



# NEWSLETTER

Volume 12, Issue 1, 2025

# YASOGĀTHE

## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Welcome to the Department of MBA, a centre of leadership, innovation, and applied management education. Established in 2007, the department is led by Dr. DM Arvind Mallik and supported by a highly qualified, dedicated faculty. Empowering minds, shaping leaders. Our MBA program is designed to develop future business leaders by integrating academic rigor with practical experience. Through a contemporary curriculum, strong industry partnerships, experiential learning, and real-world projects, we prepare students with strategic thinking, analytical problem-solving, and entrepreneurial vision. We share the latest updates, achievements, and opportunities from our vibrant academic community. Join us as we celebrate success and continue our pursuit of excellence in management education.

### Department Vision

To be a prominent business management education provider known for developing highly adaptable & passionate professionals who excel in their chosen field and serve the society.

### Department Mission

M1: To offer highly inspiring learning platform wherein students from diverse backgrounds develop their competencies to optimum level.

M2: To be relevant to Industry and Society through strategic linkages

# World Environment Day Celebration

The Department of MBA, PES Institute of Technology and Management, Shivamogga, proudly celebrated World Environment Day on 5th June 2025 with a meaningful Sapling Plantation Drive on campus. The event was graced by distinguished guests, including Dr. R. Nagaraja (CCA), Dr. R. Sekar (Vice Principal), and Dr. D. M. Arvind Mallik (HOD, MBA), along with our esteemed faculty members. Dr. Jyothi G H successfully coordinated the event. As part of the celebrations, our enthusiastic first-year MBA students participated in a Green Rally Competition, promoting environmental awareness and sustainability.



Prerana Educational and Social Trust (R)  
PES Institute of Technology and Management  
NH 206, Sagara Road, Shivamogga - 577 204

Approved by AICTE, New Delhi | Affiliated to VTU, Belagavi | Recognized by Govt. of Karnataka  
NBA Accredited Programs: CSE, CV, ECE, ISE, EEE & ME

Department of MBA Presents  
**World Environment Day Celebration**

**"Nurture Nature: Plant Today for a Greener Tomorrow"**

**Date:**  
5th June 2025

**Time:**  
10:45 AM

**Venue:**  
Campus Premises

**In the esteemed presence of:**

**Dr. Nagaraja R**  
Chief Coordinator Administration  
PES Trust, Shivamogga

**Dr. R. Sekar**  
Vice Principal  
PESITM, Shivamogga

**Heads of Various Departments & Teaching & Non-Teaching Staff**

**Prize Distribution Ceremony**  
Awards for First & Second Place of Green Rally (31st March – 4th June 2025)  
Contributors of Highest Number of Green Plants MBA students of the during  
the campaign

**"Your Green Efforts today are the Seeds of a Better Tomorrow"**

## Winners of the Green Rally Competition:

**First Place – Ms. Deepa M**  
**Second Place – Mr. Shashank S. Kashyap**  
**Special appreciation to active participants –**  
**Ms. K. M. Bhanupriya, Ms. Amrutha, and Mr. Preetham**



## World Motorcycle Day Celebration

The Department of MBA, PES Institute of Technology and Management, Shivamogga, proudly celebrated World Motorcycle Day on 21st June 2025. The event was graced by distinguished guests, including Dr. Swamy D R (Principal), Dr. R. Sekar (Vice Principal), and Dr. D. M. Arvind Mallik (HOD, MBA), along with our esteemed faculty members. As part of the celebrations, our enthusiastic first-year MBA students participated in this event. As part of World Motorcycle Day celebrations on June 21, local police officers delivered an insightful session on road safety for students. The talk emphasized helmet use, traffic rules, and responsible riding habits, inspiring young riders to prioritize safety while enjoying the thrill of motorcycling.



# Faculty Member As A Resource Person

We are excited to share that with our beloved Dr. D. M. Arvind Mallik (HOD, MBA), participated in an engaging session on 'Reimagine Teaching and Learning with AI' as resource persons. The session explored how Artificial Intelligence can transform traditional teaching methods, enhance personalized learning, and create dynamic, interactive classrooms. By integrating AI tools, educators can foster creativity, critical thinking, and adaptability among learners. This experience allowed us to exchange insights on future-ready education and the role of emerging technologies in shaping meaningful learning experiences. Together, we are paving the way for innovative and impactful education in the digital age."

