcomes included an enhanced understanding of effective planning, time management, and goal implementation, improved communication and teamwork skills, enriched academic language skills for writing and presentation, and personal skill development among students.

Day 7

Team Building and reinvent yourself by Mr. Jerard Dsouza, Professor in Management, Soft skill trainer.

The session conducted on 13 February 2023 which focused on team building and self-reinvention, led by Mr. Jerard D'Souza, a management professor and soft skills trainer. The session began with the importance of change, emphasizing the time required for results. Resource person also discussed the qualities of a good human being, citing Ratan Tata as an example in the corporate world.

Participants learned about hindering viruses like negative attitude, inferiority complex, jealousy, guilt, and fear. The concept of values, ways to increase personal value, and understanding the difference between effectiveness and efficiency were covered. Group activities focused on speed, creativity and team building, engaging students actively. The morning session concluded with ten tips for being a good human being. Overall, the team building and reinvention session proved excellent, providing students with valuable principles and activities to incorporate into their lives.



Day 8

An Interactive Session Report On The Statistics by Mr. Joyan, HOD of Dept. Of Commerce at St. Aloysius College, Mangalore

On February 14, 2023 Mr. Joyan, Head of the Commerce Department at St. Aloysius College, made an effort to familiarise students with the importance of statistics and data analysis by teaching them various statistical methods, types of data, and their significance.



This session proved instrumental in enhancing the understanding of the basics of Statistics for each participant, facilitating a notable improvement in their grasp of fundamental concepts. It served as a valuable opportunity for students to recall their knowledge in Statistics. Additionally, the practical exposure gained through solving various statistical problems during the session further strengthened their comprehension of the subject.

Day 9

Analysis of the financial accounting” by Mr. Ananth Shayana, Lecturer in Alva’s Degree College.

On 15th February, 2023 The PG dept. of Business Administration, AIET Organised a Session on Analysis of the Financial Accounting By Mr Ananth Shayana lecture in Alva’s Degree College .The resource person began the session with engaging insights into basic accounting, infusing energy into the learning atmosphere. The practical perspective added depth to our understanding, particularly in areas like reserves and provisions. The session covered crucial concepts, including the mandatory GAAP (Generally Accepted Accounting Principles).



In the afternoon, the skit activity reinforced learning on mandatory concepts. concluded the insightful orientation by providing the valuable feedbacks This marked the final day of the program, leaving participants enriched with essential knowledge in basic accounts and GAAP concepts.



Avenues of Investment in India' by Mr. Yateen Sheth, Senior Development Manager, Edelweiss Tokio Life Insurance Company Limited Mangalore

On 16th February - 2023 The PG dept. of Business Administration, Alva's Institute of Engineering And Technology organised a training session on "Avenues of Investment in India" by Mr. Yateen Sheth, Senior Development Manager at Edelweiss Tokio Life Insurance Company Limited, Mangalore .The welcome address and introduction of the Speaker was given by Dr. Catherine Nirmala, Professor PG Department of Business Administration.



The program aimed to guide first and second-year MBA students on investment opportunities, encouraging them to consider careers as investment advisors and financial planners while emphasizing the importance of savings. The guest lecture covered various investment avenues, including stocks, property, crypto currency, and insurance, and motivated students with the 3D principle (Destination, Discipline, and Dream).

The session provided insights into life insurance and different sources of investments, concluding with a vote of thanks and positive feedback from the students . The outcome highlighted the significance of planning economic protection through life insurance and increased awareness of investment avenues among students.

Talk on IFRS - Relevance in Preparation of Financial Statements

On April 8th, 2023 The PG Department of Business Administration organised a guest lecture by resource person Dr. Mallikarjunappa, Professor, Justice K S Hegde Institute of Management, Nitte.



The session aimed to familiarise students with International Financial Reporting Standards (IFRS) and their relevance in financial statement preparation, cultivating practical applications to prepare them for careers in international accounting.

Talk on IFRS - Krishika Sahodaya Foundation By Prof. T S Ramachandra

On April 18th, 2023 The PG Department of Business Administration organised a guidance session for banking exam preparations in collaboration with the Kaushik Sarvodaya Foundation. Led by retired Professor K Chandranna and Dr. S.T Ramachandra, a retired General Manager of Canara Bank, the session highlighted the significance of preparing for banking exams, discussed opportunities in the industry, and emphasised the bright future awaiting students in banking careers.



Talk on stress & Emotion Management by Mr. Sridhar Aranala, Vice President , Sales & Distribution , The Hindu Group

The PG Department of Business Administration organised a stress and emotion management session on April 25, 2023, for 1-year MBA, MCOM, and Journalism students. Led by Mr. Sridhar Aranala, Vice President of Sales and Distribution at The Hindu Group, the session focused on the importance of consumers over advertisements for newspapers. The Speaker also discussed the marketing strategies of The Hindu, emphasizing the significance of reading newspapers and provided insights on stress management.



