



iMSR Institute of Management Studies & Research, Hubli

Newsletter

VOLUME - II

ISSUE- III

JANUARY to JUNE 2018

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International Women's Day Celebration

International Women's day was celebrated at KLE IMSR on 8th March 2018 as part of this celebration health Food Mania was organized. The objective of the event was to create awareness about women's health and nutrition. Dr. Rajendra Prasad H co-ordinated the event and Director Prasad Roodgi presided over the function and delivered presidential remarks. The Chief Guest of the function Mrs. Anjana Basangoudar inaugurated the event by cutting ribbon and highlighted the importance of foods that enhance health of women. She asked many questions to students on each food item displayed and how each ingredient impacts them and to what extent it can be used more effectively to bring positive change in women, to her family and society at large. She emphasized and stressed on the fact that women have to be healthy in order to keep their family members and society healthy. Students who participated in the event got to learn about various ingredients that which are beneficial to women's health and also how women can have a larger impact on society and significance of women's health in society. Various committees worked for the event in which students were actively given responsible roles namely Invitation committee, Escort committee, Result committee, Prize and certificate committee.



ಹುಬ್ಬಳ್ಳಿ ಕೆಎಲ್‌ಇ ಸಂಸ್ಥೆಯ ಐಎಂಎಸ್‌ಆರ್ ಎಂಬಿಎ ಮಹಾವಿದ್ಯಾಲಯದಲ್ಲಿ ಪ್ರದರ್ಶನ ಕಂಡ ಪೌಷ್ಟಿಕ ಆಹಾರ ಮೇಳದಲ್ಲಿ ಬಗ್ಗೆ ಬಗೆಯ ಆಹಾರವನ್ನು ಅಂಜನಾ ಬಸನಗೌಡರ ವಿಶ್ಲಿಸಿದರು.

ಪೌಷ್ಟಿಕ ಆಹಾರ ಮೇಳ

ಹುಬ್ಬಳ್ಳಿ: ಅಂತಾರಾಷ್ಟ್ರೀಯ ಮಹಿಳಾ ದಿನಾಚರಣೆ ನಿಮಿತ್ತ ನಗರದ ಕೆಎಲ್‌ಇ ಸಂಸ್ಥೆಯ ಐಎಂಎಸ್‌ಆರ್ ಎಂಬಿಎ ಮಹಾವಿದ್ಯಾಲಯದಲ್ಲಿ ಇತ್ತೀಚೆಗೆ ಪೌಷ್ಟಿಕ ಆಹಾರ ಮೇಳ ಆಯೋಜಿಸಲಾಗಿತ್ತು. ಅಂಜನಾ ಬಸನಗೌಡರ ಮಾತನಾಡಿ, ಇಂಥ ಮೇಳ ಆಯೋಜಿಸುವುದರಿಂದ ವಿದ್ಯಾರ್ಥಿನಿಯರಲ್ಲಿ ತಮ್ಮ ಕಟ್ಟನೆ ಮತ್ತು ಸ್ವಚ್ಛತೆಗಾಗಿ ಅವಕಾಶ ನಿಗದಿ ಎಂದರು. ಒಟ್ಟು 14 ವಿದ್ಯಾರ್ಥಿಗಳ ತಂಡ ಪ್ರದರ್ಶನದಲ್ಲಿ ಭಾಗವಹಿಸಿದ್ದವು. ಮೂರು ತಂಡಗಳಿಗೆ ಬಹುಮಾನ ಲೋಕಿಸಲಾಯಿತು. ಚಂದನ್ ಸಲಹೆವಾಡ ಮತ್ತು ಶ್ರುತಿ ಮೋದಕ ಪ್ರಥಮ, ಪ್ರಿಯಾ ಪುರಿಶ್ವರ ಮತ್ತು ಪಾಶ್ಚರ್ಯ ಶೋಕ್ತಿ ದ್ವಿತೀಯ, ಕೀರ್ತಿ ಕುಲಕರ್ಣಿ ಮತ್ತು ಶ್ರೀತಾರಾಯಿ ಪಾಟೀಲ ಅವರು ತೃತೀಯ ಬಹುಮಾನ ಪಡೆದರು. ಸಂಸ್ಥೆಯ ನಿರ್ದೇಶಕಿ ಡಾ. ಪ್ರಸಾದ ರೂಡಗಿ ಪ್ರಾಸ್ತಾವಿಕವಾಗಿ ಮಾತನಾಡಿದರು. ಅಕಾಡೆಮಿ ಡೀನ್ ಡಾ. ರಾಜೇಂದ್ರ ಪ್ರಸಾದ, ಮೋದಕ ಹಾಗೂ ಮೋದಕೇತರ ಸಿಬ್ಬಂದಿ, ವಿದ್ಯಾರ್ಥಿಗಳು ಉಪಸ್ಥಿತರಿದ್ದರು.



