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## From The Editor's Desk



### Editorial Team

Prof. Deepti Deshpande

Sukanya Jadhav  
*(Class of 2015)*  
Meerasab Mujawar,  
*(Class of 2015)*

Dear Readers,  
Greetings!

We take immense pleasure in bringing forth the July 2015 IMER Happenings Newsletter to you. We are proud to inform you that KLS IMER is not only excelling in academics and research but also in areas beyond that.

IMER, in association with TiE-Hubli hosted a Conclave on "Brick and Mortar retailing in the era of E-tailing", that was attended by more than 80 retailers from in and around Belgaum. Voices from the e-tailing arena, as well as the old line retailing firms were vigorously presented. Coping strategies from Brick and Mortar retailers were presented. This Conclave yet again demonstrates KLS IMER's persistent campaign to stay true to the issues affecting its stakeholders.

Our program to bring voices from industry via the III (IMER Industry Interaction) Series continued to bear fruit. In addition, we had extension and outreach programs that were successfully completed.

This season showcased our flagship events:

Samagam	Management festival for under grads
Imerge	Management fest for MBA students
Antaraprerana	B-Plan Competition for MBA students
SIP	Internship Project Competition for MBA students

KLS IMER entered into an arrangement with the prestigious Entrepreneurship Development Institute of India (EDI), Ahmedabad, which offers a Diploma in Entrepreneurship and Business Management (DEBM) to students and others who are interested in entrepreneurship. This program will be offered to our students in the upcoming academic year.

We thank all our readers for their continued support and goodwill towards KLS IMER.

Happy Reading!

Till next time...



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### Inauguration



Valedictory

### Business Plan Competition

Antarprerana 2015, our flagship annual Business Plan competition, promotes entrepreneurial spirit in the student community by encouraging students to prepare business plans, which they could realize in coming future, by considering all aspects involved in creating a new business or rebuilding an existing one. It is comprised of three rounds: Pitching; Presentation of Business Plan; Prototype Presentation.

Chief Guest, Dr Veeranna S H, Joint Director (Export Cell), Visvesvaraya Trade Promotion Centre, Dharwad, called on students to identify the problems in society and find innovative solutions with an entrepreneurial mindset. He also asked the students to prepare original business plans to bring the socio-economic transformation to realize the "Make in India" dreams of our Prime Minister.

In his presidential remarks KLS Member Mr Sanjeev Adhyapak asked students to prepare feasible business plans which could be implemented with the support of KLS IMER. Mr Rahul Uppin, Alumnus and promoter of Uppin Beauty shops, Belagavi and Ms. Swati Oulkar, Chartered Accountant and partner Subhash Photo Studio, Belagavi, were the Judges for the B-plan competition. Attractive cash prizes were given to the winners by the Institute and all the participants were given participation certificates.

### Inauguration



In Session

### Internship Competition

Superlative Internship Project - 2015 (SIP), another KLS IMER flagship event, was organized on 23rd May 2015 for final year MBA students who had completed their internship projects. Final semester MBA students from across Karnataka were invited to participate in the event. The main objective of this contest was to encourage students to showcase the real life internship projects which they had undertaken.

Alumni Mr. Hemant Patil, Regional Manager, Magna FinCorp Ltd, Bengaluru & Mr. Mahabaleshwar Bhari, Founder, Maruti Logistics, Bengaluru of 1998-2000 batch and Mr. M.L.Guddin, Financial and Insurance Consultant, Dharwad, were the jury for the contest. A panel discussion on 'Importance of Internships in Management Education' was arranged. Students from various management institutions presented their internship projects to the jury. Jury analyzed student's project on various parameters - Uniqueness of the project, Solution proposed, Company, Internship Rigor, tools and techniques applied, job offers in respective companies, overall presentation of the project, usefulness and soundness of research design.

Cash prizes of Rs 15,000/-, Rs 10,000/- and Rs 5000/- along with Award Certificates were awarded to top three Projects.

(III Series)



A session on “Road Safety and Art of Defensive Driving” by Mr. Amol Tope, Chairman, SUCCEEDSAFE, Mumbai was presented on 5/May/2015. He spoke on significance of making road safety a habit by every single rider and driver. He narrated a few heart stopping incidents of road crashes that are happening on Indian roads. He said on an average 370 people lose their lives every day because of road accidents. He propagated defensive driving tips and stated that it was the primary responsibility of the person riding/driving vehicle to follow traffic rules, good attitude and certain driving discipline such as good maintenance of vehicle, wearing helmet, seatbelts, avoiding overtaking from the left side, respect pedestrians etc. He concluded the session by making audience take an oath on safe driving.



