

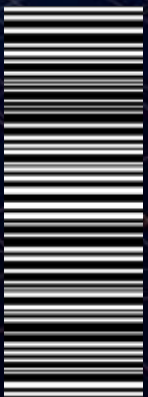


**NITTE**  
EDUCATION TRUST

**NITTE SCHOOL OF MANAGEMENT**

# NSOM TIMES

**DIGITAL**  
**INDIA**  
Power to Empower



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# NSOM TIMES

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Contribution of articles, news, poems, photographs, drawings, cartoons, etc; is invited from PGDM Students, faculty members, employees and alumni of Nitte School of Management, Bengaluru.

# DIRECTOR'S NOTE



## Dr. M Venugopal

**Director  
NITTE School of Management  
Bengaluru**

'Worst war can be avoided but not an idea whose time has come' – Seneca

Our country is fast riding on the back of technology, ideas and government initiatives like no other. Ever since Prime Minister Shri Narendra Modi launched 'Digital India' campaign on July 1, 2015, we have not looked back and are growing from strength to strength in digitalizing the Nation in several core areas such as governance, empowering the citizens on the use and application of digital platforms, digitally enabled products/services/solutions, banking, financial services, education, training, delivery of benefits, settlement of claims, unique identity and so on. Both Start-Up India and Digital India initiatives have transformed India into a destination to look up to for Investment, partnering and handling universal issues of concern in a common platform with least hassle, maximum economy and welfare to all.

As the head of management institute of repute, it has been my privilege to initiate a few unique digitally enabled student education processes. The curriculum caters around 20 credits for tech enabled labs which are equipped with the latest software's used by the Industry, with a focus to provide the much needed experiential learning. We are initiating SAP certificate programs as value added course in association with market leaders in the domain area. Specialization wise online internships are introduced from second semester, which enables the students gain the insights of the industry.

Our interest lies in the empowerment of our students. We are aware that business students of today are the business leaders of tomorrow. They should be able to take the nation's digital initiatives to next level and create values in priority areas of development as mentioned above. The special coverage of digital initiatives in this edition, I am sure will, interest you the students and others alike.

# OUR VISION - MISSION - CORE VALUES



## OUR VISION

**By 2023,**

- NITTE School Of Management aspires to be one among the top 10 Business School in Bengaluru.
- It seeks to get accreditation by NBA & AMBA, run 5 signature programs, have an annual intake of 120 by 2023.
- Towards CSR initiatives, NITTE School Of Management aims at mentoring at least 10 semi – urban/rural educational institutions.

“NSOM faculty and staff enable an Integrated, Supportive, Creative, Collaborative and Agile learning environment to challenge and ignite young minds. NSOM nurtures its students into being responsible citizens, business leaders, managers & entrepreneurs of tomorrow.”



## OUR MISSION



## CORE VALUES

Core Values of NITTE School Of Management, Bengaluru are anchored on Founders’ aspirations, social responsibilities and need for building strong and committed management professionals and ethical business leaders.

- Integrity: Best management practices should inspire positive feelings in heart, mind and soul of stakeholders.
- Creativity: If thinking is the function of the brain, innovative thinking and creativity can be nurtured by conscious efforts and passion for continuous improvement.
- Agility: Respecting past as a hind sight and future as a foresight keeps us agile and alert at all times.



# DIGITAL INDIA: MAKING IN INDIA



Digital India – the dream project of the government and a blessing for the citizens, could help in connecting the dots of various projects, past and present, to bring India to a global platform. It will help in moving with the universal trends of digital innovation and create positive impact in the lives of people - rural and urban, young and old.

The campaign of the Digital India program is a boon this country really needed. People belonging to even the remotest villages now possess facilities that connect them to the outer world. The movement of Digital India began on July 1st, 2015, led by the current prime minister of India, Honorable Shri Narendra Modi.

This was how the prime minister of India envisioned it, which led to the initiation of this movement and we can witness it becoming a reality today. He launched Digital India with a vision to provide easy access to internet services for all the citizens of India. His main target was to include a vast majority of the remote population in this campaign. He wanted the people residing in the small villages, to be a major part of this campaign and the one to benefit the most out of it.

According to the prime minister of India, “technology first” is the focus of the government and it very well goes with the motto of “Power to empower”. The key vision of this government campaign is broadly divided into three heads:

- E-Governance for all citizens of India
- Digitally Empowering citizens
- Providing a digital Infrastructure for all



With the launch of this campaign, high-speed internet was the core agenda at foremost. Bharat Broadband Network Limited (BBNL), a government body worked to boost internet connectivity and e-services.