Nutritious food fest news in Vijayavani newspaper on Monday, 12th March 2018

“Mad's Meet 2k18”

Mad's meet 2k18 was held on March 24th and 25th 2018 at KLE IMSR. The objective of the event was to provide a platform for graduate students to showcase and exhibit their entrepreneurial skills. Prof. Amit Angadi was the co-ordinator of the event and Guests for the event included Mr. Mohit Mehta for Inauguration and Mr. Vivek Nayak for valedictory. Director Prasad B Roodgi presided over the function and delivered Presidential remarks. The event was mainly organized to provide a platform for graduates to exhibit their skillsets. Degree students from various colleges across Karnataka had participated in the event. It was a one day event and students participated in various events around the theme of entrepreneurship and innovation. The event was organized in a systematic manner and sub events included Curtain raiser, Rising Paladin, Matchwiz and Novus –The Social Entrepreneur. Prizes were distributed to winners and the list of Winners College wise is as follows:

- General Championship** – Was bagged by KLEs college of Business Administration, Lingraj College, Belagavi
- Curtain Raiser** - KLEs college of Business Administration, Lingraj College, Belagavi
- Rising Paladin** - KLEs college of Business Administration, Lingraj College, Belagavi
- Match wiz** - KLEs college of Business Administration, Lingraj College, Belagavi (Winners)
Chetan College, Hubli (Runners Up)
- Novus** – The Social entrepreneur - KLEs college of Business Administration, Hubli (Winner)
Oxford College of Business Administration, Hubli (Runners Up)



Director Prasad Roodagi during Inauguration of Mad's Meet 2k18 at KLE IMSR



ಸ್ವಲ್ಪಳಿಯ ಕೆ.ಎಲ್.ಐ ಸಂಸ್ಥೆಯ ಐಎಂಎಸ್‌ಆರ್ ಎಂದಿನ ಕಾಲೇಜಿನಲ್ಲಿ ಇತ್ತೀಚೆಗೆ ಆಯೋಜಿಸಿದ್ದ 'ಮ್ಯಾಡ್ ಮೀಟ್-ಸಪೋರ್ಟ್ಡ್ ಮ ಉತ್ಪನ್ನ' ಕಾರ್ಯಕ್ರಮವನ್ನು ಎಜ್ಜು/ಗೂರಿಲ್ಲಾ ಕಂಪನಿಯ ಸಹ-ವಿಜ್ಞಾನಕ ಪಾಟಾ ಸಿಬ್ಬ ರೋಹಿತ್ ಮಂಗಲಿಕ ಉದ್ಘಾಟಿಸಿದರು.

‘ಉದ್ಯಮಿ ಸಮಾಜದ ಬದಲಾವಣೆಗೆ ಶ್ರಮಿಸಬೇಕು’

ಪ್ರಜಾವಾಣಿ ವಾರ್ತೆ

ಸರ್ವೋದ್ಯಮಿಗಳು, ಉದ್ಯಮಿ ಮತ್ತು ಪಾಶ್ಚಾತ್ಯ ಬಂಡವಾಳದ ಪರಿಣಿತರೊಡನೆ ಕಮ್ಮಿ ವಿಚಾರಗಳನ್ನು ಕಾರ್ಯದರ್ಶಿ ತರುವ ಅತ್ಯವಿಶ್ವಾಸನೀಯ ಮುನ್ಸೂಚನೆಯೇನು; ಎಂದು ಕೇಳಿದರು.