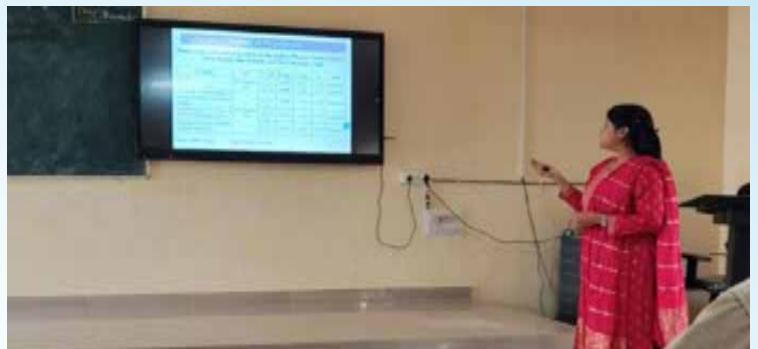
"We are delighted to share that our beloved Dr. D. M. Arvind Mallik (HOD, MBA) had the privilege of serving as a resource person for a session on Design Innovation & Human Thinking Workshop during the XI Cohort Training Program for Startups on May 5th, 2025. KRISHIK-ABI, University of Agricultural Science, Dharwad. The session focused on the enrichment of engaging with passionate entrepreneurs and innovators, exploring the critical role of empathy and human-centered design in driving agri-innovation. Together, we delved into hands-on activities like empathy mapping, prototyping, and pitching—all aimed at creating impactful solutions for real-world agricultural challenges.



We are delighted to share that our beloved Dr. D. M. Arvind Mallik (HOD, MBA) had the privilege of serving as a resource person at Government First Grade College (GFGC), Tarikere, on May 10, 2025, delivering a session on Communicative English and What's Next for BBA. The session emphasized the importance of strong communication skills for academic and professional success and encouraged students to practice actively and participate in group learning. We also explored diverse career paths, including management, digital marketing, entrepreneurship, and higher studies like MBA, while highlighting emerging trends such as digital transformation, ethical leadership, and the growing relevance of soft skills. It was an enriching experience to guide motivated students toward future-ready careers."

# Faculty Member Awarded Doctor of Philosophy

"We are proud to announce that Dr. Jyothi G H, Assistant Professor, a valued member of our faculty, has successfully completed their Ph.D. This remarkable achievement reflects their dedication to academic excellence, research, and continuous learning. The doctoral research focused on "A Study on Performance Evaluation of Debt and Equity Schemes of Selected Mutual Funds (AMC's)" contributing significant insights to the field. This accomplishment not only enhances the academic strength of our department but also serves as an inspiration for both colleagues and students. We congratulate Dr. Jyothi G H, Assistant Professor, on reaching this milestone and look forward to their continued contributions in advancing knowledge and guiding future leaders."



# Student Achievements

"We are proud to announce that our students from the Batch of 2024-26 have successfully qualified in various MOOC courses through platforms such as NPTEL and SWAYAM. These certifications reflect their commitment to continuous learning and their enthusiasm for acquiring new-age skills beyond the classroom. By engaging in these self-paced online courses, students have gained valuable knowledge in diverse domains, enhancing their academic and professional competencies. This achievement not only highlights their dedication but also underscores our institution's vision of fostering lifelong learning and industry-ready graduates."

SL. No	Name of the Student	USN	Course 1
1	Abdul Waseem Hasan	4PM24BA001	Leadership & Team Effectiveness
2	Akash Channappa Itnal	4PM24BA002	Principles Of Management
3	Akshatha P S	4PM24BA004	Principles Of Management
4	Abdul Waseem Hasan	4PM24BA001	Leadership & Team Effectiveness
5	Abdul Waseem Hasan	4PM24BA001	Leadership & Team Effectiveness
6	Arpita S	4PM24BA010	Principles Of Management
7	Darshan Rajendra Naik	4PM24BA015	Principles Of Management
8	Deepa M	4PM24BA017	Principles Of Management
9	G Siddu	4PM24BA018	Entrepreneurship Skills And Digital Marketing Strategies
10	Halushree H R	4PM24BA019	Business Communication
11	Harshitha N	4PM24BA020	Principles Of Management
12	Kavyashree R	4PM24BA022	Principles Of Management
13	Nandan A C	4PM24BA026	Principles Of Management
14	Nandita Chandrakant Naik	4PM24BA027	Entrepreneurship Skills And Digital Marketing Strategies
15	Nutan Krishnappa Patgar	4PM24BA030	Principles Of Management
16	Prajwal S	4PM24BA033	Entrepreneurship Skills And Digital Marketing Strategies
17	Preetham U S	4PM24BA034	Principles Of Management
18	Priyanka D	4PM24BA035	Principles Of Management
19	Sahana Chandrakant Vernekar	4PM24BA038	Entrepreneurship Skills And Digital Marketing Strategies
20	Saima Parveen	4PM24BA039	Principles Of Management
21	Sandesh K S	4PM24BA040	Entrepreneurship Skills And Digital Marketing Strategies
22	Sarvodaya	4PM24BA041	Principles Of Management
23	Shyam S	4PM24BA045	Business Communication
24	Spoorthi G M	4PM24BA048	Entrepreneurship Skills And Digital Marketing Strategies
25	Abdul Waseem Hasan	4PM24BA001	Leadership & Team Effectiveness
26	Supriya Suresh Naik	4PM24BA052	Business Communication
27	Trupthi S C Bhat	4PM24BA054	Business Ethics

