



# DAVANGERE UNIVERSITY INSTITUTE OF MANAGEMENT STUDIES

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# Avishkar - 2021

Quarterly News Letter



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Professor & Dean  
Commerce and Management

**Dr. V Murugaiah**  
Professor of Finance  
Institute of Management studies

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Institute of Management

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**Dr. Sunitha R**, Assistant Professor



## About the University

Davangere University is one of the youngest affiliating types of Universities in Karnataka. It has a jurisdiction of two Districts viz., Davangere and Chitradurga and headquartered at Davangere. Davangere which was part of Chitradurga District and became a separate district on 15th August 1997 and is emerging as an important educational centre besides being a well-known commercial and industrial town in Karnataka.

Davangere University prior to its establishment functioned as a Post-Graduate Centre of the University of Mysore from 1979 to 1987. Later, with the establishment of Kuvempu University in 1987, the P.G. Centre came under the jurisdiction of the new university due to its Geographical location and hence functioned as its P.G. Centre from 1987 to 2009.

Davangere University was established (with a Gazette Notification from the Government of Karnataka) on 18th August 2009 by being carved out of Kuvempu University with a purpose and vision to meet the educational aspirations of the people of this region. The university has 112 Colleges affiliated to it in total, with one Constituent College and one Autonomous College, offering Graduate and Post-Graduate programmes in various disciplines catering to the educational needs of more than 60,000 students.

## Patrons Message



Prof. S. V. Halase  
Hon'ble Vice-Chancellor,  
Davangere University.

The pandemic is giving an opportunity to experiment emerging technology oriented teaching methods. Education providers would have to undergo a transformation. Digital infrastructure may become one of the most weighted components in higher education.



Prof. Basavaraja Banakara  
Registrar,  
Davangere University.

An MBA program provides a more diverse and wider field for graduates to expand in. An MBA gives you the option to specialize in various functional areas of management like marketing, finance, human resource, operations, and systems.



Prof. Anitha. H.S.  
Registrar (Evaluation)  
Davangere University

An MBA graduate is certified in all known core areas or at least some major managerial roles within an establishment. This degree is one that is highly recognizable throughout the world. It can be used to pursue other career fields since it is highly compatible with other degree programs.



Prof. Gopal M Adavirao  
Finance Officer  
Davangere University

Many MBA graduates have found that this degree program has thoroughly enlightened them on certain aspects of life, especially concerning operations within the business world. MBA graduates acquire an in-depth view of the business world.

## Message from the Dean of Commerce and Management



Prof. J K Raju  
Professor and Dean of  
Commerce and Management  
Davangere University.

With a Master in Business Administration, many graduates become young entrepreneurs. By enrolling in an MBA program, you can acquire the requisite knowledge and practices needed to potentially develop and operate your own businesses. With an MBA degree program, you'll be taught business management, planning and even financial handling. These skills will put you in the perfect position to manage your own business effectively, while contributing to the economic development of your country.

## Chairman's Message



Dr. Shashidhar. R  
Chairman and  
Associate Professor  
Institute of  
Management Studies

Earning a Master's in Business Administration (MBA) can help professionals enhance their career opportunities, receive increased compensation, and job promotions. An MBA can provide the skills and knowledge necessary to start a new business, and many employers require an MBA for certain management or leadership positions.

## About the Department

IMS (Department of studies in business Administration) was established in the year 1992 with 28 students which have now grown into a full-fledged Institute with an intake of 120 students. The Institute has been offering M.B.A. Programme with specializations in Financial Management, Marketing Management & Human Resource Management with the objective of meeting the ever increasing demand for management education.

**VISION :** The Institute shall strive to become a centre of excellence in teaching, training, research and consultancy in management by imparting relevant and quality education, thus empowering all sections of society to meet global challenges.

**MISSION :** Provide quality global education to meet ever changing needs of the business area. Achieve excellence in management education through humility and hard work. Provide consultancy and research services to small and medium industries. Spread the essence of management knowledge for the benefit of different sections of the society.

## AICTE approval of the Department :

The department has received the AICTE approval for the academic year 2020 -21.

## Programmes Offered by the Institute

1. MBA (Marketing/Finance/HR)
2. B.Voc. (Batchelor of Vocational Studies)
3. Value added Courses.
4. Ph.D

### 1. MBA (Master of Business Administration)



Institute offers full time MBA programme of 02 years. This course is approved by AICTE (All India Council of Technical Education). Department offers MBA in three different specializations, such as Financial

Management, Marketing Management, and Human Resource Management. In addition to the value added course, institute offers certificate course on Tally and ERP. Students are also exposed to industrial visits, Management fests, sports, cultural and community development activities along with their regular classes.

### 3. Value Added Courses offered :

- a. Certificate course in Retail Management and information Technology: The department has offered one year certificate programme on retail management and information technology.
- b. Post Graduate Diploma in students can avail a PG diploma certificate in retail management and information technology by successfully completing the two year PGD programme.
- c. Tally : Students will get benefitted by securing a value added certificate course in Tally software package in addition to their post graduate programme.
- d. ERP-CRM : students will also benefit from the Enterprise Resources planning and Customer relationship management skill based certificate programme to enhance their skills in the respective domain.

### 2. B.Voc in Retail Management and Information Technology ( Batchelor of Vocational Studies)

It is a full time three years course approved by UGC and affiliated by Davangere University. A PUC or its equivalent holder can apply for this course. This programme is need driven and flexi, because a students get multiple entry and exits. A student gets a certificate if he/she completes a 06 month of course, Diploma certificate for one year course, Advance diploma for 02 years course and finally gets B.Voc on successful completion of three years of course.

**B.Voc.  
Course**

### 4. Ph.D Programme :

#### Ph. D Programme

Department offers Ph.D in a broad area of Management Domain. Aspirants are given a chance to do research on regular full time basis or part time basis. Presently department has three research supervisors guiding more than 11 students. Till date 18 Ph.D's are awarded from different guides.



### FACULTY PROFILE OF THE DEPARTMENT



**Dr. Shashidhar R**  
M.Sc., MBA., M.Phil., M.Com., Ph.D  
Chairman and  
Associate Professor  
Institute of Management Studies



**Dr. V. Murugaiah**  
M.Com., Ph.D.,  
Professor of Finance



**Prof. J K Raju**  
B.E., MBA., Ph.D  
Professor of Marketing  
and Dean of Commerce  
and Management



**Dr. Ramesh Chandrasaha**  
B.E., MBA., Ph.D  
Assistant Professor of  
Marketing and HR



**Dr. Asifulla A.**  
MBA., M.Com., Ph.D., D.Hrt  
Assistant Professor  
of Marketing



**Mr. Santosh M Bommanavar**  
MBA., Ph.D.,  
Assistant Professor  
of HR



**Dr. Sunitha R**  
MBA., M.Com., PGDMM., Ph.D.,  
Assistant Professor  
of Finance

### Different Cells of the Department

**Research and Development :** Dr. Asifulla A, Assistant Professor, has been working as a research development coordinator for the department. Research and Development cell initiates the programs on research activities, such as writing research proposals to the various funding agencies, organizing the national and international conferences, and conducting FDP, SDP and other activities in the department.

**Management Forum :** Management forum constitutes the group of students sharing various positions in the forum to initiate the programs on student's development activities, such as management games, Sports, organising management fests, participation in various national and international events organized in different institutes of state.

**Management Research Forum :** Management research forum is constituted by the research scholars of the department and for participants of other departments or institutes.

**Placement Cell :** Placement cell initiates placement activities for students pursuing MBA in the department. Various national and multi-national companies have come for the placement activities to hire the students in the department. In the academic year 2019-20 more than 50 students have been placed in the different companies. Students of our department are working presently in the following companies such as LT foods, Paytm, Just Dial, Bajaj Alliance, ICICI Bank, HDFC Bank, Black and White, Chalo.Com, Sanketh Consulting pvt. Ltd, Infosys, Wipro, Amul, KMF, Britannia, Parle, Pedilite, J K Cements, Marico, Vodafone, And few students of our department are working in government organizations such as, KPSC (KAS officers), Police department, higher education and many more.

**Alumni Association :** Since from 1992 to till date Institute has a wide range of alumnus working in the different organizations and many of have become entrepreneurs. Every year the alumni meet is organized in the department to create a platform for interaction between students pursuing MBA and Alumnus of the department. This meet helps students to look forward for the available opportunities in the industry and helps students to undertake the internships in different organizations.

**Rural Entrepreneurs development Cell :** Institute has joined as a member to National rural entrepreneurship mission. A team of faculty leaders coordinate the work in five different wings; they are Training and Placement, Personality development, Technology, Entrepreneurship, and Rural engagement.

### GLIMPSE OF THE DEPARTMENT INFRASTRUCTURE



Outer View of the department



Main Campus Library



Audio Visual Room and Library



Green View of the Department



MBA Auditorium



Computer Lab



Class Rooms



Class Rooms



Class Rooms



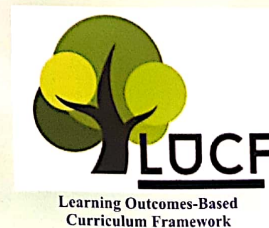
Seperate Hostel Facility  
for Boys and Girls



Knowledge Plaza



Play Ground



In Association with IQAC cell of Davangere University, Department has organized one day webinar on LOCF, Learning outcomes-based curriculum framework and Intellectual Property Right on 23-11-2020.



**Has the pandemic revealed the status of bio- medical waste?**

The treatment of bio-medical waste has been a challenge even prior COVID -19 times. Out of the total bio medical waste generated only about 55-57 % of the generated volume were being sent to the treatment facilities before the pandemic occurred. As per the CPCB reports, daily bio-medical waste generation in India is 710 Metric Tonnes (609MT of regular bio-medical waste and 101 MT of COVID-19 related bio-medical waste). Currently there are about 198 common bio-medical waste treatment and disposal facility (CBMWTF) which are operating and 28 are under construction. To fulfil the need of treatment and disposal many more CBMWTF must come up.



**Mrs. Ananya T.**  
Research Scholar  
Institute of Management Studies,  
Davangere University

For the disinfection of COVID-waste, various factors like the quantity, type of waste, costs, and maintenance are to be considered before selecting the appropriate disinfection technology. It is suggested that incineration at higher to lower temperature could be adopted on the basis of waste volume to be treated and the investment capacity. If, the operational scale of a hospital is smaller with limited investment then the chemical disinfectant technique in combination with microwave and steam disinfection technique and a lower temperature over incineration can be preferred.

With the clarity about infrastructure of the facility, by defining COVID wastes, identifying different types of waste generators and having Life Cycle Assessment (LCA) report for all the products used by patients will help in proper segregation. This helps in sending the waste generated to correct end destination. Thus lessen Environmental burden.

**Importance of the Systematic Investment Strategy (SIPs) as an Investment Tool in MF in India :**

As new retail investor emerges, the systematic investment strategy has a steady uptrend amid market uncertainty. Total SIP accounts increased to 27.3 million in June 2019 from 10 million in April 2016, SIPs made by investors with a long-term investment horizon have stronger returns and greatly minimise negative returns.

As of May 2020, there are almost 32 million SIP accounts in which investors actively invest in Indian Mutual Fund Schemes. The sum of the SIP instalment could be as small as 500 per month. SIP has gained popularity among Indian MF investors, helping Rupee Cost Averaging and also investing in a disciplined manner, without worrying about market volatility and market timing.



**Mrs. Kavitha.H**  
Research Scholar  
Institute of Management Studies,  
Davangere University

**E-Commerce Industry In India**

E-Commerce has changed India's way of doing business. The Indian online market is estimated to grow 3.5 times to knockout 175 million by 2020. The main reasons for the preference for online shopping are Internet penetration, the number of e-tailors (online retailers), ease of buying, versatility in distribution, increasing purchasing power, etc. The Indian E-commerce industry has been on an upward growth path and is projected to overtake the US to become the world's second-largest E-commerce sector by 2034. By 2024, India's E-commerce will hit US\$99 billion, rising at 27% CAGR over 2019-24, with food and clothing likely to be the main drivers of exponential growth.



**Ms. Kusuma M**  
Research Scholar  
Institute of Management Studies,  
Davangere University



**Organized Two days online Seminar on "Personal Finance Management and Aatma-Nirbhar Bharath" from 29th may to 30th may 2020.**

Articles Contributed by Academicians/Scholars :



**"Eagle's unique attitude is inspiration for leadership"**

We been told eagles are king of bird's kingdom, and eagle's attitude is spirit of inspirations for leadership. Often many individuals who are in the leadership position acknowledged that eagle's attitude as sign of power, ability and vision for leadership. Now "why eagles attitude inspire for leadership" & "what makes eagles positioned as King in birds kingdom" answer for both are an "Attitude".

Following unique attitude matters for Eagles to recognize as "king" in kingdom and encourage for "leadership".  
Eagles fly alone: Eagles don't afraid of any obstacles, they always face alone and very rigid to get what they determined, they don't take assistance from others until they feel good enough to face alone. Eagles always have powerful Vision: Eagles' focus on their targeted prey so clearly, they will not deviate and get destructed from any and not in fear. Eagle's love the storm: eagles welcome the rain & storm; they excite of the situation and fly higher than the cloud. Eagles don't eat dead or old things: Eagles always eat fresh, unlike other birds; this is one of the strange attitudes of an eagle. At the end "an attitude is a product of your belief, because your belief system reflect through your attitude"

**Health & Education is more than Wealth :**

A well-known proverb health is wealth; but in recent days health is acting as more than wealth and education is also added for it. Why a person uses his wealth in his life? The answers to this question will take us to the different world. An award winning author Rafael Badziag himself an entrepreneur and expert in psychology of entrepreneurship has interviewed more than 21 self-made billionaires from all over the world and recorded the secrets in "The Billion Dollar Secret

20 Principles of Billionaire Wealth and Success." He has identified some of the common habits of these billionaires and they are - wake up early, keep healthy, read and update regularly, meditating & relaxing, commit to routines and practice discipline. One should earn like which cannot be steal by anybody where health and education stand in the first also wealth means not to accumulate the liquid cash in hand or just to hold the properties; it should be utilized for the uplift of the society to the next levels. If an individual have a good health and education it may lead towards the wealth and wealth alone cannot give happiness. A minimum investment to improve the education and health should be mandatory from one's earnings apart from just cumulating his investment for a longer period.



**Mr. Hemanth Kumar K P.**  
Research Scholar  
Institute of Management Studies,  
Davangere University

**Work Form Anywhere a Flexible Workspace For Workforce**

Until 2019, no one would have an idea of how rapidly the Indian workspaces scenario will change this year. Workspaces have come nearer to us and entered our homes as well and working remotely is no longer a choice but the new normal. All these changes will come to define India's new approaches to work and workspaces significantly.



**Mrs. Sowjanya. N**  
Research Scholar  
Institute of Management Studies,  
Davangere University

According to a survey by Knight Frank, more than 70 per cent of companies are likely to continue the work-from-home policy for a percentage of their total staff for the next few months to maintain social distancing and for business continuity. According to a recent survey done by Awfis, around 71 per cent of employees feel they would be successful in working from home if they have a dedicated work area. And we see companies increasingly investing in this for the benefit of their people and business operations.



**Mr. Aravind H**  
Research Scholar  
Institute of Management Studies,  
Davangere University



**Organized Two days online Seminar on  
"Personal Finance Management and  
Aatma-Nirbhar Bharath" from  
29th may to 30th may 2020.**



**Articles Contributed by Academicians/Scholars :**

**Digital Recruitment**

The digital revolution has changed recruitment process. Decade ago, there's been a shift from traditional job websites to an innovative world of new and thrilling recruitment tools and techniques. But what are the game-changing recruiting techniques that will shape the future of hiring strategy. Let's further discuss on the following digital revolution.

**Artificial Intelligence:** Recruitment process is very essential in which AI is extremely doing well by quickly accessing and securing suitable candidate which is helpful in dealing with mass excellent talent and saves lot of time. **Virtual Reality:** VR is an exciting outlook in which some industries have VR headsets to engage with employs to great extent than ever before. This innovation would change the traditional recruitment process forever. **Social Media:** Whether it's Facebook, Twitter or professional networks such as LinkedIn where in which u can find all types of professionals who are easy to get in touch with. **Job Auditions:** It attracts the candidates into taking audition by the company paying them for their day at work, provide them the free lunch, and ensure that they are mentored by an experienced hand throughout the day at work place.



**Mrs. Shruthi Dasapala**  
Research Scholar Institute  
of Management Studies,  
Davangere University

**Spirituality in Indian context : A tour on  
Evolution**

Every country in this world has a strength based on which the country thrives. Take for example America, with emphasis on life at physical level, and it shows by the way Americans pursue materialistic approach towards life.

If we take an approach to see why this is so, you can find answer in the evolution of these civilizations. America has a history of few hundred years (4th July 1776). Taking parallel to growing infant into, adult hood, he takes interest in enjoying the surroundings, nature and materialistic enjoyment of what he sees, feels and gets his hands on. But won't dwell further to understand the nature of his surroundings or the things he is enjoying, that is quite natural given the fact that enthusiasm (youthfulness) takes over curiosity of ((infant level).

This natural phenomenon has a deep meaning of brain development and capacity to perceive things beyond what you can understand with your kinaesthetic ability. The same person posts enjoyment of things at physical level, at later stages of life, starts dwelling further to the existence of the same things beyond physical and tries to reach its metaphysical existence in nature. The above analysis can be amply applied to the strength/ soul of India its rich spiritual inheritance. You can find the answer for question "why it is so?", lies in the age of Indian civilization. It is in today's scientific tempered sense considered as one of the oldest civilizations still alive, Indian civilization is much older than it is understood or analysed to be as it is today.



**Amulya R H**  
Assistant Professor  
and Research Scholar,  
Government First  
Grade College,  
Honnali, Davangere

**INTERNET OF THINGS AND BANKING :**

In financial services, the Internet of Things (IoT) is considered the next big thing. IoT is a network of devices connected through the internet which obtain and transmit data. Internet of Things is the independent communication happening between objects that allow the optimization of operations, reduction of costs, enhancing productivity, and upgrading of lives. The connecting dots in the scope of IoT and the subsequent devices transform the experience of customers in the banking environment.

Banks can have a complete sight of the finances of the customers in real-time because the customers used smart devices in accessing data. The data is easily shared among millions of devices from the end side of the customer to the end side of the bank. Through the data that the banks collect, they can anticipate the customer needs and provide solutions as well as advice that help the customers make sound and smart decisions regarding their finances. Therefore, the 'Bank of Things' becomes a powerful instrument for smoothing the augmentation of customer loyalty for the banks which in turn brings more business to the banks. Moreover, banks are engaging and communicating with the customer often providing advice through cell phones. You may see a similar tactic in regard to the customer's spending habits. Banks can connect with their customer in various ways – for instance, by offering advice and also rewarding the customers in other spheres of life, not necessarily in finances. When this happens, banks can build customer loyalty.



**Shilpa R Y**  
Research Scholar  
Institute of  
Management Studies,  
Davangere University



Department has organized International Conference on  
"Sustainable Development" in association with Ontario  
International Development Agency Toronto,  
Laurential University, Canada.