A workshop on “The future is Ready, Are You ?” by renowned Management Consultant, Mr. Anil Thomas, of Mumbai, was presented on 23/Feb/2015. He emphasized three important aspects:

**The Law of Compensation** - We all get compensated for the value we give, the quality, quantity and complexity of the problems we solve for others.

**The speed of change** - The speed of change is determined by the knowledge we possess and use of same in all fruitful activities and the technology must be used for the advancement of self, others and society at large.

**The law of reciprocity** - “You get what you give to others”

Activities were conducted for students by Mr. Thomas to demonstrate these aspects.



A session by Mr. Mahesh Bhirangi, Managing Director, Pragati Engineering Belgaum Private Limited, was presented on 22/April/15. He spoke on his journey as an entrepreneur over periods of time covering uncertain economic cycles. He said that an entrepreneur is the one, who has vision and passion towards his business idea, takes calculated risk with perseverance to ensure profit in business. He believes in values like ethics, quality and excellence. He advised MBA students to have clear idea about their career in which they wish to excel. He concluded his address by saying industry always expects MBA students to have maturity and quick learning ability, so that they can add value to the organization that they serve.



A session by Shri Nanda Kumarji, the editor-in-chief of Kesari, Malayalam weekly on 26th September 2014. He deliberated on the topic “Importance of media and its roles & responsibilities”. He said media plays an important role to create awareness about what is happening around us, across the country & countries abroad. He quoted Mahatma Gandhi for appreciating media for being a powerful vehicle & one of the important pillar of democracy. He concluded his session by saying three important duties of media; 1. Media must use its independent status effectively. 2. Media must bring out the truth to public 3. Media must serve the nation & should not be behind making money or business out of news that sells in the market.



A session by Mr. Shailesh Joshi, Chairman, Amrut Pharmaceuticals, Belagavi was presented on 15th April 2015. Mr. Shailesh Joshi spoke on significance of Ayurveda in our daily life. He said Ayurved is the rich source of life science and way of leading healthy life style. Ayurvedic products and treatments are being accepted worldwide. He further said that Ayurvedic product market needs committed manufacturers as well as marketers to ensure purity and quality of the product. He also narrated his entrepreneurial journey being third generation entrepreneur in Ayurvedic medicines and other products. He concluded his address by urging students to practice healthy and simple lifestyle and use simple Ayurveda tips in daily life.



Mr. Atul Deshmukh, Life Insurance Corporation of India, Belgaum, was invited to speak on career opportunities in life insurance sector. He revealed that only 8% of the total population was insured against premature death and therefore there was this big opportunity to tap the remainder uninsured 92%. He spoke about qualities needed to be a successful professional in the insurance sector - Attitude, communication skills, accountability and ethics.

**HerStory**



Dr. Veena Daniel Ms. Sonia Netalkar Ms. Shravani Pawar

The Indus Entrepreneurs (TiE) Hubli, Women Entrepreneurs Wing, in association with KLS IMER, organized an interactive “Her Story” session with the following women entrepreneurs from Karnataka:

- Ms. Sonia Netalkar, Chief Operating Officer and Promoter, Netalkar Group of Industries, Belgaum.
- Ms. Shravani Pawar, Founder, Safe Hands 24x7, TEDx Speaker INK Fellow 2014.
- Dr. Veena Daniel CEO, Sanskriti College of Visual and Performing Arts.

This was a great opportunity for Local entrepreneurs, business fraternity and academicians to network and exchange ideas with these path breaking women entrepreneurs.



KLS IMER released the 11th volume of TATVA – The Journal for Management Scholars, at the hands of Dr. A B Kalkundrikar, Mentor and Professor, KLS GIT, Belagavi, and Dr. H Y Kamble, Dean, Department of Commerce, and Finance Officer, RCU Belagavi on 9th March, 2015.

Dr. S G Chiniwar, Professor and editor of TATVA, said that TATVA is now a blind peer reviewed journal and is playing a major role in building the knowledge base in management through scholarly contributions by leading management professors from different parts of the country. He also spoke about the journey of TATVA over the last 11 years.



We celebrated 21st February 2015 as “Matrubhasha Diwas”. Dr. Manjunath Bhat spoke about the vital role of Matrubhasha in building the all round personality of a person and linked it to the role of mothers in early development of children via the first language falling on the ears of a newborn. He further posited that the continued usage of this naturally learnt language would enable better communication capabilities than communication via other or foreign languages.



