KOSHYS
INSTITUTE OF MANAGEMENT STUDIES
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DEPARTMENT OF MBA

CIRCULAR

09/01/2024

This is to inform all III & I Semester MBA Students (Batch 2022-2024) that the Product Launch Competition By Mark-C will be conducted by MARKETING CLUB will be held on 24/01/24 from 09:00 to 04:00 pm .

STUDENT ATTENDANCE IS COMPULSORY .

Dr. Sara kunnath
HOD and Academic Advisor

Head of the Department
Department of MBA
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Hennur (Po), Bangalore 562 149

Dr. Prakash B Nayak
Academic Director

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
#31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

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Department of MBA

PRODUCT LAUNCH

BY

MARK - C

JAN 24th 2024



Time - 9:30 to 4:30 PM | Venue - Auditorium KIMS

Faculty Coordinators

Dr. Jagadeesh Babu M K

Prof. Muralidhar M V

Prof. Jose Francis

Student Coordinators

Raashid Shaju

Sajna K

Mohamad Roshin S

Grace Mangar

Surya Kumar

Udayan Nath

ALL ARE CORDIALLY INVITED

DEPARTMENT OF MBA
MARKETING CLUB
Product Launch Competition By Mark-C
Date: 24-01-2024 **Venue : Auditorium**
Time : 9.00 am to 4.15pm
PROGRAM SCHEDULE
Welcome Speech - Theme Statement
Address By HOD – Dr. Sara Kunnath
Product Launch by 15 Teams
Prize Distribution
Vote of Thanks

REPORT FOR THE PRODUCT LAUNCH COMPETITION-2024

The Department of MBA has conducted product launch competition on January 24th 2024, at the auditorium for first-year MBA students. The product launch event was conducted under the guidance and support of our academic advisor & HOD. Dr. Sara Kunnath, and the Event coordinators Dr Jagadeesh Babu, Prof. Muralidhar and Prof. Jose Francis

On this event, our M.C. Grace Mangar and Hoichiheung Khate was anchored and their hosted the event by successfully managed the audience with proper attention throughout the event. The event kicked off with a warm welcome from the hosts, who set the tone for the day. They also told the audiences about the importance of product launch competitions in MBA colleges that lie in their ability to provide students with a practical and experiential learning opportunity.

In this product launching event the students did a great job by putting together a truly uplifting and inspiring event. They made the event with flawless performance and memorable event. Totally 15 team were participated from MBA 1st year A, B, C sections with different product inventions which helps the society and makes the life easy for the people

CHEST NO	PRODUCT	PARTICIPANTS	
CHEST 1	HEDGE	ABHINAV K V ABHINAV PP ABHINAV R D ADIL MOHAMMED AFFA MOHAN	AFRIN MUHAMMED AKSHARA MOHANAN AKSHAYA KS ALBIN T BIJU AMAL SHAJI
CHEST 2	ECO BITE	ABIN S KUTTIKAT AHAMMED ANJOOM P AIMEN AHAMED PMV AJAY A P AJITH KRISHNAN R	AKASH A P AKASH C K AKHILESH T ANEESH ANJIMA K APARNA KV
CHEST 3	FOOD CUBE	ABHIN S ABIRAM K ARYA REJI HARISANTH KP JELFRET K BIJU JISHNU JAYESH JESWIN MATHEW	THOMAS JOYAL JOSHY LIJO JOSE MUHAMMED P T NAVEEN N NISSY CR RIJU K
CHEST 4	LEAFY LOOMS	AMIRTHA VARSHINI A ANANYA DEBNATH ANCY M P ARIN JOSEPH ALEXANDER ARJUN P ANAND	ASHWIN ASHOK CHARLS KS CHRISTAN THOMAS VARGHESE CHRISTIN P MATHEW DEVI SANKAR

CHEST NO	PRODUCT	PARTICIPANTS	
CHEST 5	ECODESK	ARSHANA KASIM MP ARUNJITH KS ASHISH PRASAD AKSH VINOD ARSHIDA MR	BIBIN K BABU E JESLIN SHERINA ESBIN JOSE FEBA JAMES FEBY ANI
CHEST 6	SOLECO	DEVNAND TM DAVEILU POUMAI DEBABRATA PAUL FARIS AHAMMED MP FARSEEN E K	GRACE MANGAR HARINANDANA T HIBA FATHIMA HOICHIHEUNG KHATE JISHNU PRASAD M V
CHEST 7	HELIOS - AVIDA	JEENA RAJU JINU MONIKUTTY JOBIN JOSE K.V HARI TEJA KANJI KANNAN J	KRISHNA SATHYASEELAN M KEBIN GEORGE MATHEWS M ARUN ALEX M.MUKESH KUMAR MANU K
CHEST 8	VLINDER TEA	AMBADI R.K SARATH KURIAN SAYANTH P SORNAMBIGA M SYAMADAS S IRSHAD	THASLIYATH M THEJAS VP TREESA CA YADHU KRISHNAN A R YASAR ARAFATH SHEBA MOL
CHEST 9	SPIN AND SAVE	JITHIN M JOHN JOYAL JOHNSON KARTHIK M LOSHO LAWRENCE MAHFOOS C	MALAVIKA MANOJ MOHAMMED SHAFVAN MRUDUL T THOMAS MUHAMMAD FASIL E K MUHAMMED ISMAIL K C
CHEST 10	EASY MOVE	MOHAMMED BASIL EP MOHAMMED JASEEL A MUHAMMED AJMAL A M MUHAMMED ATHFAL P P MUHAMMED FAHIZ K N MUHAMMED SAHAL VT	MUHAMMED THAMEEM BC NANDANA P NASEEH FAROOQUE ANAMANGADEN NAVYA BABU
CHEST 11	FLAVOURED ALKALINE WATER.	MUHAMMED RASIN NANDANA UDAYAKUMAR PARVATHY N PIMAN BULO PRANAV E MOHAN	PRANAV P PUSHPAKALA N R RISHA P V RITHUL RAJ VADAVATHY ROHITH S
CHEST 12	SONIDO SPEAKER	NEELIMA AO NIJIN B JOHN RAHUL M RENJITHA R REZEN RASHEED	RIJO JOSE RIYA FRANCIS ROHITH G THOMAS SAKETH P SALINI SUNILKUMAR
CHEST 13	EAZY EATS	ANJANA ANIL VYSHAG B UDAYAN NATH SAFWAN YOUSAF ASWIN TP AMAL THOMAS	JASON K VARGHESE MANU M MIDHUN SANTHOSH ABISHEK V MOHAMMED AJMAL SALOSH JOHN

CHEST NO	PRODUCT	PARTICIPANTS	
CHEST 14	GLASSLET	SANGEETHA MAREPPA SARANYA PRASAD A C SHERIN OA SIVA SANKAR G SNEHA REJI	SNEHA VP SURYA KUMAR M SUSHMA C TEJA PRAKESH TP VAISHNAVI S LAL
CHEST 15	C0-CO WEAR	ROSHAN JOSEPH E J SANJAY PV SHARUN KP SIVASREE J SOURAVE SANTHOSH	SUDHAMSHU P S SURYAJA S NAIR VIPINJITH K VISHNU V NAIR WEKADIE RITSE

PRODUCT LAUNCH DETAILS

CHEST 1: The students have presented in this competition about HEDGE, path to seamless solutions. They have explained about smart home integration marketing analysis and trends, vision, mission and product highlights, usage and components such as seamless connectivity, integration components and user-friendly interface etc. Benefits of smart home integration like convenience and efficiency, energy saving and enhanced security. Key features of the products include centralized control, voice control and customizable automation. The students have given brief explanation about target customer segments, swot analysis of smart devices, understanding the marketing competitors, marketing strategy through digital marketing, partnerships, and social media campaigns.

They have also explained about to finalize product design, to generate anticipation through targeted marketing activities and product launch event. To offer competitive pricing to attract customers and gain market share, forecasting revenue growth as well as subscription model also. The students have attained with a quality of presentation. The entire team work presentation developed a sense of community and belonging. Each student has presented with hard work and dedication.

CHEST 2: The students have presented in this competition about ECO BITE, one of the leading eco-friendly companies. Abolish the use of plastic is the main aim of this company. The short goals of the company are to increase sales through improved marketing and customer outreach, optimize operational processes to reduce costs and increase efficiency and establish a timeline for new products.

The long term goal of the company is overall goal of the company is to expand into new markets or geographies, develop and implement a strategy to reduce environmental impact and increase sustainability and increase market share. The vision of this company is to Serve up

sustainability on a plate of style. Edible wonders that devour plastic waste, tantalizing taste buds. Unearth the ecorevolution bite by bite, groove by groove.

The mission includes fostering a commitment to environmental responsibility while offering a delicious and nutritious alternative, contributing to a greener future for both consumers and the planet. The students has explained about specialties include available in wide variety of flavors, easy digestion, budget friendly, ecofriendly packaging, user friendly, no more dishes to wash. The advantages are available in wide variety of flavors, easy digestion, budget friendly, eco-friendly packaging, user friendly, no more dishes to wash. Students has given brief explanation about social media, event sponsorship, environmental campaign.

Retails and wholesales, big events and conference, oonline marketing. They have fixed the price for the product 50 Rs. Per box (25 piece) The students have explained about SWOT analysis that the strength of their products is to reduce pollution, reduce plastic, eco-friendly, bio-degradable and flavored plates. The weakness of the products is comparatively easy to break, does not hold hot items. The opportunities are reducing wastage, offering ecofriendly alternatives to traditional disposables plate and provide a eco-conscious customers or event planners seeking sustainable options. The threats are several companies are exploring edible food plates and competition.

The values of the company include quality and safety, social responsibility, health and wellness, zero-waste mission, personalized dining experience The students have attained with a quality of presentation. The entire team work presentation developed a sense of community and belonging. Each student has presented with hard work and dedication. The judges for this event were Dr. CHAUHAN and Professor MURALIDHAR.

CHEST : 3 Product Name: Foodcube

Students successfully launched its latest innovation, foodcube, with the primary goal of targeting tech-savy consumers and establishing a strong market presence in the smart device sector. This report provides an overview of the product launch, its outcomes, and insights for future endeavours. The target audience included young professionals and tech enthusiasts aged 25-40 who seek cutting-edge features and seamless connectivity.

Students conducted extensive market research, identified key competitors, and initiated a teaser campaign on social media platforms, generating anticipation for foodcube. Positive customer reviews praised the gadget's sleek design and innovative features. A few concerns regarding compatibility were promptly addressed through customer support.Supply chain

disruptions posed a challenge, but proactive communication with customers and transparent updates helped manage expectations.

CHEST: 4 Product Name: Leafy Looms

The launch of Leafy Looms UltraSoft Diapers aimed to introduce a premium diaper line targeting women's seeking enhanced comfort. Students stated that key objectives included market expansion, increased brand loyalty, and establishing product as a leader in comfort and quality. re crafted with an innovative triple-layer technology that provides ultimate softness, rapid absorption, and superior leakage protection. The product feature a new breathable material and a wetness indicator for added convenience. Team members suggested that extensive market research revealed a growing demand for softer, more absorbent products. Customer feedback emphasized the need for a premium product that prioritizes comfort without compromising on performance. A multi-channel marketing strategy was implemented, including social media campaigns, influencer partnerships, and in-store promotions. A teaser campaign generated excitement leading up to the launch. Building on the success of the launch, future plans include expanding the UltraSoft line with new sizes and designs. Continued marketing efforts will focus on maintaining brand visibility and customer engagement.

Chest Number – 5 ECODESK

The Product which the Chest No. – 5 launched is ECODESK. It is a bamboo desk is a sustainable and eco-friendly furniture option crafted from bamboo, a fast-growing and renewable resource. Known for its strength and durability, bamboo desks offer a stylish and environmentally conscious solution for workspace needs. The natural aesthetic of bamboo adds warmth to any setting, making it a popular choice for those seeking both functionality and sustainability in their office furniture.

Mission To enhance the health of human and the Earth" through the development of environmental friendly bamboo products and bamboo forest in the Northwest of Vietnam

Vision To become the most competitive and modern industrial bamboo factory producing high quality innovative eco-friendly bamboo products.

Manufacturing Process

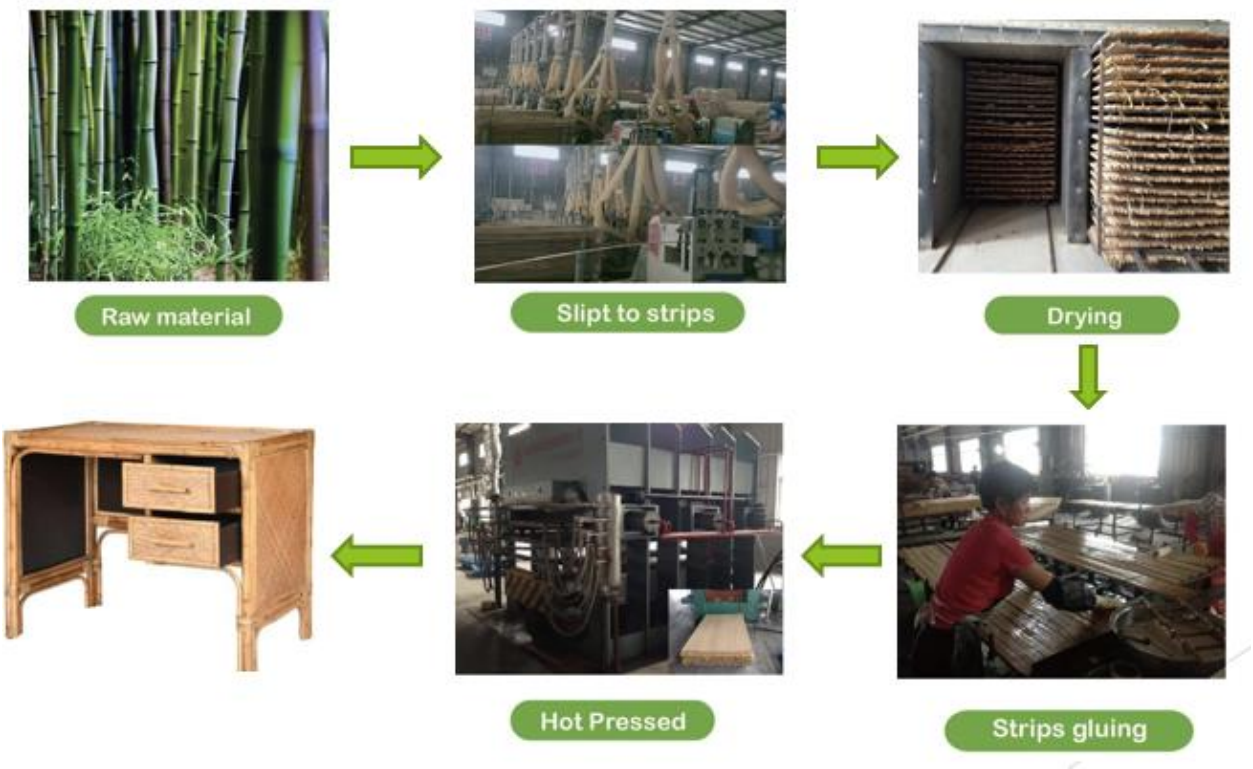


Fig 2 : Supply Chain process



A Bamboo desk is a desk made primarily from bamboo, a fast-growing and sustainable grass. They can be designed in various styles and suit in different needs and preferences. They can add touch of elegance and a unique aesthetic to any workspace.

The students explained the entire process carried out in the sourcing of supplier till the distribution of Finished product. The channels for distribution planned are Online marketplace and Furniture store

During the queries session, the challenges in they may face during the initial days were discussed by the judges Dr.Sara Kunnath, HoD – MBA and Academic Advisor, Dr. Chauhan, Assistant Professor, Prof. Muralidhar, Assistant Professor and by the II Year students.

The Product which the Chest No. – 5 launched is SOLECO. The name ‘SOLECO’ is derived from two words ‘sol’ meaning solar energy and ‘eco’ meaning eco-friendly. SOLECO deals with solar backpacks. They were planning for 1 branch based in Mitganahalli Bangalore, Karnataka.

Mission Empower individuals with stylish, eco-friendly solar backpacks that keep them connected while minimizing environmental impact.

Vision A greener future with solar-powered solutions seamlessly integrated into everyday life.

The backpack has solar panels which is used to charge the devices whichever the user have to charge. Various charging pods will be installed to charge various devices.

Fig : II Year Students asking queries



During the queries session, the challenges in they may face during the initial days were discussed by the judges Dr.Sara Kunnath, HoD – MBA and Academic Advisor, Dr. Chauhan, Assistant Professor, Prof. Muralidhar, Assistant Professor and by the II Year students.

Further to which the students got selected for the second round and they were asked to present about the “Industrial Feasibility”. The questions were raised by the judges and the juries, the students managed to answer all their questions.

Fig: Second runner-up of Product Launch

Post which the students won the Second runner-up position. Certificates was provided to all the winning teams.

The purpose of the event is to increase the visibility of the new product. As management students they need to know the main elements that influence product development. Based on the event, they will be able to learn how to develop a brand name or a logo, how to define features, price, how to bring a product to the market, how to identify target customers, and how to ensure customer satisfaction.

