

The Communiqué

Department of MBA (ACME)

Biannual Newsletter – December 2018

Issue No. 01

What's in this Issue?

- World Entrepreneurship Day celebrations
- Visit to Garment Labor Union in Peenya, Bangalore
- Visit to Lumax Auto Technologies Limited in Narsapur
- Session by an MBA faculty on '*Preparation of Business Plan for supporting financial assistance from Government agencies*' during EAC -2 organized by CSE department.
- MBA Curtain Raiser (Induction programme) 2018
- Workshop conducted by department of MBA on 'Preparing a successful Business Plan' specifically organized for engineering students.
- Freshers' Day celebration
- Industrial visit to ISKCON-Akshaya Patra

For Internal Circulation

Department of MBA (ACME)

Atria Institute of Technology

ASKB Campus, 1st main road, Anand Nagar, Hebbal, RT Nagar Post, Bengaluru 560024

The Communiqué

Department of MBA (ACME)

Biannual Newsletter – December 2018

World Entrepreneurship Day celebrations – 21/08/2018

Department of MBA seeks to identify and constantly persuade its students with great goals and aspirations; in this view we as a department always try and support those events which are in line with elevating the entrepreneurial skills and ambitions of students who have a strong and honest vigor to follow and achieve their dreams.

The ‘World Entrepreneurship Day’ was celebrated on August 21st, 2018 to recognize and kindle the interest in students to think differently and optimistically to generate new ideas, create new products and deliver appreciated services. In the view of this the department participated in the WED celebrations embraced by the institution by organizing ‘Business Quiz’ which was hosted for Engineering students. The student coordinators Machaiah M P, Shobha V, Sharmila U & Monika M from 2nd year of 2017-19 batch actively volunteered in conducting the quiz.



(Student volunteers at the WED celebrations)

The Communiqué

Department of MBA (ACME)

Biannual Newsletter – December 2018

Visit to Garment Labor Union in Peenya, Bangalore – 19/09/2018

GLU is a women-led trade union based in Bangalore, engaged in organizing garment workers and protecting their rights. It collaborates with other trade unions, civil society organizations and campaigns to improve the working conditions in the garment sector which is beset with problems. GLU also engages with the government to influence labor policies and practices in favor of workers.



(Ms. Rukmini, President of GLU on the right and Ms. Saroja on the left in conversation with the students)

The Communiqué

Department of MBA (ACME)

Biannual Newsletter – December 2018



(2017-19 batch students with the President of GLU and faculty Prof. P R Madhu Shree and Prof. Devaki S)

2nd year HR specialization students of 2017-19 batch were taken to GLU on 19th September 2018 as a part of their industrial study tour. GLU has several branches across Karnataka.

21 HR students along with Asst. Professors Ms. Devaki S and Ms. P R Madhu Shree visited the Garment Labour Union Centre which is located on the Laggare Main Road, Bangalore.

The Communiqué

Department of MBA (ACME)

Biannual Newsletter – December 2018

Industrial visit to Lumax Auto Technologies Limited in Narsapur

3rd semester students of 2017-19 batch were accompanied by the department faculty to Lumax Auto Technologies Ltd. as a part of academic industrial study tour for the semester.

Lumax Auto Technologies Ltd is a part of the D.K. Jain Group of companies that has carved its strong position in automotive parts like sheet metal parts, fabricated assemblies, and tubular parts for two-wheeler and three-wheeler industries.



(2017-19 batch students with the faculty at the LUMAX plant)

In the study process it was well understood that the company deals with the manufacturing of a range of products that includes two-wheeler chassis, Exhaust systems & Mufflers, Fork & Handlebar Assemblies, Petrol tanks, Adjustor Motors, Auto lightings among numerous other products.

The Communiqué

Department of MBA (ACME)

Biannual Newsletter – December 2018

Session on ‘Preparation of Business Plan for supporting financial assistance from Government agencies’

The session on “Preparation of Business Plan for supporting financial assistance from Govt. agencies” was undertaken during the Entrepreneurship Awareness Camp (EAC) II was held on 25th Sep ’2018. Dr. Richa Das, faculty of MBA department was invited to deliver a talk during the session.