# Student Achievements

We are delighted to announce that students from the Batch of 2023-25 have successfully qualified and received government funding for their innovative projects under the Karnataka State Council for Science and Technology (KSCST) initiative. This achievement reflects their creativity, technical expertise, and commitment to solving real-world challenges through research and innovation. The funding support not only provides an opportunity to implement their ideas but also encourages a culture of entrepreneurship and scientific inquiry among our students. We congratulate them on this remarkable accomplishment and look forward to witnessing the impact of their projects.

**Karnataka State Council for Science and Technology**  
(An autonomous organization under Dept. of Science and Technology, Government of Karnataka)

**Dr. U T Vijay**  
Executive Secretary  
Ref: 7.1.01/SPP/713

14th March, 2025

To,  
The Principal  
P.E.S. Institute of Technology and Management  
N. H. 206 Sagar Road  
Shivamogga - 577 204

Dear Sir/Madam,

Sub : Sanction of Student Project - 48th Series: Year 2024-2025

**Project Proposal Reference No. : 48S\_MBA\_0129**  
Ref : Project Proposal entitled **OPTIMIZING CROP HEALTH THROUGH A DUAL-CONTROL IRRIGATION SYSTEM: MERGING AUTOMATION AND MANUAL PRECISION**

We are pleased to inform you that your student project proposal, referred above, has been approved by the KSCST under "Student Project Programme - 48th Series". The project details are as follows:

Student(s)	Ms. POOJA K G Ms. CHAITHIRA C K Ms. NIHARIKA N Mr. SUHAS C R	Department	M.B.A
Guide(s)	Mr. HEMANTHA KUMARA M G Dr. PRASANNA KUMAR T M	Sanctioned Amount (In Rs.)	3,500.00

**Instructions:**

- The project should be conducted based on the objectives outlined in the submitted proposal.
- Any changes to the project title, objectives, or student team will result in the project's rejection, and your institution will be required to return the sanctioned funds to KSCST.
- Please include the project reference number printed above in all future correspondence.
- Upon project completion, a 2-3 page synopsis (in MS Word format) must be uploaded to the following Google Forms link: <https://forms.gle/EqAUv7AwPxqAjveTA>. The synopsis should include following:
  - Project Reference Number
  - Title of the project
  - Name of the College & Department
  - Name of the students & Guide(s)
  - Keywords
  - Introduction / background (with specific reference to the project, work done earlier, etc) - approximately 20 lines
  - Objectives (approximately 10 lines)

**Karnataka State Council for Science and Technology**  
(An autonomous organization under Dept. of Science and Technology, Government of Karnataka)

**Dr. U T Vijay**  
Executive Secretary  
Ref: 7.1.01/SPP/713

14th March, 2025

To,  
The Principal  
P.E.S. Institute of Technology and Management  
N. H. 206 Sagar Road  
Shivamogga - 577 204

Dear Sir/Madam,

Sub : Sanction of Student Project - 48th Series: Year 2024-2025

**Project Proposal Reference No. : 48S\_MBA\_0181**  
Ref : Project Proposal entitled **ECO FRIENDLY RICE HUSK CUP**

We are pleased to inform you that your student project proposal, referred above, has been approved by the KSCST under "Student Project Programme - 48th Series". The project details are as follows:

Student(s)	Ms. AYESHA SIDDIQHA Ms. SIMRAN F Ms. MERCHANT MAHABEEN Ms. VARSHITA R	Department	M.B.A
Guide(s)	Ms. JYOTHI G H Mr. NAVEEN H N	Sanctioned Amount (In Rs.)	3,000.00