The event was held on... 24 Jan 2024 chest no 7 and 8 presented their presentations about the HELIOS- AVIA solar electric car and the flavor tea VLINDER.

CHEST 7 & CHEST 8 :

PRODUCT OVERVIEW	CHEST NOS 7	CHEST NOS 8
PRODUCT NAMES	HELIOS -AVIDA solar electric car	VLINDER TEA a flavored tea
PRODUCT DESCRIPTION	It's an electric car, It has manufacturing plants First in India	Color of the tea; Bluish-pink Flavor of brand butterfly pea+ honey + lemon
KEY FEATURES	Unique value proportion Smart goals for the future Reduce manufacturing emissions Increasing driving range	Contains antioxidant Improve cognitive function Sugar-free Lower the risk of cancer
SWOT ANALYSIS: STRENGTH	Low cost of ownership Energy saving regenerating power	Natural Product Helps in reducing facts Maintain blood sugar
OPPORTUNITIES	Lower taxes No congestion charge	Expanding more varieties Eventually tie-up with hotel chains and large organization
WEAKNESS	Limited flexibility in price Lack of recharging infrastructure	Competition from traditional tea Negative consumer perception.
Threats	An increase in price inputs can cause upward pricing Rise in cost	As a new product most peopleu are not aware of the product The tea market is highly competitive hence market share
BUDGET PLAN	Charging infrastructure 25% Annual sales 35% year	Selling plan 10% Wholesale price 35% Manufacturing price25%
Channel distribution	Metropolitan cities	Retail store Online retail Specialty stores Distributors and wholesalers

CONCLUSION	According to the students, the product is expected to get a huge boost from innovative auto manufacturers, policy support, increased awareness and maturity, and has already generated huge expectations to revolutionize our mobility landscape with this decade's solar electric mobility.	So subsequently we've got brought a healthful product to the marketplace with the aid of using our tough paintings and dedication .vlinder have a couple of benefits customers will privy to it .then we've got that our product will reaches the top

Closing

- The students summarized the key points at the end of the presentation
- They reiterated the unique value proposition and the potential impact on the market.

Question & Answer Session: An interactive Questions & Answers session followed the presentation, allowing attendees to seek clarifications and gain a deeper understanding of the product. The questions were also asked by the judges whom students answered well. This session facilitated valuable insights and addressed concerns raised by the audience.

The product launch presentation, orchestrated by Teams 9 and 10, unfolded as an insightful event introducing two innovative products. Chest number 9 kicked off the proceedings with an enthusiastic welcome, setting the stage for an informative and engaging session. Gracious acknowledgments were extended to all attendees, fostering a sense of inclusivity.

CHEST 9 : Product 1: Spin and Save

Product Overview: Team 9 unveiled "Spin and Save," a revolutionary solution to transform the way we approach laundry. The product enables users to wash clothes conveniently at any location. The presentation commenced with an engaging introduction, highlighting the product's innovative features and addressing the pertinent problem it aims to solve.

Visual Appeal: A visually captivating presentation captivated the audience's attention, effectively communicating the uniqueness of Spin and Save. The team's ability to visually convey the product's benefits enhanced the overall impact of the presentation.

Technical Deep Dive: Team members delved into the technical intricacies of Spin and Save, providing comprehensive specifications while addressing potential concerns about functionality and compatibility. This technical exposition aimed at instilling confidence in the audience regarding the product's feasibility and efficiency.

Psychological Pricing Strategy: The team strategically employed a psychological pricing strategy, creating an optimal balance between perceived value and cost. This approach was geared towards enhancing the product's market appeal.

Q&A Session: Post-presentation, the floor was opened for questions, fostering interaction with both the audience and judges, namely Muralidhar Sir and Dr. Chauhan. This interactive session allowed for the clarification of doubts and uncertainties, further establishing Spin and Save's credibility.

CHEST 10: Product 2: Easy Move - Electronic Powered Wheelchair

Product Overview: Team 10 presented "Easy Move," an electronic-powered wheelchair designed for enhanced mobility. The audience engagement for this product was notable, with positive reactions and interactions throughout the presentation.

Technical Specifications: The technical specifications segment, led by Team 10, effectively addressed potential concerns, providing detailed insights into Easy Move's functionalities. Attendees appreciated the depth of information shared, contributing to the establishment of the product's credibility.

Feedback and Refinement: While overall feedback was positive, some attendees expressed a desire for more in-depth information on specific aspects of Easy Move. This constructive feedback will be instrumental in refining future communication materials and addressing potential gaps in knowledge.

Conclusion In conclusion, both product launch presentations successfully achieved their objectives, generating excitement among students and establishing a solid foundation for the entry of Spin and Save and Easy Move into the market. The team’s showcased innovation, addressed technical concerns, and engaged effectively with the audience, setting a promising tone for the future success of these products.

CHEST NO 11- Flavoured Alkaline Water.

Koshys Institute of Management Studies organized a spectacular product launch competition for MBA students on 24 Jan 2204 at Auditorium. The event took place at Auditorium, a centrally located and aesthetically pleasing venue that provided the perfect backdrop for showcasing our revolutionary Alkaline Water. The event witnessed a diverse audience, including Head of the Department, faculties and all MBA students. The students have given presentation on an innovative product – Flavoured Alkaline Water.

Product Overview: MBA students showcased their in-depth research and analysis in a comprehensive product presentation. They highlighted the unique selling points, the science behind alkaline water, and the potential impact on consumers' health and well-being. Engaging visuals and interactive demonstrations were incorporated to make the information easily digestible.

I. Introduction The students started their presentation by greeting the audience and introducing the team members. They expressed the excitement about their product- Flavoured Alkaline Water. The students introduced the concept of flavored alkaline water and also highlighted the growing market demand for healthier beverage alternatives. The also told the vision and mission of the company.

II. Product Overview

A. Product Description

- They explained the unique selling proposition (USP) of flavored alkaline water.
- They emphasized the benefits of alkaline water and how flavor enhances its appeal.

B. Key Features

- Students highlighted the key features such as pH level, Improved Hydration, Antioxidant Properties, Electrolysis Content, Improve cardiovascular function
- They also told how the product will stand out in the competitive market.

C. Benefits

- The students also told about the benefits of the product like better hydration, neutralizing acid in the body, potential antioxidant effects, limited scientific evidence and balanced diet importance

III. Market Analysis

A. Target Customers

- They have identified the specific demographic and psychographic characteristics of the target market.
- They explained how the product addresses the needs and preferences of the target audience.

B. Competitors

- Students told that there are no competitors for this product in beverages industry.

IV. Promotion Plan

- Students outlined the promotional activities as digital marketing sales promotion, advertisement, product demonstrations, retailer partnerships, influencer marketing, user testimonials, loyalty programs
- They also discussed any partnerships or influencers that will be leveraged for promotion.

VII. SWOT Analysis

- The students presented the SWOT analysis of the product. Hydration, PH level and improved taste are the strengths of the product whereas cost and environmental impact are the weaknesses.

IX. Closing

- The students summarized the key points at the end of presentation
- They reiterated the unique value proposition and the potential impact on the market.

Question & Answer Session: An interactive Questions & Answers session followed the presentation, allowing attendees to seek clarifications and gain a deeper understanding of the product. The questions were also asked by the judges whom students have answered well. This session facilitated valuable insights and addressed concerns raised by the audience.

CHEST NO 12 – Sonido Speaker

Introduction: On 24 Jan 2024, a team of MBA students embarked on an exciting journey to participate in the Product Launch Competition, showcasing their innovative product, the Sonido Speaker. The competition aimed to evaluate the teams' marketing strategies, presentation skills, and overall effectiveness in introducing a new product to the market.

Team Overview: The students brought together diverse skills in marketing, finance, and entrepreneurship. They approached the product launch with a collective vision to position the Sonido Speaker as a unique and cutting-edge audio solution.

Product Overview - Sonido Speaker: The students presented the features of the Sonido speaker. The said that it is a high-performance, portable Bluetooth speaker designed for music enthusiasts who seek a superior audio experience. With a good design, robust build, bluetooth, and advanced sound technology of deep bass, the Sonido Speaker stands out in the market as a premium audio device. The tagline for the product is “Humming with you”.

Presentation Highlights: During the competition, the team of students delivered a compelling and well-structured presentation that covered:

Product Features: Highlighted key features such as superior sound quality, deep bass, millions of songs, Hands free, Bluetooth, smart home, motion and temperature control, long battery life, and user-friendly controls. It is also water resistant.

Market Analysis: Students presented an in-depth market analysis, showcasing the demand for high-quality portable speakers now a day.

SWOT Analysis: The students also presented the SWOT analysis of the company.

Conclusion: Students concluded that the product SONIDO stands at the forefront of innovation in the electronic industry, consistently delivering cutting-edge products that redefine the digital landscape. With a commitment to quality, customer satisfaction, and technological advancement, SONIDO is poised for continued success in shaping the future of electronics.

Question & Answer Session: After the presentation, there was an interactive Q&A session where attendees could ask questions and get further insight into the product. The judges also posed questions, to which the students provided thoughtful responses. The audience's issues were addressed and insightful information was provided throughout this session. The team successfully conveyed the unique value proposition of the Sonido Speaker and demonstrated a comprehensive understanding of market dynamics.

Chest no. 13 - EAZY EATS

Koshys Institute of Management Studies orchestrated an impressive inaugural product launch contest for MBA scholars on January 24, 2204, held within the confines of the Auditorium, a strategically positioned and visually appealing locale that served as an ideal setting for the unveiling of our ground-breaking EZY EATS. The occasion attracted a varied assembly, encompassing departmental heads, faculty members, and the entirety of the MBA student body. Presentations cantered on an inventive product concept— EZY Eats.

Commencement and Greeting: The proceedings commenced with a cordial welcome extended by the hosts, initiating the ambiance for the day's events. Additionally, they elucidated to the audience the significance of product launch competitions within MBA institutions, emphasizing their role in furnishing students with tangible and experiential learning prospects.

About EZY EATS:

Vision and mission: MBA students showcased their comprehensive research and analytical skills through a comprehensive presentation of their product. They highlighted the unique selling points and clarified the vision of "Empowering busy lives through convenient and enjoyable dining experiences," where Easy Eats envisages a future where everyone can effortlessly enjoy delicious meals, promoting happiness and wellness.

The mission discussed by the student about Easy Eats is committed to offering convenient, time-efficient, and nutritious food options. Who aim to redefine convenience by offering a wide variety of top-notch, chef-prepared meals promptly, guaranteeing that our customers can savor delicious and wholesome dining experiences without sacrificing their hectic schedules.

The students deliberated on the advantages and disadvantages, presenting various facets highlighting its points of differentiation from other competitors.

The students discussed the distribution channels utilized by Ezy Eats snack box. This includes online platforms such as Amazon, Zomato, Swiggy, and Ezeeats, facilitating nationwide delivery. They also explored the involvement of wholesalers who serve as intermediaries, purchasing in bulk from the producer and supplying to retailers like supermarkets, convenience stores, and online outlets. Retailers then acquire the products either from wholesalers or directly from the producer, selling them to end-users.

The students discussed promotional strategies for Ezy Eats snack box, which include utilizing multiple channels like social media, blogs, websites, and word-of-mouth. They employ a blend of informative and persuasive messaging to convey the product's features, benefits, brand identity, and values. Additionally, customer reviews, testimonials, and referrals are leveraged to foster trust and loyalty within the target audience.

Conclusion The students concluded their presentation with the statement: "Easy Eats Snacks: Transforming snack enjoyment. Enhance your moments with exciting flavors and delightful convenience. Embrace the ease of indulgence – where superb taste is always effortless." They wrapped up by providing the necessary contact information, including website details, key personnel, and work location.

Chest no. 13 - GLASSLET Bottles Reborn As Brilliance

Introduction: On January 24, 2024, a group of MBA students commenced a thrilling venture by joining the Product Launch Competition, where they unveiled their inventive creation, the GLASSLET. This contest sought to assess the teams' marketing tactics, presentation prowess, and overall proficiency in introducing a novel product to the market.

Team Summary:

The students pooled a range of expertise in marketing, finance, and entrepreneurship. They tackled the product launch with a unified vision, aiming to establish the GLASSLET as an innovative and Bottles Reborn As Brilliance.

Product Overview - GLASSLET: During the presentation, the students outlined the characteristics of the GLASSLET. This innovative product is crafted from recycled liquor bottles, embodying a tagline of "Bottles Reborn As Brilliance."

Presentation highlights: The students explored the manufacturing process, market analysis, and sustainability advantages of re-purposing recycled liquor bottles into various products such as kitchenware and home decor. They also examined the target audience, competitive landscape, and financial outlook.

Conclusion: The students affirmed that Glasslet represents a pioneering innovation within the sustainability and recycling sector. By dedicating itself to the recycling of liquor bottles and enhancing home and kitchen decor, Glasslet is positioned for ongoing success in contributing to a sustainable future.

Question & Answer Session: Following the presentation, a lively Q&A session ensued, allowing attendees to inquire about the product and gain deeper understanding. Judges also posed questions, to which students offered insightful responses. Throughout this session, audience queries were addressed, and valuable information was shared. The team effectively communicated the distinctive value proposition of the Sonido Speaker and showcased a thorough grasp of market dynamics.

CHEST NO 15 – C0-CO WEAR Green Up Your Life with Coir

Introduction: On 24 Jan 2024, a team of MBA students embarked on an exciting journey to participate in the Product Launch Competition, showcasing their innovative product, the C0-CO WEAR. The competition aimed to evaluate the teams' marketing strategies, presentation skills, and overall effectiveness in introducing a new product to the market.

Team Overview: The students brought together diverse skills in marketing, finance, and entrepreneurship. They approached the product launch with a collective vision to position the C0-CO WEAR as a solution for feet any outer covering of foot which provides protection of foot from heat, cold, rain, dampness or roughness of the ground in walking and standing as well as provides decoration to increase aesthetic appeal of a costume.

Product Overview - C0-CO WEAR: The students presented the features of the C0-CO WEAR. So here we introduced our product co-co wear .co-co wear is introduced very eco-friendly here we use coir as out raw material to make out product into final product. A shoe is an item of footwear intended to protect and comfort the human foot while doing various activities. Shoes are also used as an item of decoration. The design of shoes has varied enormously through time and from culture to culture, with appearance originally being tied to function Other shoes are for very specific purposes, such as boots designed specifically for mountaineering or skiing.

Presentation Highlights: During the competition, the team of students delivered a about PRODUCT EVALUATION & USP – UNIQUE SELLING PROPOSITION The super cool flats feature a sleek and shiny construction, with a thong, styled strap available in beautiful colours. Coir is the fibrous part of coconut husks, and it has been becoming more popular as a sustainable, renewable resource with many practical applications.it helps reduce the strain on

your feet and legs. We have benefits including balance the body temperature, helps in reducing foot cracks and relieving pain also prevents skin allergies.

Market Analysis: Students presented an in-depth market analysis, showcasing the S.T.P analysis, Price Mix, Place Mix, Promotion, and Channels of Distribution.

SWOT Analysis: The students also presented the SWOT analysis of the company and focused on Working Professionals & Students.

Conclusion: Students concluded that the product Co-co wear is a new launch footwear in india.co-co wear is eco-friendly product which attracts the customers not only working professionals but students also get attracted by its different design. For individual looking for high quality shoes in low budget frame. With a commitment to quality, customer satisfaction.

Question & Answer Session: After the presentation, there was an interactive Q&A session where attendees could ask questions and get further insight into the product. The judges also posed questions, to which the students provided thoughtful responses. The audience's issues were addressed and insightful information was provided throughout this session.

Dr Sara kunnath
HOD and Academic Advisor

Head of the Department
Department of MBA
oshys Institute of Management Studies
lo. 31/1, Hennur-Bagalur Road,
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KOSHYS INSTITUTE OF MANGEMENT STUDIES
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05-03-2024

CIRCULAR

All the MBA staff are hereby informed that on account of Women's Day Celebration an Interaction with Mrs. Bindhu Mathai, Karnataka Craft Council Member and National Award Winner has been arranged on 09-03-2024 Saturday at 10.30 am.

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalore-562 149

DIRECTOR

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DEPARTMENT OF MBA

CELEBRATED WOMEN'S DAY

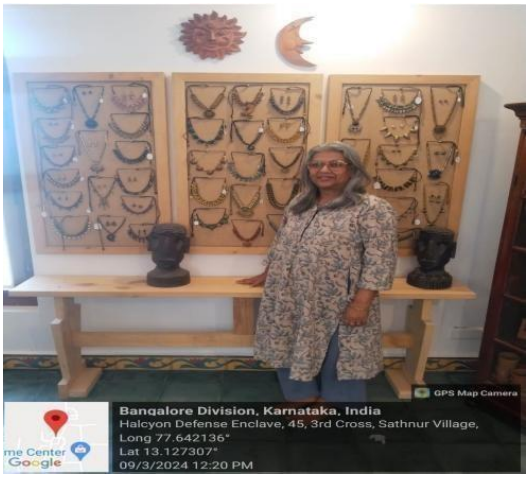
BY

Visiting to Mrs. Bindhu Mathai
(Karnataka Craft Council Member and National Award Winner)
[On 09-03-2024 Saturday, 10.30 am]

Koshys Institute of Management Studies, Department of MBA, Took immense honour in interacting with the Karnataka Craft Council Member and National Award Winner,

Mrs. Bindhu Mathai on account of Women's Day Celebration.