KLS IMER conducted the Mr. Gladiator, KLS Inter Institutional Top -15 Body Building Competition in association with Belgaum District Body Builders Association (BDBBA) to encourage body builders of KLS Institutes, and to promote fitness and gym culture among students and to motivate them to participate in internal and external body building competition. Shri. Sunil N. Aptekar, International Body Builder & Eklavya Awardee, was the chief guest.

### Inauguration



### SAMAGAM

“SAMAGAM 2015”, another flagship KLS IMER event, provides an unique opportunity for undergraduates to unleash and develop their creativity, team work, and communication skills. It is based on the principles of leadership and self-development.

The theme this year was “Swachh Bharat Swasth Bharat”. The fest was planned, organized and designed by our first semester MBA students.

Speaking on the occasion Chief Guest Mr. Keerthy Narayanan, Musician and Grammy Award Winner, stressed the importance of Art in today’s world. Today art of any kind (Music/Painting/Drama, etc.) is no longer just a hobby, but can be a very lucrative profession. He advised students to embrace art as it also stimulates creativity. Today the word belongs to those who are creative. He illustrated how one can achieve global recognition by sitting in city like Belagavi.

A sum of Rs. 24000/-, raised by participants in the Samaajyोजना round at Samagam-2015, was handed over by Dr. Kirti to Mr. Mahantesh Mali of Nandana Makkala Kendra, Belagavi.



Valedictory

### Inauguration



### IMERGE

“IMERGE 2015”, which took place on 5 & 6 April/2015, gave opportunity for B-School participants from far and near to transform their conceptual knowledge into action through events which focused on creativity, team work, and inter personal skills. The theme this year was “EMERGING INDIA”. The two day fest was planned, organized and designed by our MBA students.

Speaking on the occasion, Mr. Shashikant Sidnal, of Aditya Milk, spoke about the qualities - Self-Discipline, Time Management, Vision and desire to grow - required for a person to succeed as an entrepreneur. He advised the students to chase success and not wealth, since in the pursuit of wealth, people destroyed their health.

In his Presidential remarks, Shri Rajendra Belgaumkar, said that events like these give students the opportunity to network, and compete, by moving out of their comfort zone. He said whether one chooses to work in the corporate field or becomes an entrepreneur, one must think like an entrepreneur, because that is what emerging India needs



Valedictory

# Conclave



## Brick and Mortar Retailing



Mr Ashok R Tolannavar



Mr. Venu G Somineni



Mr. Chirant Patil



Panel - Voice of Consumers



100 + Retailers in attendance

in an era of E-tailing



+



Mr. Vinay Pawar, TiE Hubli, lighting the ceremonial lamp at Inauguration

KLS – IMER organized a Conclave on “Brick and Mortar Retailing in an era of E-tailing” on 24th February 2015, in association with TiE-Hubli, for retailers from various sectors where experts from retail sector deliberated on emerging trends in Indian retail followed by panel discussions and interactions. Retailers from both sides of the divide traded ideas and coping strategies, including technology, data analytics, and customer experience stories for those most affected by this onslaught.

The programme began with opening remarks from Shri Rajendra Belgaumkar, Chairman, GC of KLS-IMER. Mr Vinay Pawar, Executive Director, TiE-Hubli, assured all the support for meeting the objectives of the Conclave.

The Key speakers for the programme were Mr. Venu G Somineni, Founder and CEO, MyDeals 247 (The world’s first personalized e-commerce platform) and Mr. Chirant Patil, CEO, Gito.me, an online selling platform. Mr Ashok R Tolanavar from Tolas Electronics, Hubli spoke from retailer’s perspective addressing the challenges faced by Brick and Mortar retailer’s in an era of e-tailing.

There was a Panel Discussion on Voice of Consumers, where in five panellists participated from different cross section of the society, spoke on their experience of online shopping and its advantages and its limitations. Dr. Charantimath moderated this discussion.

This was followed by a Panel Discussion in which retailers and other service providers from Belagavi discussed their successes and problems faced due to online retailing. The panel discussion was moderated by Mr. Parag Saraiya, Director, Bella Vista, Belagavi.

The Research Centre of the Institute conducted a research study on “Impact of retailing on Brick and Mortar retailing in an era of e-tailing” on various retail sectors such as: Ready-made garments; Home appliances; Electronics; Book stores and buying behavior of women and the faculty members presented their research findings.