ಕಮ್ಮಿ ಕಮಲ್ ಕ್ಲೇರಿಂಗ್ ಕಾರ್ಪೊರೇಷನ್ ಪ್ರವಾಸಾತ್ಮಕ ನಿರ್ದೇಶಕ ಮೋಹಿತ್ ಮೆಹತಾ ಮಾತನಾಡಿ, ಧಾರಾಳವಾಗಿ ಯೋಚಿಸಬೇಕು ಎಂದರು.

ಕೆ.ಎಲ್.ಐ. ಐಎಂಎಸ್‌ಆರ್ ನಿರ್ದೇಶಕ ಡಾ. ಪ್ರಸಾದ ರೂಡಗಿ, ಪ್ರೊ. ಅಮಿತ್ ಅಂಗಡಿ ಇದ್ದರು. ಅಧಿಕಾರಿಗಳೂ ಪ್ರಾಧೀಕರಿಸಿದರು.

ಅಧೀನಕರಿಸಿ ಮಡಿಪಾಳರ ಹಾಗೂ ಪ್ರಜಾವಾಣಿ ಸಾರ್ವಜನಿಕ ನಿರೂಪಿಸಿದರು. ಡಾ. ರಾಜೇಂದ್ರ ಪ್ರಸಾದ ವಂದಿಸಿದರು.

ಮುಖ್ಯಸ್ಥ: 'ಉತ್ಪನ್ನ ಸಂಪನ್ಮಣ್ಣು ಹಾಗೂ ನಿಪುಣತೆಯ ಯಶಸ್ವಿ ಉದ್ಯಮಿ ಯಾಗಲು ಮೂಲಾಧಾರ ಗಣನೀಯ ಎಂದು ಎಜ್ಜು/ಗೂರಿಲ್ಲಾ ಕಂಪನಿಯ ಸಹ-ವಿಜ್ಞಾನಕ ಪಾಟಾ ಸಿಬ್ಬ ರೋಹಿತ್ ಮಂಗಲಿಕ ಹೇಳಿದರು.

ಪಗರದ ಕೆ.ಎಲ್.ಐ ಸಂಸ್ಥೆಯ ಐಎಂಎಸ್‌ಆರ್ ಎಂದಿನ ಕಾಲೇಜಿನಲ್ಲಿ ಇತ್ತೀಚೆಗೆ ಆಯೋಜಿಸಿದ್ದ 'ಮ್ಯಾಡ್ ಮೀಟ್ - ಸಪೋರ್ಟ್ಡ್ ಮ ಉತ್ಪನ್ನ' ಕಾರ್ಯಕ್ರಮವನ್ನು ಉದ್ಘಾಟಿಸಿ ಅವರು ಮಾತನಾಡಿದರು.

'ಪ್ರತಿಯೊಬ್ಬ ಉದ್ಯಮಿಯು ಸಮಾಜದ ಬದಲಾವಣೆ ತರಲು ಶ್ರಮಿಸಬೇಕು. ಗ್ರಾಹಕರನ್ನು ತನ್ನ ವಿಚಾರಗಳತ್ತ ಸೆಳೆಯುವ ಉತ್ಪನ್ನ ಸಂಪನ್ಮಣ್ಣು ಕೌಶಲ ಸಂವಿವರಿಸಲು' ಎಂದರು.

‘Funding automatic for good ideas’

HUBBALLI: "An entrepreneur should not be worried about the money needed to build his venture. If your idea is good, convincing, and brings benefit to the society, money will come automatically from interested investors," noted Lucknow-based Edugorilla founder and CEO Rohit Mangalik.

Speaking after inaugurating the 'Mad's Meet' startup fest held at KLE's Institute of Management Studies & Research (IMSR) here on Saturday, he noted that success of an entrepreneurial venture depends largely on passion, expertise, and good communication.

An entrepreneur must be passionate about his idea to bring change in society. He must develop essential expertise in it, and must have good communication skills to sell his idea to people.

Some failures are bound to take place in the initial stages of entrepreneurial venture, but over a period of time, the entrepreneur learns from his mistakes and emerges successful, Mr Mangalik said.