All the women working in the department of MBA were cordially invited to join the program.

The beautiful vintage studio - Aakaar, is where Mrs. Bindhu displays her stunning products, which left our team awestruck. Her success story brings unique and fascinating insight into where art and entrepreneurship combine.





[Glimpse of the Visit]

The Visit was organised by, Dr.Sara Kunnath-Academic Advisor & MBA Department HOD, and the Faculty members of the department participated the live interactive session on art and craft personalized by the host **Mrs. Bindhu Mathai**. The visit was productive and experiential to understand the Craft industry and its scope. Her talk inspired and encouraged all the women to keep excelling consistently and to keep moving in life all the time.





[Memories to cherish about the visit along with the team MBA]

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KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalore-562 149

DIRECTOR

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05-01-2024

CIRCULAR

All students from I year MBA are hereby informed that the" NATIONAL YOUTH DAY- [YUVA TEJAS] "will be celebrated on 12th January,2024 from 9AM to 4 PM at Auditorium.

Note: -All the students are hereby informed to attend without fail. Attendance is mandatory.

HOD – MBA

Head of the Depart.
Department of MB.
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore 562 149

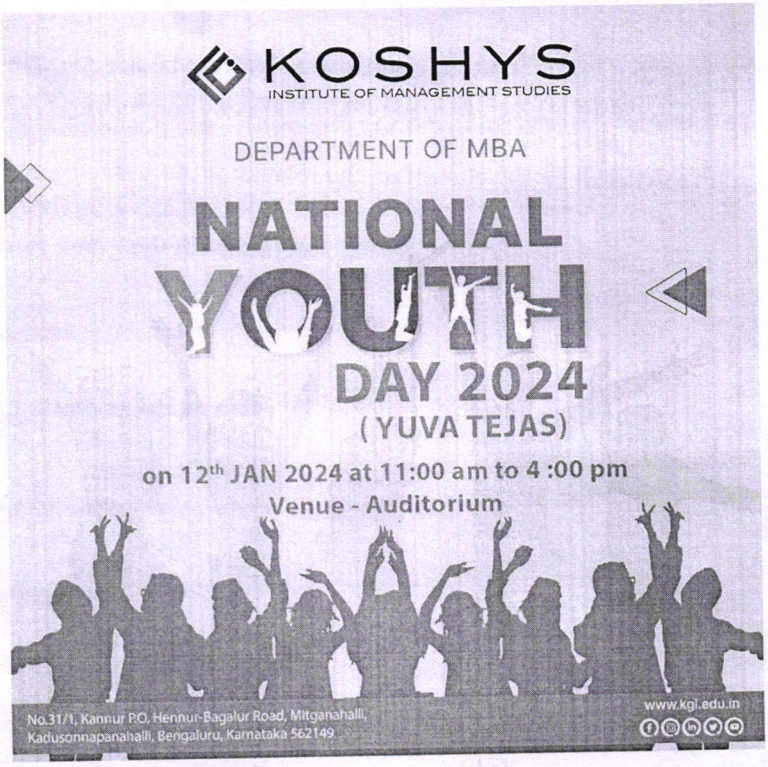
Director

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

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NATIONAL YOUTH DAY-YUVA TEJAS

Koshys Institute of Management Studies (KIMS), department of MBA, in association with IQAC celebrated "National Youth Day" by providing platform for the students, were they could exhibit their talents in various competition like Debate, Solo Singing, Essay Writing and Solo Dance conducted on 12th Januaray,2024 from 11.00am to 4.00 pm in Auditorium for First Year students of MBA.



The main objective of National Youth Day is to spread the ideals and philosophies of Swami Vivekananda amongst today's youth, the most important of which is rational thinking. As the future of the country lies in the hands of the youth, they are expected to uphold these ideals and step up when their nation needs them. As they play a crucial role in the overall growth and development of the nation.

The Event started with a **Debate Competition** under the supervision of Faculty In charge Prof. Jose Francis, Assistant Professor, MBA Department.

Topic: Role of Youth in Nation Building

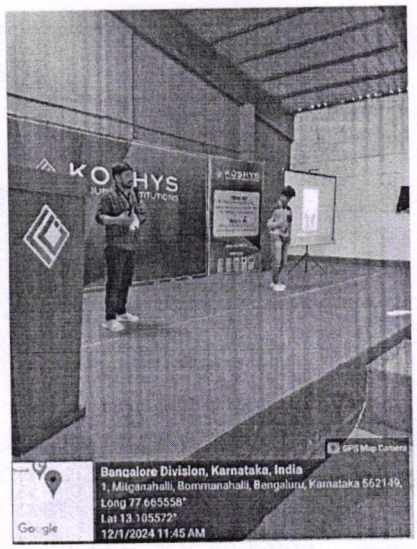
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Participants: Eight participants were selected for the competition. The diverse group of participants showcased a wide range of perspectives and debating styles. The event successfully attracted a mix of seasoned debaters and novices, creating a dynamic and competitive atmosphere.

Rules of the Competition:

- Each team will consist of two members. One will speak "for the motion" and the other member will speak "against the motion"
- Each team will get 6 minutes (2.5 +2.5 minutes) to speak and 1 minute for interjection
- An indicator will be given after 2 minutes. Exceeding 2.5 minutes will lead to deduction of points so kindly adhere to the time limit.
- Offensive, personal or defamatory expressions will not be accepted in any case. The event head may call to order any person using such expressions
- Paper reading while debating can affect the results of the participants.
- The participants are requested to enter the meeting with the given format of name: Team Name - Participant's Name





[GLIMPSE OF THE EVENT AT THE TIME OF DEBATE]

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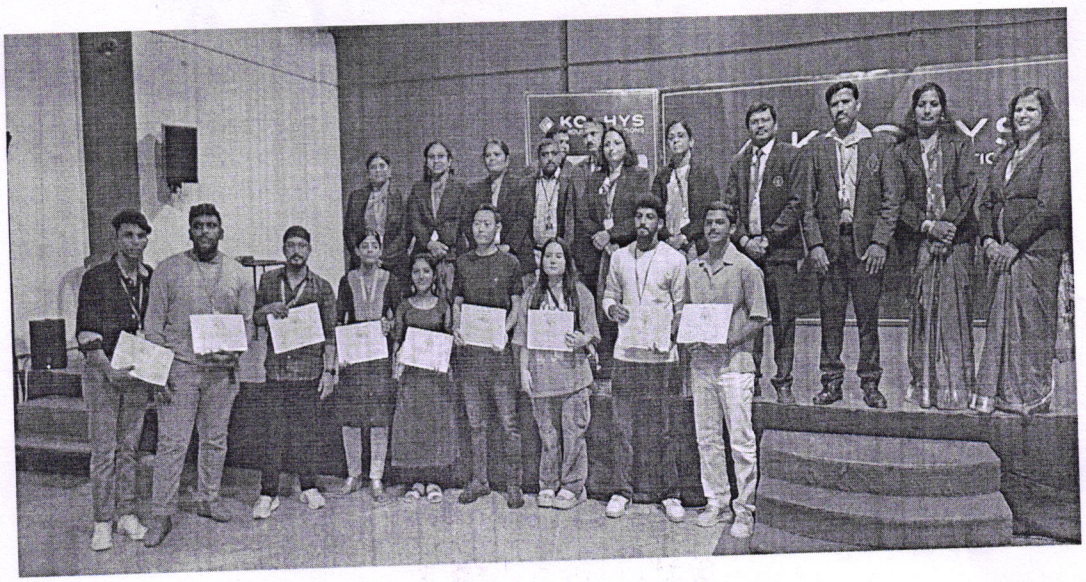
Judge for the competition was Dr. Jagesh Babu, Associate Professor,MBA Department. The competition consisted of several rounds, including preliminary rounds and a final debate. Teams competed fiercely, showcasing their skills and adapting to various debate formats. The competitive spirit was palpable, creating an engaging and lively atmosphere throughout the event.

Winners for the Debate Competition

1.Surya Kumar (1st Place)

2.Debaratha Paul (2nd Place)

3.Amritha Varshini (3rd place)



[A Memory to cherish with the Debate competition winners]

Once the debate competition came to an end the next competition was **Essay Writing** which was conducted under the guidance of Dr. Anupama Panda, Assistant Professor, MBA Department and Faculty Coordinator of the event.

The essay writing competition topic was "**Channelizing Youth Power for Nation Building"** witnessed the enthusiastic participation of 25 students who passionately shared their thoughts on the role of youth in shaping the future of our nation.

Dr. Anupama Panda was the judge for this event. The essay was evaluated on two criteria: **Content** and **Presentation**. Content means how relevant it is related to the topic and quotations used in writing. Presentation includes the structure, grammar, punctuations marks etc. This report aims to highlight the key insights and perspectives that emerged from the competition, providing a glimpse into the diverse ideas and aspirations of the young minds involved.

The essay writing competition on "Channelizing Youth Power for Nation Building" provided a platform for 25 students to articulate their visions for a better, stronger nation. The diversity of ideas and the depth of insight showcased in the essays underscored the potential of the youth to be dynamic catalysts for positive change. As the competition concluded, it became clear that

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the enthusiasm, passion, and commitment demonstrated by these young minds are invaluable assets that, if channelled effectively, can indeed contribute significantly to the process of nation-building. The essays serve not only as a testament to the power of youth voices but also as a source of inspiration for future endeavours in harnessing their potential for the greater good.



[A Glimpse Of Essay Writing Competition]

Winners of Essay Writing Competition

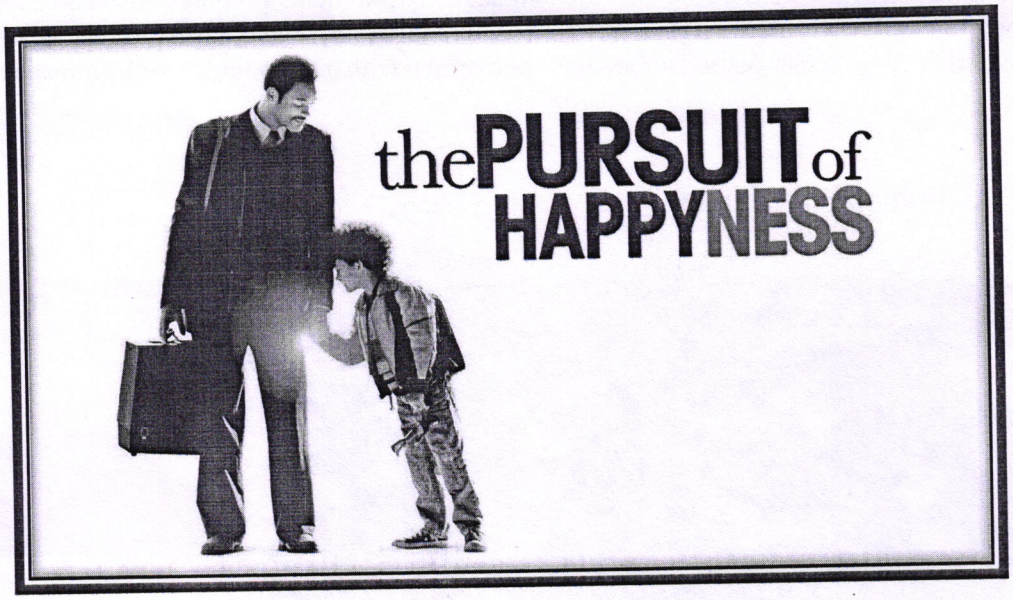
FIRST PRIZE	MALAVIKA KM
SECOND PRIZE	SNEHA REJI
THIRD PRIZE	PIMAN BULO



[Photos to Cherish With Essay Competition Winners]

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During the Essay Competition simultaneously a Movie was played for the non-participants of the Youth Day. The students were asked to submit a movie review report to respective class teacher on next day.



In the movie, **Will Smith** play Chris Gardner at the point in his life when his wife has just left him and he is now a single father, struggling in poverty. Unable to sell many of the bone density scanners he invested his life savings into, he finds himself struggling to pay rent. Within one year, he manages to become a stockbroker at a top firm and goes on to run his own multimillion-dollar firm. People gravitated to the story of Chris Gardner because it's the ultimate success story: the story of the underdog. It's about perseverance, determination and hard work. It's a true testament to the idea that if you work hard enough and long enough, you really can achieve anything. In honour of one of the greatest success stories of our generation, here are the life lessons we can take from Chris Gardner and his "Pursuit of Happiness."



[A glimpse of picture when movie was played among the non-participants]

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The next event – **Solo Singing competition** commenced post lunch for which Prof.Ameena Firdoose, Assistant Professor, MBA Department was the faculty coordinator.

They take us to a world where music was the language. The students prepared themselves for the competition and performed without feeling nervous. judges for the competition were Prof. Shilpa BS and Dr. Jagadeesh Babu. Our students performed with great courage and enthusiasm.

Winners:

1.LOSHO LAWRENCE (1st Place)



2.FARIS AHAMMED (2nd Place)

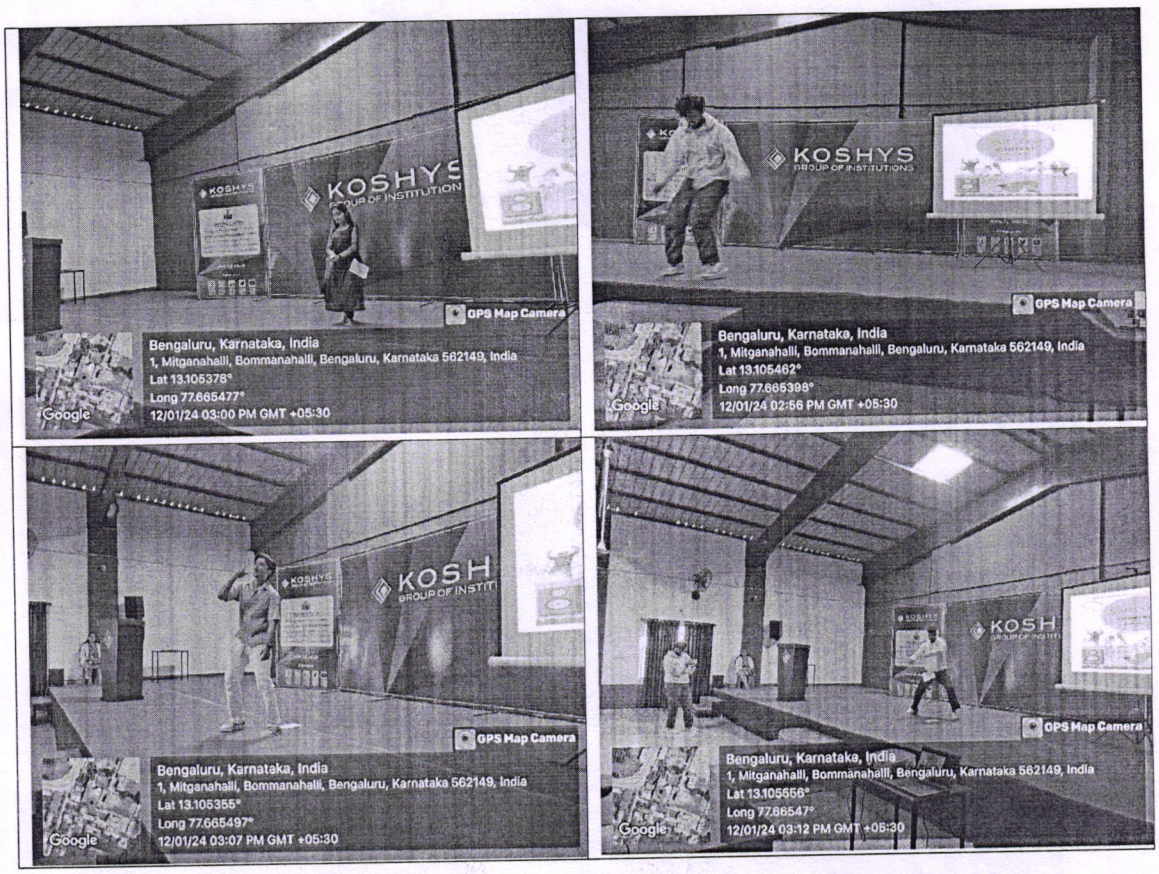


3.ANANYA DEBNATH (3rd place)



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Followed by Solo Singing competition was our highlight of the event i.e **Solo Dance Competition** which was coordinated by Dr.Dakshayinin ,Assistant Professor, MBA Department. The students dance performance was simply magical with outstanding performance. The students dance performances was energetic, rhythmic expressive and joyful.



The judge of the solo dance event Dr. Sudar Kodi shared her views regarding the performance of dance and finally announced the winners of the competition.