**List of Rank Holders in MBA for the academic Year 2019-20**



**Ms. Nikitha A R**  
1st Rank in MBA



**Ms. Pooja P R**  
2rd Rank in MBA



**Ms. Anjana G R**  
3rd Rank in MBA



**Ms. Navya S T**  
5th Rank in MBA



**Ms. Archana N**  
6th Rank in MBA



**Ms. Geethanjali K**  
8th Rank in MBA



### Academic Activities

1. **MOU** : The department has signed Memorandum of Understanding with the Dheya Promotions and Events for B. Voc course.
2. **Linkages** : The Department has linked with different events to benefit students, such as Tally certificate course for students, MGNCRE (Mahatma Gandhi National Council for Rural Education), and department has linked with Laurential University, Canada, OIDA for organizing collaborative conferences and other academic events.
3. Department has organized International Conference on "Sustainable Development" in Collaboration with Ontario International Development Agency Toronto, Canada.
4. Department has organized various online webinars, workshops on various themes of management.
5. **Placement Activities** : Every year students qualifying from our department get placed in reputed national and multinational companies. They have offered good packages to our students. Few renowned companies who have hired our students are listed below.



### Students Participation in various activities



Students participated and secured prizes in Cultural event at SIT college, Tumkur.



Students won Cricket match organized at university level



Prize distribution for winners in management Events and Celebration on Cultural Day.



Celebration of 65th Kannada Rajyotsava in the Department.

### Glimpse of Industrial Visits of the academic year 2019-20



Visited Tata Marcopolo Motors Ltd. At Dharwad



Visited Tata Marcopolo Motors Ltd. At Dharwad - Class Room



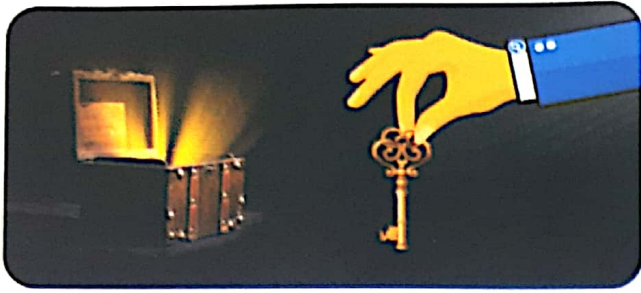
Visited ISCON Temple in Hubli



Visited Mysore Silk Industry and Mysore Sandal Soap Factory in Mysuru.



**Departmental Activities conducted in the academic year 2019 - 20 :**



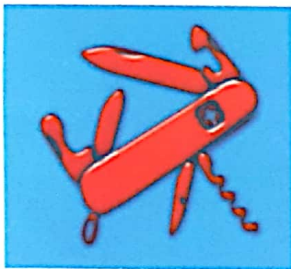
Organized one day online workshop on "How to catalyse our potential in lockdown and Emotion Focused Therapy" on 23/5/2020

**RURAL ENTREPRENEURSHIP**

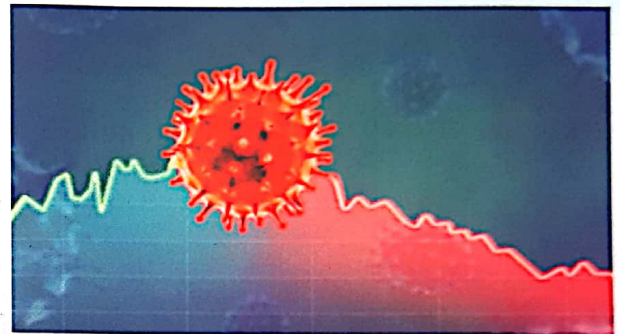


Organized one day online workshop in association with MGNCRE, (Mahatma Gandhi National Council for Rural Education") on Rural Entrepreneurship Development on 25th Sept 2020.

**Research Tools :**



Organized Four day online course on "Use of Statistical Tools and Techniques for social science research" from 20th April to 23rd April 2020.



In association with Training and Placement cell, organized two day online webinar on "Economy and Covid : Opportunities and Challenges and Carrier guidance". From 16th may to 17th may 2020.

Organized Two Days online seminar in association with Training and Placement cell Davangere University, on "Time Management and Speech acts in everyday communication". From 09th may to 10th may 2020.



In association with Department of Journalism and Mass Communication, Davangere University, Organized Four days online seminar on "Review of Literature, plagiarism Ethics in research, Report writing and Sampling Method" from 3rd June to 6th June 2020.



**Institute of Management Studies**

**Davangere University**

**Shivagangothri, Davangere - 577007**