

Date: 04-01-2019

**Report of Guest talk
on
Significance of Customer Relationship Management**

A guest talk on 'Significance of customer relationship management' for students of Commerce and Management Department of the Institution had been organized on 4th January, 2019, at 2.00 pm. The guest speaker was Ms. Hema, Candor Business Solutions Private Limited, Bangalore. The resource person having vast experience in customer relationship traced out the meaning of RM as an integrated approach that manages a company's interactions with the existing and future customers and helps to identify, acquire and maintain customers for successful growth of the business. The speaker elaborated on how important a cordial relationship between a customer and an organization is and explained about the three phases of CRM namely Acquisition, Retention and Extension. She highlighted the benefits of implementing CRM like having happy customers, boosting sales and having a better understanding of the customers and their needs and wound up his speech with the words 'Don't give second thought while implementing CRM solutions to your business as this approach has been successful in bringing endless benefits to business enterprises'.



The inauguration of the guest talk was done by the principal by lighting the lamp. The HODs and Staff members were also present on the occasion. The resource person was introduced and welcomed by Ms. Bharani R, a student representative to audience. The session ended with felicitation by the principal to the guest and vote of thanks proposed by Ms. Sinchana N.S


Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA 577 204.



List of Students (III B.Com) Participated in program 2018-2019

Sl. No	Name of the Student
1	AASIYA
2	ABHILASH S
3	AMULYA V S
4	CHANDANA B.N
5	CHANDRASHEKAR S
6	DARSHAN N JAIN
7	DEEPAK L
8	DIVYA D
9	FAIZA TANHEEM
10	GANESH S BHAT
11	KANKANALA VENKATA SUMADEPTHI
12	KHUSHBU B JAIN
13	MALLIKARJUN NAGARAJ YALIGAR
14	MANISHA R PATEL
15	MANOJ V
16	MEGHANA G K
17	MEGHASHREE R
18	MOHAMMED ALI F
19	MOHAMMED ASIF
20	MOHAMMED IHASAAN
21	MOHAMMED RIZWAN
22	NAFIYA KHANUM
23	NAGARATHNA A.B
24	POOJA L
25	POOJA VISHWANATH GOWDA
26	POORVIK N R
27	PRERANA JAIN
28	RASHMI M C
29	RINCY K E
30	ROHAN R JAIN



Principal



ಪಿಇಎಂಐ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
(ಕುಮಟಾ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜಿತವಾಗಿರುವ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾರ್ಗದರ್ಶಿ ಪಡೆದಿದೆ)

ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

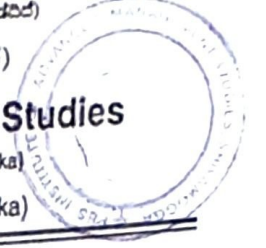
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PES Institute of Advanced Management Studies

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

Website : pestrust.edu.in/pesiams

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)



List of Students (II B.Com) Participated in program 2018-2019

Sl. No	Name of the Student
1	DARSHNA
2	DEEKSHITH S JAIN
3	DEEPESH M JAIN
4	DHANUSH S SAGAR
5	HARDIK P
6	HARSH M MULANI
7	HARSHINI K.M
8	HARSHITHA K
9	JAINI S
10	JITHIN VIJAY
11	KRIMPLE P BAFNA
12	KUMAR S
13	KUSHAL JAIN
14	LAVANYA B H
15	LUBNA
16	MANASA C.D
17	MILAN JAIN S
18	MITHAN M
19	MOHAMMED ANAS V K P
20	MONISHA PATEL
21	NAMEERA KHANAM
22	NIKITHA S.R
23	NISARGA R
24	PALLAVI KIRAN
25	PAVANA H K
26	PAVITHRA T
27	PRADEEP M
28	PRAJWAL PRASAD C R

Yes

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204



List of Students (III BBA) Participated in program 2018-2019

Sl. No	Name of the Student
1	ABDUL KHADER JEELANI
2	ADITYA G.D
3	ASHWIL D SOUZA
4	BALASUBRAMANYA S P
5	CHANDAN J N
6	CHEETHANA S H
7	DEEPAK UDANKAR
8	FATHIMA ZULFA
9	HASEEBA MUTHAHERA
10	HEMANTH B L
11	JOYAL JOY
12	KANCHANA N.S
13	KAVYA N
14	LAKSHMI D S
15	MIZBA H
16	MOHAMMED AFIF SHARIEFF
17	MOHAMMED FAIZAN RAZA
18	MOHAMMED IMRAN
19	MOHAMMED SEAHAN
20	MOHAMMED YUSHA
21	NANDAN D
22	NEHA SRIEE A D
23	NIRANJAN B T
24	NISARGA S M



Principal

PES Institute of Advanced Management Studies
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List of Students (I Semester B.Com) Participated in program 2018-2019