WINNERS OF SOLO DANCE COMPETITION

1.MALAVIKA (1st Place)



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2.ABHINAV (2nd Place)



3.DEVANAND (3rd place)



The Event was formally inaugurated with the welcome Speech by the Student Ms. Amrutha from I year MBA who was also the host of the event the next was followed by addressing the students the importance of National Youth Day by Dr Sara Kunnath, HOD MBA department and Academic Advisor, followed was Prize Distribution which was carried on by Prof. Shilpa B S, Assistant Professor and Chief Faculty Coordinator of the National Youth Day Event. The prizes of various events were distributed by Dr. Prakash B Nayak, Academic Director, Dr. Sara Kunnath, HOD MBA Department & Academic Advisor, Faculty Event Coordinators and Judges of the event. The event wouldn't have been possible without the guidance and support of our HOD. Dr. Sara Kunnath, and all the event coordinators. It was a great experience, and everyone had a great time.

HOD

Head of the Department
Department of MBA
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore-562 149

ACADEMIC DIRECTOR

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

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MBA DEPARTMENT

SOLO DANCE SCORE SHEET

Chest No	Facial expressions (10)	Performance Quality (10)	Presentation (10)	Costumes (10)	Choreography (10)	Score Value
1	5	6	5	5	6	27
2	9	8	8	8	8	41
3	6	6	6	6	6	30
4	7	7	8	7	7	36
5	8	7	8	8	8	39
6						
7						
8						
9						
10						

Name of the Judge: DR. SUDAR KODI

Result Declaration:

Position of the Competitor:

Chess No: 2 - First prize
Chess No: 5 - Second prize
Chess No: 4 - Third prize.

Signature of the judge: 12/1/2024.

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Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

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SOLO DANCE COMPETITION WINNERS 2024

FIRST PRIZE	**MALAVIKA K M**
SECOND PRIZE	**DEVANAND T M**
THIRD PRIZE	**ABHINAV R D**

DATE: 12/01/2024

HOD

Head of the Depar[illegible]t
Department of MBA
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore-562 149

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SOLO DANCE ATTENDENCE SHEET

SL. NO.	NAME OF THE STUDENTS
1	VIPINJITH K
2	MALAVIKA M K
3	ABHINAV R D
4	SUDHAMSHU
5	DEVNANAD T M

DATE:12/01/2024

HOD

Head of the Depart
Department of MBA
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore-562 149

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Bengaluru
560 077

KOSHYS GROUP OF INSTITUTIONS

NATIONAL YOUTH DAY

DEBATE COMPETITION 2024

WINNERS LIST

FIRST PRIZE	SURYA KUMAR
SECOND PRIZE	DEBABRATA PAUL
THIRD PRIZE	AMRITHA VARSHINI

Date : 12-01-24

HOD SIGN

Head of the Department
Department of MBA
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore-562 149

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

KOSHYS GROUP OF INSTITUTIONS

NATIONAL YOUTH DAY

SOLO SINGING COMPETION 2024

FIRST PRIZE	LASHO LAWRENCE
SECOND PRIZE	FARIS AHAMMED MP
THIRD PRIZE	ANANYA DEBNATH

DATE= 12-01-24

HOD

Head of the Department
Department of MBA
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore-562 149

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DEPARTMENT OF MBA

ACADEMICYEAR 2023-24

INTERNATIONAL YOUTH DAY -12-01-2024

RESULT SHEET

Sl No	SOLO SINGING COMPETITION PARTICIPATION	CRETERIA- POINTS					
		Voice 5 points	Prouncia tion 5	Stage presentation 5	Lyrics- 5	No- Lapses in memory	TOTAL 25
1	CH 1	4	43	2	52	3	18
2	CH 2	4	4	4	4	4	20
3	CH 3	5	5	5	5	1	21
4	CH 4	3	3	3	3	3	15
5	CH 5	5	5	5	5	3	23
6							
7							
8							
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10							

Name of the judge -1 SHILPA B S

Result Declaration:
Position of the competitior 1 → CH5 / 2 → CH3 / 3 → CH2

Signature

Head of the Department
Department of MBA
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Main,
Hennur (Po), Bangalore-560 084

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Bengaluru
560 077

KOSHYS GROUP OF INSTITUTIONS
NATIONAL YOUTH DAY
SOLO SINGING COMPETION 2024

FIRST PRIZE	LASHO LAWRENCE
SECOND PRIZE	FARIS AHAMMED MP
THIRD PRIZE	ANANYA DEBNATH

DATE= 12-01-24

HOD

Head of the Department
Department of MBA
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore-562 149

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DEPARTMENT OF MBA		
ACADEMICYEAR 2023-24		
INTERNATIONAL YOUTH DAY -12-01-2024		
SOLO SINGING COMPETITION ATTENTANDACE -I SEMESTER		
Sl No	Name of the Student	Signature
1	Feba James	Feba
2	Yadhu Krishnan AR	
3	Faris Ahamed. M.P	
4	Lorna Lawrence	
5	~~Haribiheung Khate~~	
6	~~Ashwin Ashok~~	
7	~~VISHAL B~~	
8	M. ATHMAL	
9	~~AIMEN AHAMED~~	
10	~~ADIL MOHAMMED~~	
11	~~Akshaya. KS~~	
12	Arey. M.P	
13	~~Nandana Udayakumar~~	
14	~~Saranya prasad~~	
15	Arshida M.R	
16	~~Riya Francis~~	
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Head of the Department
Department of MBA
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore-562 149

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

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ACADEMICYEAR 2023-24		
INTERNATIONAL YOUTH DAY -12-01-2024		
MOVIE REVIEW ATTENTANDACE -I SEMESTER		
Sl No	Name of the Student	Signature
1	HOICHIHEUNG KHATE	
2	LOSHO LAWRENCE	
3	Harinandana T	
4	Suryaja S Nair	
5	Risha P V	
6	Paovathy N	
7	Affa Mohan	
8	Jeena Raju	
9	Jeslin Shazina	
10	Sangeeta Mareppa	
11	Hibafathima	
12	Feba James	
13	Krishna Sathyaseelan M	
14	Vaishnavi S Lal	
15	Amirtha Varshini A	
16	Neelima A O	
17	Nandana P	
18	Anjima K	
19	Salini Sunilkumar	
20	Sherin O A	
21	Thasliyath M	
22	Sneha V P	
23	Aparna K V	
24	Akshaya K S	
25	Syama das S	
26	Akshara Mohanan	

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KOSHYS INSTITUTE OF MANGEMENT STUDIES
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Kannur Po, Hennur-Bagalur Road,
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DEPARTMENT OF MBA

ACADEMICYEAR 2023-24

INTERNATIONAL YOUTH DAY -12-01-2024

MOVIE REVIEW ATTENTANDACE -I SEMESTER

Sl No	Name of the Student	Signature
1	Ananya Debnath	Ananya
2	Renjitha. R	Renjitha
3	Liyo Jose	
4	Jason k Vargeese	
5	Roshan Joseph	
6	Thejas V P	
7	Sudhamshri P S	
8	Afsin muhamed	
9	Charls K S	
10	Mohammed shafvan	
11	Faris Ahammad . M . P	
12	Esbin Jose	
13	Jeswin Mathew Thomas	
14	~~Ajmal~~ Sakeeh . P	
15	Muhammed Ismal A.M	
16	Muhammeed Athlal P.P	
17	Karthik . M	
18	Ashwin Ashok	
19	Sanjays P.V	
20	Rithul Raj V	
21	Ajith krishnan	
22	SURYA KUMAR. M	
23	Yadhukrishnan AR	
24	Nasech Farooque A	
25	Vishnu V Nair	
26	Ashish Prasad	

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Abhinav. K.V

Adil mohammed

Arshida. M.R

Saranya prasad

Ancy. MP

Riya

Nandhana udayakumar.

Anbadi. R.K

ROHITH.S

Debabrata Paul Section-A

FARSEEN. E.K

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
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DEPARTMENT OF MBA

ACADEMICYEAR 2023-24

INTERNATIONAL YOUTH DAY -12-01-2024

MOVIE REVIEW ATTENTANDACE -I SEMESTER

Sl No	Name of the Student	Signature
1	Abin.S.kattikat	
2	Devnand TM	
3	Kolekadia Ritse	
4	Amal Shaji	
5	Albin T Biju	
6	Christin P Mathew	
7	Rohith G. Thomas	
8	Neudal T. Thomas	
9	PRANAV. P	
10	Bibin K Babu	
11	Irshad	
12	Jithin M. Jobo	
13	Jins Mosikutty	
14	Kanjikaran.J	
15	Arunjith. G.S	
16	Ajay A P	
17	Muhammed Rasin	
18	Pranav E. Mohan	
19	Abhinav RD	
20	Muhammad Fasil EK	
21	JOYAL JOHNSON	
22	ABIRAM.K	
23	MAHFOOS.C	
24	REZEN RASHEED	
25	Akash A.P	
26	Aman Alex M	

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ACADEMICYEAR 2023-24		
INTERNATIONAL YOUTH DAY -12-01-2024		
DEBATE COMPETITION ATTENTANDACE -I SEMESTER		
Sl No	Name of the Student	Signature
1	SURYA KUMAR	
2	SUSHAMA	
3	AMRITHA VARSHINI	
4	PUSHPAKALA	
5	ROHITH	
6	POUL	
7	KRISHNA	
8	VAISHNAVI	
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INTERNATIONAL YOUTH DAY -12-01-2024		
ESSAY COMPETITION ATTENTANDACE -I SEMESTER		
Sl No	Name of the Student	Signature
1	GRACE MANGAR	
2	PIMAN BULO	
3	JOYAL Joshy	
4	MALAVIKA K.M	
5	Teresa CA	
6	Devi Sankar	
7	Anjana Anilkumar	
8	Sneha Reji	
9	Jobin Jose	
10	Rijo Jose	
11	AHAMMED ANTOOM.P	
12	Riju.k	
13	Manu.M	
14	Yasar Arrafath.kp	
15	Arya Reji	
16	Nissy.C.R	
17	Jishnu Prasad M.V	
18	Kebin George Mathews	
19	AIMEN AHAMED PMV	
20	Mohammed Jasee L.A.	
21	Akash Vinod	
22	MANU.K	
23	Muhammed Fahiz K.N	
24	HariSanth.k.P	
25	Mohammed Basil E.P	
26		

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

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Date: 28/04/2024

CIRCULAR

This is to inform all the Students and Faculty Members,

we are pleased to announce that the Department of B.B.A (G) and the N.C.C of Koshy's Institute of Management Studies will be conducting an Awareness Programme to commemorate World No Tobacco Day. We invite all students and faculty members to actively participate in this significant event and contribute towards promoting a healthier environment within our campus and beyond.

Let us join hands to say NO to tobacco and embrace a healthier lifestyle for ourselves and future generations.

Date: 31/05/2024

Time: 10:00 A.M

HOD
Head of the Department
Department of BBA
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore 562 149

Principal
Principal
Koshys Institute of Management Studies
31/1, Kadusonnappanahalli,
Kannur PO, Hennur-Bagalur Road,
Bangalore - 562 149

Director
DIRECTOR
KOSHYS INSTITUTE OF MANAGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bengaluru - 560 077

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Awareness Programme for World No Tobacco Day

Date: 31/05/2024

Venue: Koshys Institute of Management Studies, Bagalur.

Organizers: Department of B.B.A (G) and NCC

Event Overview:

Koshys Institute of Management Studies. Department of B.B.A. in collaboration with the National Cadet Corps (NCC), organized a comprehensive Awareness Programme to commemorate World No Tobacco Day. The event aimed to educate students, staff, and the local community about the detrimental effects of tobacco use and promote a tobacco-free lifestyle.

Event Highlights:

Inauguration:

The event was inaugurated by Dr. Prakash B. Nayak. Director of Koshys Institute of Management Studies. Dr. Nayak's symbolic act of flagging off the programme marked the commencement of the initiative, emphasizing the institution's commitment to combating tobacco use.

Messages from Academic Leaders:

Dr. Sara Kunnath (Academic Coordinator): Dr. Sara Kunnath delivered a poignant message stressing the importance of raising awareness about the health hazards associated with tobacco consumption. She urged participants to take proactive steps towards leading a healthier lifestyle.

Dr. Sandhya (Principal): Dr. Sandhya conveyed a compelling message emphasizing the significance of World No Tobacco Day and the collective responsibility to combat the tobacco epidemic. Her words resonated with attendees, inspiring them to advocate for a tobacco-free society.

Coordination and Support:

Mrs. Smitha Biji (H.O.D, Department of B.B.A-G): Mrs. Smitha Biji played a crucial role in coordinating the event, ensuring seamless collaboration between various stakeholders. Her leadership and organizational skills were instrumental in the successful execution of the programme.

Professor Asha: Professor Asha provided valuable support in planning and implementing the Awareness Programme. Her expertise contributed to the development of engaging and informative activities for participants.

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Lt. Rahul R (N.C.C Officer): Lt. Rahul R, as the N.C.C officer, played a pivotal role in mobilizing NCC cadets and facilitating their involvement in the event. His coordination efforts enhanced the outreach and impact of the initiative.

Main Slogan:

The main slogan of the event was "QUIT TODAY FOR A HEALTHIER TOMORROW."

This succinite and impactful message encapsulated the essence of the campaign, urging individuals to take immediate action for the betterment of their health and future.

Activities and Rally:

In addition to speeches and presentations, students actively participated in spreading awareness by pasting anti-tobacco stickers in prominent areas within the college premises. Furthermore, a rally was organized, starting from the college and culminating at Kannuru bus stop. During the rally, participants engaged with local residents, distributing informational pamphlets, and initiating conversations about the harmful effects of tobacco use.

Photo Collection:






The Awareness Programme for World No Tobacco Day organized by Koshys Institute of Management Studies, Department of B.B.A, and NCC was a resounding success. Through a combination of educational initiatives, rallies, and community engagement activities, participants were empowered to

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31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

take a stand against tobacco use. The event exemplified the institution's commitment to promoting health and well-being, both within the campus and the broader community.

Acknowledgments:

The organizers extend their sincere gratitude to Dr. Prakash B. Nayak, Dr. Sara Kunnath, Dr. Sandhya, Mrs. Smitha Biji, Professor Asha, Lt. Rahul R, and all participants for their unwavering support and contributions towards making the Awareness Programme a meaningful and impactful event.

The Awareness Programme for World No Tobacco Day organized by Koshys Institute of Management Studies, Department of B.B.A, and NCC was a resounding success. Through a combination of educational initiatives, rallies, and community engagement activities, participants were empowered to take a stand against tobacco use. The event exemplified the institution's commitment to promoting health and well-being, both within the campus and the broader community.

HOD
Head of the Department
Department of BBA
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore 562 149

Principal
Principal
Koshys Institute of Management Studies
31/1, Kadusonnappanahalli,
Kannur PO, Hennur-Bagalur Road,
Bangalore - 562 149

Director
DIRECTOR
KOSHYS INSTITUTE OF MANAGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bengaluru - 560 077

16/04/2024

CIRCULAR

This is to inform the BBA General students that our department will be celebrating the Earth Day and Inauguration of ECO CLUB on 23rd April 2024 for all the students of our college to make awareness of importance of Earth and sustainability at 12:30 pm in the college auditorium. All the students who are interested in participating towards the same should inform your respective class representatives and Prof. Asha before 19th April 2024.

HOD
Head of the Department
Department of BBA
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore 562 149

Principal
Principal
Koshys Institute of Management Studies
31/1, Kadusonnappanahalli,
Kannur PO, Hennur-Bagalur Road,
Bangalore - 562 149

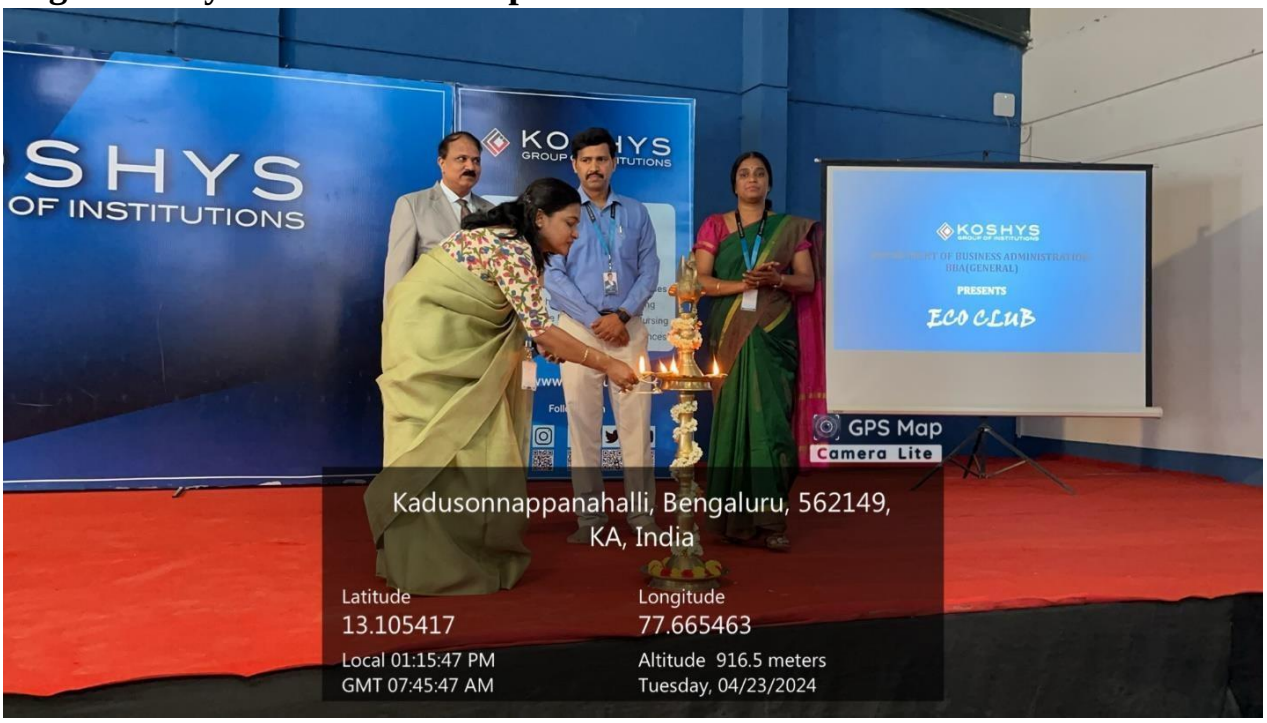
Director
DIRECTOR
KOSHYS INSTITUTE OF MANAGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bengaluru - 560 077

Earth Day Celebration Report

Date: April 22, 2024

Venue: Auditorium

Organized By: BBA General Department



(***Lamp Lighting ceremony by Dr. Prakash B. Nayak, the Academic Director of KIMS, Dr. Sandhya S, Principal of KIMS, Prof. Smitha Biji, HOD of the BBA General Department)***

The Earth Day Celebration held on April 22, 2024, was a remarkable event filled with enthusiasm, awareness, and a commitment to environmental conservation. The event comprised various activities aimed at promoting sustainability and fostering a deeper understanding of our responsibility towards the planet.