The student's first stop was The Hindu newspaper industry, where they aimed to grasp the workings of print media. Officials detailed the printing process, methods employed, sales and distribution strategies, and the costs involved in producing a newspaper.

Following their visit to THE HINDU printing press, students explored the KMF Mangalore branch. Welcomed by Mr. PAWAN, a KMF representative, students learned about various products, product lines, and the significance of different coloured milk packets. The factory tour included insights into curd and milk packaging, a tempting sweet section, and the production of Tetra Pack product.

Guest Talk On International Business By Prof. Sachin Chandra, Dept. Of Commerce, Mahe Manipal

On May 30, 2023, the PG Department of Business Administration hosted a guest lecture with Prof. Sachin R Chandra from the Dept. of Commerce, MAHE Manipal. The event, introduced by MC Ms. Nithya R.S and Ms. Fiza, included a warm welcome and insightful introduction.



The main objective of the session was to Familiarise students with the impact of International Business on global commerce and inspire them with real-life examples of successful global entrepreneurs.

The session kicked off with a lively quiz on international business figures. The resource person shared captivating insights on various aspects of international business, engaging the audience with intriguing tidbits and quizzes. Overall, the lecture was informative and insightful, benefiting 220 MBA students.

Guest Talk On Personal Finance By Ms. Sapna Shenoy



On 21st July 2023, The PG Department of Business Administration organised a successful guest talk on Personal Finance featuring renowned investment professional Mrs. Sapna Shenoy. The session covered vital aspects of financial literacy, including money management, share market insights, and investment instruments, engaging 117 students and empowering them for informed financial decision-making.



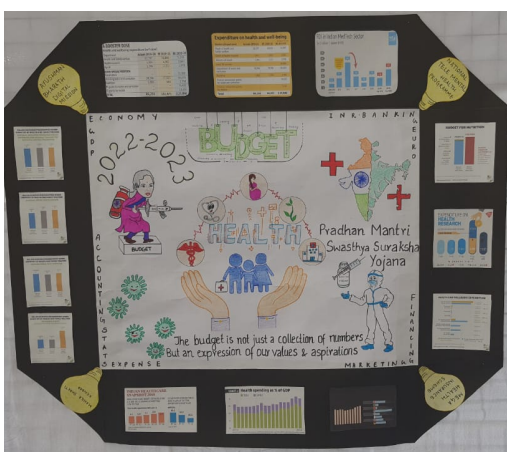
Departmental Uniqueness

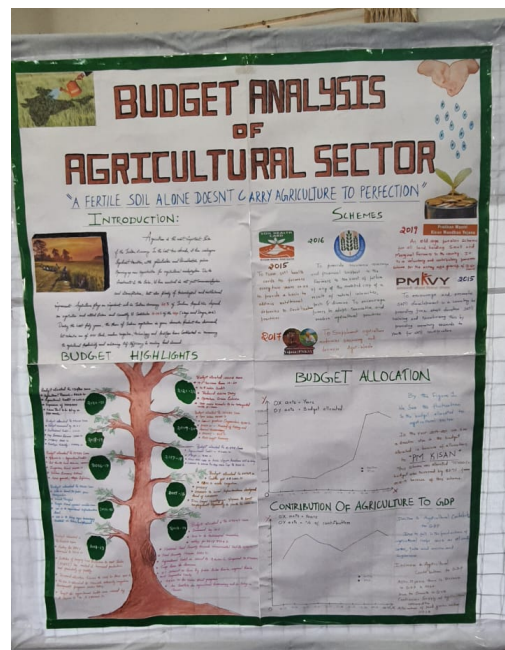
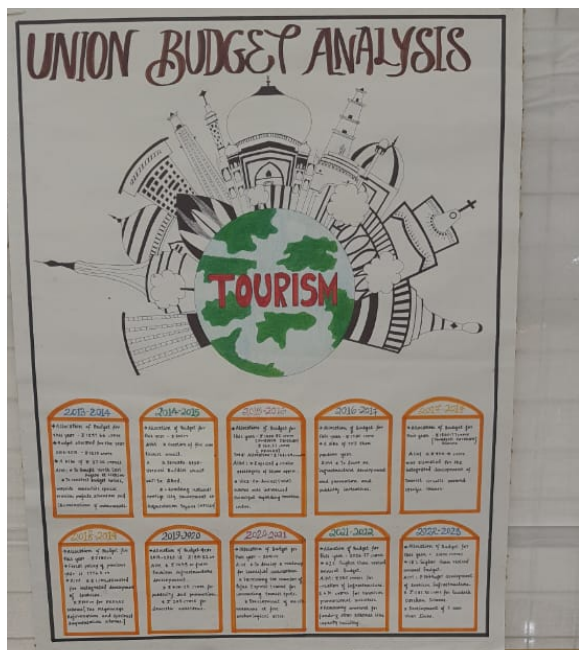
UNION BUDGET



PG Department of Business Administration Alva's Institute of Engineering and Technology organised a two day event "UNION BUDGET" on 24th and 25th February .