The focus of the talk was to increase the awareness among students about how to write a proper business plan to get financial assistance from Govt. agencies, banks, financial institutions, and what different securities will be demanded by Financial Institutions/ banks etc., were discussed during the session. The session was attended by B.Tech III, V, VII semesters and MBA III semester students of the institute.

The Communiqué

Department of MBA (ACME)

Biannual Newsletter – December 2018

Curtain Raiser (Induction programme) 2018

Curtain Raiser is the induction programme which was organized on 5th Oct'2018 for the new batch of students (2018-20) by the department. The fun-filled and educative program started at 9:00 AM and continued till 4:00 PM. The program aimed to assist students in getting acquainted with the rules and regulations of the institution.

The program was inducted with the welcome speech delivered by Prof. Purnajit Chatterjee, Dean of the department followed by introduction of students from both 1st year and 2nd year. This was followed by explanation of all the rules and regulations of VTU and institution regarding syllabus, attendance and examination by Mrs. Archana Motta, Asst. Prof., ACME. Ice breaker activities was conducted with the help of Dr. Rashmi Singh, Asst. Prof., ACME followed by business quiz organized by 2nd year students.



(Orientation at the seminar hall)

The Communiqué

Department of MBA (ACME)

Biannual Newsletter – December 2018

Workshop conducted by department of MBA on ‘Preparing a successful Business Plan’ specifically organized for engineering students - 27th Oct ’2018

The workshop on “Preparing a successful Business Plan” was held on 27th Oct ’2018 from 10:15-12:45 at Seminar Hall-1 of Atria Institute of Technology.

It was organized by Atria Centre for Management & Entrepreneurship, Atria Institute of Technology. The resource person for the session was Dr. Richa Das, Assistant Professor - ACME, Atria Institute of Technology.

The focus of the talk was to increase the awareness among students about how to write a proper business plan to get financial assistance. Different ways for raising money for business, different funding paths, stages of funding, risks associated with different stages of funding were discussed in the workshop. Discussion extended to seed funding, angel investors, venture capitalist, different series of funding and initial public offering. The session was attended by B. tech III, V, VII semester students of Atria Institute of technology.

The Communiqué

Department of MBA (ACME)

Biannual Newsletter – December 2018

Freshers' Day celebration - 29th October 2018

The vivid culture of the department always brings the faculty, students and its close acquaintances together no matter what the occasion is!

Likewise, the department observes 'Freshers' Day' every year in which the senior batches coordinate amongst themselves in welcoming their junior batches to develop good rapport, bonding, belongingness and the joy of celebrating togetherness and oneness with each other and this year too, the day was embarked on October 27th, 2018.



(Faculty team with Mr. & Ms. Fresher event at the freshers' day celebration)

Details of the event:

Time of the event – 9 am to 2:30 pm

Schedule of events – Welcome address by 2nd year

- Video presentation of 1st year followed by 2nd year
- Games
- Talent display by 1st year students
- Mime by 2nd year students
- Ms. Fresher & Mr. Fresher

The Communiqué

Department of MBA (ACME)

Biannual Newsletter – December 2018

- Felicitations and appreciation of winners
- Vote of Thanks
- Photoshoot followed by selfie time
- Lunch

The Communiqué

Department of MBA (ACME)

Biannual Newsletter – December 2018

Study tour to Akshaya Patra (ISKCON)

An industrial visit was organised to AKSHAYA PATRA Foundation which is an initiative of ISKCON Bangalore by the PG Dept. of Management Studies & Research Centre, Atria Institute of Technology on 6th December 2018. A total of 35 students along with two faculty members paid their visit to the AKSHAYA PATRA HK Hill Kitchen.



(I Semester MBA 2018-20 Batch students with faculty at Akshaya Patra - ISKCON)

Although the primary purpose of the visit was to make the students understand and become aware of the evolution of latest cooking technologies used in the preparation of food and implementation of Kitchen standards, in addition to this the visit was also complemented by a Personality Enrichment Workshop to derive experiential knowledge and imbibe essential values for successful future.