The Earth Day Celebration welcomed esteemed guests, including Dr. Prakash B. Nayak, the Academic Director of KIMS, Dr. Sandhya S, Principal of KIMS, Prof. Smitha Biji, HOD of the

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31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

BBA General Department, and from the head of IQAC Dr. Gopi. Their presence underscored the importance of environmental awareness in academia and inspired attendees to actively engage in conservation efforts.

The program commenced with an Invocation Song, which set the tone for the day, invoking a sense of reverence and connection to nature. Following this, the Lamp Lighting ceremony symbolized the illumination of knowledge and awareness in our journey towards environmental stewardship.



Skit by students of II semester about the cleanliness and hygiene

A Welcome Speech was delivered, emphasizing the significance of Earth Day and the importance of collective action in preserving our planet for future generations. The speech encouraged everyone to actively engage in sustainable practices and to reflect on their individual impact on the environment.

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A captivating Welcome Dance performance captivated the audience, showcasing the beauty of nature and the need to protect it. This was followed by a thought-provoking Skit, which depicted the consequences of environmental degradation and the urgent need for conservation efforts.



Skit by students of IV semester about water crisis faced in Bangalore

The atmosphere was further energized by a vibrant Dance performance, celebrating the diversity and richness of our natural world. The rhythmic movements conveyed a message of harsmony and interconnectedness with all living beings.

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One of the highlights of the event was the Inauguration of the ECO-CLUB, a platform dedicated to promoting environmental awareness and initiating eco-friendly initiatives within the community. The inauguration ceremony symbolized a commitment to sustainability and provided a platform for individuals to actively contribute to environmental conservation.

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(**Inauguration of the ECO-CLUB**)

The event concluded with a heartfelt Vote of Thanks, expressing gratitude to all participants, volunteers, and supporters who contributed to the success of the Earth Day Celebration. It reiterated the importance of collective efforts in addressing environmental challenges and urged everyone to continue their commitment to protecting our planet.

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Bangalor-562 149



Learning Outcomes:

Increased Awareness: Participants gained a deeper understanding of environmental issues and the importance of Earth Day in promoting environmental consciousness.
Inspiration for Action: The event inspired individuals to take proactive steps towards sustainability in their personal and professional lives.
Community Engagement: The inauguration of the ECO-CLUB provided a platform for community members to come together and work towards common environmental goals.

HOD
Head of the Department
Department of BBA
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore 562 149

Principal
Principal
Koshys Institute of Management Studies
31/1, Kadusonnappanahalli,
Kannur PO, Hennur-Bagalur Road,
Bangalore - 562 149

Director
DIRECTOR
KOSHYS INSTITUTE OF MANAGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bengaluru - 560 077

DEPARTMENT OF HUMANITIES

CIRCULAR

23/11/2023

The Department of Humanities (Criminology) is conducting a competition on crime scene management. The event will be orgaized in Criminology/Psychology Lab at 10: 00 A.M to 11:00 A.M on 24/11/2023.

We cordially invite all the students who are intersted to participate in the event.

Thank You.

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KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

DIRECTOR

DEPARTMENT OF HUMANITIES

Participant List

SL.NO	NAME OF THE STUDENT	DEPARTMENT
1	Sarang	BBA
2	Amrithes	BBA
3	Gopika	BBA
4	Dhanush	BBA
5	Pranavi	BBA
6	Kunalan	BBA
7	Aishwarya	BBA
8	Dharshan	BBA
9	Dhanush	BBA
10	Sai Charan	BBA
11	Kevin	BBA
12	Sumith	BCA
13	Abhay M	BCA
14	Bupathi R Hari	BCA
15	Benson antony	BBA
16	Jithin jiji	BBA
17	Muhammad ijas	BBA
18	Abhin	BCA
19	Adwaith	BCOM
20	Adeep	BCOM
21	Govind	BCOM
22	Al manil	BBA
23	Sijo ponnachan	BBA
24	Amal C S	BBA
25	Abhishek	BBA
26	Muhammad Nabeel	BCOM
27	Pavan shaji	BCA
28	Sana	BCA
29	Vishnu	BCA

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Department of Humanities

Event report: Activity on Crime scene management.

Date: 24/11/2023

Place: Criminology laboratory in Koshys Institute of Management Studies

Aim: To help all the students to explore and collect information about the crime scene management.

Objectives:

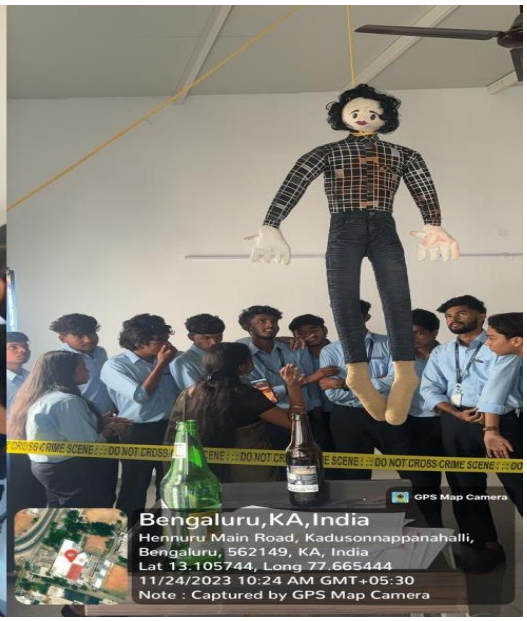
- To know about the crime scene management and also investigation of crime. To know about the fingerprinting technology.
- Learning outcomes: Students can articulate and also understand about the crime scene management

Content:

The Department of Humanities (BA Criminology) arranged an activity based on crime scene management. At 10 AM, we invited the students from BCA, B.COM and BBA department to witness the crime scene management. All the students were really excited to see the crime scene that was prepared. Everyone was willing to know about the Forensic Tools and equipments. The students were more excited to explain each and every one of them and also re-created an indoor crime scene with a dummy, rope, and other crime scene related materials that is required. BBA, B.COM and BCA students were asked to guess about the crime scene and to share their point of view and perspective to make this session more interactive. Each of the students explained about how to re-create an indoor crime scene, what are the materials required to recreate it, and about the tools and equipments needed to use in a crime scene. They also showed them how to collect fingerprints, how to note it down, and how to note down the other prints and evidences that are collected from the crime scene.Each and every student was really engaged and were sharing their opinion. The students also explained them the basic tools and equipment displayed in the lab. They also captured some moments from the session. It was really a nice session and all the students from BBA, B. Com and BCA department were really interactive and engaging.

Photo Gallery













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KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

DIRECTOR

DEPARTMENT OF HUMANITIES

CIRCULAR

27/05/2024

The Department of Humanities (Psychology) is conducting a Guest Lecture on "Teen Pregnancy and Drugs" on **28th of May 2024** in Criminology/Psychology Lab for all **B.A-CPJ students from 11 A.M to 1:00 P.M**.

We, cordially invite all the students and faculty who are intersted to participate in the event.

Thank You.

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

DIRECTOR

DEPARTMENT OF HUMANITIES (PSYCHOLOGY)

GUEST LECTURE REPORT

TEEN PREGNANCY AND DRUGS

Event report on: 28/05/2024

Venue: Criminology/Psychology Laboratory

Audience: II and IV SEM BA Students

Introduction

On May 28, 2024, a guest lecture on the pressing issues of teen pregnancy and drug abuse was organized at Koshys Institute of Management Studies. The session was led by Prof. Nikhath Seema, who is currently working as an Assistant Professor at Kristu Jayanthi College- Autonomous Bangalore. The lecture aimed to educate students about the risks, consequences, and prevention strategies associated with teen pregnancy and drug use.

Overview of the Lecture

The lecture was divided into two main segments. The first half focused on teen pregnancy, and the second half addressed drug abuse among teenagers.

Teen Pregnancy

Prof. Nikhath began by presenting statistics that highlighted the prevalence of teen pregnancy in the United States. She emphasized that although the rates have declined over the past two decades, the issue remains significant, particularly in socioeconomically disadvantaged communities.

1. **Causes of Teen Pregnancy**: Prof. Nikhath discussed various factors contributing to teen pregnancy, including lack of comprehensive sex education, peer pressure, and limited access to contraception. She also touched on the role of media in shaping adolescents' attitudes towards sex.

2. **Consequences of Teen Pregnancy**: The lecture outlined the immediate and long-term consequences of teen pregnancy. Immediate consequences include health risks to the mother and child, such as preterm birth and low birth weight. Long-term consequences encompass educational setbacks, economic challenges, and increased likelihood of the children becoming teen parents themselves.

3. **Prevention Strategies**: Prof. Nikhath emphasized the importance of comprehensive sex education that includes information about contraception, healthy relationships, and consent. She also advocated for parental involvement and open communication between parents and teens. Access to healthcare services and community support programs were highlighted as crucial in preventing teen pregnancies.

Drug Abuse

Prof. Nikhath also took the stage to discuss the issue of drug abuse among teenagers. She began by explaining the types of substances commonly abused by teens, including alcohol, marijuana, prescription drugs, and opioids.

1. **Causes of Drug Abuse**: Prof. Nikhath identified several factors that lead to drug abuse among teens, such as peer pressure, stress, mental health issues, and a desire for experimentation. He also mentioned the impact of familial and environmental influences.

2. **Consequences of Drug Abuse**: The discussion covered both the short-term and long-term effects of drug abuse. Short-term effects include impaired judgment, accidents, and risky behaviors. Long-term effects encompass addiction, mental health disorders, academic failure, and legal issues.

3. **Prevention and Intervention**: Prof. Nikhath stressed the importance of early intervention and education. Schools and communities play a vital role in providing resources and support to prevent drug abuse. Programs that promote healthy coping mechanisms, resilience, and life skills were recommended. He also discussed the importance of destigmatizing mental health issues to encourage teens to seek help.

Interactive Session

Following the presentations, an interactive Q&A session was held. Students asked insightful questions about how to help friends struggling with these issues and how to seek help themselves. Prof. Nikhath provided practical advice and encouraged students to utilize school counselors and local support services.

Conclusion

The guest lecture was well-received, with students expressing increased awareness and understanding of the issues surrounding teen pregnancy and drug abuse. The session underscored the importance of education, open communication, and community support in addressing these challenges.

Photo Gallery





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KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
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Bangalor-562 149

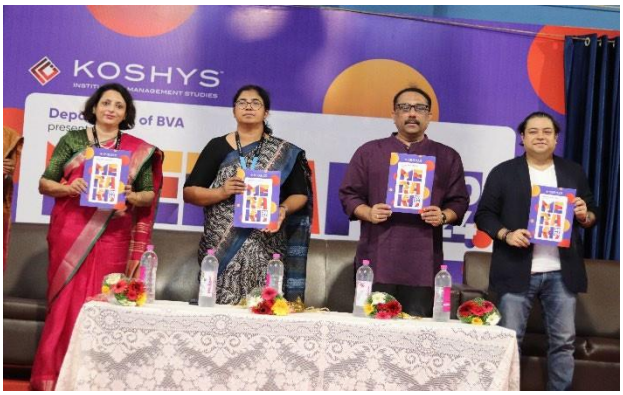
DIRECTOR

Department of Visual Art's

Report on the Creative Club Opening: Meraki 2024

02-05-2024

- Introduction



The Department of BVA at Koshys Institute of Management Studies recently celebrated the grand opening of the Meraki 2024 Creative Club. This event aimed to foster creativity and collaboration among students and faculty, providing a platform for showcasing artistic talents and innovative ideas. The club is designed to support and enhance the creative skills of students through various activities, workshops, exhibitions, and competitions.

- Highlights of the Event

- **Interactive Session:** The event began with an engaging interactive session that allowed students and faculty to get to know each other. This session set a positive tone for the day and encouraged collaboration and participation.

- **Round Table Discussion:** A lively discussion was held on the role of creativity in modern education and its impact on personal and professional development. Esteemed guest speakers and faculty members shared their insights and experiences, sparking thought-provoking conversations among attendees.



- **Inauguration Ceremony:** The formal inauguration of the Meraki 2024 Creative Club was marked by the traditional lighting of the lamp. Dr. Santhosh Koshys, Chairman of Koshys Group of Institutions, and other dignitaries delivered inspiring speeches, emphasizing the club's potential to transform students' creative journeys.

- **Dean's and Chairman's Speeches:** The Dean and Chairman highlighted the importance of nurturing creativity within the academic environment. They encouraged students to actively

participate in the club's activities and take advantage of the opportunities provided to enhance their skills.

- **Chief Guests' Speeches:** The chief guest Mr. Kunal Lal, notable personalities from the arts and education sectors, shared his experiences and offered valuable advice to the students. Their speeches were motivating and provided practical insights into pursuing creative careers.



- **Vote of Thanks:** The event concluded with a heartfelt vote of thanks, expressing gratitude to the management, faculty, students, and all those who contributed to the success of the event.

- **Fresher's Party:** The day ended with a lively fresher's party, filled with music, dance, and performances. This provided a great opportunity for new students to feel welcomed and integrated into the creative community at Koshys.

- Student Feedback

The students expressed immense satisfaction and enthusiasm for the newly inaugurated Meraki 2024 Creative Club. They appreciated the well-organized event and the inspiring speeches from the dignitaries and chief guests. The interactive and engaging sessions helped them feel more connected and motivated to explore their creative potential.

- Acknowledgments

The Department of BVA extends its sincere thanks to the management of Koshys Group of Institutions for their unwavering support in making this event a grand success. Special thanks to Dr. Santhosh Koshys, Chairman of Koshys Group of Institutions, for his inspiring leadership and guidance. We also thank the Dean, academic advisors, and principal of KGI for their continuous support.



A heartfelt thank you to all faculty members, especially Mr. Vivek for his excellent decoration ideas, and Mr. Sagar for his exceptional coordination. We also extend our gratitude to the students for their active participation and enthusiasm.

- Conclusion

The Meraki 2024 Creative Club opening was a resounding success, marking the beginning of a new chapter in fostering creativity and innovation at Koshys Institute of Management Studies. The event set a strong foundation for future activities and collaborations, promising an exciting and enriching journey ahead for all members of the club. We look forward to witnessing the creative growth and achievements of our students through this platform.





Report By:

Manikishore Illapu

Department of Bachelor of Visual Arts

Koshys Institute of Management Studies

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

DIRECTOR

Department of Visual Art's

Report on the

Observational Drawing Visit to Sri Bhoga Nandishwara Gudi

25-05-2024

Overview:



On the 25th of May 2024, the Department of Bachelor of Visual Arts (BVA) at Koshys Institute of Management Studies organized an observational drawing visit to Sri Bhoga Nandishwara Gudi. This educational trip aimed to provide students with practical experience in live painting and portrait photography, enhancing their understanding of the subjects through real-world application.

Itinerary:

- 7:30 AM: Departure from Koshys Group of Institutions campus.
- 9:15 AM: Briefing by faculty coordinators about the day's activities.
- 9:30 AM - 12:30 PM: Observational drawing and live painting sessions.
- 1:00 PM - 3:00 PM: Portrait photography session.
- 3:00 PM: Departure from the temple.
- 4:30 PM: Arrival back at Koshys Group of Institutions campus.

About Sri Bhoga Nandishwara Gudi:



Sri Bhoga Nandishwara Gudi, located at the foothills of Nandi Hills, is one of the most ancient and architecturally significant temples in Karnataka. This temple is known for its intricate Dravidian architecture, beautiful sculptures, and historical significance. Built during the period of the Chola dynasty and later expanded by the Vijayanagara kings, the temple showcases exquisite carvings and sculptures that represent the rich cultural heritage of South India.