Budget Analysis Poster & Presentation by Students





WOMEN'S DAY CELEBRATION



On 8th March 2023, The Women's Empowerment Cell at AIET organised a dynamic celebration of International Women's Day on March 8, 2023. The event featured a motivational talk by Ms. Sadhana Mallya, focusing on empowering women economically. Dr. Peter Fernandes, the Principal of AIET, emphasised the crucial role of women in society. Following the talk, a Mime Show Contest on the theme "Women's Issues" showcased 13 teams, highlighting challenges faced by women. The event drew an audience of around 400 students, nurturing pride and creativity while addressing women's empowerment and challenges.

It is very important for the women to feel safe and secure in the society by safeguarding themselves against violence committed. Women empowerment cell can strengthen the girl students for their self-protection and women empowerment through a workshop of self. The Resource person was Karthik S Kateel.

Outreach Program Program

Venue: St. Francis Xavier Primary School, Mooduperar, Kinnikambla

On 11th March 2023, MBA students of HR Forum of Alva's Engineering & Technology conducted a school visit organised by HOD Priya Sequeira, Assistant Professor Guru Prasad Pai, and HR coordinators Suhan and Jasmine. The main aim of this program was to engage with young students and promote learning and entertainment.



The formal program commenced at 9:15 AM, with the school's principal warmly greeting and welcoming the attendees. The engaging event involved 131 students from grades 1 to 7 participating in diverse competitions. This included an Action Song Singing Competition for 1st graders, Storytelling for 2nd and 3rd graders, Drawing for 4th and 5th graders, and Quiz Competitions for 6th and 7th graders.

At 11:15 AM, tailored games for various standards, including Passing the Ball, Lemon and Spoon Race, Musical Chair, and Balloon Fight, added a lively touch to the event. Following the games, students relished refreshments, cultivating social interaction. MBA students then presented a delightful cultural program, followed by a prize distribution to honour competition winners. The event concluded with a vote of thanks.



Workshop & Training

Workshop on Statistical Packages by Prof. Joyan D'Souza,
HOD, Department of M.Com (Finance and Analytics), St. Aloysius College (Autonomous), Mangaluru



On 3rd and 6th March ,2023 PG department of Business Administration, Alva's Institute of Engineering and Technology organised a session on hands-on workshop on Statistical Package for students specialising in Human Resource Analytics. The session aimed to bridge the gap between theory and practical application, focusing on utilising data sets for statistical analysis using tools like PSPP and R Commander.

The resource person provided a comprehensive overview, covering topics such as types of statistical methods, installation processes for PSPP and R Commander Software, setting up data files, and conducting tests like Comparing Means. The session maintained a balance between theoretical and practical aspects, engaging students with examples and problem-solving exercises.

The outcome was threefold: students gained a practical understanding of applying statistical theory, enhanced their skills for real-world applications, and successfully grasped the concepts of PSPP and R Commander. The session contributed to a holistic learning experience for the aspiring HR analytics professionals.

Skill Development Training Program By Dr. Jnaneshwar Pai Maroor A.P, Assistant Professor.

The primary focus of this training was to prepare students to meet corporate expectations and equip them for success in placement interviews.

The session, commencing at 9:30 am on 4th March 2023, with a warm welcome from Dr. Catherine Nirmala, focused on both soft and technical skills. The resource person Dr. Jnaneshwar Pai Maroor A P, Asst Professor, guided the students on stepping out of their comfort zones, effective communication, problem-solving, domain-specific expertise, and teamwork, preparing them for the corporate world and goal-setting in life.



The resource person facilitated engaging activities to encourage out-of-the-box thinking. Emphasizing the importance of adaptability in the rapidly changing corporate landscape, students were enlightened about the skills needed for success. students provided positive feedback, highlighting the session's impact on developing essential skills for their future work life.

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Industrial Visit

April 27

The Hindu Group, Mangalore



The PG Department of Business Administration organised an industrial visit for its I year MBA students on April 27th and 28th, 2023, to enhance practical understanding of different industries. The 120-student batch was divided into two groups, with one visiting various industries on April 27th and the other on April 28th.

The student's first stop was The Hindu newspaper industry, where they aimed to grasp the workings of print media. Officials detailed the printing process, methods employed, sales and distribution strategies, and the costs involved in producing a newspaper.



KMF, Mangalore

Following their visit to THE HINDU printing press, students explored the KMF Mangalore branch. Welcomed by Mr. PAWAN, a KMF representative, students learned about various products, product lines, and the significance of different coloured milk packets. The factory tour included insights into curd and milk packaging, a tempting sweet section, and the production of Tetra Pack product.





Student's final industrial visit was to Aquatic Bio Systems in Vamanjoor, Mangaluru. Founded by Ronald D'Souza and Ashwin Rai, both fisheries graduates. It stands as India's largest and most scientifically managed bio-secure freshwater ornamental fish farm. Producing 80 exotic fish species and 30 native Indian fishes at a commercial scale, the farm showcased its commitment to sustainability.



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