The movement of Digital India was made possible with the help of top Industrialists and commerce companies in India like Wipro, Tata Industries, and Reliance Industries. The major concern was to make people use electronic services. Through the campaign of Digital India, the government targeted, e-services to cover more than 600 districts, with the help of major IT companies.

It is estimated that more than 1 lakh crore has been invested in the campaign and the amount will increase in the future as the campaign intensifies with time. Among the many schemes of Digital India, some of them are attaining great success are the Arogya Setu app, e-health, digital locker and, National Scholarship Portal. Also, programs like Startup India have been a huge success in boosting the ease of doing business across the country.



“ **Digital India initiative could help in achieving the objectives of Education for all, Information for all, Healthcare for all, Broadband for all.** ”



**What are the programs included in Digital India?** Digital India campaign includes various programs under one umbrella campaign. It offers services like Android mobile application, UMANG for students, work as an education and recruitment portal and also offers different kinds of services like online ticket booking and tax payment. Digi lockers have been introduced, keeping the documents digital and secure, e-sign, for digitally signing the documents. Programs like Startup India, Make in India are among the campaigns that have attained huge success over the years.



With access to technology, the services of hospitality have been made convenient. e-hospitals provide medical services to people including the scheduling of appointments, payments, reports, etc. Now, the government is also helping the farmers and other people of the society to make their life easier with technology. Farmers can now get crop recommendations online. Also, the weather forecasting and the facility for calling assistance have been made available to the farmers. Another sector very much benefitted from this movement is the Banking sector. With the launch of indigenous debit cards such as Rupay, the use of banking services has elevated. Managing a bank account is easy than ever before. The program of Jan-Dhan bank account was a huge success that led to the creation of bank accounts for more than a billion people, giving them a digital identity. Post Offices have also been linked together digitally through the DakPay to ease their dependency on paper. Now, the Digital India campaign aims to increase digital literacy access further to about six crore households, under PMGDisha (Pradhan Mantri Gramin Digital Saksharta Abhiyan). Also, the government is giving a major push to increase the Optic fiber connectivity in the country under BharatNet program and more than 2 lakh gram panchayats have been connected until now.

According to a report by Nascom and Akamai, Indian internet users were likely to hit 730 million by 2020 which is more than double the users that were five years before. There were around 330 million users in 2015. The usage of the internet has increased up to 50%. Today, there are more than 100 crore mobile users in the country. With the usage of Digital platforms, corruption is highly reduced. Each action of humans greatly impacts the environment we live in. The technology of Digital India reduces the footprints humans have on the environment. The reduction of paper consumption is among the many benefits that can be attributed to the use of digital platforms. In addition to this, these digital platforms reduce travel and pollution.







# KALEIDOSCOPE OF EVENTS



## SPORT'S

“A Healthy body is a Healthy Mind”

NSOM has an Excellent Sports Facility for Both INDOOR & OUTDOOR GAMES.

The Sport's committee at NSOM conducted NSOM's “NPL Season 3” from 24th to 26th of February 2022. The program was inaugurated by Mr. Raj Koganti, CEO, 42 students, Bangalore and Mr. Sasi, CEO, Ken 42, Bangalore.



Dr M. Venugopal, Director NSOM, welcomed all the members to this event. The event was held at the NMIT cricket grounds. 6 teams, each led by a female captain participated in the event. Team Nitte Challengers led by Captain Ms. Soundarya Jathan won the First place in NPL season 3. Team Nitte Phoenix led by Captain Ms. Bhavana Damala won the Runner up for NPL season 3. Professor N.R. Shetty, Chairman, Nitte School of Management congratulated the winner and runners of the Nitte premier league season 3.

## E-CELL EUREKA: Creating Job Creators

We at E-Cell Eureka, NSOM believe that entrepreneurship is the key to the Nation's development. To fulfil this vision, the E-cell conceptualized and successfully conducted Start-up Business plan competition “START UP CONTEST- PLAN, PITCH, WIN “for the first semester students on 14th December 2021. 8 teams took active participation in this business plan competition. Teams represented various innovative ideas. The contest was judged by Ms.Vindyashree. Teams were judged based on the innovative thinking, feasibility of business, clarity of thoughts & presentation skills. Students were highly enthused with different business ideas and lot of knowledge sharing happened during the query session. Prizes were given under two categories Business Model and Logo & Tagline.

The E-Cell coordinator Dr. Sandhya discussed about the importance of utilizing the opportunities in this highly competitive world, also quoted more live examples and inspired the students to become an entrepreneur.

Ms. Vindyashree, the Jury, emphasised on innovative thinking, feasibility of business, clarity of thought for starting a business and about the significance of self-motivation and determination by illustrating her own success story. She also guided the students to approach various funding agencies for venturing in their business idea.







# KALEIDOSCOPE OF EVENTS



## Collaborative Certification Courses

Nitte School of Management signed an MOU with reputed Edtech Company MENTORMIND EDUTECH PVT LTD for having online internship opportunity for the students of NSOM. Dr. M. Venugopal, Director, NSOM and Mr. Clinton Rajiv D'souza , Director B2B partnership/ Academic/ Edutech MENTORMIND PVT LTD Telangana represented the respective organizations .



## Placement: Campus Drive



The Training & Placement Cell of NSOM is well equipped and effectively engaged in grooming/shaping the career of the students by inviting top companies to college and preparing the students in all needed soft skills. The holistic development of the personality, inculcating the tempo of professionalism, bridging the gap between academic learning & expectations of the company and thus to keep the students employable at all the times.

NSOM Campus Placement drive was conducted from one of the leading MNC (24)7.ai on 28th March 2022. Team consisting of Mrs. Anita, Campus recruitment lead- senior specialist talent acquisition, Mr. Kamal Chinnappa, Master trainer and Ms. Sylvia Alphonso, Senior trainer visited the campus. Dr. M. Venugopal, Director, NSOM and Prof. Balakrishnagar M.S, Placement coordinator accommodated the team for the successful NSOM campus drive.

## Placement MOU

Nitte School of Management signed an MOU with reputed Edtech Company MENTORMIND EDUTECH PVT LTD for having online internship opportunity for the students of NSOM. Dr. M. Venugopal, Director, NSOM and Mr. Clinton Rajiv D'souza , Director B2B partnership/ Academic/ Edutech MENTORMIND PVT LTD Telangana represented the respective organizations .







# KALEIDOSCOPE OF EVENTS



## Women's Day Celebrations

International Women's day is celebrated every year on March 8th. This year, NSOM celebrated International Women's day at SAMILANA seminar hall with more than 50 participants. The Chief Guest Ms. Savita Reddy, a Classical dancer, Yoga instructor and CEO of INLINGUA Bangalore inaugurated the program. Dr.Venugoopal, Director Dr. Jayarama Shetty, Professor and Dr. Sandhya, Professor along with other faculty members participated in the celebrations. The chief guest in her addressed touched upon the various aspects of women's day celebrations, and gave a call to students to practice sincerity, hard work and good moral values.



## NDLI Club Inauguration

National Digital Library India (NDLI) club was inaugurated on 10th May 2022 at NSOM by Dr. M. Venugopal, Director, NSOM.

Dr. K.C.Gangadhar, Librarian, NMIT was the resource person for the program. The resource person gave an orientation about the library processes and functioning. The program was attended by the staff and students of NSOM. The program ended with a vote of thanks by Dr. Jayarama Shetty, Professor, NSOM.







# KALEIDOSCOPE OF EVENTS





# DIGITAL INDIA - DIGITALLY EMPOWERED SOCIETY

Digital India is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. India's government has done much to encourage digital progress, from rationalizing regulations, improving infrastructure to launching Digital India, an ambitious initiative to double the size of the country's digital economy.

There have been a lot of advancements as part of the Digital India Programme that has changed the country to a great extent. Some major milestones of Digital India are: Aadhaar cards, Smart city mission, Government e-marketplace, Bharatnet, myGov etc.

The Digital India campaign has been receiving worldwide acclaim and support. To quote a few, Mark Zuckerberg's promise to work on Wi-Fi hotspots in all the rural areas of India, Google's commitment to provide broadband connections in 500 railway stations and Microsoft's agreement to provide internet connectivity to 500,000 of India are some of the much appreciable backings the Nation have received in order to make the dream of digitization of India come true.



**Mark Zuckerberg's promise to work on Wi-Fi hotspots in all the rural areas of India.**



**Amulya Gundu**  
Student, First Year PGDM





# DIGITAL INDIA: IMPACT ON THE AGRICULTURE SECTOR

Throughout mankind revolutions, changes have created new forms and patterns of work leading to a greater unforeseen societal change. Digitalization also had its impact in all areas including the agricultural sector.

“Agricultural digitalization”, is the process of incorporating advanced digital technologies like Artificial Intelligence, Big data, Sensors, Unmanned aviation systems, Robotics, and Communication networks, all connected by the internet into the farm production system to make it profitable and sustainable while delivering safe, nutritious and affordable food for all.

The Agricultural digitalization imply the usage of biotechnology (developing micro-organisms for specific agricultural uses), digital and wireless technologies for data measurement, weather monitoring, drone technology, predictive analytics, digital topography, digital elevation model, crop and soil monitoring through computer vision and many more. Around 2.37 lakh crores, promised towards the development of agriculture sector as a part of the 2022 Budget, was used for Kisan drones for crop assessment, digitalization of land records, spraying of pesticides and wide tech usage in the sector.

**Bhavana .D.S**  
Student, First Year PGDM



**IDEA (India digital ecosystem for agriculture)**



The efforts from the Central Government have come as a shimmering hope to the 90 million plus agricultural households. An initiative launched by the centre to enable a multi-stakeholder ecosystem named IDEA (India digital ecosystem for agriculture), opened up infrastructure, data sets, academic and research expertise and innovative policies in order to partner with a private ecosystem.

# DIGITAL INDIA: HIGH-TECH BHARAT

After aeons of advancement in fields of science and maths, we are the generation living with the technology, that couldn't be more possible without factoring in all the bearing gifts from our ancestors. Their hard work amalgamated with our endeavours to possess knowledge drove us to a ledge with no boundary to fall over; only to flourish. Digital India is also one of the many gifts. A road paved, marking our digital footprints along the way. A population more than one billion narrowed with a task of achieving an unprecedented event; a country of digital excellence which has resulted in metamorphosing India into something invariable.

One of the many prerequisites of digitalisation is transparency, where one can able to track the records expediently, a convenient way to identify the tax fraud and corruption. Everything has a flip side: Just like a coin, it may sound a little Ironical. The simple word to suffice the above, is Cyber Crime. Modern technology had given us many faces. This, though, is an ill-favoured face. To conclude, "Technology is sophisticated. It has many names and many faces. It can be good and be bad at the same time". So, if we use technology for welfare of people, then it can prove a boon to mankind.

“

**Technology is sophisticated. It has many names and many faces.**

”



**Hema Priyanka**  
Student, First Year PGDM





# DIGITAL INDIA: E-GOVERNANCE REALITY

Digital India was started with an aim of providing stable internet connectivity all around the country, especially to people who resided in the rural parts of the country where technology was not accessible. Another major reason to launch this programme was to make e-governance a reality since it ensures transparency and productivity to all.

Today a major portion of the country's population uses the internet. People belonging to even remote villages of the country now have facilities that connect them to the outside world. We do even our smallest of payments digitally. With everything being transformed digitally the life of Indians has become simpler than before and digital literacy of India has increased too.



**Digital India ensures transparency and productivity to all.**



**Rahul Verma**

**Student, First Year PGDM**

We all are aware that our lives had come to a halt because of covid-19 pandemic. It was only due to the movement of digital India that India very well survived a pandemic like covid-19 where everything in and around us had to pause but still our works needed to completed on time. This was only possible because majority of services were provided digitally.

# DIGITAL INDIA - A DIGITAL REVOLUTION

Digital India' is an initiative of the Indian government that aims to push digitisation and connectivity as a vehicle for boosted economic growth. It's an ambitious campaign to ensure that Government services are available to all the citizens electronically. The objectives of campaign include the digital delivery of governmental services and the expansion of last-mile broadband internet connectivity to rural areas. With a vision to bringing the digital revolution to mass people of India from cities to villages improving online infrastructure and by increasing Internet connectivity to digitize India using every branch of technology

It essentially aims to promote an 'internet of things' approach in the rural economy in particular and in the wider economy in general. Among the aims of the campaign are the bridging of the vast urban-rural divide in the delivery of services. Some aspects have already been rolled out by various stakeholders, such as medical consultations over video conferencing, virtual classrooms and banking services. With the digital literacy push, the government also hopes to create a platform for the expansion of rural business.



“  
**Digital India ensure that Government services are available to all the citizens electronically.**  
”



**Shreya Shettigar**  
Student, First Year PGDM

Digital India is an umbrella programme that covers multiple Government Ministries and Departments. It weaves together a large number of ideas and thoughts into a single, comprehensive vision so that each of them can be implemented as part of a larger goal. Digital India aims to provide the needed thrust to the nine pillars of growth areas, namely Broadband Highways, Universal Access to Mobile Connectivity, Public Internet Access Programme, e-Governance: Reforming Government through Technology, e-Kranti - Electronic Delivery of Services, Information for All, Electronics Manufacturing, IT for Jobs and Early Harvest Programmes.



# ALUMNI TESTIMONIAL



**Juhi Lakshmi Nivedita**

2020 Batch  
Manager - Byju's

"It was a great experience studying at NSOM, a memory to cherish for lifetime. My experience at NSOM was full of learning and grooming. Being a Business School, It gave me an opportunity to meet different kind of people from around the country and learnt many things from them. I am thankful to all the faculties, mentors and entire department for providing us with quality education. I am also grateful to TNP Cell for organising placements and helping me to get placed Overall it was a great experience and lifetime memory at NSOM.

NSOM has been a great contributor to the development of my personality. I have established my leadership, time management and team skills and have also been able to advance these skills to the whole new augment level. The infrastructure of NSOM is one of the finest and is what stands out the most. The best thing about this institute is the cross-culture interaction between students from various parts of the country. The professors here make the institute what it is today. With an attitude of being ever ready to help, and not only delivering classroom teachings, but they are also the pillars of the learning gained from this esteemed institution and this is a treasure for life.



**E Rajashekar Reddy**

2017 Batch  
Manager - Byju's

# STUDENT INTERFACE WITH CORPORATE EXECUTIVES ...

## DR. KRISHNA PRASAD

Lean Product Innovator  
Former Director , Delphi Automotive Systems - TCI



### Dr.Sandhya S - Question No 1

**Sir, can you please introduce yourself and your journey to the present coveted position? You may also like to highlight the milestones in such progression...**

I did my Ph.D. from Indian Institute of Science and incidentally, that the area of my Ph.D. and thesis was technology management. Essentially looking at global product engineering, how do we do global product engineering effectively etc. And that came out as a pretty powerful thesis, as it was a very novel topic.

I have been kind of fortunate that I started my career in the military area in ADA and some of you would have heard at that time it was called light combat aircraft that was the first fighter air talk. Now it is called Tejas and they just inducted into the Indian Air Force. So that was our first project and where we were developing software for what we called us the mission computer. So, from there I joined Daimler at that time, it was called Bangalore Benz and later it become Bharath Benz.

Some of the major milestone is part of Mercedes Benz was, I could spend some time in Germany, we called it temple of engineering. So when you go it's actually temple of automotive engine. You really look at it, that's where truly outstanding automotive engineering gets done. I could spend some time there get to know how such a large R&D oriented company works and luxury cars how they are designed and so on. Then after I came back, there are a couple of positions I took. One in an industrial company and then more recent was in automotive electronics. And that's called Delphi of active. We were really building some exciting products for automotive. We were working on a next generation radars for safety next generations connected technology like where you can do really internet connectivity within the car and do all kind of services we call it next generation user experience.



Last year somehow I decided that ok I have to do something on my own started this consulting from so I do consulting with some startup and big technology companies. They are trying to bring AI and ML into some of our products so it has its own challenges. I am enjoying this kind of difficult to implement in a product but at the end of the day, hopefully we will deliver some good stuff for the market.

### **Pritham Kumar - Questions No 2**

#### **Sir, in your view how do variables like innovation, culture, technology transform the way people and organisations work?**

Some things have changed post covid or during covid. So we will talk a little bit about pre covid and then how things have even further dramatically changed. So even during pre covid if we look back last five years or even eight years there has been a lot of collaborative technologies that have come in and more and more companies realized that they cannot have all the people in the same location. They cannot have people in same office building even within Bangalore. I have seen several companies have ten different locations and different buildings in different places and not to think about there are people sitting in Europe, America, china, South Korea and all.

The way we develop products have dramatically changed. So a team sitting in Bangalore would design tracks and team sitting in Germany will design the ARM and then somebody in ITALY would assemble all these together in digital world. So we would use 3D models and all this in the business world and that's when we recognize it all, okay something is not working and so on. It's extremely important we as workforce we had to get used to working in the new digital environment and what I mean by digital environment is I always have to either have a headset or I need to have my speaker ON.

But one thing I am noticing in our client environment and I talk to some of the young people and so on, especially you guys when you join the workforce suddenly you will recognize that when you join a new company as a new employee it is important to connect with different people to know how the company works and how to normal work that every young engineer is facing a problem or a young manager is facing a problem. They don't know like can I connect with my manager on phone or skype or whether he or she is available not available at least when they're all in office. You can just walk up to and say hello and so this is a huge challenge which young workforce is facing of course the young workforce is used to using the technology like social media and whatsapp and so on which they can communicate literally anything using the short kind of messaging medium which some of the older lot is having an issue.

### **Soundarya - Question No 3**

#### **Sir, organisations do initiate changes in some way or the other. According to you what kind of process, intervention can best assure desired outcome?**

Organizational transformation of change is, there is a certain way of working. So today, we are following a certain process and having a step by step method. Normally what we do is every two to three years, we look at certain things what we call as organizational practice or process and there is a better way of doing it, so improve the way we are doing things and some can be easy, some can be very complicated. What can be complicated is that it way classic way of doing things pre covid and always assumed the team members would be sitting in one room and will always meet every day and do

product development. Whenever there are issues, used to walk up to the colleagues and discuss. Now, what is the new way? That all colleagues work from home and then we need to do it over google meet or teams etc. So this is what we call as very complex transformation usually there are two parts which you will see in a transformation project.

If we want to run a transformation project one is the process and the other is technology which is also stated with a product project. So doing process one, two, three etc. we use certain technology or a tool to do that and most often it is easier to change this. When we bring a new tool instead of team for example if we switch to google meet or team , so people will play around with the tool and then they will get comfortable within a certain time. But the bigger challenge is always facing with the people and as young managers, you always keep in mind that people will find it more difficult to make a change.

So as managers, when you get into companies and run organization change projects, the most important thing that we need to keep in mind is that are people ready and how do you make people ready for that? How do you actually go and convince people that the change is good for you? So many managers assume that if they go and tell they will do it. No, they won't, and that's a very important thing which probably we need to keep in mind especially on transformation.

#### **Rahul Verma - Question No 4**

**Sir, covid related pandemic did affect organisations and consequently Indian economy. Do you think the steps taken to re-position the corporate sector back on the track are adequate? How would digital initiatives have contributed to this cause?**

I generally read a little bit but I tend to watch some stock market news. They want there was some improvement, at least what we heard from our client companies. Like whenever we talk to some clients, the business was looking up for many of our clients at least in. I don't know exactly, let's say last 6 months and so on. But again off late, there seems to be because of whatever geopolitical conditions and latest what is happening around the world. There seems to be again some talk about all, like we have some challenges, right? So all I can say it's not easy. I don't think a lot of people are already celebrating. A lot of people are still cautious and whenever we look at, let's say investments like what companies are making, they're still very cautious. Though a lot of people are telling we are hiring, I think it is still measured and they are being cautious doing more investments and so on. Of course it's not like that. They're not able to run the business, but the normal business seems to be okay, but any big investments? I think people are still cautious.

#### **Bhavana D - Question No 5**

**Sir, R&D initiatives are said to be the panacea for the ills of low productivity and rising costs. In your view, what kind of uplift and reorientation is required in R&D efforts on the part of the organisations?**

See I think R&D is too bigger and umbrella word, because it can mean lot of things to a lot of people. But if you just look at it in a very simplistic way, it's the way we use it. Essentially you are trying to look for new ways of either doing the current way, current things or maybe completely new way of doing. Also there is something which you want to kind of discover right? Typically in a corporate world, we say you know if I start doing some research maybe I will be able to realize it in two years' time or three



years, maybe five years' time. Academic research always stand on the shoulders of all the previous researcher and see whether you can climbed taller or you can go further, or you can see further. So one can deliver outstanding or normal research which can keep making continuous improvements.

### **Manideep - Question No 6**

**Sir, with the onslaught of panemic and continued uncertainty for sometime now, job markets and prospects must have reeded. This is an area of concern for students and parents alike. What could be your tips to graduating students to cope up and get ahead?**

So first of all, there is no reason for worry, I think you all are studying good course, you are all running in a great institution so you should be proud and you should be going out to the world and say hey, look we studied hard and we are now here and better equipped. So, one of the things which I keep telling myself is like even after 30 years and I keep telling even my kids and young employees. Firstly, you consciously have to remain optimistic and stay away from skepticism, and what I mean by skepticism and other is always improve it with the positive attitude.

Secondly, stay curious .That means you will see a lot of things happening around you and many times with being curious and then the last thing and only now a days, people are kind of realizing that you should always invest in yourself. So many times, people think that, several thousand, and get this MBA degree. Now I join a job and I started earning I tend to hesitate to invest in myself, in terms of learning I can't invest in a new smartphone I can invest in dresses; I can go and have a nice lunch, dinner. But people when they come to actually start investing in themselves in learning, in a new book, always keep thinking hey, I should invest myself in this area, it can be anything, what you think is important for you and to grow always think about investing in yourself but, then are what comes in my mind from a drug.

### **Amulya - Question No 7**

**Sir, as you are aware, student fraternity faces, stress and uncertainty for reasons more than one. What would you suggest as measures for improving attention span, focusing and holistic development?**

See, I have worked with a lot of young engineers, managers, senior manager's etc. One thing I have noticed is that people keep thinking that they are working under a lot of high stress and it's a fashionable. And lot people of people know they are having too much of stress and they think it is a way. So one thing is, we need to take care of both body and mind. Some people ignore mind and some ignore body. But holistic is when you take care both mind and body and then body means consciously paying attention to your physical body and health as early as possible. We need to get into some kind of fitness routine and take care of our body. It also important to take care of mind by developing positive attitude and remain optimistic always and this comes by consciously training your mind. May be by reading books or developing a hobby. There are different ways to get into this but it is extremely important to look at it, also stay away from skepticism. Be curious to learn things. Hence we need to invest time and effort both on physical fitness and the mind.

# ★ ACHIEVEMENTS ★

## STAFF ACHIEVEMENT:

### 1. Dr. S.SANDHYA Professor

MBA, MPhil, Ph. D, MSc, PGDIR, PGDGC, DLL, CEP (IISc), EDPAL –IIM, Lucknow

#### Research Publications:

Published a paper on “A square and circular pattern conceptual storage techniques for container and RORO ships” International Journal of Mechanical engineering, ISSN: 09745823, Vol.7, No.3, 2022

#### International Conference:

- Presented a paper on “Digitalization in HR: Myth or Reality” at the International Conference on “Technological, Social and Economic Innovation through Artificial Intelligence, Data Science and Cyber Security, at IMS Ghaziabad on April 15th -16th , 2022
- Published a paper on “Decent work and economic growth through intersection of sustainability and employee wellbeing at the work place” at the Internal National conference “Sustainable Development in Search of new Development Model” at Sanskrit School of Business, AP, held on March 26th & 27th, 2022.



#### Invited as a Resource Person:

- International Workshops: “Entrepreneurship during Pandemic” organized by PEDRO University, SAN PEDRO University, MADURA University- Indonesia, 2nd April, 2022,
- “Building an Entrepreneurship” , organized by University of OTTOW GELSSLER, Papua, Indonesia, 25th March , 2022
- MDP: Start up and Entrepreneurial Journey – Cheering Women entrepreneurship in India, at CMRIT, Bangalore, February 11th, 2022
- FDP: “Innovation and Entrepreneurship as a career opportunity “ at NITTE School of Architecture, Planning and Design, Bangalore, 6th January 2022
- Ph.D Viva External Examiner: Appointed as Ph.D Viva Voce - External Examiner for the conduction of Ph.D Viva Voce, at the Dept of Management, Research & Development Centre, Bharathiar University, Coimbatore
- Jury Panel: Jury panel Member for NHRD Academia 2021 for NHRD's HR Showcase B-School rankings





# ★ ACHIEVEMENTS ★

## STAFF ACHIEVEMENT:

**Mr. Chikke Gowda. K.G** Assistant Professor  
MBA, M.Com, UGC-NET

### FDP Attended

Attended one-day FDP on “Emerging Exponential Technologies” conducted at Dept. of M BA and Research Centre , RNSIT, Bengaluru.

### Paper Presented

Presented a research paper on “An Empherical Study on Analysis of impact of Microfinance in Empowering of Rural Women and improving the standard of living in Karnataka” at an Internal National conference “Sustainable Development in Search of new Development Model held on March 26th & 27th, 2022.

### Paper Publication

Published a research paper on “An Empherical Study on Analysis of impact of Microfinance in Empowering of Rural Women and improving the standard of living in Karnataka” in an ABDC listed Journal- Empirical Economic Letters.

## STUDENTS ACHIEVEMENT



1. Mr. Pritam Kumar. Ms. Anjana Minz and Ms. Sai Alekhya, students of second semester , NSOM, secured 3rd place in the Marketing event at the College fest conducted at M.S. Ramaiah Institute of Management , Bangalore held on 27th April 2022.
2. Mr. Pritam Kumar successfully completed NPTEL Online Certification course on “Leadership and Team Effectiveness” conducted on 24th April 2022.



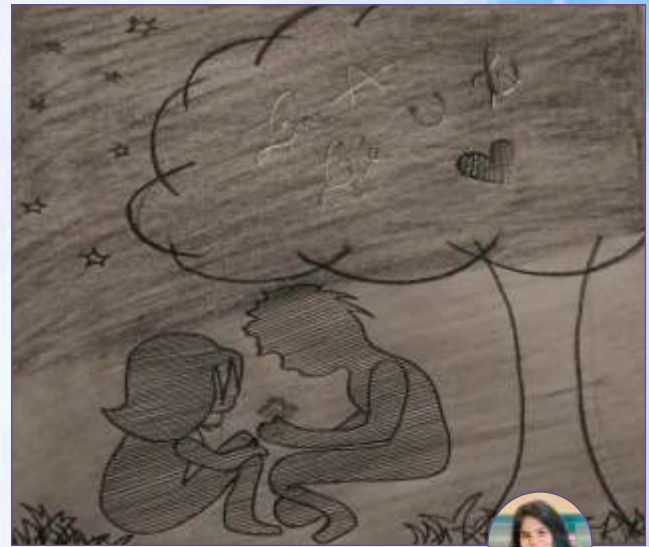
# STUDENT'S ART



Pragati Tripathy - NSOM



Chandana - NSOM



Vasavi K - NSOM



Jasmine - NSOM



Pragati Tripathy - NSOM





# STUDENT'S PHOTOGRAPHY



**Ayyappa Naidu - NSOM**



**Soundarya Jathan - NSOM**



**Amulya Gundu - NSOM**



**Pritam Kumar - NSOM**



**Kishore Saladi - NSOM**



**Shreya Shettigar - NSOM**

# ONGOING NSOM PLACEMENTS

## 2022 - Passed Out Batch



**Supriya B**



**₹ 11 LPA**

Associate Customer Success Manager



**Shivani Reddy**



**₹ 11 LPA**

Associate Customer Success Manager



**Vamshidhar**



**₹ 11 LPA**

Associate Customer Success Manager



**Krishna Babu S.G**



**₹ 7.5 LPA**

Applicant Trainee - Sales



**Anamika Bhattacharya**



**₹ 7.2 LPA**

Business Transformation - Trainee.



**Priyanshu Sharma**



**₹ 7 LPA**

Recruiting Co-ordinator



# ONGOING NSOM PLACEMENTS

## 2022 - Passed Out Batch



**M.A. Anusha**



**₹ 6 LPA**  
People Advisor



**Ravali**



**₹ 6 LPA**  
Recruiting Co-ordinator



**Karkala Sai Koteswar**



**₹ 5.10 LPA**  
Business Development



**Sathrasala Sridhar**



**₹ 5 LPA**  
Applicant Trainee - Sales



**Dasari Vamshi S. Krishna**



**Pin Click**  
Associate Property Advisor



**Puvvala Manoj**



**Alliantgroup**  
Associate - Tax  
Controversy Services

# ONGOING NSOM INTERNSHIP

## 2022 - Passed Out Batch



**M Siva P Chandra Sastry**



**Consero Global**  
Accounting Specialist - L3



**Cheedella Jagadeeswar**



**Aptara**  
Financial Associate



**C Geetha Sai Madhuri**



**Forbes Advisor**  
Data Research - Internship



**Abdul Shaheem**



**UltraTech**  
Internship Trainee



**Vemula Amaleswari Goud**



**42 STUDENTS**  
Internship Trainee



**Chethan Sharma**



**Axon Technologies**  
Internship Trainee



# ONGOING NSOM INTERNSHIP

## 2022 - Passed Out Batch



Lahari P



**BigHaat**  
Internship Trainee



Supriya Puli



**ITC Limited**  
Internship Trainee



B Bharath Singh



**VEGROW**  
Internship Trainee



Buduru Kalyan Reddy



**UltraTech**  
Internship Trainee



Anamika Kumari



**Diksha**  
Internship Trainee



Mamatha M.R



**BigHaat**  
Internship Trainee

# ONGOING NSOM INTERNSHIP

## 2022 - Passed Out Batch



Vamjangi Satya Santhan



UltraTech  
Internship Trainee



Chiviki Bharath Chandra



BigHaat  
Internship Trainee



T Uma Maheshwar Reddy



Kronax  
Internship Trainee



M Tharun



Kronax  
Internship Trainee



Kalali Shravya



Kronax  
Internship Trainee



Greeshma G Nair



Geektrust  
Internship Trainee



# ONGOING NSOM PLACEMENTS

## 2022 - Passed Out Batch



**Chakka Venkata Hithesh**



**Apple India**  
Social Media Analyst



**Tej Kumar Raju**



**eClinicalWorks**  
HBI Analyst



**Bhanupratap Singh Solanki**



**UpGrad**  
Admissions Counselor - Inside Sales



**Ajay Palli**



**Pin Click**  
Associate Property Advisor



**Prajwal R Bharadwaj**



**Adecco India Pvt. Ltd**  
Payroll Executive



**B. Balaji Reddy**



**Honda Logistics**  
Jr. Executive Trainee - Logistics



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