Sl. No	Name of the Student	Sl. No	Name of the Student
1	ABHISHEK V K	28	MURALI G
2	ADARSH B	29	NIDHI J R
3	AISHWARYA B P	30	NIHARIKA BYRAPLY YATHIRAJU
4	ANKITHA B R	31	NITHIN M.C
5	ARSHU R	32	PALLAVI H.R
6	ASTHIK S	33	PARIMALA T
7	BINDU E.H	34	PRIYA C R
8	BINDU P E	35	RACHANA R VANDKAR
9	DARSHANNAIK	36	RAMYASHREE B
10	GANAVI B.M	37	SACHIN M M
11	GANESH K P	38	SAILAKSHMI K.R
12	HARSHITHA M	39	SAMPADA R.M
13	JATHIN KUMAR JAIN	40	SANATH K M
14	KEERTHI Y	41	SANJAY M M
15	LALITHSINGH PUROHITH	42	SHAMANTH B N
16	LUQMAN PASHA	43	SHARATH K
17	MAHAMMAYI D PRABHU	44	SHARATH PATIL N.G
18	MALLIKARJUNA M	45	SHAZIYA BANU
19	MANJUNATHA M	46	SHOIB AKTHAR
20	MANOHAR K S	47	SHWETHA L
21	MEGHA G	48	SINCHANA T N
22	MOHAMMED MASOOD	49	SNEHA S.K
23	MOHAMMED SHAHID	50	SUHANI A
24	MOHAN R	51	SUSHMITHA R.P
25	SWATHI M		
26	SYED AJMAL		
27	VARUN D H		

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Principal

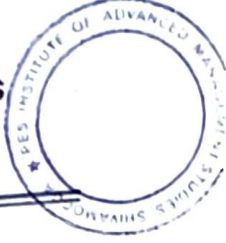
PES Institute of Advanced Management Studies,
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SHIVAMOGGA 577 204

List of Students (I BBA) Participated in program 2018-2019

Sl. No	Name of the Student
1	ABDUL SATTAR
2	ABHISHEK B S
3	ADITI DRAVID
4	AFIYA
5	AMOGHA T.K
6	ANKITH S M
7	ARCHANA G N
8	BHUMIKA N.E
9	BHUVAN R.P GINGAD
10	CHANDANA V
11	CHARAN K G
12	CHINTANA N
13	CHIRAG J JAIN
14	CHIRAG U JAIN
15	DARSHAN B
16	DARSHAN N R
17	DHRUVAN D
18	FARAZ ANWAR
19	GOWRISHANKAR Y N
20	GOWTHAM K
21	GURUSWAMY H.R
22	HEMANTH JADHAV C
23	KAVYA T.S
24	KRISHNA JETTY R


Principal

PES Institute of Advanced Management Studies
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List of Students (II BBA) Participated in program 2018-2019

Sl. No	Name of the Student
1	ABDUL MANNAN
2	ABDULLAH AAMIR USMANI
3	AKHIL S
4	AKHILESH C P
5	AKSHAY M V
6	ALOKA K R
7	ANEES AHMED
8	ANOOP B
9	APOORVA K
10	ARPITHA D.K
11	CHANDANA J.S
12	DHANANJAYA M.N
13	GAGANKUMAR K
14	HARISH KUMAR M
15	HARSHA A V
16	IRFAN KHAN N
17	JUNAID AHMED
18	KAVYA R
19	KSHITIJ RISHAV
20	KUSHAL PATEL S.G
21	LEMUEL D SOUZA
22	MALATHESH K M
23	MALLESH M K
24	MANOJKUMAR
25	MOHAMMED ALTAF
26	MOHAMMED AQHEEL
27	MOHAMMED FARDEEN
28	MOHAMMED ZAID
29	MUDASSIR AHMED
30	NIRANJAN H.O
31	NIROOP RAJ M B
32	NISHANTH A.S

[Handwritten Signature]

Principal



List of Students (M.Com) Participated in program 2018-2019

Sl. No	Name of the Student	Sl. No	Name of the Student
1	AISHWARYA S	24	SHWETHA S GULGULE
2	ANANDA N	25	SNEHA R CHAUHAN
3	ARCHANA M NAYAK	26	SOWMYA A.S
4	ASHWINI P	27	SUHAS G
5	CHANDANA G.P	28	SWATHI B J
6	CHANDANA JADAV	29	SWATHI R
7	CHETHAN R	30	SYEDA KAUNAIN
8	ESHWAR M PATEL	31	TASMIYA KOUNAIN
9	IMTIYAZ AHMED	32	UMME HANI
10	KARTHIK C M	33	ABHISHEK R
11	LEKHA P K	34	AMSHA S L
12	MADAN B K	35	APOORVA PATIL
13	MISBA TAJ	36	ARPITHA P
14	NETHRAVATHI B N	37	ASHITHA T S
15	NISCHITH S P	38	BANU K T
16	POOJA N	39	BHANUSHREE G M
17	RAKSHITHA N S	40	BHARANI R
18	SABIRA	41	DIVYA D.M
19	SANJAY C	42	GOURAVI S D
20	SAVYA D.S	43	KATHYAYANI S.K
21	SHAZIYA BANU	44	BANU K T
22	SHIVAKUMARA A S	45	BHANUSHREE G M
23	SHUBHA G S	46	BHARANI R

235 students from B.com/BBA/BM.com attended in the above invited talk.

[Signature]
Principal

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