Activities and Learning Outcomes

Live Painting Session



- **Instructor:** Prof. Vivek

- **Description:** Students were allowed to engage in live painting, capturing the intricate details of the temple's architecture and sculptures.

- **Learning Outcome:** Students improved their skills in observational drawing, focusing on aspects such as perspective, light, and shadow. They drew inspiration from the temple's magnificent sculptures and carvings.

Portrait Photography Session



- **Instructors:** Prof. Shrinil and Prof. Yani

- **Description:** Students practised portrait photography, using the temple's serene environment to capture expressive images.

- **Learning Outcome:** Students enhanced their understanding of portrait photography techniques, including composition, lighting, and subject interaction.

Student Feedback:

The students found the visit immensely beneficial and enlightening. They appreciated the hands-on experience and the opportunity to learn outside the classroom. The interaction with faculty during the practical sessions helped them gain deeper insights into their coursework.





Conclusion:

The observational drawing visit to Sri Bhoga Nandishwara Gudi was a resounding success. It provided the students with invaluable practical experience and enriched their academic journey. The students were particularly inspired by the temple's historical and artistic significance, and their drawings of the temple's sculptures demonstrated a deep appreciation for the ancient art forms. We look forward to organizing similar educational trips in the future to continue enhancing our students' learning experiences.

Report By:

Prof.Vivek

Department of Bachelor of Visual Arts Koshys

Institute of Management Studies

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

DIRECTOR

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INSTITUTE OF MANAGEMENT STUDIES

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DEPARTMENT OF COMMERCE

Date:18/04/2024

CIRCULAR

The Department is Organizing **Guest Talk Series -2024 on the topic of CORPORATE-Culture,Philosophy,Ethos** for the Final year B.Com General and Logistics students on 29th April 2024 from 11:00am to 1:00pm.

Head of the Department
Department of B.Com
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore-562 149

Principal
Koshys Institute of Management Studies
31/1, Kadusonnappanahalli,
Kannur PO, Hennur-Bagalur Road,
Bangalore - 562 149

DIRECTOR
KOSHYS INSTITUTE OF MANAGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bengaluru - 560 077

Koshys Institute of Management Studies
Bengaluru
560 077

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Department of Commerce

Respected Ma'am

Sub: Expenditure towards GUEST TALK -2024.I request you to please sanction the amount which will be held on 29th April 2024

Please find the details of the expenditure of commerce -UG

Sl.No	Item	Amount
1	Remuneration for the resource person	2,500
2	Memento	1 Piece
3	Saplings (1X200)	200
	Total	**2,700**

Thank You& Regards
Ms.Maria.M
Head Department of Commerce
Koshys Institute of Management Studies

Principal
Koshys Institute of Management Studies
31/1, Kadusonnappanahalli,
Kannur PO, Hennur-Bagalur Road,
Bangalore - 562 149

20/4/24

DIRECTOR
KOSHYS INSTITUTE OF MANAGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bengaluru - 560 077

Koshys Institute of Management Studies
Bengaluru
560 077

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From,
Ms. Maria. M
Head Department of Commerce
Koshys institute of Management Studies

To,
Ms.Sushmashree.S.P
HR
St. Vincent Palloti College

Subject:Invitation to be a guest speaker

Respected Ma'am,

I hope this Letter finds you well. I am writing on behalf of Department of Commerce, Koshys institute of Management Studies and I am delighted to invite you to be a guest speaker at our upcoming Guest Talk -2024
I believe that your insights and knowledge would be valuable to our students , and we Would be honored if you could join us as a guest speaker.

The details of the event are as follows:
Event Name: Guest Talk -2024
Date:29-04-2024
Time: 11:00am to 1:00pm
Venue:Seminar Hall-II

We look forward to your positive response.

.
Warm regards,
Ms. Maria.M
Head Department of Commerce
Koshys Group of institutions

Head of the Department
Department of B.Com
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore-562 149

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DEPARTMENT OF COMMERCE

A REPORT ON A GUEST TALK ON THE TOPIC 'CORPORATE - Culture, Philosophy and Ethos' - 2024

Objectives

- To explore the significance of corporate culture in shaping organizational behavior and values.
- To examine various corporate philosophies and their impact on business practices and decision-making.
- To understand the role of ethics and morality within corporate environments and their influence on stakeholder relationships.
- To provide practical insights and advice for students preparing to enter the workforce on how to navigate and contribute to corporate cultures effectively.

Outcomes

- Increased awareness and understanding of the importance of corporate culture in shaping organizational identity and behavior.
- Enhanced knowledge of different corporate philosophies and their implications for business practices and decision-making processes.
- Improved ability to critically evaluate corporate cultures and identify elements that contribute to organizational success and employee satisfaction.
- Strengthened skills in fostering a positive and inclusive corporate culture that promotes collaboration, innovation, and employee engagement.

Content of the Report

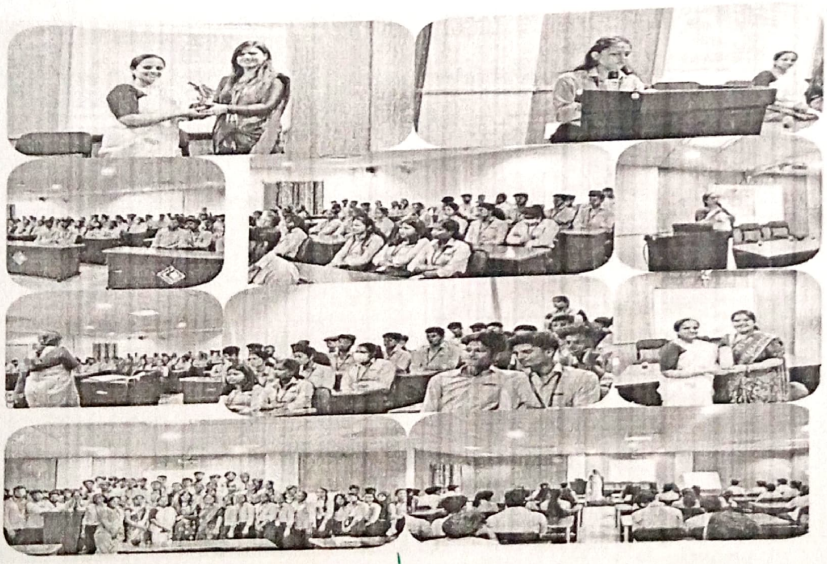
The Department of Commerce at Koshys Institute of Management Studies organized a thought-provoking guest talk on the topic of "Corporate Culture, Philosophy, and Ethos" for the final year B.COM students on 29th April 2024. The event aimed to provide students with valuable insights into the foundational elements that shape organizational identity and behavior in the corporate world. The guest talk took place from 11.00 am to 01.00 pm, allowing ample time for in-depth discussions and interactive engagement with the students.

The guest speaker, Ms. Sushmashree. S. P, HR, at St. Vincent Palloti College, an expert with extensive experience in management and leadership, delivered an insightful presentation on the intricacies of corporate culture, philosophy, and ethos. The talk began with an exploration of corporate culture, highlighting its significance in fostering a cohesive work environment, driving employee engagement, and influencing organizational performance. Through real-world examples and case studies, the speaker illustrated the diverse manifestations of corporate culture and its impact on business outcomes.

Furthermore, the guest speaker delved into the realm of corporate philosophy, elucidating the various guiding principles and strategic frameworks that underpin organizational decision-making processes. Students gained valuable insights into the role of corporate philosophy in shaping business strategies, aligning actions with core values, and navigating complex ethical dilemmas. The discussion also touched upon the ethical dimension of corporate conduct, emphasizing the importance of upholding integrity, transparency, and social responsibility in business practices.

In conclusion, the guest talk on "Corporate Culture, Philosophy, and Ethos" provided final year B.COM students at Koshys Institute of Management Studies with a comprehensive understanding of the fundamental principles that drive organizational excellence. The event served as a platform for students to broaden their perspectives, engage in critical discussions, and glean valuable insights from industry experts. Such initiatives play a crucial role in preparing students for the challenges and opportunities they will encounter in their future careers in the corporate world.

Photos



HOD

Head of the Department
Department of B.Com
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore-562 149

PRINCIPAL

Principal
Koshys Institute of Management Studies
31/1, Kadusonnappanahalli,
Kannur PO, Hennur-Bagalur Road,
Bangalore - 562 149

DIRECTOR

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

KOSHYS
INSTITUTE OF MANAGEMENT STUDIES
NAAC Accredited & ISO 9001:2015 Certified

DEPARTMENT OF COMMERCE

Students list

GUEST LECTURE - CORPORATE - CULTURE, PHILOSOPHY AND ETHOS

SL.NO	STUDENT NAME	SIGNATURE
1	SUHAS GOWDA G M	
2	SYEDA MISBA	
3	SYEDA SABA	
4	CHANDU BV	
5	CHANDANA NR	
6	MANASA BM	
7	NAVYASHREE S	
8	PRAJWAL G	
9	RAHUL SR	
10	UMMEHANI N	
11	SATHYA. S	
12	SOUNDARYA BM	
13	VEDHA SHREE S	
14	SNEHA N	
15	CHANDAN GOWDA R	
16	YOGESH M	
17	PRAVEEN PAUL P	
18	RAKSHITH N	
19	PRUTHVI RAJ VA	
20	NAMETH M	
21	DARSHAN BM	
22	MUHAMMED HUSSAIN K	
23	CHAITHANYA B M	
24	BHARATH SM	
25	ABHIRAM	
26	ARJUN K	
27	MOHAMMED RAIYAAN	
28	BISHAL SINGH R	
29	BHUVANESWARI R	
30	HAMSALEKHA. M	
31	HARSHA VARDHAN M	

Koshys Institute of Management Studies Bengaluru 560 077

32	MANOJ R	
33	BHARGAV M S	
34	SELVARAJ S	
35	SAGAR KUMAR JHA	
36	ARUN M	
37	HEMANTH M	
38	ANUSHA A	
39	ALEN STANLY	
40	ALEX JOSEPH	
41	ALFIN V S	
42	ALVIN AJI THOMAS	
43	ANUSH S	
44	APARNA SABU	
45	ARAVIND K S	
46	ATHIRA NAIR	
47	ATHUL P SANOJ	
48	AVYATH K V	
49	BASIL SAJU THOMAS	
50	BIBIN R DANIEL	
51	DHEERAJ LAL	
52	FEBIN BIJU	
53	GOKUL R RAJ	
54	HARRY KRISTEN WILSON	
55	IRSHAD V	
56	K JAVAD	
57	KARTHIK AB	
58	KRISHNAPRIYA K	
59	LIJO JOY	
60	MEGHA BABU	
61	MELWIN JOHNSON J	
62	MOHAMMED NOUSHIN K	
63	MOHAMMED AKHEEL	
64	MOHAMMED MUBEEN VM	
65	MUHAMMED FAJAS K J	
66	MUHAMMED HANAN NK	
67	MUHAMMED HASHIR	
68	MUHAMMED KAREEM	
69	MUHAMMED M T	
70	MUHAMMED SHAHAL. P.K	
71	MUHAMMED FADI INAS	
72	MUHAMMED SHIBIRI C	
73	MUHAMMED SHUAIB CN	
74	MUHAMMED UNAIS N	
75	NAVEEN N	

Kristu Jayanti Institute of Management Studies
Bengaluru
560 077

76	NELBIN THOMAS	
77	NIHAM SHAMIL M	
78	PRANAVE KP	
79	RAZEEN NASAR	
80	SAYAND JS	
81	SHAMIL V	
82	SHANS BOBAN	

Head of the Department
Department of B.Com.
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore-562 149

HOD

DIRECTOR
KOSHYS INSTITUTE OF MANAGEMENT STUDIES
#31/1, Hennur-Bagalur Road,
Kannur Po, Hennur-Bagalur Road,
Bangalore-562 149

DIRECTOR

KOSHYS

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Date:17/11/2023

CIRCULAR

The Department is Organizing **GUEST TALK** on Awareness about the prevailing challenges in the IT and and other industrial sector for final year B.Com students on 17h November 2023 from 11:00am to 12:00pm. in Seminar Hall-II.

Head of the Department
Department of B.Com
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road
Kannur (Po), Bangalore-562 149

HOD

Principal
Koshys Institute of Management Studies
31/1, Kadusonnappanahalli,
Kannur PO, Hennur-Bagalur Road,
Bangalore - 562 149

Principal

Director

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

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REPORT ON GUEST TALK ON THE PREVAILING CHALLENGES IN THE IT AND OTHER INDUSTRIAL SECTOR - 2023

Objectives

- To highlight the rapid pace of technological advancements and the challenges it poses for both IT and industrial sectors in terms of adapting to new technologies and staying competitive.
- To discuss the increasing frequency and sophistication of cyber security threats, emphasizing the need for robust security measures to safeguard sensitive data and infrastructure.
- To highlight the growing gap between industry requirements and the skills possessed by the workforce. Emphasis was placed on the need for continuous skill development and effective talent acquisition strategies.

Outcomes

- Attendees gain a deeper understanding of the current challenges faced by the IT and industrial sectors, fostering increased awareness of the complexities involved.
- Participants are better equipped to make informed decisions in their respective roles, considering the challenges discussed and potential solutions presented during the talk.
- The talk creates opportunities for collaboration and knowledge-sharing among attendees, fostering a sense of community and collective problem-solving within the industries.



- Awareness of skills gaps leads to a focus on skill development initiatives, both at the organizational and individual levels, to bridge gaps and stay relevant in the evolving landscape.

Content of the Report

The guest talk on prevailing challenges in IT and industrial sectors was held for final year B.Com students on 17th November, 2023 from 11.00 am to 12.00 pm in Seminar Hall - II. The talk which was delivered was a transformative experience for students, yielding outcomes that extend beyond the lecture hall.

Firstly, the session sparked a heightened awareness among students about the dynamic landscape of the IT and industrial sectors. The discussion on technological disruptions, cyber security threats, and the importance of sustainability served as an eye-opener, encouraging students to view their future roles with a more nuanced understanding of the challenges awaiting them in the professional world. This new found awareness is expected to shape their academic pursuits and career aspirations, instilling a proactive mindset.

A notable outcome was the enthusiastic engagement and participation of students in post-talk activities. The Q&A session witnessed insightful queries, showcasing the students' eagerness to delve deeper into the intricacies of the challenges discussed. Additionally, the talk inspired a sense of responsibility and initiative among students, leading to the formation of study groups and collaborative projects aimed at exploring potential solutions to the challenges highlighted during the talk. The outcomes reflect a proactive and collaborative spirit among the student community, demonstrating a commitment to understanding and addressing real-world issues in the IT and industrial sectors.

Furthermore, the guest talk served as a catalyst for practical initiatives within the students. Students, motivated by the insights shared during the session, initiated skill development workshops, coding competitions, and sustainability projects within the campus. This hands-on approach not only translated theoretical knowledge into actionable steps but also fostered a culture of innovation and problem-solving among the student body. The outcomes underscore the guest talk's impact in inspiring students to actively contribute to the resolution of challenges in the IT and industrial sectors, setting the stage for a generation of informed and proactive professionals.





HOD

Head of the Department
Department of B.Com
Koshys Institute of Management Studies
No. 31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore-562 149

PRINCIPAL

Principal
Koshys Institute of Management Studies
31/1, Kadusonnappanahalli,
Kannur PO, Hennur-Bagalur Road,
Bangalore - 562 149

DIRECTOR

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

KOSHYS

INSTITUTE OF MANAGEMENT STUDIES

NAAC Accredited & ISO 9001 2015 Certified

DEPARTMENT OF COMMERCE

Students list

GUEST LECTURE

SL.NO	STUDENT NAME	SIGNATURE
1	SUHAS GOWDA G M	
2	SYEDA MISBA	
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4	CHANDU BV	
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Koshys Institute of Management Studies Bengaluru 560 077

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75	NAVEEN N	

Kristu Jayanti Institute of Management
Bengaluru
560 077

76	NELBIN THOMAS	Nelbin
77	NIHAM SHAMIL M	Niham
78	PRANAVE KP	Pranave.
79	RAZEEN NASAR	Razeen
80	SAYAND JS	Sayand.
81	SHAMIL V	Shamil.V
82	SHANS BOBAN	Shans

HOD.

Head of the Department
Department of B.Com
Koshys Institute of Management Studies
31/1, Hennur-Bagalur Road,
Kannur (Po), Bangalore-562 149

DIRECTOR

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

Koshys Institute of Management Studies
Bengaluru
560 077

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DEPARTMENT OF COMPUTER APPLICATIONS

Date: 20/05/2024

CIRCULAR

The **Department of Computer Applications** is organizing an Industrial Visit to **"Samsung Opera House"** for Second year BCA students on 22nd may and 29Th May 2024. Each day a batch of 50 Students will be visiting to the Industrial visit.