Many local retailers including women entrepreneurs from Avishkar arranged their stalls in the atrium of our building lending it the air of a bazaar. The programme was co-ordinated by Dr Poornima Charantimath, Dr Arif Shaikh and Mr Shrirang Deshpande, faculty members of the institute.

The conclave was attended by around 100 retailers from in and around, Belagavi, Hubli and Dharwar. A majority of the attendees were very appreciative of KLS IMER’s efforts in dreaming up and executing a Conclave on this topical and disruptive business issue.



Panel - Voice of Retailers & Service Providers

## Writing Research Papers



KLS IMER organized a one day Workshop on 'Writing Research Papers for Students' on 18/June/2015. In his inaugural address, Dr. S. G. Kulkarni stressed upon the importance of research in Management education and opined all of us are involved in some form of research in our lives. He called upon students to take up research projects that can lead to solutions to a host of local issues. He commended KLS IMER for having thought of organizing a workshop to kindle interest in research amongst the students and guide them toward taking up research. The resource persons for the workshop were Dr. Purushottam Bung, Dr. S.G. Chiniwar, Dr. P.M. Charantimath and Prof. Rahul Mailcontractor. Thirty six MBA students registered for the workshop.

## EBSCO



Functional training on EBSCO: Business Source Elite was organized by Knowledge Resource Centre on 24/4/2015 at auditorium on IMER. EBSCO offers full text for nearly 1,100 business publications and contains expanded PDF back files for more than 150 titles (back to 1985 or the first issue published for that journal). More than 10,150 substantial company profiles from Market Line are also included.

This training program was organized to facilitate a functional training on the database. Mr. Edwin, of EBSCO, was the resource person who trained staff and students on basics and advanced searching, creating online folders, mobile site and mobile accesses etc.

## Management Education



The workshop "Management Education Beyond 2020" on MBA curricular review, jointly organized by KLS IMER & Rani Channamma University, Belagavi, was inaugurated on 13/Feb/2015 at KLS IMER by Dr. P. S. Rao, Dean, Quality & New Business Initiatives, L. N. Wellingkar Institute of Management Development & Research. In his keynote address, he said that there will be dynamic changes in management education in the future and curriculum is the foundation which involves teaching & learning process. He was of the opinion that in the near future there will be four significant developments i.e., strategy and policy change, growth of service sector, growth of society having human values as well as social values & growth of planned effort of management.



## Extension Activity

### Newspaper Collection



Students of IInd semester MBA collected old newspapers & donated these to Shantai Vridhasharm Vidya Adhar Project on 1/Jun/2015. The fund generated by selling the collected material is used to help needy and poor students to continue with their education. Shri Vijay More, social worker & ex-mayor of Belgaum city, addressed students on this occasion and created awareness about social problems and individual social responsibilities. This students extension activity was coordinated by Prof. Padmapriya Katagal & Prof. Shailaja Hiremath.

### Dental Camp



The Fourth Semester Marketing students of KLS IMER organized a one day free Dental checkup camp "SWASTHYA ABHIYAN" on 25/5/2015 at Muchandi village in association with KLE's V K Dental College and youth Red Cross wing.

More than 150 men, women and children availed this opportunity. Residents of Muchandi village were educated about the importance of maintaining dental hygiene and advised on the practices necessary to maintain their teeth and gums in good health.

The camp was followed by a skit performed by the students of KLS IMER to create awareness about the importance of maintaining environmental cleanliness, water scarcity and the need to save this critical resource and the importance of oral hygiene.

### Tree Plantation



KLS' IMER in association with Saytrees, a Non-Government Organisation, celebrated World Environmental day on 5/Jun/2015 by planting saplings in the space outside the institute's premises.

Prof Prakash Somvalkar spoke about the plans of Saytrees for 2015 in order to create vast lung spaces in cities. Ms Kamaxi S Keny, student volunteer, spoke about World Environmental Day. Twelve volunteers from KLS IMER joined with Saytrees in planting the saplings.

## We Welcome

**Rahul Mailcontractor**  
B.E, MBA



He is an Assistant Professor with over 5 years of experience in Teaching. He has passed UGC NET and KSET examinations. He specializes in subjects related to Finance and Capital markets (SAPM, Financial Derivatives, Merchant Banking and Financial Services) and Quantitative Techniques. His areas of research are Portfolio Theory and Financial Derivatives.

**Shreekant G.Naik**  
B.Pharm.,  
PGDM, M.Com



He has 10+ years industry experience in Pharmaceutical Companies like Morepen Labs, Novo Nordisk, Ranbaxy Labs, Abbott and 4 years in Management Education. His subjects of interest are Sales and Distribution Management, Service Marketing, Rural Marketing and Corporate Law. He is pursuing a PhD in Management.

**Sonal S. Revankar**  
M.Com, MBA



She has an experience of 5 years in teaching and administration. Her areas of interest are Financial Management, Cost Management, Advanced and International Financial Management, Business Research Methods, and Statistics for Managers. She is currently pursuing a Ph.D. in the area of banking and finance.

## Tidbits



**KLS Chairman, Shri M.R.Kulkarni,**  
handing over Relief Cheque

### **Nepal Relief Fund Donation**

The management, staff and students of IMER donated Rs.32,000/- to 'Prime Minister's Relief Fund' as our contribution towards helping victims of Nepal Earthquake Disaster. This was handed over to Shri. N Jayaram, Deputy Commissioner, Belagavi on 25/5/2015 by Shri M.R.Kulkarni, Chairman, Board of Management, KLS, Belagavi.

### **Bio-Gas Plant Installed in IMER**

The bio-gas Plant of 1 cubic meter capacity has been installed adjacent to the Canteen. The Plant is floating dome type, which is capable of digesting 5-10Kg kitchen waste & effluents of canteen. The plant is made up of durable fibroses material .The plant generates 150- 200 gram gas /day which is being utilized by Canteen.

Other environmentally friendly measures such as rainwater harvesting and generation of solar energy are in the process of being implemented and will be intimated in our next newsletter.

### **Traffic Safety**

KLS IMER Management approved a measure, during the even semester, as a result of which wearing a Helmet while entering the campus has been made compulsory failing which such vehicles cannot be parked inside the campus. An advertisement to this effect was also placed in local newspapers. It is hoped that this measure will instil safe driving habits among our students and save lives.

## Kerala & Goa



Our IVth. Semester students visited Goa and Kerala for an Industrial Tour. Students visited Kitex Textiles and Anna Aluminium, owned by Anna Group in Aluva, Ernakulam. Students also visited Jawaharlal Nehru International Stadium, Kochi and had an interaction with Mr. T. C Mathew, Vice President, BCCI (West Zone) on scope for MBA students in sports management. Students then visited Lulu Mall in Ernakulam, which is India's biggest hypermarket.

Students then studied eco-tourism by visiting Eravikulam National Park, Matupetty Dam and Deepa World of Spice & Ayurvedic Garden. The students also enjoyed Goa sightseeing during the visit.

Overall, the national level industry tour provided lot of learning experience for students.



## Belagavi District



On 23/Mar/2015, our IInd. Semester students visited at Bailhongal, Shashi Sidnal Foods Private Limited, and Shri Daneshwari Ginning & Pressing Factory. They also visited Vijaykant Dairy And Food Products Limited at Neginhal. The entire visit was planned and executed by team of IInd. semester students lead by Mr. Sunil Bali and Mr. Satish Kadadi. The industry visit was a great learning experience for students as they interacted with different functional heads and owners of the industry units.

# Alumni Appeal

We are delighted to reach out to you through this Newsletter. We seek your contribution to the newsletter in terms of articles, current happenings in industry and your professional growth as well. We will be glad to include it in our newsletter.

## Contact details:

Alumni Relations Officer : Deepti Deshpande, IMER Class of 2012  
Contact Number : 0831–2481745  
Email Id : alumniassociation@klsimer.edu



## Vision

To excel in Management Education, Research, Consultancy, Industry Institute interface and Alumni Relations.

## Mission

To transform every student into an industry ready and motivated business leader with an entrepreneurial mind set.

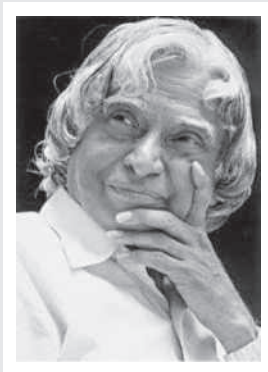
## Values

Integrity      Commitment      Passion

## Quality Policy

To continually improve processes of admission, teaching, learning, examination, evaluation, placement, alumni relations, research and extension in order to become an industry friendly institution of academic excellence.

## In our minds forever



Bharat Ratna  
Dr. A. P. J. Abdul Kalam  
Former President of India  
Oct. 15, 1931 - Jul. 27, 2015

## Remembrance

A Condolence Meet was held on 28/Jul/2015 to pay tribute to our beloved Past President of India, Dr. A.P.J. Abdul Kalam, who passed way on 27/Jul/2015, at Shillong.

A small video clipping on his life journey was shown.