**Instructions:**

- The project should be conducted based on the objectives outlined in the submitted proposal.
- Any changes to the project title, objectives, or student team will result in the project's rejection, and your institution will be required to return the sanctioned funds to KSCST.
- Please include the project reference number printed above in all future correspondence.
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  - Keywords
  - Introduction / background (with specific reference to the project, work done earlier, etc) - approximately 20 lines
  - Objectives (approximately 10 lines)

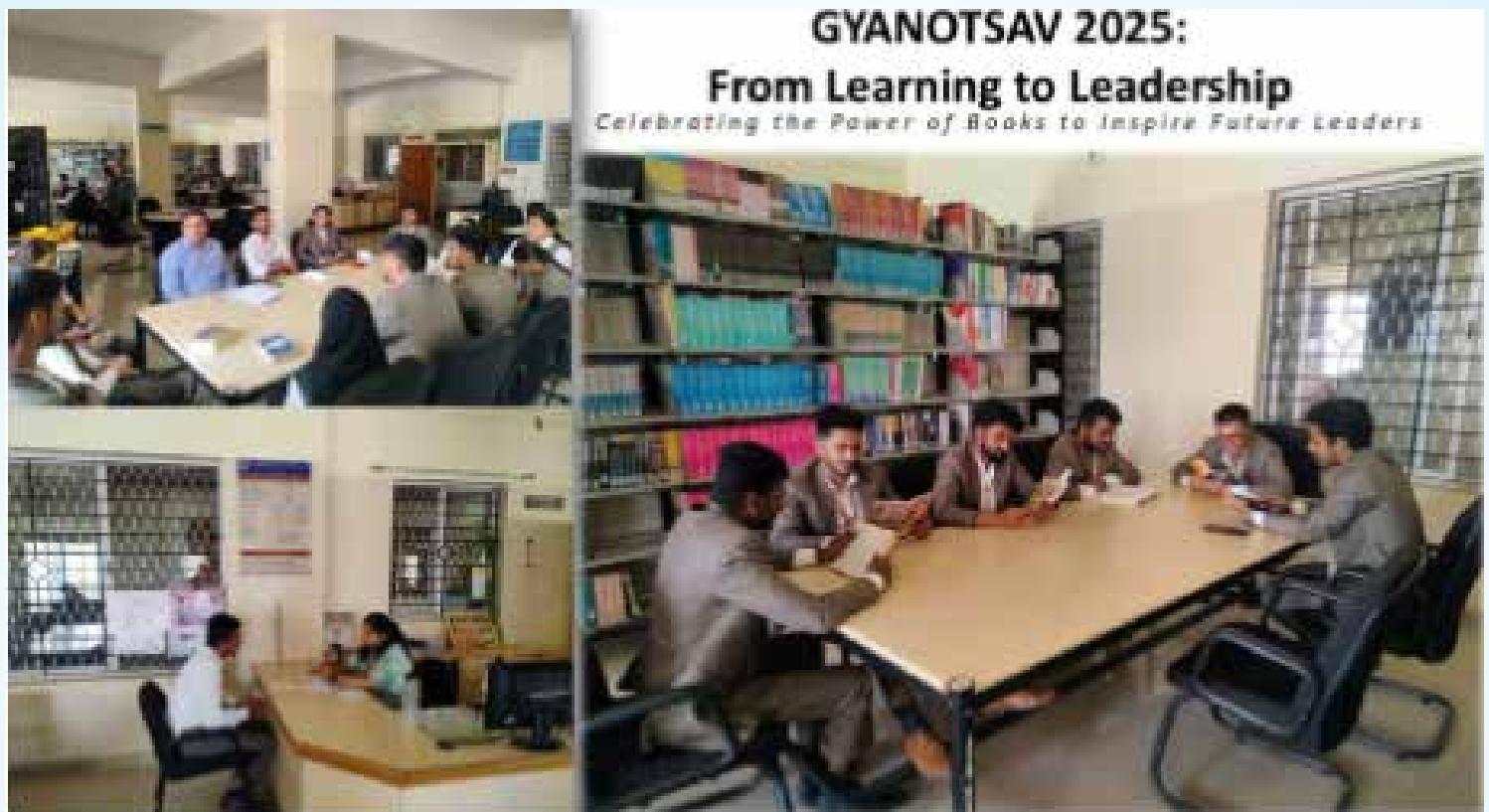
# Student Exploration

Our enthusiastic 3rd-semester MBA students at PES Institute of Technology and Management, Shivamogga, embarked on a unique experiential journey during the Information Technology for Managers course. Originally a theoretical subject, it was redesigned into a practical, hands-on learning experience spanning nearly three months. 58 students engaged with professionals from 14 leading companies in Shivamogga, exploring how technology drives real-world business operations. This approach not only bridged the gap between theory and practice but also fostered critical thinking and industry readiness. Truly, a reflection of real learning through experiential teaching."



# Gyanotsav 2025 - From Learning to Leadership

GYANOTSAV 2025: From Learning to Leadership was a celebration of the power of books to inspire future leaders. Designed to rekindle the joy of reading in an increasingly digital world, this unique event encouraged MBA students to explore leading business and self-help books, presenting key insights and real-world applications. Over three months, nearly 60 enthusiastic participants showcased their learnings through engaging presentations and interactive Q&A sessions.



The event created a vibrant space for experiential learning, leadership development, and meaningful discussions. A heartfelt thanks to our judges and faculty for their invaluable support in making this initiative a grand success!"

## Campus Placement

GYANOTSAV 2025: From Learning to Leadership was a celebration of the power of books to inspire future leaders. Designed to rekindle the joy of reading in an increasingly digital world, this unique event encouraged MBA students to explore leading business and self-help books, presenting key insights and real-world applications. Over three months, nearly 60 enthusiastic participants showcased their learnings through engaging presentations and interactive Q&A sessions.

PRERANA EDUCATIONAL AND SOCIAL TRUST(R)

 **PES Institute of Technology and Management**

NH-206, Sagar Road, Shivamogga - 577204

CAREER DEVELOPMENT CENTRE

# CONGRATULATES



**Ms. SUCHETHA U**

MBA - 2025

**6.5 LPA**



**Mr. PRAJWAL C R**

MBA - 2025

**5.6 LPA**

*For being successfully placed at*

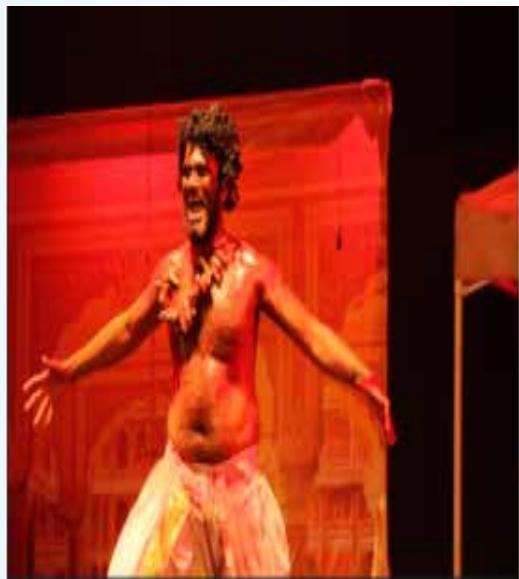
**NJ INDIA INVEST PVT LTD**



## Ethnic Day Celebration



## VTU Fest



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## Graduation Day



## Departmental Cricket League



## Samanvaya Fest



### Invite for News Articles

We are pleased to invite everyone to send their articles for future editions of "YOSOGATHE". That fits into the following category.

- Informative, awareness creating, trending, short or descriptive Technical articles /non-technical articles .
- Paintings, pencil sketches, doodles, poems, jokes, photography etc...
- Articles are accepted both in Kannada and English languages

"On 28th May 2025, our faculty member Dr. Jyothi GH, Assistant Professor, had the privilege of serving as a resource person for an insightful session on 'Insights on Stocks and Mutual Funds.' The session aimed to enhance financial literacy by exploring key concepts in equity markets, mutual fund investments, risk management, and wealth-building strategies. Participants gained practical knowledge on making informed investment decisions and understanding market trends. This interactive session provided an excellent platform to share expertise, address queries, and promote the importance of smart financial planning for long-term growth and security."

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## Editorial Board

SL. No	Names of Editorial Board of Members	Designation of Board of Members
1	Dr. D M Arvind Mallik, B.E, M.B.A (Mar), Ph D. PDF	Chief Editor
2	Mrs. Arpitha R S, MBA (Mar), Mcom, B.Ed., Slet, (Ph.D)	Editor
3	Mr. Arjun J, MBA (Fin), ICWAI, Inter, CSE, PGDMM (Ph.D)	Member
4	Mr. Vinay R Shet - IV Sem	Member
5	Ms. Chethana V - IV Sem	Member
6	Mr. Niranjan A S - IV Sem	Member