HOD

Principal

Director

DIRECTOR
KOSHYS INSTITUTE OF MANAGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bengaluru - 560 077

KOSHYS
INSTITUTE OF MANAGEMENT STUDIES
NAAC Accredited & ISO 9001 2015 Certified
31/1, Hennur Baglur Road, Kannur (P.O), Bangalore-562149

Date: 30-05-2024

REPORT ON INDUSTRIAL VISIT – SAMSUNG OPERA HOUSE

The Department of Bachelor of Computer Applications, Koshys Institute of Management Studies, organized an industrial visit to the Samsung Opera House on 22nd May 2024 and 29th May 2024. This visit aimed to provide students with practical insights into the latest advancements in artificial intelligence (AI) and cutting-edge technologies. A total of 100 students participated in this industrial visit, divided into two batches of 50 students each.

Batch-I Visit: 22nd May 2024

Batch-I, visited the Samsung Opera House on 22nd May 2024. The session commenced at 11:00 AM, where experts from Samsung welcomed the students and faculty. The experts provided an in-depth explanation of the emergence and integration of AI across various domains. They demonstrated the latest AI-driven devices and technologies, showcasing how AI can simplify and enhance everyday tasks.

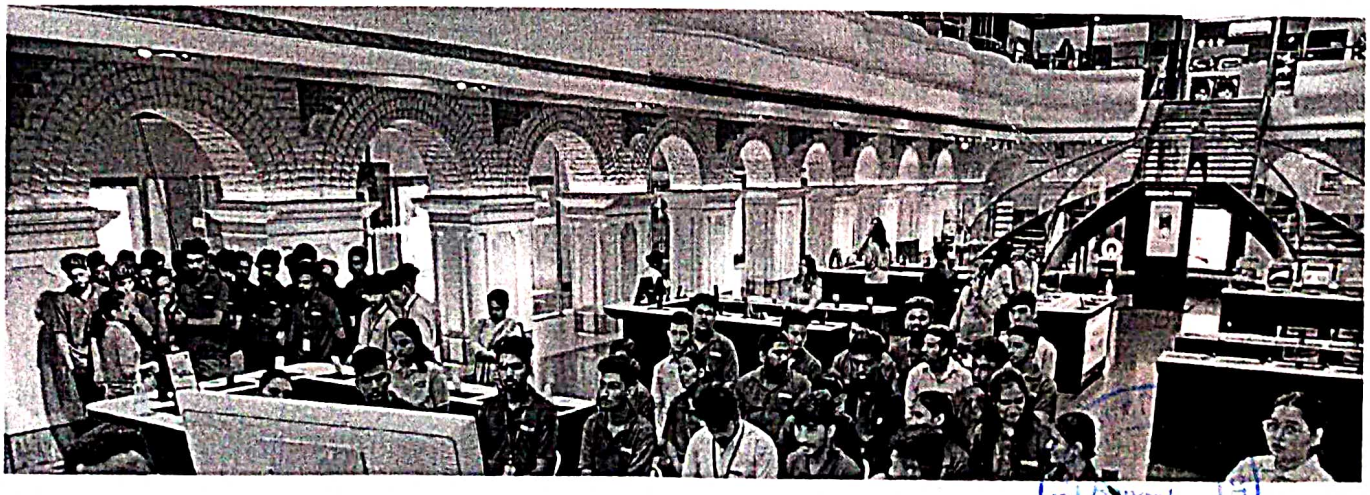
The highlight of the visit was a hands-on workshop on AI, where students actively participated and gained practical experience.

Batch-II, Visit : 29th May 2024

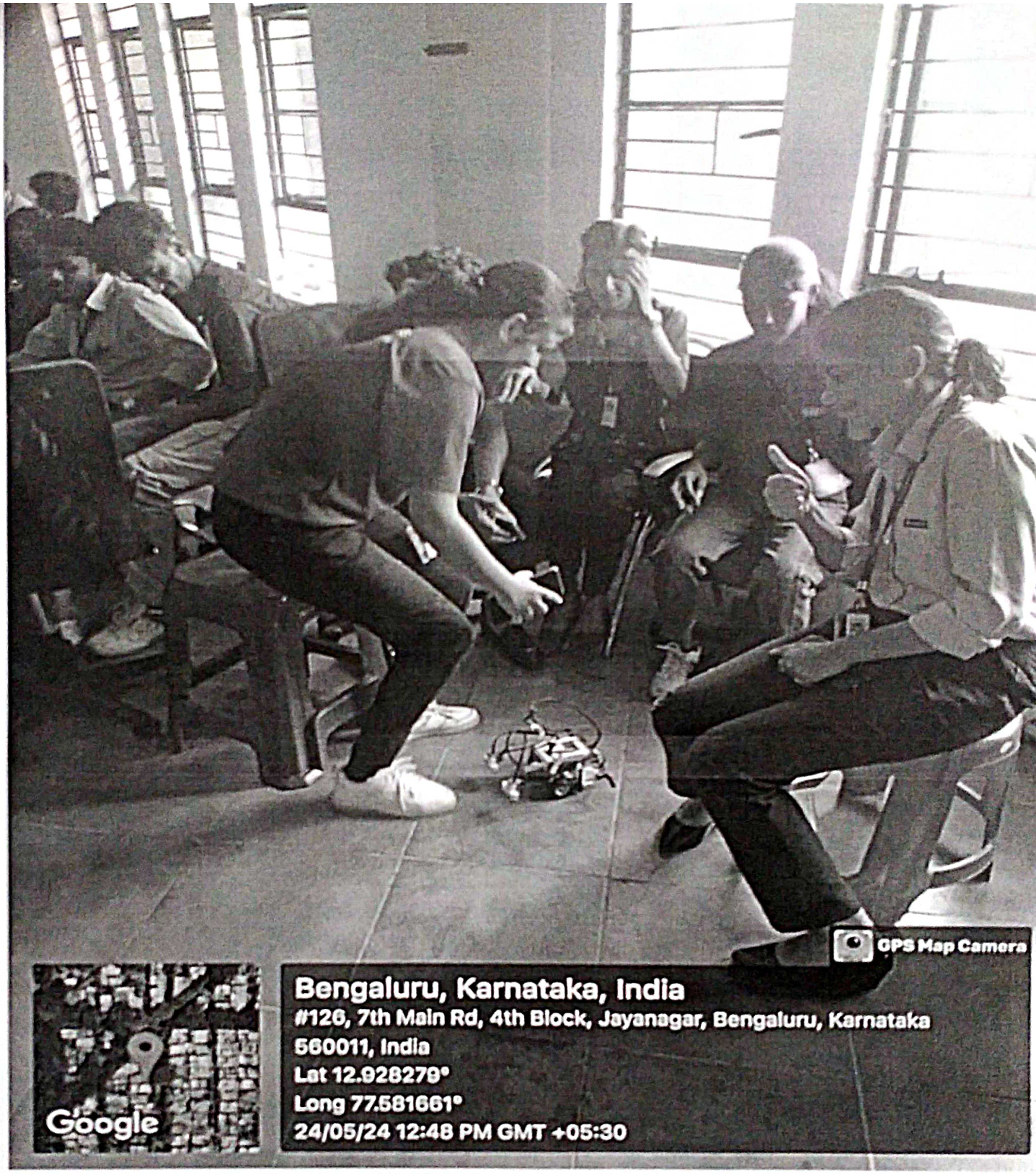
Batch -II visited the Samsung Opera House on 29th May 2024. The session began at 11:00 PM, following a similar structure to Batch-I's visit. Students were introduced to ongoing technological advancements and the significant role of AI in shaping the future.

For Batch-II, a special workshop on doodling was conducted. This workshop provided a creative outlet for students to explore their artistic skills while learning about the intersection of technology and creativity. Additionally, Samsung provided certificates and diaries to all students in Batch-II, serving as a token of appreciation and a reminder of the knowledge gained during the visit.

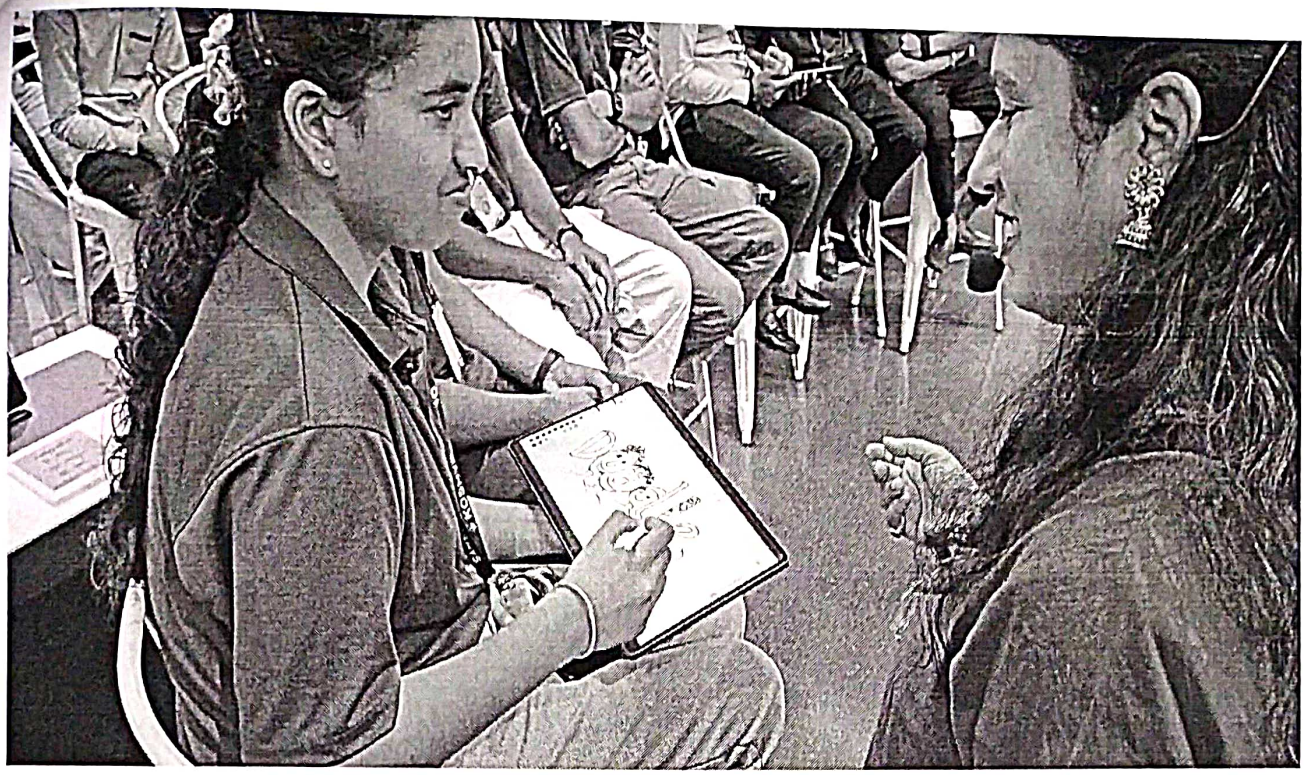
PHOTO GALLERY

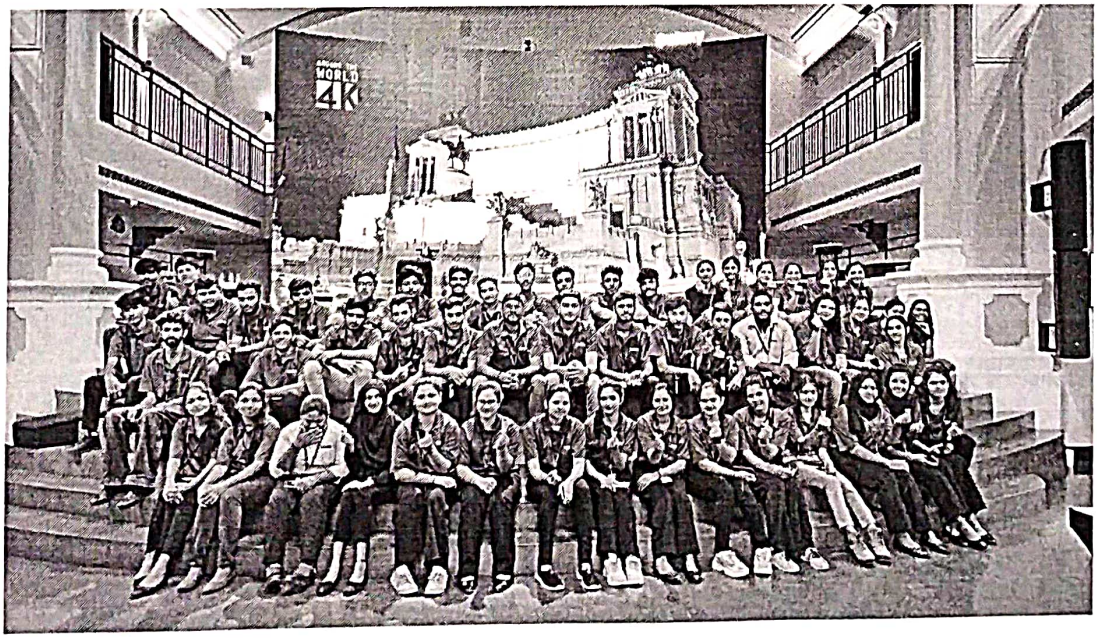


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Bangalore





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Bangalore





Faculty Co-coordinators

Batch-I: Prof. Ms Swapnnil P Srivastavaa

Prof. Ms Ashritha

Batch-II: Prof. Shohinee Mandal

CC:

Principal

HoD

Director

DIRECTOR
KOSHYS INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

Koshys Institute of Management Studies
Bangalore

KOSHYS
GROUP OF INSTITUTIONS

22ND MAY INDUSTRIAL VISIT TO SAMSUNG OPERA HOUSE

SR No	NAME	CONTACT NUMBER	EMAIL -ID	ATTENDANCE
1	P.Nikitha	8247800774	padmanikitha134@gmail.com	
2	Justin Samuel	7558974066	justinsamuel9876@gmail.com	
3	Anjali CH	8304025564	anjalirajagopal2021@gmail,com	
4	MUHAMMED BILAAL	7736797285	muhammedbilaal8@gmail.com	
5	Yashaswi H C	6360036577	yashaswihcyashu63600@gmail.com	
6	Vinutha m	6361916800	vinuthavinutha231@gmail.com	
7	Nimisha k balakrishna	7994399881	nimishak689@gmail.com	
8	Vysakh A	7356143929	vysakh2004a@gmail.com	
9	Arya Mohan	8089106067	aryamohan6067@gmail.com	
10	Jishnu P	8714514735	jishnup331@gmail.com	
11	Aleena George	97760454001	aleenageorge3987@gmail.com	
12	Nithish Kumar v	8217885957	nithishnikki2004@gmail.com	
13	Mohamed sahal	8078383289	Shahalmsp@gmail.com	
14	Ravi jangir	8123490873	r50730354@gmail.com	
15	Nijin Biju	8714821046	nijinbiju8256@gmail.com	
16	Aryanandha v	9946997770	aryanandha89433@gmail.com	
17	Adarsh E D	8714753096	adarshed236@gmail.com	
18	Muhammed shakeeb	9633619654	Shakeebperingadi@gmail.com	
19	Rithul Raj k	8590895767	rithulraj.33@gmail.com	
20	Melbin.S	8098926412	melbingudalur123@gmail.com	
21	Anshif P	9645674404	anshifniju691@gmail.com	
22	Ashkar s	6547186982	Ashkars178@gmail.com	
23	Aswajith.c	8891328857	aswajithc95@gmail.com	
24	P JIBIN ANTO	9916091208	Jibinanto4200@gmail.com	
25	Sana km	8089974094	sanakm442@gmail.com	
26	Jeswin C John	8075948601	johnchackojohnchacko@gmail.com	
27	Noor Ayesha F	8494978391	shayesh1959@gmail.com	
28	Fathima sufiya	9611044660	fathimasufiya660@gmail.com	
29	Gangothri.l	7338129761	gangothrigowdagangothri@gmail.com	
30	Harika D V	7899229303	dvharika4@gmail.com	
31	Keerthnana.A	9901574632	06keerthanaa@gmail.com	
32	Fazil pasha C	8904342248	fp811534@gmail	
33	Swathi l	8971603990	lswathi510@gmail.com	
34	Divya C	9663565693	divyagowda90616@gmail.com	
35	Shravani	9591243574	shravanikv.2005@gmail.com	
36	MANJUNATH H P	9900707775	miuid9900707775@gmail.com	
37	Hasanath	9043186238	hasanarazak149@gmail.com	
38	Ansha Ansar	8921873256	anshaanzar5@gmail.com	
39	Sahna Sabana.A	7418868442	anuzshaa214@gmail.com	
40	RICHU K ROJI	7907646600	richukroji008@gmail.com	
41	MANOJ C	7204757005	chamanthmanoj@gmail.com	
42	Chandhan k	9035233781	chandhankuruba05@gmail.com	
43	Sangeetha k	8951208133	sangeethasangeetha92199@gmail.com	
44	RAMEES K	7736920243	rameeskuneemmal3450@gmail.com	