One need not be excessively worried about failures in entrepreneurship, as the venture has to be started with a strong self-belief.

You can crystallise your business idea by discussing it with your mentors and shape it properly so that it turns out to be a success story, he added.

Kamal Trading Corporation managing director Mohit Mehta stated that entrepreneurial ideas can come from any direction.

IMSR Director P B Roodagi stated that entrepreneurship



Lucknow-based Edugorilla founder Rohit Mangalik speaks at 'Mad's meet' startup fest at KLE'S IMSR in Hubballi on Saturday. DH PHOTO

is all about one's zeal and confidence.

Dr Rajendra Prasad, Prof Amit Angadi, and others were present.

A total of 18 teams of students from different colleges in the region took part in the event.

DH News Service

Mad's Meet event news in Prajavani, Sunday March 25th 2018

'Samagama' – Annual Alumni Meet:

Samagama – Annual Alumni meet was held at KLE IMSR auditorium on April 7th 2018. The objective of the meet was to have cordial interaction with alumni which was organized a part of get together occasion. Director Prasad Roodgi welcomed alumni and appreciated alumni efforts and contribution towards the institute. The current batch of students met alumni who interacted with them about importance of MBA and job opportunities outside after completion of course. A kind of networking develops in such meet and students can also find another avenue for placement. Alumni on the other hand also can visit their alma mater and refresh their old memories. Industrial experience and practical job scenario insights are shared by alumni which are certainly a major outcome of the event.



Director Dr. Prasad B Roodgi addressing Alumni during Samagama- Annual Alumni meet



Annual Alumni meet "Samagama" in news in Times of India Hubli edition, Wednesday March 2018

National Conference on Management Practices:

National conference on management practices in startups- Dilemmas, Challenges & unique approaches was held on 15th May 2018 at KLE IMSR. The conference was aimed to recognize entrepreneurship as a need of the hour to boost our economy and society to prosper and leverage our demographic dividend besides also contribute towards creating a positive ecosystem which is conducive for creativity, innovation and entrepreneurial thinking. The conference was conducted keeping in view growing significance of entrepreneurship and role of management fraternity in contributing towards various domains of entrepreneurship and management. Dr. Kumar Mukul Mishra co-ordinated the event. The guest of the event included Shri S G Patil & Dr. A H Chachadi inaugurated the conference by lighting lamp. Shri Shankranna I Munavalli gave the Presidential remarks. Shri Jagadish Naik was the chief guest for valedictory and Director Prasad B Roodgi gave Presidential remarks during valedictory function. The conference included 4 sub themes as part of entrepreneurial ecosystem and general challenges. Sub themes included general management issues in startups, financial management issues in startups, marketing issues in startups and human resource issues in startups. Various committees were formed and managed by students for the conduct of conference namely Event co-ordination & Registration committee, Invitation committee, Prizes and certificate committee, food committee, stage committee, result committee, event execution committee, escort committee and follow-up committee etc.



Green Day 2018

As part of World Environment Day for encouraging awareness and action for protection of the environment, Green Day was celebrated at college on June 5 2018. 'Beat Plastic Pollution' was the theme for 2018 and host India was India, New Delhi being the host city. Director Prasad Roodgi presided over the event and inauguration was done by planting a sapling along with Chief Guest of the event. Dr. Roodgi opined that people may strive to change their everyday lives to reduce heavy burden of plastic pollution. He further said people should be free from over-reliance on single use or disposables as they have severe environmental consequences and we all should liberate our natural places, our wildlife and our own health from plastics. All the faculties of KLE IMSR along with few students were part of the event.



Director Prasad Roodgi planting a sapling during Green Day event at KLE IMSR

International Yoga Day Celebration

As part of International Yoga Day celebrations, Yoga day was celebrated at KLE IMSR on June 21st 2018. There is a saying a sound mind in a sound body, so it's very important to be mentally and physically fit and by practicing Yoga regularly one can be peaceful both in his actions and behaviour. On the occasion Yoga was performed by all faculty members along with non-teaching faculties. Students of nearby schools also participated in yoga session and instructions were given by instructors which were inculcated strongly by everyone.



Students performing yoga on Yoga Day at KLE IMSR



Teaching and Non-teaching faculties with Director Prasad Roodagi performing Yoga on Yoga Day

KUD Rank for the year 2017-2018



KLE IMSR MBA Student Miss. Rachana Horadi receiving Gold Medal from Higher education Minister Rayaraddi during KUD Annual convocation

Alumni Corner

What Technology Startups must get right to Globalize early and rapidly?

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2013-2015 Batch

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Upon or shortly after inception, growth-oriented technology startups must operate in a market that is global. Management teams and investors of technology startups can benefit from approaches and models that can help them operate in a global market early and rapidly. How well a technology startup addresses the realities of globalization will determine its success. A better understanding of what management teams and investors of technology startups must get right to globalize their startups is needed. This article is an attempt to meet this need. In this article, lessons that have been extracted from six literature streams and from information on 21 startups founded in 12 countries are used to identify the six elements that a startup must get right to globalize early and rapidly. These six elements are: i) Problem scope, ii) Stakeholders' commitments, iii) Collaborative entrepreneurship, iv) Relational capital, v) Legitimacy, and vi) Global capability. The main contribution of this article is that it throws the spotlight on the need to develop prescriptive rules and practitioner-oriented models that can help a technology startup operate globally from an early stage.

Introduction

What must a management team get right to globalize a technology startup early and rapidly? How can a management team fill the gap between their startup's need to successfully operate in a globally integrated market and their startup's lack of resources and skills?

Technology startups that globalize early and rapidly will win over those that do not. The earlier a startup globalizes, the stronger will be its capability for exploiting growth-seeking opportunities worldwide. Early globalization increases a company's adaptability to uncertain environments and its willingness to change. Managers globalize a technology startup early and rapidly to: i) increase the value of the startup, ii) reduce revenue source risks, and iii) increase the size of the startup's addressable market.

Over the last 20 years, scholars have contributed various perspectives to explain the early and rapid involvement of startups in international markets. However, conventional approaches used to globalize technology startups take too long, cost too much, increase stakeholders' risks, and waste the passion of many talented people who develop innovative products and services. The objective of this article is to help the management teams of technology startups and their investors to identify what they need to get right to globalize their companies (i.e., address the needs of a global market), early and rapidly. The article provides a set of key messages extracted from the literature, and it develops six elements (i.e., building blocks) into a unified model on how to globalize new technology ventures early and rapidly. In addition to entrepreneurs, management teams, and investors, academics, service providers, managers of economic development organizations, and policy makers can also benefit from a better understanding of the implications that these approaches and models have for the ways in which they currently support regional and local economic development.

Messages from Examining the Literature

The scholarly work most relevant to a startup's early and rapid globalization can be organized into six literature streams:

1. Rapid internationalization
2. International new ventures
3. Effectuation logic
4. Global startups
5. Gradual internationalization process models
6. Internalization theory of the multinational enterprise and the ownership-location-internalization (OLI) model

Propositions for Globalizing a Technology Startup Early and Rapidly

The lessons learned from examining the literature can be applied to the globalization of technology startups from inception. These lessons can be organized in terms of what managers need to do to globalize a technology startup early and rapidly, as follows.

1. *Acquire and deploy knowledge quickly*
2. *Secure commitments to act jointly and quickly*
3. *Use the Internet*
4. *Build relational capital*
5. *Gain legitimacy*
6. *Strengthen global capability*

Conclusion

In this article, key messages were extracted from six literature streams relevant to the globalization of technology startups. Then, the lessons were organized in terms of what managers need to do to globalize a technology startup early and rapidly. Three lessons learned from examining the information on a sample of 21 startups found to have increased foreign sales early and rapidly were described, and the six elements of the architecture for the rapid globalization of a technology startup were proposed. The main motivation for writing this article was to highlight the need to develop norms and practitioner-oriented models that can help technology startups better manage their early and rapid globalization. We hope that researchers will increasingly focus their attention on the development of approaches and models that can assist management teams internationalize their startups early and rapidly.