



ARKA EDUCATIONAL AND CULTURAL TRUST (R)

# JAIN INSTITUTE OF TECHNOLOGY, DAVANGERE

(A Unit of Jain Group of Institutions, Bengaluru)

## DEPARTMENT OF MBA



### Report on Activities conducted during Academic Year 2023-24

**“STAY INSPIRED.  
NEVER STOP  
CREATING”.**



#### **Vision of the Department:**

To provide holistic development of individual personality with a benevolent touch and managerial outlook through comprehensive education.

#### **Mission of the Department:**

To implement an educational scheme carefully and wisely aiming at the harmonious development of the mind of students.

To induct management issues to provide young minds the skills to help them to achieve managerial goals.

To produce managers, who pour out the resources of skill.

#323, Near Veereshwara Punyashrama, Bada Cross, Avaragere Village,  
Davangere-577003. Contact; 9739034751, 9663868258, 9164518069

# “EXPERIENCE THE BEST, EXPERIENCE SUCCESS”



**Dr. Chenraj Roychand Jain**  
Chairman, JGI Group, Bengaluru

We are a college that prides itself not in fostering academic excellence but also in making our learners append at the school satisfying, fulfilling and joyous. I intend to take the JGI Group to the next level, employ more effective methods to make the students think differently and install in them with positive attitude towards inclusive growth that benefits them and the society at large

**-Dr. Chenraj Roychand, Chairman, JGI, Bengaluru**



**Dr. Ganesh D B**  
Principal & Director  
Jain Institute of Technology Davangere

At JIT Davangere, all our actions are directed towards imparting quality education through theoretical learning with the virtue of practical learning. Delightful learning happens here as we club academics with sports and cultural activity. Students are trained to excel in their career, share knowledge, have overall growth & emerge as leaders

**-Dr. Ganesh D B, Principal & Director, JIT, Davangere**



In this era of globalization, it is the young power of India which will place India on the global map. We live in seamless techno world, where opportunities really have no boundaries. JIT has drawn the essence of tradition and advantages of modernization for academic excellence under the guidance of committed facilitators and the support of best infrastructure

**- Dr. Manjappa Sarathy, Advisor, JIT, Davangere**



**Dr. SUHAS D**  
Associate Professor & HOD

Choosing the right MBA College is a significant decision. I encourage you to explore our MBA Department further, visit our campus, and talk to our faculty and current students. We are confident that our MBA Department will provide the skills, knowledge, and experiences one need to achieve career aspirations. We look forward to welcoming our community

**- Dr. Suhas D, Head of the Department , JIT, Davangere**





# Selling Activity

18<sup>th</sup> August 2023

Timings: 10 am to 4 pm

## Why Selling Activity?

Engaging MBA students in selling activities is crucial for their professional development and practical understanding of business dynamics. These activities help students apply theoretical knowledge in real-world scenarios, honing their sales techniques, negotiation skills, and customer interaction abilities. Selling activities also foster critical soft skills such as persuasion, communication, and problem-solving, which are essential for any business leadership role. Additionally, they provide valuable insights into market trends, customer behavior, and the strategic aspects of sales management. By participating in these activities, MBA students gain hands-on experience that enhances their ability to drive business growth and manage client relationships effectively, preparing them for successful careers in various industries.



## Outcome of the Event

It provides practical experience in sales techniques and strategies, allowing students to apply theoretical knowledge to real-world scenarios. This hands-on approach enhances their understanding of consumer behavior, negotiation skills, and market dynamics. It helps develop critical soft skills such as communication, persuasion, and relationship-building.

## Objectives of the Event

Provide hands-on experience in the practical aspects of sales and negotiation, essential skills for any business professional. Such activities aim to enhance students' understanding of sales strategies, customer relationship management, and market analysis. By engaging in real-world selling scenarios, students develop crucial skills such as persuasive communication, problem-solving, and the ability to tailor solutions.



# Selling Activity



The selling activity for MBA students is designed to equip them with practical sales skills and a deep understanding of the sales process. This activity typically involves role-playing scenarios where students practice pitching products or services, handling objections, and closing deals.



ARKA EDUCATIONAL & CULTURAL TRUST (REGD.)  
**JAIN INSTITUTE OF TECHNOLOGY, DAVANGERE.**  
(A UNIT OF JAIN GROUP OF INSTITUTIONS, BENGALURU)

**DEPARTMENT OF MBA**  
IS ORGANISING

**SELLING ACTIVITY**

QUALITY PERFORMANCES STARTS WITH A POSITIVE ATTITUDE"

**ON 18TH AUGUST 2023 AT 9:30 AM ONWARDS**  
AT  
DEPARTMENT OF MBA

**DR. SUHAS D**  
ASSOCIATE PROFESSOR & HOD  
JIT DVG

**DR. GANESHA D B**  
PRINCIPAL & DIRECTOR  
JIT DVG



It focuses on developing key competencies such as effective communication, negotiation, and relationship-building. By simulating real-world sales environments, the activity helps students gain confidence and experience in selling, which are crucial for their future careers in business. The hands-on approach also allows students to apply theoretical knowledge in a practical setting, enhancing the



overall learning experience and preparing them for success in various sales and marketing roles. These activities offer insights into the dynamics of customer behavior and the impact of effective sales techniques on business success. Overall, the objective is to prepare students to excel in sales roles and contribute effectively to their organizations' growth and profitability.





# FREE PGCET Workshop

30<sup>th</sup> & 31<sup>st</sup> August 2023

Timings: 10 am to 5 pm

## Why FREE PGCET Workshop?

Free PGCET coaching for MBA aspirants plays a crucial role in democratizing access to quality education for all students. By providing free coaching, aspiring MBA candidates from diverse socio-economic backgrounds can benefit from expert guidance, resources, and preparatory support without the financial burden typically associated with coaching centers. This initiative helps bridge gaps in educational access and ensures that talented individuals have equal opportunity to succeed in competitive entrance exams. Moreover, free coaching programs often offer structured study plans, practice tests, of performing well in the PGCET.



## Objectives of the Event

To provide equitable access to high-quality preparatory resources and support for students from diverse backgrounds. This initiative aims to level the playing field by offering comprehensive guidance on exam content, test-taking strategies, and time management without financial constraints. By focusing on critical areas such as quantitative aptitude, verbal ability, and logical reasoning, the coaching helps students build a strong foundation and improve their performance.

## Outcome of the Event

Such coaching programs offer targeted preparation for the Post Graduate Common Entrance Test (PGCET), which is crucial for securing admissions into MBA programs. By participating in these free coaching sessions, aspirants gain access to structured study materials, expert guidance, and practice tests, which enhance their understanding of the exam format.



Jain Institute of Technology, Department of MBA, Davangere

# FREE PG CET Workshop



FREE PG CET Workshop generally covers several key areas

## **Quantitative Aptitude:**

Focuses on mathematical skills, including topics such as algebra, geometry, arithmetic, and data interpretation.

## **Verbal Ability:**

Tests proficiency in English language skills, including grammar, vocabulary, sentence correction, and reading comprehension.



## **Logical Reasoning:**

Assesses the ability to analyze and solve problems using logical thinking, including questions on patterns, sequences, analogies, and critical reasoning.

## **General Knowledge:**

Includes questions related to current affairs, business awareness, and general knowledge that may affect decision-making in the business environment.



The workshop provides comprehensive instruction on key exam components, including quantitative aptitude, verbal ability, and logical reasoning. Through interactive sessions, practice tests, and expert guidance, participants gain valuable insights into test strategies, question types, and effective study techniques.





# National Consumer Day Awareness

28<sup>th</sup> December 2023

Timings: 10 am to 1 pm

## Why Consumer Day Awareness?

Consumer Day, observed on March 15th annually, is a significant event aimed at promoting consumer rights and awareness globally. For MBA students, understanding the implications of Consumer Day is crucial as it intersects with various aspects of business, marketing, and ethics. This day highlights the importance of protecting consumer rights, ensuring fair trade practices, and fostering transparent communication between businesses and their customers. MBA students can benefit from engaging with the principles of consumer protection, learning how to build trust with consumers, and ensuring that their future business practices align with ethical standards. By recognizing the importance of consumer rights, MBA students can contribute to creating more responsible and sustainable business environments, ultimately leading to better consumer satisfaction and loyalty.



## Objectives of the Event

Consumer Day Awareness aims to educate and empower consumers about their rights, responsibilities, and the power they hold in the marketplace. For MBA students, understanding these objectives is crucial as it enhances their ability to make informed decisions, foster ethical business practices, and contribute to the development of consumer-centric strategies. By promoting awareness, MBA students can better appreciate the significance of consumer protection laws.

## Outcome of the Event

Consumer Day awareness events significantly benefit MBA students by highlighting the importance of consumer rights and fostering a deeper understanding of consumer behavior. These events offer insights into ethical business practices and the evolving consumer landscape, emphasizing the need for transparency, fairness, and accountability in business operations.



# National Consumer Day Awareness

This day serves as a reminder of the pivotal role consumers play in the economy, and it underscores the need for businesses to prioritize transparency, quality, and accountability. By recognizing and respecting consumer rights, future business leaders can build trust and foster long-term customer loyalty. Additionally, Consumer Day provides an opportunity for MBA students to explore the impact of consumer advocacy on market dynamics and the importance of regulatory frameworks in safeguarding consumer interests. Engaging with Consumer Day themes can enhance their strategic thinking and ethical decision-making, essential skills for effective management.

**Right to Information:** Consumers should be provided with accurate and sufficient information

**Right to be Heard:** Consumers have the right to express their interests and concerns, and to have these issues considered by businesses and policymakers.

**Right to Redress:** Consumers are entitled to fair settlement of legitimate disputes, including compensation for misrepresentation, shoddy goods, or unsatisfactory services.

**Right to Consumer Education:** Consumers have the right to acquire knowledge and skills needed to make informed .



Consumer rights are essential for ensuring fair treatment and protection for individuals in the marketplace. These rights help maintain a balance between buyers and sellers, fostering trust and promoting ethical business practices. The key consumer rights include:

**Right to Safety:** Consumers have the right to be protected against products, production processes, and services that are hazardous to health or life.



MBA students can better appreciate the role of businesses in safeguarding consumer interests and driving sustainable, customer-centric growth. This awareness not only prepares future business leaders to navigate regulatory landscapes but also empowers them to advocate for fair and transparent market practices.



# Visit to Indian Institute of Management, Bengaluru

11<sup>th</sup> January 2024

Timings: 10 am to 5 pm

## Why IIMB Visit?

Visiting the Indian Institute of Management Bangalore (IIMB) is a significant experience for any business enthusiast. As one of the premier business schools in India, IIMB offers a unique blend of academic excellence, cutting-edge research, and a vibrant entrepreneurial ecosystem. During a visit, one can interact with esteemed faculty, engage with current students, and observe the innovative teaching methodologies that IIMB is renowned for. The state-of-the-art infrastructure, diverse student community, and the rich cultural heritage of Bangalore further enhance the learning experience, making an IIMB visit an invaluable opportunity for anyone keen on understanding the dynamics of contemporary business education in India.



## Outcome of the Event

Visit to the Indian Institute of Management Bangalore (IIMB) yielded fruitful outcomes, notably enhancing industry-academia collaboration and fostering innovation. The interaction with faculty and students facilitated the exchange of contemporary ideas in management practices, aligning academic pursuits with real-world business challenges.

## Objectives of the Event

The visit aims to engage with leading experts in management education, gaining insights into cutting-edge research, and the latest trends in business and management.

Seeks to foster collaborations and build networks, facilitating knowledge exchange and potential partnerships for future projects.

Understanding the unique challenges and opportunities within the Indian market through interactions



# Visit to Indian Institute of Management, Bengaluru



The visit to the Behavioral Lab at the Indian Institute of Management, Bangalore (IIMB) was both enlightening and inspiring. The lab, equipped with state-of-the-art technology, serves as a hub for cutting-edge research in consumer behavior, decision-making, and organizational psychology.



During the visit, we observed various ongoing experiments and interacted with researchers who provided insights into their methodologies and findings. The experience highlighted the importance of empirical research in understanding complex behavioral patterns and its application in crafting effective business strategies.



Understanding the unique challenges and opportunities within the Indian market through interactions with researchers and IIM staff offered practical insights beneficial for career advancement. Overall, the visit was designed to enrich one's academic experience, enhance professional skills, and broaden global business perspectives.

Indian Institute of Management Bangalore (IIMB) provided an enriching experience, blending academic and professional growth. It included engaging with renowned faculty, exploring innovative research and teaching methods, and understanding the dynamic learning environment that fosters entrepreneurship and leadership.





# Market Ka Ekalavya- Investor Awareness Programme

13<sup>th</sup> January 2024

Timings: 11 am to 1 pm

## Why Market Ka Ekalavya?

Online workshop on investor awareness program conducted by the National Securities Depository Limited (NSDL) is designed to educate and empower students with the knowledge needed to navigate the complexities of the securities market. This program focuses on imparting essential information about safe and efficient investment practices, the advantages of maintaining a demat account, and the importance of diversifying one's investment portfolio. By offering insights into various financial products and the mechanisms of the stock market, event aimed to promote informed decision-making among participants . Additionally, the program emphasizes the significance of financial literacy and encourages a culture of prudent and responsible investing.



## Outcome of the Event

Develop a comprehensive financial plan that aligns with their financial goals, risk tolerance, and investment horizon. Educate participants on common investment scams and fraudulent activities, empowering them to recognize warning signs and avoid falling victim to financial fraud. Increased awareness helps participants to identify and manage risks associated.

## Objectives of the Event

Students who participate in awareness programs are likely to make more informed and rational investment decisions. They will have a better understanding of different investment options, risks, and potential returns. Increased awareness about investment will identify and manage risks associated with their investments. This can lead to more diversified portfolios and a better ability to navigate market fluctuations.



# Market Ka Ekalavya- Investor Awareness Programme



Investor Awareness Program successfully equipped participants with essential knowledge and skills to navigate the complex world of investments. By covering a wide range of topics, the program aimed to enhance financial literacy and empower individuals to make sound investment choices aligned with their financial goals.

Most of the students have rated Excellent about the session, they are very much satisfied about the examples used in the session, maximum students showed interest in investment and opening of Demat account after attending this session. Even they showed interest to recommend this session to others.



The program also highlighted the significance of using demat accounts for secure and seamless transactions. Through these initiatives, NSDL seeks to enhance financial literacy, promote informed decision-making, and foster a culture of prudent investing among individuals.

The investor awareness program conducted by the National Securities Depository Limited (NSDL) aims to educate and empower investors with essential knowledge about the securities market. It focuses on providing information about safe and efficient investment practices, understanding various financial products, and the importance of maintaining a diversified portfolio.





# Poster Presentation/Mime/ Skit on Investors awareness

18<sup>th</sup> January 2024

Timings: 10 am to 1 pm

## Why Investors awareness?

Poster presentation/ Skit/ Mime on Investors awareness programme is designed to educate and empower students with the knowledge needed to navigate the complexities of the securities market.

This program focuses on imparting essential information about safe and efficient investment practices, the advantages of maintaining a demat account, and the importance of diversifying one's investment portfolio.

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# Poster Presentation/Mime/ Skit on Investors awareness



The poster presentation or skit/mime on an investor awareness program serves as an engaging and educational tool to communicate key aspects of financial literacy to a diverse audience. Through visually appealing posters or lively skits, the program highlights essential concepts such as safe investing practices, the benefits of demat accounts, and the importance of diversification.



The aim is to simplify complex financial topics and make them accessible, using creative methods to capture attention and enhance understanding. The interactive elements, such as infographics and charts, made complex financial concepts accessible and engaging.



Skits and mime performances, on the other hand, offer a creative and entertaining way to illustrate real-life scenarios and common mistakes in investing, capturing the audience's attention and fostering better retention of key messages. These methods not only enhance learning through visual and performative elements but also make the information more accessible and relatable to a diverse audience.



Overall, the poster presentation successfully raised awareness and educated attendees on the principles of prudent investing, and fostered a culture of responsible financial management. By leveraging these innovative techniques, the program effectively communicates essential investment principles and encourages active participation, promoting literacy.



# Industrial Visit to VHPL, Ranebennur

30<sup>th</sup> January 2024

Timings: 10 am to 4 pm

## Why Industrial Visit?

Industrial visits are invaluable for MBA students as they bridge the gap between theoretical knowledge and practical application. These visits provide firsthand exposure to real-world business operations, enabling students to observe and understand various industry practices, production processes, and management strategies. By interacting with industry professionals and observing the workflow, students can gain insights into the challenges and opportunities faced by businesses. This experience helps in contextualizing classroom learning, enhancing critical thinking, and fostering a deeper understanding of business dynamics. Additionally, industrial visits can inspire innovative thinking, networking opportunities, and potential career paths, ultimately enriching the MBA curriculum and better preparing students for their future roles as business leaders.



## Objectives of the Event

Enhancing the overall educational experience and bridging the gap between theoretical knowledge and practical application. Primarily, it aims to provide students with firsthand exposure to real-world business operations, processes, and corporate environments. Through observing and interacting with industry professionals, students gain valuable insights into current industry practices, challenges, and innovations. This experience helps them understand the practical aspects of various management concepts.

## Outcome of the Event

Industrial visits often highlight the latest industry trends, technological advancements, and innovative practices, which can inspire students to think creatively and develop innovative solutions to business challenges. Networking opportunities with professionals and peers during these visits can also open doors to future internships, projects, and job placements.



# Industrial Visit to VHPL, Ranebennur

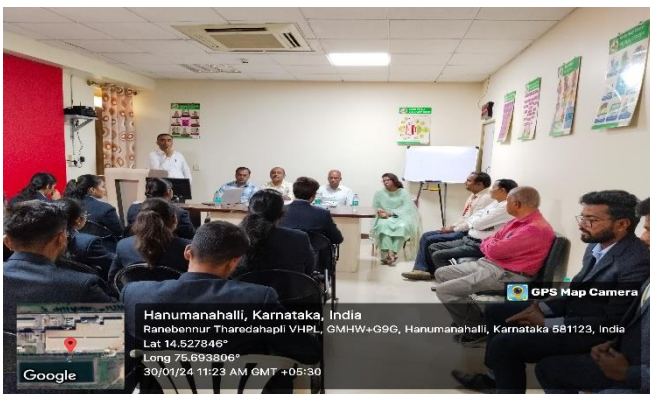


Venkateshwara Hatcheries Private Limited (VHPL) is a prominent company in the Indian poultry industry, established in 1971. It has played a significant role in transforming the poultry industry in India, making it one of the largest and most advanced in the world. The company is known for its comprehensive poultry operations, including breeding, hatching, and commercial farming of poultry.

SPF eggs in vaccine production.

Venkateshwara Hatcheries Private Limited has given the nation an industry with a potential to generate millions of income generating opportunities, enhance rural development and enrich the diet of its people. Such have been its pioneering efforts, that today Venkateshwara Hatcheries Private Limited is synonymous to Indian Poultry.

This experience bridges the gap between classroom learning and practical implementation, providing students with a deeper understanding of industry practices, challenges, and innovations.



As the first company to embark on a process of developing the industry on scientific lines, Venkateshwara Hatcheries Private Limited occupies a special place in the Indian poultry scene. It pioneered the concept of parent franchisee operations, popularized cage farming, and introduced for the first time in India, the concept of inactivated vaccines and combination vaccines, more importantly, use of



Additionally, industrial visits often involve interactions with company executives and employees, allowing students to gain perspectives on leadership, organizational culture, and strategic decision-making. Overall, these visits enhance students' practical knowledge, inspire problem-solving skills, and foster a greater appreciation of the complexities involved in running a successful business.



# Analysis of Union Budget 2024

1<sup>st</sup> February 2024

Timings: 10 am to 4 pm

## Why Analysis of Union Budget 2024?

Understanding the union budget is crucial for MBA students for several reasons: The budget provides a detailed overview of the government's financial plan for the year, including revenue and expenditure. The budget affects various sectors and industries through policy changes, tax regulations, and government spending. The budget influences fiscal policy, interest rates, and inflation. For students focusing on strategy and consulting, understanding the budget helps in advising clients on compliance, investment opportunities, and strategic planning based on government policies. The budget session offers real-world examples of policy implementation and its potential effects on different economic sectors.

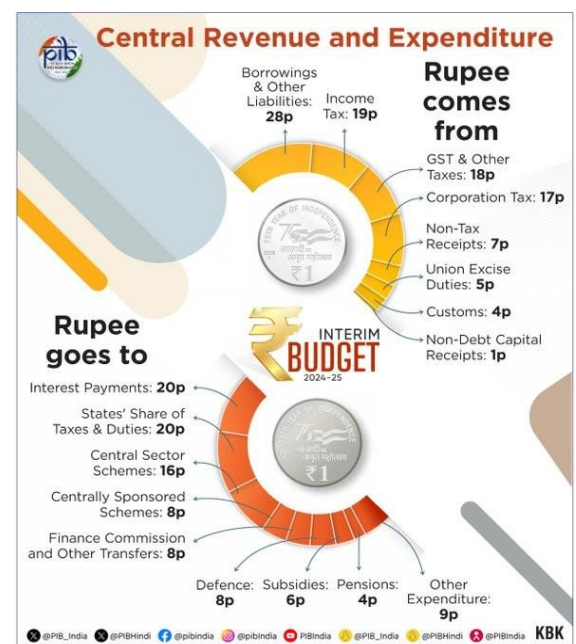


## Outcome of the Event

The outcome of a union budget session can have several implications particularly in areas such as education, employment, entrepreneurship, and industry trends. Here are some potential outcomes and their impacts: Education Funding and Scholarships, Skill Development Programs, Entrepreneurship and Startups, Industry-Specific Policies, Digital Transformation and Innovation.

## Objectives of the Event

The Union Budget session holds significant importance for MBA students as it provides a comprehensive overview of the government's economic priorities and fiscal policies for the upcoming year. Understanding the objectives of the Union Budget equips MBA students with insights into the macroeconomic environment, enabling them to analyze the impact of government decisions on various industries and the overall economy.

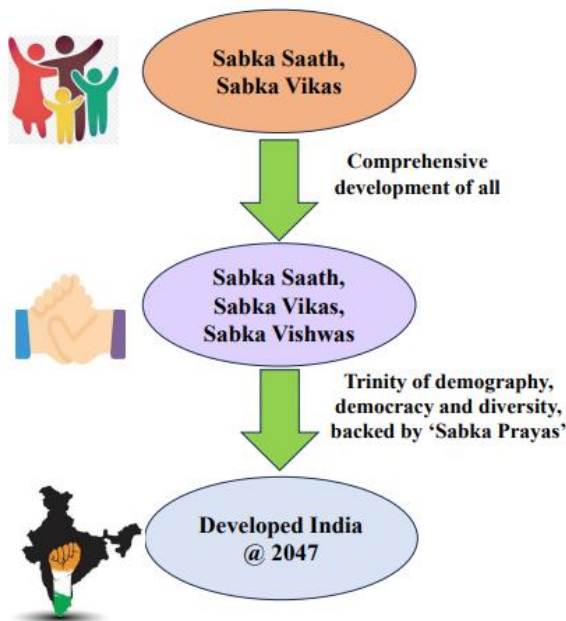


# Analysis of Union Budget 2024

## Viksit Bharat by 2047

*Vision: Prosperous Bharat in harmony with nature, modern infrastructure and opportunities for all*

### Development Mantra



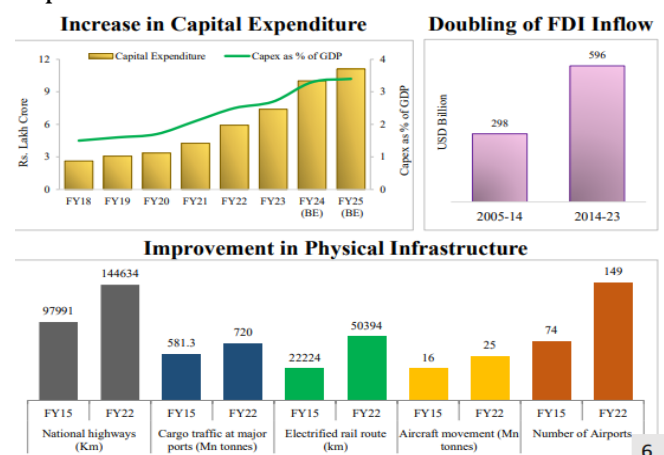
Dr Suhas D, HOD and Associate Professor, briefly summarized students about Key Interim Budget Highlights 2024. SECOND Year MBA Students actively participated in the event. Later students presented the Analysis of interim budget 2024.



Key highlights included increased allocations for infrastructure projects, aimed at boosting connectivity and job creation, and enhanced funding for social welfare programs, particularly targeting healthcare, education, and rural development. The budget also introduced tax relief measures for the middle class and small businesses, aiming to stimulate consumption and entrepreneurship.

Efforts were made to maintain fiscal discipline with a projected fiscal deficit target, ensuring sustainable growth.

For MBA students, this interim budget underscores the government's short-term priorities and provides a framework for analyzing economic policies and their implications on various sectors.





# IGNITE- Orientation for 1<sup>st</sup> Year students

22<sup>nd</sup> February 2024 to 1<sup>st</sup> March 2024

Timings: 10 am to 4 pm

## Why Orientation Programme?

An orientation program for first-year MBA students is essential for several reasons. It serves as an introduction to the academic and social aspects of the MBA experience, helping students acclimate to the rigorous demands of the program. The orientation provides an overview of the curriculum, resources, and support services available, ensuring students are well-prepared to succeed academically. It also fosters a sense of community and belonging by facilitating interactions among peers, faculty, and staff, which can lead to lasting professional networks and friendships. Additionally, the program often includes workshops on essential skills such as time management, teamwork, and leadership, laying a strong foundation for personal and professional development. Ultimately, the orientation aims to ease the transition into the MBA program, setting the stage for a productive and rewarding educational journey.



## Objectives of the Event

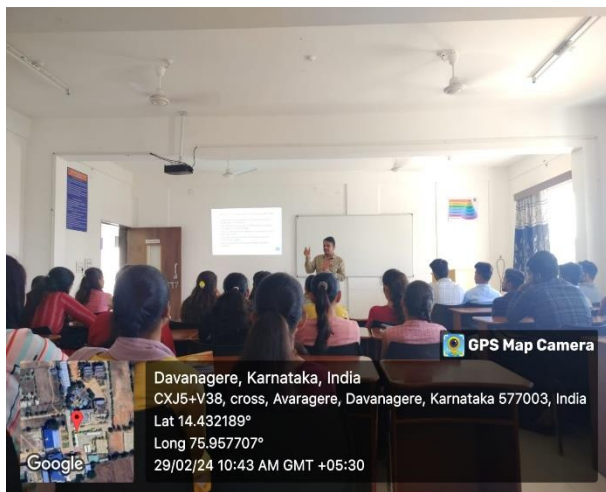
Familiarize students with the curriculum, faculty, and resources available, ensuring they are well-prepared to tackle their studies effectively. The program aims to build a strong sense of community among the cohort through team-building activities and networking opportunities, fostering collaboration and peer support. Additionally, it provides insights into the institution's values, culture, and expectations, helping students align their personal and professional goals with the program's offerings.

## Outcome of the Event

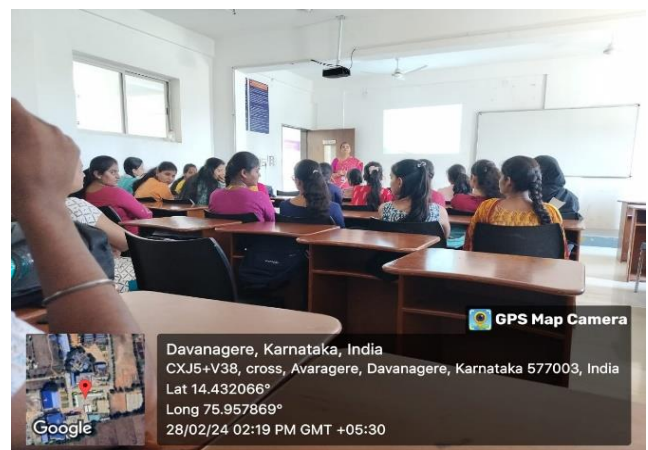
It acquaints students with the curriculum, faculty, and resources available, ensuring they understand the academic expectations and support systems in place. It fosters a sense of community and belonging, helping students to build relationships with their peers, faculty, and staff, which is essential for a collaborative learning environment. The program introduces students to the school's culture, values, and traditions.



# IGNITE- Orientation for 1<sup>st</sup> Year students



On 28<sup>th</sup> February 2024, Dr Prakash M Walavalkar conducted "Orientation on Training and placements". Mrs Renuka B C, Chief Librarian, oriented students about VTU e Consortium Resources which is available in the college. Prof Annapurna P D, conducted Team Building activities for the students.



On 1<sup>st</sup> March 2024, Dr Ramesh R S conducted "Production & Industrial conservation". Dr Jayadevappa oriented students about Importance of Yoga. Dr Aziz P Advocate oriented students about Technological advancement in Management studies.



On 29<sup>th</sup> February 2024, Prof Guruprashanth N conducted "Orientation on Environmental conservation". Mr Kotresh B S oriented students about Importance of Sports. Prof Vidyadharavarma, Advocate, oriented students about Intellectual Property Rights.



An orientation program for MBA students serves as a critical introduction to their journey in business education. This program is designed to familiarize new students with the academic environment, curriculum structure, and institutional culture. Students are better prepared to navigate their MBA experience, both academically and socially.





# "SWAGATH"- Freshers Day

2<sup>nd</sup> March 2024

Timings: 9 am to 5 pm

## Why Freshers Day?

MBA Freshers' Day is organized to welcome new students into the JIT MBA Department, fostering a sense of community and belonging from the outset. This event serves as an icebreaker, allowing new students to meet their peers, seniors, and faculty in a relaxed and informal setting. It helps in easing the transition into the rigorous academic environment by building camaraderie and a support network among students. Swagath often included various activities, such as introductions, games, cultural performances, and motivational talks, which not only entertain but also encourage teamwork and collaboration. For many, it marks the beginning of lasting friendships and professional relationships, setting a positive tone for their MBA journey.



## Outcome of the Event

Swagath- Freshers Day activities helped the freshers acclimate to the rigorous academic environment while also highlighting the importance of networking and collaboration in their professional journey. The outcome was a cohesive and enthusiastic cohort ready to tackle the challenges and opportunities of their program.

## Objectives of the Event

Freshers' Day was designed to welcome and integrate new students into the academic and social fabric of the business school. The primary objectives was to foster a sense of community, ease the transition into the rigorous MBA program, and build initial networks among students. It provides an opportunity for freshers to interact with faculty, senior students, gaining valuable insights into the course structure, expectations, and career opportunities.



# SWAGATH- Freshers Day

The event had the presence of eminent dignitaries such as Dr. Prakash M Walavalkar, Associate Professor, Dr. Suhas D, Associate Professor and HOD, Dr. Manjappa Sarathi, Advisor, JITD, Dr. Ganesh D B, Principal & Director, JITD.



Dr. Prakash M Walavalkar, stressed the importance of training and placement activities which will be conducted through JITD placement cell and insisted students to take maximum benefit from such activities.



Dr. Suhas D, briefed 1<sup>st</sup> Year MBA students about the specialization offered by the department. He also insisted students to be punctual and disciplined, for successful career building. Dr. Manjappa Sarathi, highlighted the importance of Time management to the students. Effectively managing time allows individuals to prioritize tasks, set realistic goals, and meet deadlines, which enhances productivity and reduces stress. Dr Ganesh D B, motivated students to become entrepreneurs as it is the need of the hour, as Entrepreneurs bring new ideas to life, create jobs, and stimulate competition, which can lead to better products and services. Ventures often address market gaps and cater to unmet needs, fostering progress and improving quality of life.



# Voters Awareness Rally

6<sup>th</sup> March 2024

Timings: 10 am to 1 pm

## Why Voters Awareness Rally?

A Voters Awareness Rally is essential in promoting civic engagement and ensuring a healthy democratic process. These rallies aim to educate citizens about their voting rights and the importance of participating in elections. By raising awareness, such events encourage informed voting, where individuals understand the policies and platforms of candidates, leading to more meaningful choices at the polls. Voter awareness rallies also address common barriers to voting, such as misinformation or apathy, by providing clear, accurate information and motivating citizens to take an active role in shaping their government. For communities, increased voter participation fosters greater representation and accountability, ultimately contributing to a more robust and responsive political system.

## Outcome of the Event

A Voters Awareness Rally aims to educate and motivate citizens about the importance of voting, ultimately leading to higher voter turnout and more informed electoral choices. The outcomes of such rallies include increased public engagement in the democratic process, a better understanding of candidates' platforms and policies, and heightened awareness of the impact of voting on community and national development. These rallies often foster a sense of civic duty and responsibility among participants, encouraging them to participate actively in shaping their government. Additionally, they can help dispel myths and misinformation about the voting process, ensuring that more people can vote confidently and correctly. Overall, Voters Awareness Rallies contribute to a more vibrant democracy.

## Objectives of the Event

The objective of a Voters' Awareness Rally is to educate and motivate the electorate about the importance of their participation in the democratic process. These rallies aim to increase voter turnout by highlighting the impact of voting on governance and public policy.

The poster is for a Voter Awareness Rally organized by the Department of MBA, NSS Unit, at Jain Institute of Technology, Davangere. It features logos of various institutions at the top, including ARKA Educational & Cultural Trust (R), JGI, and ICAC. The text on the poster includes: "JGI JAIN INSTITUTE OF TECHNOLOGY, DAVANAGERE (A Unit of Jain Group of Institutions, Bengaluru)", "DEPARTMENT OF MBA in association with NSS UNIT", "VOTER AWARENESS RALLY", "Every vote counts.....", "6th March 2024", "@ Jain Institute of Technology, Davangere", and "@11 am". There is also a graphic of a hand voting and a slogan: "Vote For Future, Vote For Development, Vote For Better India". At the bottom, the names and titles of the organizers are listed: Prof. Veeresh Kumar K S (SPOC NSS Unit, Jain Institute of Technology, Davangere), Dr. Suhas D (HOD & Associate Professor, Dept of MBA, JGI, DVG), and Dr. Ganesh D B (Principal & Director, Jain Institute of Technology, Davangere).

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(A Unit of Jain Group of Institutions, Bengaluru)  
DEPARTMENT OF MBA  
in association with  
NSS UNIT  
**VOTER AWARENESS RALLY**  
Every vote counts.....  
6th March 2024  
@ Jain Institute of Technology, Davangere  
@11 am  
Vote For Future  
Vote For Development  
Vote For Better India  
Prof. Veeresh Kumar K S  
SPOC NSS Unit  
Jain Institute of Technology  
Davangere  
Dr. Suhas D  
HOD & Associate Professor  
Dept of MBA  
JGI, DVG  
Dr. Ganesh D B  
Principal & Director  
Jain Institute of Technology  
Davangere



# Voters Awareness Rally

The event had the presence of eminent dignitaries such as Dr. Prakash M Walavalkar, Associate Professor, Dr. Suhas D, Associate Professor and HOD, Dr. Ganesh D B, Principal & Director , JITD and MBA Department staff members.



The aim of voters awareness rally is to focus on informing citizens about the voting process, including registration procedures, polling dates, and the significance of making an informed choice. Voters' Awareness Rallies contribute to the health and vitality of the democratic system, ensuring that the voices of the people are heard and represented. The voters awareness rally was organized in association with JITD NSS unit. Both 1st Year and 2<sup>nd</sup> Year MBA students actively participated in the event and made it grand success. Students moved through JIT Campus chanting the following slogans.



- "Your Vote, Your Voice – Make It Count!"
- "Vote for Change, Vote for Progress!"
- "Democracy Needs You – Vote Today!"
- "Every Vote Matters – Be a Responsible Citizen!"
- "Proud to Vote, Proud to Be Indian!"
- "Step Up, Speak Out – Vote!"
- "Your Vote is Your Power – Use It Wisely!"
- "A Better India Begins with Your Vote!"
- "One Nation, One Vote – Participate in Democracy!"
- "Vote for a Brighter Future – Be the Change!"





# Industrial Visit to KMF, Harihar

26<sup>th</sup> March 2024

Timings: 10 am to 1 pm

## Why Industrial Visit?

Industrial visits are invaluable for MBA students as they bridge the gap between theoretical knowledge and practical application. These visits provide firsthand exposure to real-world business operations, enabling students to observe and understand various industry practices, production processes, and management strategies. By interacting with industry professionals and observing the workflow, students can gain insights into the challenges and opportunities faced by businesses. This experience helps in contextualizing classroom learning, enhancing critical thinking, and fostering a deeper understanding of business dynamics. Additionally, industrial visits can inspire innovative thinking, networking opportunities, and potential career paths, ultimately enriching the MBA curriculum and better preparing students for their future roles as business leaders.



## Objectives of the Event

Enhancing the overall educational experience and bridging the gap between theoretical knowledge and practical application. Primarily, it aims to provide students with firsthand exposure to real-world business operations, processes, and corporate environments. Through observing and interacting with industry professionals, students gain valuable insights into current industry practices, challenges, and innovations.

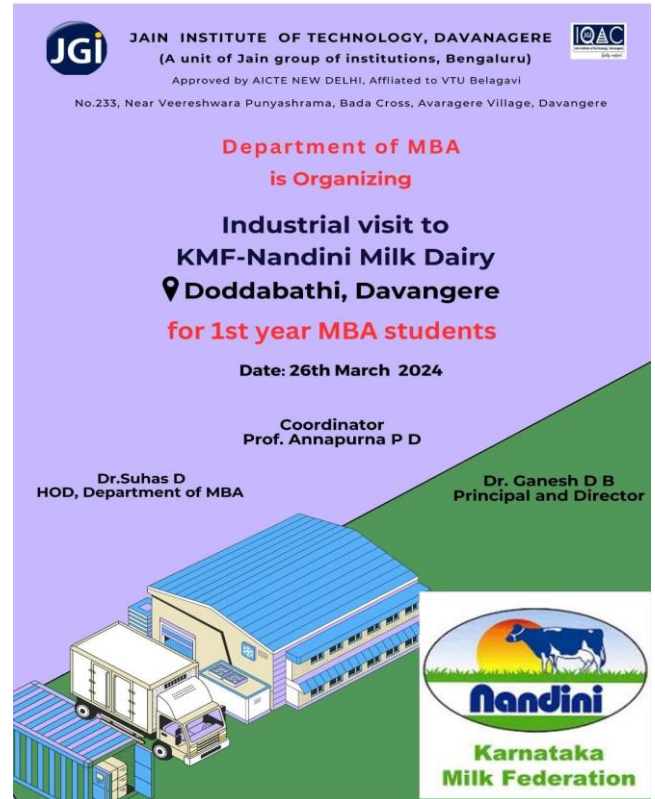
## Outcome of the Event

Industrial visits often highlight the latest industry trends, technological advancements, and innovative practices, which can inspire students to think creatively and develop innovative solutions to business challenges. Networking opportunities with professionals and peers during these visits can also open doors to future internships, projects, and job placements.



# Industrial Visit to VHPL, Ranebennur

Visit to Karnataka Milk Federation (KMF) offers a valuable learning experience for students, particularly those studying business and management. KMF, renowned for its Nandini brand, is one of the largest dairy cooperatives in India. During the visit, students gain insights into the operations of a large-scale cooperative, including supply chain management, production processes, quality control, and marketing strategies. They also learn about the cooperative model's socio-economic impact on local farmers and communities. Interactions with KMF executives and employees provide a deeper understanding of the challenges and innovations in the dairy industry.



Karnataka Milk Federation (KMF) offers a diverse range of products under its well-known Nandini brand, catering to the varied needs of consumers. Their product portfolio includes an array of dairy items such as fresh milk, curd, butter, ghee, paneer, cheese, and flavored milk. Additionally, KMF produces a variety of value-added products like ice creams, sweets, and yogurt drinks. They also provide milk powder and dairy whitener for those seeking convenient options. Each product is crafted with a focus on quality, freshness, and nutrition, ensuring that consumers receive the best dairy products available. KMF's commitment to high standards and innovation in product development has solidified its reputation as a trusted name in the

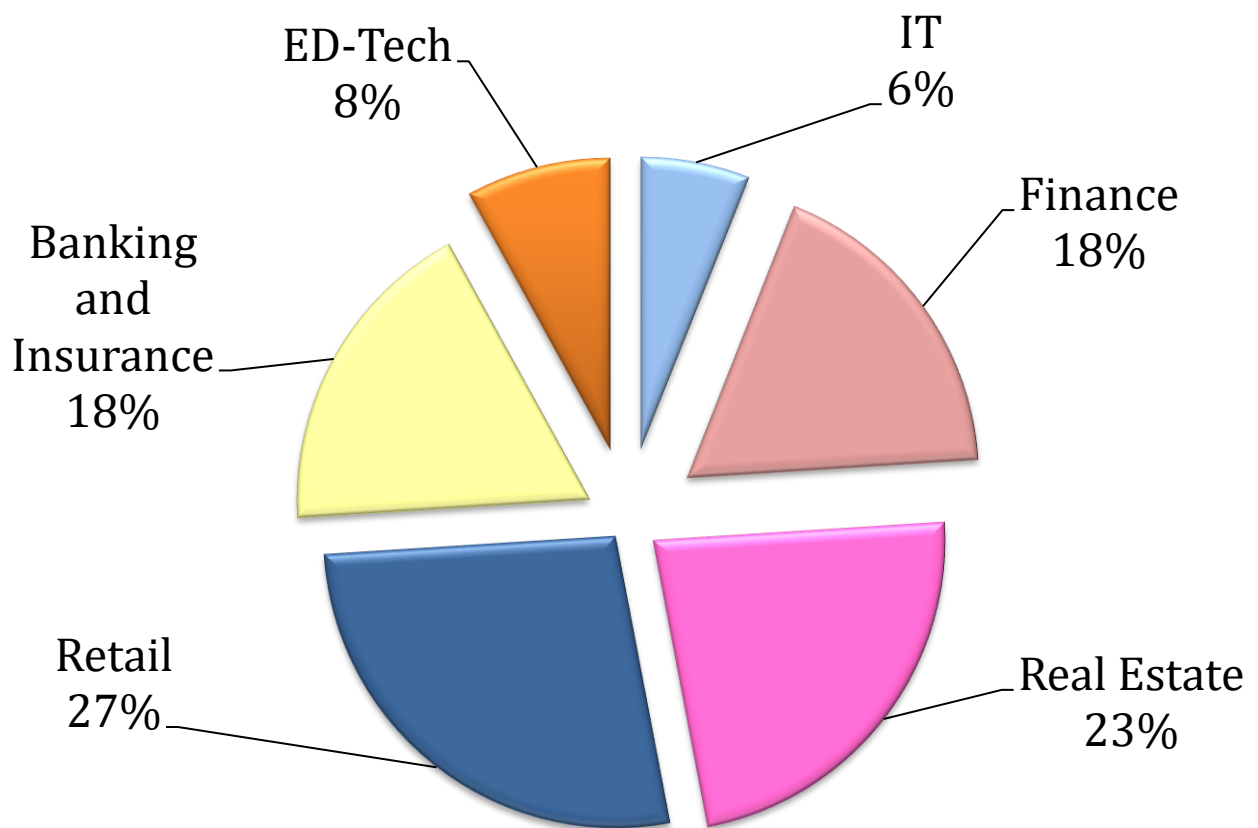
KMF generates substantial revenue through its extensive product range under the Nandini brand, which includes milk, butter, ghee, cheese, and various value-added dairy products. The federation's revenue is bolstered by its strong supply chain, efficient distribution network, and consistent quality control measures, ensuring product availability. Furthermore, KMF's innovative marketing strategies and expansion into new markets have contributed to its financial success. This revenue growth not only supports the federation's operational stability but also enables it to enhance the livelihoods of thousands of dairy farmers associated with the cooperative, thereby fostering economic development in rural areas.





# Placement Statistics

| Academic Year 2022-23 |         |
|-----------------------|---------|
| Students Placed       | 36      |
| Highest CTC           | 7.0 LPA |
| Average CTC           | 3.5 LPA |



**Distribution of Companies by Sector**



**ARKA Educational & Cultural Trust ®**

# **Jain Institute of Technology**

**(A Unit Of Jain Group Of Institutions, Bengaluru)**

**Affiliated to VTU, Belagavi, Approved by AICTE New Delhi, Recognized by UGC under 2(f) and Government of Karnataka**

**No. 323, Near Veereshwara Punyashrama, Bada Cross, Avargere Village, Davangere.**

**Mob: 9164518069, 9739034751. E-mail: [mba@jitud.in](mailto:mba@jitud.in),  
[principal@jitud.in](mailto:principal@jitud.in) Web: [www.jitud.ac.in](http://www.jitud.ac.in)**



**Jain Institute of Technology, Department of MBA, Davangere**