Koshys Institute of Management Studies
Bangalore

45	Navin Umanath	9747952035	navinumanath@gmail.com	
46	Goutham Raj	7736203604	goutham9847@gmail.com	
47	Jeswin Johnson	6282640761	jeswinjohnson1213@gamil	
48	Vishnu.B	7676452075	vishnuappu1223@gmail.com	
49	Kasinadh M Babu	9778326751	kasiirulam@gmail.com	
50	Rakshitha	9901181206	rakshithagowda391@gmail.com	
51	Anamika K.A	9846132952	anamikapooja2003@gmail.com	
52	Divya. G	7418266036	g12divya34@gmail.com	
53	Prakruthi.L	9148758969	prakruthilprakruthi@gmail.com	
54	BN chethana	9632254636	chethanabn14@gmail.com	
55	Bhavana NV	8971659883	bbha71472@gmail.com	

56	Jagan.N	9880)40269		Jagan.
57	Shubham Kumar	9035687084	01980225 0081	
58	Roshan Syeeda	7795996015		
59	Manjunath.B	7411046676		

Koshys Institute of Management Studies
Bangalore

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INSTITUTE OF MANAGEMENT STUDIES

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29th MAY INDUSTRIAL VISIT TO SAMSUNG OPERA HOUSE

SL NO	NAME	Contact Details	E-mail ID	Attendance
1	Nidhin Manoj	8714891541	nidhinmanoj6@gmail.com	
2	merlin joseph	9037460568	josephmerlin493@gmail.com	
3	sukanya s	6282801430	sukanyasadr@gmail.com	
4	thejus krishna	8137984805	thejuskrishna111@gmail.com	
5	ajin toy	8848621723	ajintoy6@gmail.com	
6	Mrudul manoj	7736620976	mridhulmanoj777@gmail.com	
7	jibin joy	9400635271	jibinjoy127@gmail.com	
8	shinu johnson	9544820260	johnsonshinu2@gmail.com	
9	gayathri t p	7907850145	gayathrimanoj127@gamil.com	
10	mohammed ashid A A	7510833442	mohammedashid.07@gmail.com	
11	joyal jins	7025218294	joyaljins007@gmail.com	
12	mythri t	7349472990	mythrit14@gmail.com	
13	navya	8951261022	navyadevadiga16@gmail.com	
14	harshitha	9632294819	harshitha.aa.04@gmail.com	
15	janavi	9741552799	janavijan2004@gmail.com	
16	Harsha GR	9035411589	gowdaharsha636@gmail.com	
17	Melvin j mathew	7510398410	melvinjmathew171@.com	
18	ABIN ABRAHAM	9074866614	abinabraham250@gmail.com	
19	Alex Augusthy	8075818607	alexaugusthy97@gmail.com	
20	MOHAMED NIHAL KK	7034243301	kkmohamednihal0@gmail.com	
21	Wilson G	6374097209	wilsonjomon619@gmail.com	
22	Aflah CK	8089499284	aflahsonuck@gmail.com	
23	Kenith siju	7736723027	kenithsiju1234@gmail.com	
24	Arjun s	8807388279	arjunsreenivasn19@gmail.com	
25	Sourav vs	9605203831	souravvs2255@gmail.com	
26	Athul Benny	7306318401	athulkannoth2003@gmail.com	
27	Muhammed fahim pk	8089316689	fpk986@gmail. Com	
28	Bharath.R	8861438189	bharathrambharathram464@gmail.com	
29	Vijay sreekumar	9895890028	vijaysreekumar5678@gmail.com	
30	Shubham Kumar D	9035687044	sshubhamsharma577@gmail.com	
31	Jithin prasad	7019828386	ajithaprasad2015@gmail.com	
32	Rosh K Roy	8590901356	roshkroy58@gmail.com	
33	Yashonath vg	7625082038	Yashwanthgangadhar77@gmail.com	
34	Adil	9995973162	adilaadhu321@gmail.com	
35	Adwaith Aravind	8078458486	adwaitharavind49@gmail.com	
36	Adwaith S Krishna	6238762467	adwaithskrishna44@gmail.com	

37	Adhil Muhammed S	9961910060	adhilmuhammed8184@gmail.com	
38	Nanda s	9036211474	nandasnair0113@gmail.com	
39	Bharath Kumar A	7795538331	bharath05188@gmail.com	
40	Riya saji	7736348133	riyasaji919@gmail.com	
41	Vishakh T Hareesh	6282495004	vishakhthareesh2004@gmail.com	
42	Mathew v m	8590473480	mr.blue.fight.34@gmail.com	
43	Mohammed Azeem	9301679716	mohammedazeem607@gmail.com	
44	Punith Raj R	9019198162	punithrajrpravee@gmail.com	
45	Muslih noorudheen kv	9544474493	muslihnoorudheen@gmail.com	
46	Shamath R C	7411092484	Princeronny73@gmail.com	
47	Jibin Anto	9916091208	jibinanto4200@gmail.com	
48	Ann Brudzer	7705337894	AnnBrudzer7515@gmail.com	
49	Narendra Babu N	8050095299	narendrababu8050095299@gmail.com	
50	Víshal.n	8951684262	vishalnvishaln205@gmail.com	
51	TamilSelva A	9945735441	Tamilselva682000@gmail.com	
52	Abhinav P Anil	9446444790	abhinavpanil897@gmail.com	
53	Amalnath T	9778402314	amalnath807@gmail.com	
54	Bharath D	5660702597	Bharath8nacky183@gmail.com	
55	MANOJ C	7204757005	chamanthmanoj@gmail.com	
56	Vignesh V	6360180916	Vignaharachas@gmail.com	
57	Amal A	8714888113	a66336698@gmail.com	
58	Melbin S	8089926412	melbinsudalai123@gmail.com	
59	Sneha	9880037083	snehamsneha3@gmail.com	
60	Abhijith P	9072958593	abhijithp0321@gmail.com	

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INSTITUTE OF MANAGEMENT STUDIES
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DEPARTMENT OF COMPUTER APPLICATIONS

Date: 20/05/2024

CIRCULAR

The **Department of Computer Applications** is organizing an Industrial Visit to **"NOVATECH ROBO PVT LTD"** for First year BCA students on 23rd may and 24th May 2024. Each day a batch of 50 Students will be visiting to the Industrial visit. All the participants will receive a certificate of participation at the end of the Industrial Visit.

HOD

Principal

Director

DIRECTOR
KOSHYS INSTITUTE OF MANAGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bengaluru - 560 077

KOSHYS
INSTITUTE OF MANAGEMENT STUDIES
NAAC Accredited & ISO 9001 2015 Certified
31/1, Hennur Baglur Road, Kannur (P.O), Bangalore-562149

Date: 29-05-2024

REPORT ON INDUSTRIAL VISIT – NOVOTECH ROBOTICS

The Department of Bachelor of Computer Applications, Koshys Institute of Management Studies, organized an industrial visit to **Novotech Robotics** Office(Jayanagar), providing a valuable learning experience for 100 students divided into two batches of 50 each. The visit aimed to familiarize students with the field of robotics and its applications, enhancing their practical understanding of the subject matter.

Batch-I Visit: 23rd May 2024

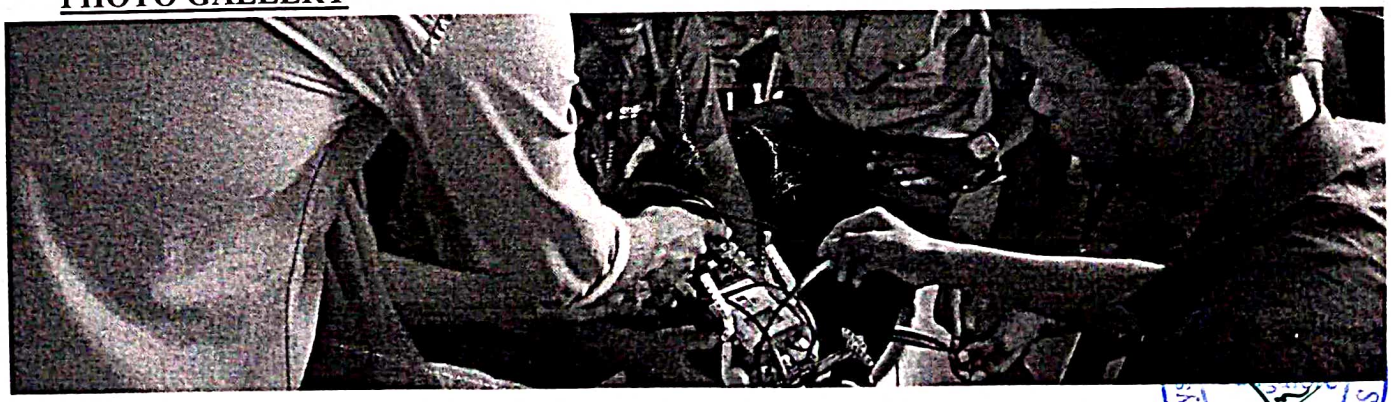
On May 23rd, 2024, the first batch of 50 students, accompanied by faculty coordinators, embarked on an enriching journey to Novotech Robotics Campus. Upon arrival, students were introduced to the world of robotics through interactive sessions and practical demonstrations. They were initially tasked with creating simple models of robots, fostering their creativity and hands-on skills.

Subsequently, students delved into the programming aspect of robotics, where they received comprehensive guidance on coding and controlling robotic movements. Through engaging workshops and tutorials, students gained practical insights into the intricate workings of robotics technology.

Batch-II, Visit : 24th May 2024

On May 24th, 2024, the second batch of 50 students embarked on their journey to Novotech Robotics Campus, eager to explore the realm of robotics. Similar to the previous batch, students were immersed in a dynamic learning environment, where they were introduced to the fundamentals of robotics and its practical applications. During the visit, students actively participated in the construction of robotics models, followed by in-depth sessions on programming techniques. The industrial visit to Novotech Robotics Campus proved to be an enlightening and enriching experience for the students of Koshys Institute of Management Studies. By immersing themselves in the world of robotics, students gained valuable insights into the practical applications of their academic knowledge.

PHOTO GALLERY







Koshys Institute of Management Studies
Bangalore





Faculty Co-coordinators

Batch-I: Prof. Ms Swapnnil P Srivastavaa

Prof. Ms Rahmat Sheikh

Batch-II: Prof. Mr Shakil Ahamad

CC:

Principal

HoD

Director

DIRECTOR
KOSHY'S INSTITUTE OF MANGEMENT STUDIES
31/1, Kadusonnappanahalli,
Kannur Po, Hennur-Bagalur Road,
Bangalor-562 149

KOSHYS
GROUP OF INSTITUTIONS

23RD MAY INDUSTRIAL VISIT TO NOVOTECH ROBO

SR No	Name	Phone Number	Email Id	Signature
1	Harsha Harikumar	8714848892	harshaparu317@gmail.com	
2	Abhinav krishnan. M	8129291513	abhinavkrishnan8129@gmail.com	
3	Uma.N.L	8431443364	nluma093@gmail.com	
4	K Akarsh	8590085388	akarshkakarshk@gmail.com	
5	Sidharth c	7511137796	sidharthsidhu168@gmail.com	
6	Mohamed muneer p	9656025405	Mohamedmuneerparayil@gmail.com	
7	Amritha H	6282195893	Amrithahandas33@gmail.com	
8	Anurag k	7907517506	anuragk10987@gmail.com	
9	Eldhose sabu	8891900943	eldhosesabu09@gmail.com	
11	Likith M	7975022329	liki88868@gmail.com	
12	Usha.N.L	8431443364	nluma093@gmail.com	
13	jishathomas	7034413771	thomasjisha794@gmail.com	
14	Harsha S	7411081129	gharsha337@gmail.com	
15	Kevin Daniel	8157065241	Kevinkunnathu03@gmail.com	
17	Indrajith A	6282944469	aindrajith3@gmail.com	
18	Abhijith p	9633857003	p9918513@gmail.com	
19	Goutham Vinu	8606357680	gouthamkannan779@gmail.com	
20	Harsha Harikumar	8714848892	harshaparu317@gmail.com	
21	Likith M	7975022329	liki88868@gmail.com	
22	F MUHAMMED ASHFAK	9747291646	Muhammedashfak26123@gmail.com	
23	Alen Mathew	9744613392	alenmathew21122004@gmail.com	
24	Mohan V	9448336990	Dhruvaraj6313@gmail.com	
25	mohammed bilal	6361000603	mohammed.bilal1425@gmail.com	
26	manav p m	9746840104	manavpm7@gmail.com	
28	Mohammed salsan Shareef	9400887897	salsanmhmd@gmail.com	
29	Neeraj Ravi	8129874794	ravineeraj87@gmail.com	
30	Aravind J Nair	9188056527	@aravindjnair63@gmail.com	
31	Bharath .B	9980968094	bharathgowda99809@gmail.com	
32	hari k s	6282489061	ksh825008@gmail.com	
33	Mohammed bilal	6361000603	mohammed.bilal1425@gmail.com	
34	ANSIL.M.M	7204477943	ansilkaviyappa@gmail.com	
35	Subn k a	889144083	Subnka003@gmail.com	
36	Sreelakshmi. P. S	8547840118	p1513673@gmail.com	
37	Gangotri. S. G	7975799699	gangothrisg2005@gmail.com	
38	Vyshnav Ks	7736707781	sherlysunilkp@gmail.com	
39	Dithin Benny	9995897556	dithin2121@gmail.com	
40	Mohammed Rinshad	9207551400	rinshadrinz702@gmail.com	
41	Shamil mehaboob	9207572472	Shamilwfpk@gmail.com	
42	Vishnu Vijayan	8590325861	van326873@gmail.com	
43	Sojan s mathew	9778764626	sojan2005@gmail.com	
44	Tunga k	86188840405	ktunga93@gmail.com	
46	Muhammed shinfas vk	9544806234	muhammedshinfas@gmail.com	
47	Mohammad sinan E	9526571396	mohammedsinan679324@gmail.com	
48	Shahabas aman	9946912602	Shahabasamen00@gmail.com	
49	B.M.Gayathri	9552352881	gayathrinaidu900@gmail.com	
50	Shahabas aman	9946912602	Shahabasamen00@gmail.com	
51	Vaishnav P	9847239107	vaishnavpallot011@gmail.com	
52	Sajna.a.m	7561855150	Sxjnabasheer@gmail.com	
53	Sajla fathima. S	9037281682	Sajlasayyra@gmail.com	
54	Sreeraj M S	9778735655	sreerajsree96450@gmail.com	
55	Anaswara P.T	9846325234	anaswarajayaprakash8@gmail.com	

Koshys Institute of Management Studies Bangalore

KOSHYS
INSTITUTE OF MANAGEMENT STUDIES

Department of Computer Application

Industrial visit Student list MAY 24-2024

sl.no	Name of the student	signature
1	Melbin Aniyankunju	
2	Thouteek Y	
3	Vismaynath VV	
4	Alfaz Haleel	
5	Anil Kumar	
6	Ali	
7	Ashik Rahim	
8	Albin George	
9	Albin Thomas	
10	Aswin Jayaraj	
11	Abhijith K A	
12	Alan Monachan	
13	Aswin va	
14	Aswin Rag C	
15	Archa d s	
16	Adhithya Deepak	
17	M Al Ameen	
18	Athul Roy	
19	Akshay Arun	
20	Athul Raj M	
21	Amaljith N.V	
22	Jasim J	
23	Sumith	
24	Arjun Ajith	
25	Abel Mathew Joseph	
26	Anugrah tv	
27	Vismaya Vijayakumar	
28	Joshna Joy	
29	Sarang k	
30	Kushal S	
31	Sajna A M	
32	Emerson dasan	
33	Sandra K.P	
34	Midhun Jacob	
35	Gradel Maria	
36	Sooraj C Suresh	
37	Christopher Samson	
38	Arya K	
39	Anju KV	
40	Devika B	
41	Adarsh K.E	
42	Adhwaith T	
43	Aji Krishna	
44	Likhitha D	
45	Madhumitha G	
46	Harni SB	
47	Basil Zaman C	
48	Nandana Anilkumar	
49	Blessy Varghese	
50	Ashna sunil	

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Bangalore

KOSHYS
INSTITUTE OF MANAGEMENT STUDIES
NAAC Accredited & ISO 9001 2015 Certified
31/1, Hennur Baglur Road, Kannur (P.O), Bangalore-562149

Date: 22-06-2024

REPORT ON INDUSTRIAL VISIT - U N RAO SATELLITE CENTRE

The Department of Bachelor of Computer Applications (BCA) organized an exhilarating industrial visit for the 6th-semester students on **18th June 2024** to the renowned **(UN Rao Satellite Centre).** It was an enriching experience that provided our students with a firsthand glimpse into the intricate world of satellite manufacturing and testing.

18th JUNE 2024 (UN RAO SATELLITE CENTRE)

At the ISRO Satellite Centre, our students had the privilege to witness the entire lifecycle of satellite development, from design and assembly to testing and integration. They were guided through the advanced facilities where cutting-edge technologies are employed to create satellites that play pivotal roles in communication, navigation, and scientific research.

The visit not only broadened the students' understanding of space technology but also inspired them with the scale and precision involved in satellite engineering. They interacted with scientists and engineers who shared invaluable insights into their work, sparking curiosity and motivation among our budding technologists.

PHOTO GALLERY







Faculty Co-coordinator : Prof . Mr. Viramuthu.

CC: **Director:**

Principal:

HoD: