



**Vijayanagara Sri Krishnadevaraya University,  
Ballari.**

Department of Studies in Business Administration

**Academic Report  
2025-26**



The Academic Report of Department of Studies in Business Administration, Vsk University, Ballari. Covering all the events, milestones & achievements of every year, along with research work conducted by the faculty members and list of publications.

I am happy to share the academic report for the year 2025-2026. Growth, year by year is the hallmark of our journey at Department of Studies in Business Administration, VSKUB. It is a delight to share the report encapsulating yet another year of transformation and extraordinary accomplishments on this journey.

Our commitment to excellence has propelled us to new heights by strategically aligning with our feeder colleges & executing faculty development programs & student enrichment programs. Our students have demonstrated their skills by organizing poster exhibitions to share knowledge & skills.

Our alumni have played a pivotal role in building relationships by actively engaging in lecture series & orientation programs to a greater extent.

The faculty members have published articles in reputed journals and have been instrumental in building the Dept of Studies in Business Administration.

As we progress, I extend my heartfelt gratitude to the Department of Studies community - our faculty, students, staff & alumni. Your relentless dedication & exceptional achievements have been the driving force in the future of management education, inspiring, empowering and making a lasting impact in this field of our success. Together we are shaping the world. Together, we will continue to blaze new trails, leaving an enduring legacy for generations to come.

**GP Dinesh**

Professor and Chairman  
Dept. of Studies in Business Administration,  
VSK University, Ballari.

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# An Academic Report on Three Days “Digital Marketing Workshop” Organized by Department of Studies in Business Administration, VSKU, Ballari

In Collaboration with Meta Minds Advertisement, Bengaluru.

**Resource Person:** Mr. Venkatesh P. T.(Alumni)

**Dates:** 5th, 6th and 7th of August, 2025.

**Venue:** MBA Seminar Hall, VSKU Ballari Campus

## 1. Introduction

The Department of MBA, Vijayanagara Sri Krishnadevaraya University, Ballari, organised a three-day hands-on Digital Marketing Workshop for MBA students in collaboration with Meta Minds Advertisement, Bengaluru. The primary objective of the workshop was to provide students with practical exposure to contemporary digital marketing tools, strategies, and platforms, enabling them to integrate these skills into their academic learning and future careers.

## 2. Program Overview

### Day 1 – Introduction to Digital Marketing & Canva

The session commenced with an overview of digital marketing concepts, online marketing channels, and the importance of branding and target audience analysis. Students were introduced to Canva for creating visually appealing content.

**Activity:** Participants designed a sample social media post for a brand.

### Day 2 – Social Media Marketing (Facebook & Instagram)

The focus was on understanding how brands effectively use Facebook and Instagram for engagement and promotion. Students learned to prepare a content calendar, write impactful captions, and select suitable images.

**Activity:** Teams developed a one-week content plan and designed one post using Canva.

### Day 3 – Performance Marketing, AI Tools & Portfolio Building

Students were introduced to Google Ads, keyword strategies, bidding techniques, and audience targeting. The final session covered AI tools such as ChatGPT, Canva AI, and Copy.ai, along with methods to create and organise a digital portfolio using Lovelable and Google Drive.

**Activity:** Students initiated their own professional digital portfolios.

## 3. Outcomes of the Workshop

- Enhanced practical knowledge of digital marketing tools and strategies.
- Development of content creation, campaign planning, and ad designing skills.
- Familiarity with AI tools for improving marketing productivity.
- Creation of individual digital portfolios by students.

#### 4. Photographs from the Workshop



## 5. Personal Profile – Venkatesh P. T.

**Name:** Mr. Venkatesh P. T. **Role:** Digital Marketing Consultant | Co-founder of Meta Minds Ads **Location:** Bengaluru, India

### About & Expertise

- Venkatesh P. T. heads **Meta Minds Advertisement**, a digital marketing agency based in Bangalore. The agency develops **comprehensive marketing strategies** that enhance online visibility and drive meaningful engagements Venkatesh PT.

He offers services spanning **social media campaigns, paid advertising (Facebook, Google Ads), branding, creative content development**, and deployment of AI tools in marketing workflows.

**DIGITAL MARKETING WORKSHOP**

FOR MBA STUDENTS

VSKUB  
Presented by  
Meta Minds

Date & Time  
05th Aug -08th Aug  
11am -12pm

Venue  
MBA Department

Portfolio  
[venkateshpt.online](https://venkateshpt.online)

Website:  
[www.metamindsads.com](https://www.metamindsads.com)

Contact Us

## 6. Acknowledgements

The Department of MBA extends heartfelt gratitude to Mr. Venkatesh P. T. for his valuable contribution and expertise in delivering the sessions. We also thank the University administration, faculty members, and students for their enthusiastic participation, which made the workshop a resounding success.


## 7. Attendance of Students.

Three Days Digital Marketing Workshop Organized by DOS in Business Administration				
Date: 05-08-2025 to 07-08-2025				
Sl. No	Student Name	05-08-2025 Signature	06-08-2025 Signature	07-08-2025 Signature
1	G Neelavathi	G Neelavathi	G Neelavathi	G Neelavathi
2	Unesha H	Unesha H	Unesha H	Unesha H
3	N Venkatesh	N Venkatesh	N Venkatesh	N Venkatesh
4	Sushant A Poal	Sushant A Poal	Sushant A Poal	Sushant A Poal
5	K Vijaya Lakshmi	K Vijaya Lakshmi	K Vijaya Lakshmi	K Vijaya Lakshmi
6	Sudarshana T	Sudarshana T	Sudarshana T	Sudarshana T
7	Goutham S	Goutham S	Goutham S	Goutham S
8	H M Vinith	H M Vinith	H M Vinith	H M Vinith
9	Manju	Manju	Manju	Manju
10	H Vineeth Shiva Kumar	H Vineeth Shiva Kumar	H Vineeth Shiva Kumar	H Vineeth Shiva Kumar
11	Raviteja	Raviteja	Raviteja	Raviteja
12	Mallamma	Mallamma	Mallamma	Mallamma
13	Rupa Shree S	Rupa Shree S	Rupa Shree S	Rupa Shree S
14	J Siddarama	J Siddarama	J Siddarama	J Siddarama
15	Ravikumar V	Ravikumar V	Ravikumar V	Ravikumar V
16	Anand B	Anand B	Anand B	Anand B
17	Vidya	Vidya	Vidya	Vidya
18	Venu N	Venu N	Venu N	Venu N
19	Shireesha K	Shireesha K	Shireesha K	Shireesha K
20	K Renuka Vallara	K Renuka Vallara	K Renuka Vallara	K Renuka Vallara
21	Prasad A N	Prasad A N	Prasad A N	Prasad A N
22	Bandarada Raghavendra	Bandarada Raghavendra	Bandarada Raghavendra	Bandarada Raghavendra
23	Mohammed Afiab	Mohammed Afiab	Mohammed Afiab	Mohammed Afiab
24	N Sandya	N Sandya	N Sandya	N Sandya
25	P Nagana Gowda	P Nagana Gowda	P Nagana Gowda	P Nagana Gowda
26	Israth P S	Israth P S	Israth P S	Israth P S
27	Sahana	Sahana	Sahana	Sahana
28	Preethi N	Preethi N	Preethi N	Preethi N
29	Shobha K	Shobha K	Shobha K	Shobha K
30	Mokambika C	Mokambika C	Mokambika C	Mokambika C
31	K Neethu	K Neethu	K Neethu	K Neethu
32	Neha Sulthan	Neha Sulthan	Neha Sulthan	Neha Sulthan
33	Krishna Pavani M	Krishna Pavani M	Krishna Pavani M	Krishna Pavani M
34	Padmapriya	Padmapriya	Padmapriya	Padmapriya
35	Sonali Roy	Sonali Roy	Sonali Roy	Sonali Roy
36	Rimsha	Rimsha	Rimsha	Rimsha
37	S Tejaswani	S Tejaswani	S Tejaswani	S Tejaswani
38	Alfa Banu K	Alfa Banu K	Alfa Banu K	Alfa Banu K
40	N Nikhitha	N Nikhitha	N Nikhitha	N Nikhitha
41	B Sama arshiya	B Sama arshiya	B Sama arshiya	B Sama arshiya
42	T Afsana banu	T Afsana banu	T Afsana banu	T Afsana banu
43	K Trecveni	K Trecveni	K Trecveni	K Trecveni
44	Lavanya C	Lavanya C	Lavanya C	Lavanya C
45	Balachandra T	Balachandra T	Balachandra T	Balachandra T
46	C Aishwarya	C Aishwarya	C Aishwarya	C Aishwarya
47	Dinakar Babu	Dinakar Babu	Dinakar Babu	Dinakar Babu
48	K Yarrilinga	K Yarrilinga	K Yarrilinga	K Yarrilinga
49	Ninodraj. A S.	Ninodraj. A S.	Ninodraj. A S.	Ninodraj. A S.

## 8. Overall Summary

The Digital Marketing Workshop proved to be a highly impactful learning experience for the MBA students. Through a well-structured blend of theoretical insights and hands-on activities, participants gained valuable skills in social media marketing, Canva designing, Google Ads, and AI-based marketing tools. The resource person, Mr. Venkatesh P. T., effectively bridged the gap between classroom concepts and industry practices, enabling students to build practical competencies such as campaign planning, content creation, and portfolio development. The enthusiastic participation and the quality of output from the students stand as a testament to the workshop's success in preparing them for real-world digital marketing challenges.

Report on Alumni Lecture Series – Start-up Stories  
**Date:** 12th August 2025 **Venue:** Seminar Hall, MBA Block

 **VIJAYANAGARA SRI KRISHNADEVARAYA  
UNIVERSITY, BALLARI**  
Department of Studies in Business Administration



# ALUMNI LECTURE SERIES



## “STARTUP STORIES”

**PROUD ALUMNUS**

**Mr. KIRAN B**


MBA – 2023 Batch


Founder – “Market Alpha”

Stock Market Coaching Centre



### OUR KEY FEATURES

 Confidence and  
Inspiration

 Networking  
Opportunity



 **DATE: 12TH  
AUGUST 2025**

 **Time: 10:00 AM**

 **Venue: Seminar Hall,  
MBA Block**

## Introduction

The Department of Studies in Business Administration, Vijayanagara Sri Krishnadevaraya University, Ballari, organized an **Alumni Lecture Series** on **12th August 2025** under the theme “**Startup Stories.**” The objective of this series is to provide a platform for alumni to share their entrepreneurial journeys, thereby motivating current MBA students to pursue innovative career paths and explore entrepreneurship as a viable option.

## Invited Alumnus

The session featured **Mr. Kiran B**, an alumnus of the **MBA 2023 Batch** of the Department. He is the **Founder of “Market Alpha,” a Stock Market Coaching Centre** that has been steadily growing as a financial education startup. Inviting him back to his alma mater gave students a chance to learn directly from a young entrepreneur who walked the same corridors only a few years ago.

## Session Highlights

1. Entrepreneurial Journey
  - Mr. Kiran shared his story of how he conceptualized and launched *Market Alpha*.
  - He explained how his interest in the stock market during his MBA days became the foundation of his entrepreneurial venture.
2. Challenges in Building a Start-up
  - He spoke about the **difficulties faced in the early stages**: gaining trust, attracting learners, managing finances, and handling competition from established players.
  - He emphasized the role of **persistence, focus, and customer-centric thinking** in overcoming challenges.
3. Business Model of Market Alpha
  - The start-up focuses on **training students, professionals, and investors in stock market operations, trading strategies, and financial literacy**.
  - He highlighted the importance of **delivering value-driven education** and building credibility in a competitive market.
4. Message to Students
  - He encouraged students to pursue **entrepreneurship as a career path**, even if it involves risk.
  - He stressed the importance of **financial knowledge, practical skills, and confidence** for succeeding in today’s competitive environment.

## MBA Perspective – Key Learnings

- **Entrepreneurship Development:** How ideas born during student life can be converted into successful ventures.
- **Financial Education:** The importance of stock market literacy and financial management in business.
- **Innovation & Market Gap Identification:** Success comes from identifying unmet needs in society.

- **Leadership & Risk-taking:** Entrepreneurship requires courage, decision-making ability, and vision.
- **Alumni Engagement:** Alumni success stories serve as inspiration and role models for present batches.

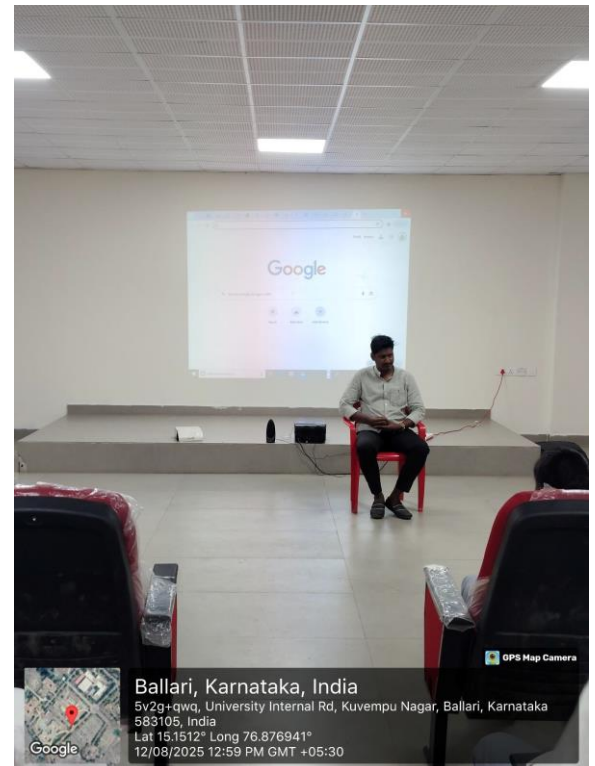
## Student Response

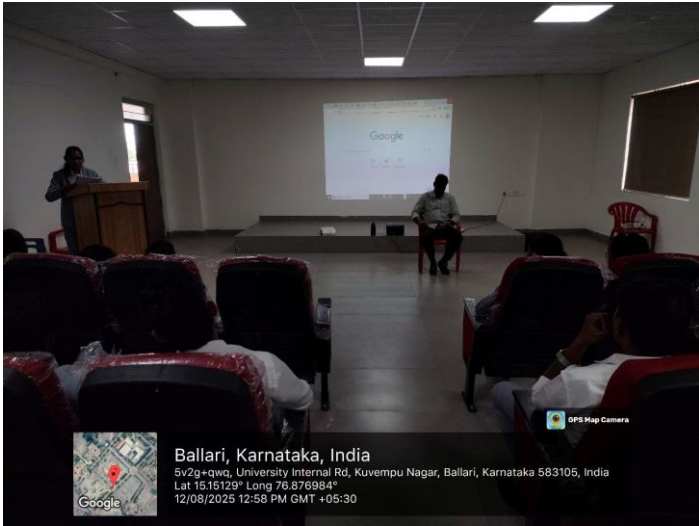
The session was highly interactive, with students asking questions on **investment strategies, career opportunities in stock markets, and start-up challenges**. They appreciated listening to a **recent alumnus**, as his journey felt relatable and achievable. His practical advice motivated students to think about **entrepreneurship and financial independence** more seriously.

## Conclusion

The **Alumni Lecture Series – Startup Stories** featuring **Mr. Kiran B (MBA 2023 Batch)** was an inspiring and impactful event. His startup journey with Market Alpha demonstrated how passion, knowledge, and determination can lead to entrepreneurial success.

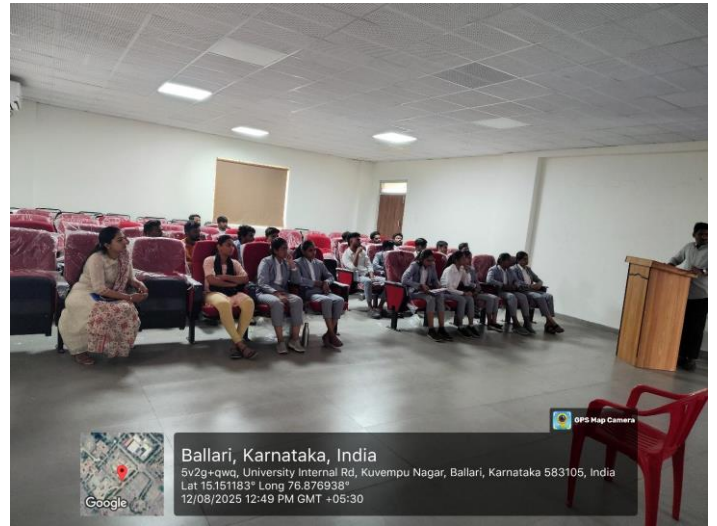
The Department of Studies in Business Administration extends sincere thanks to **Mr. Kiran B** for returning to his alma mater and motivating the current MBA students with his valuable insights and real-world experiences.





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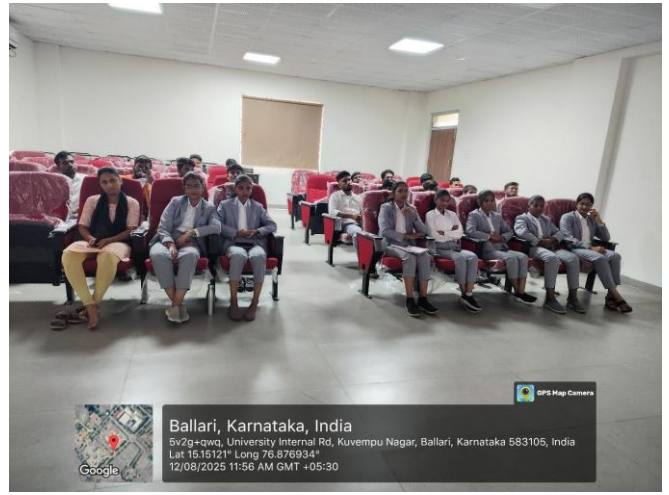


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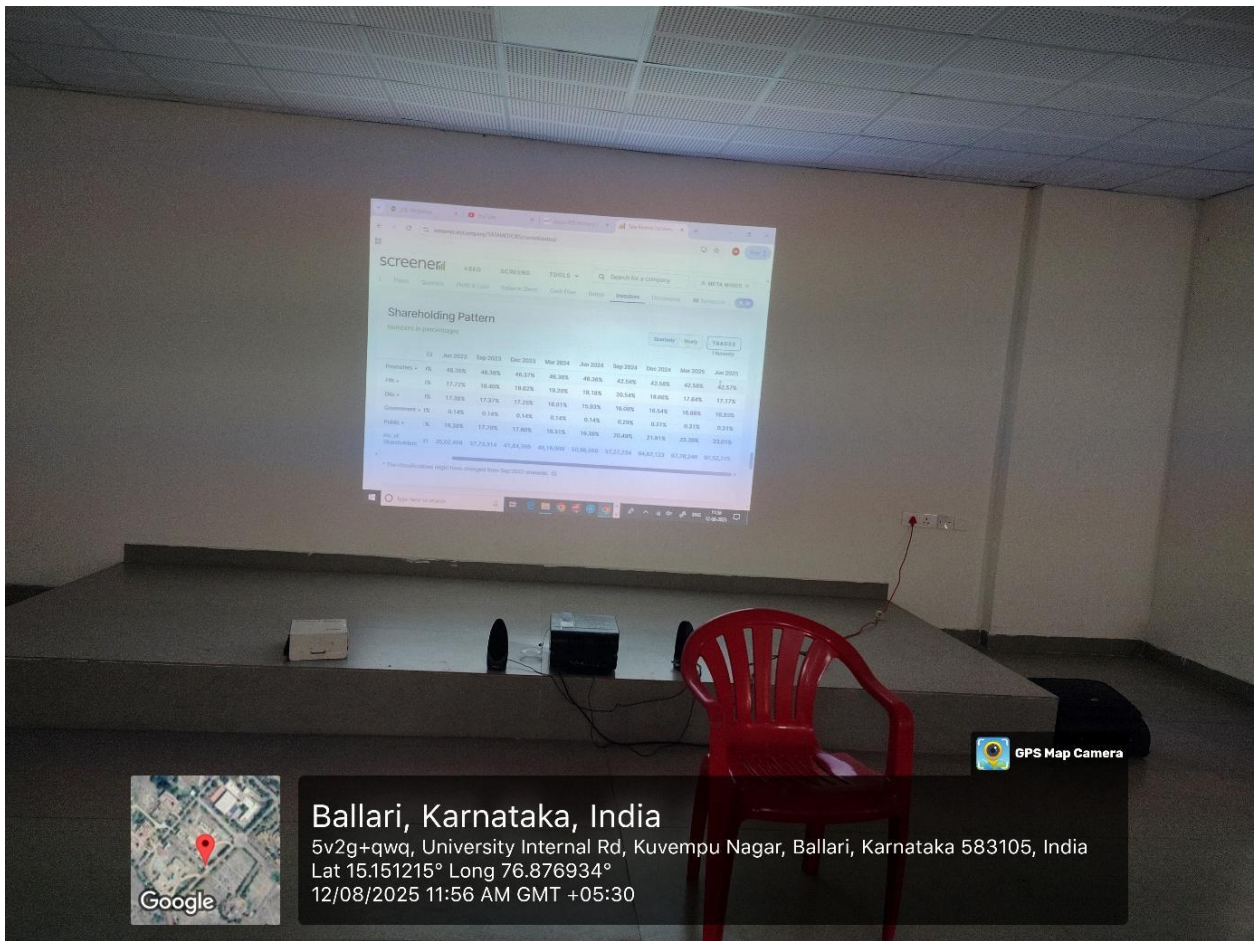
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"Jnana Sagara Campus" Vinayakanagara, Cantonement, Ballari-583 105

Department of Studies in Business Administration

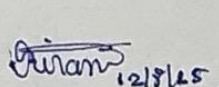
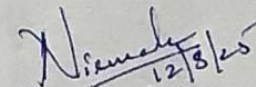
Attendance Sheet  
Programme: Alumni Lecture Series – Startup Stories

Date: 12th August 2025

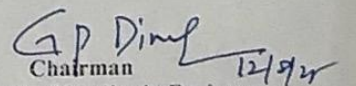
Venue: Seminar Hall, MBA Block, VSK University, Ballari

Guest Speaker: Mr. Kiran B (MBA – 2023 Batch, Founder – "Market Alpha" Stock Market Coaching Centre)

Sl. No.	Name of the Student	Register Number	Signature
1.	M.P. Neela	P16VM23M015012	M.P. Neela
2.	Shilpa D.	P16VM23M015053	Shilpa D.
3.	Priyanka B.M	P16VM23M015038	Priyanka B.M
4.	B.K. Lakshmi	P16VM23M015032	B.K. Lakshmi
5.	Vaishya M	P16VM23M015033	Vaishya M
6.	Swati	P16VM23M015047	Swati
7.	w. Bhoomika	P16VM23M015081	w. Bhoomika
8.	Chitxa	P16VM23M015011	Chitxa
9.	Yogesh	P16VM23M015027	Yogesh
10.	Arun Kumar	P16VM23M015002	Arun Kumar
11.	Balavardaj B	P16VM23M015007	Balavardaj B
12.	Mahesh Kumar K	P16VM23M0150	Mahesh Kumar K
13.	H.K. Srinivas	P16VM23M015018	H.K. Srinivas
14.	Poojith T	P16VM23M015006	Poojith T
15.	Shiva Prasad U.G.	P16VM23M015057	Shiva Prasad U.G.
16.	Murali Krishna J	P16VM23M015016	Murali Krishna J
17.	Vinod Kumar N	P16VM23M015035	Vinod Kumar N
18.	Sai Umesh Chandras	P16VM23M015028	Sai Umesh Chandras
19.	Kattahalli Manoj Kumar	P16VM23M015003	Kattahalli Manoj Kumar
20.	Uday Kumar	P16VM23M015022	Uday Kumar
21.	H. Jee Deppa	P16VM23M015021	H. Jee Deppa

  
Alumnus 12/8/25  
  
Programme Incharge 12/8/25

**Dr. Nirmala J**  
Assistant Professor  
DoS in Business Administration  
Vijayanagara Sri Krishnadevaraya University

  
Chairman 12/8/25  
Department of Studies in Business Administration  
Vijayanagara Sri Krishnadevaraya University  
Vinayakanagar, Cantonment  
Ballari-583 105, Karnataka

## Report on Alumni Lecture Series – Start-up Stories

**Organized for:** 4th semester MBA Students

**Date:** 12th September 2025

**Venue:** Seminar Hall, MBA Block

### Introduction

The Department of Studies in Business Administration, Vijayanagara Sri Krishnadevaraya University, Ballari, organized an **Alumni Lecture Series** on **12th September 2025** under the theme “**Startup Stories.**” The event aimed to inspire MBA students through the journeys of alumni who have successfully ventured into entrepreneurship.

### Proud Alumnus

The session featured **Mr. Venkatesh P. T**, alumnus of the **MBA 2023 Batch**, and Founder of “*Meta Minds Ads,*” a Digital Marketing Company. As a young entrepreneur, Mr. Venkatesh has created a niche in the field of **digital marketing and online brand building**, making his success story a source of inspiration for current MBA students.

### Session Highlights

#### 1. Entrepreneurial Journey

- Shared his journey from student life to becoming the founder of a thriving digital marketing firm.
- Emphasized how **passion, consistency, and a clear vision** were critical to his growth.
- Explained the challenges of starting up, including client acquisition, resource constraints, and building credibility.

#### 2. Digital Marketing Insights

- Provided students with **practical knowledge of digital marketing tools and strategies**, including SEO, social media campaigns, and targeted ads.
- Discussed how businesses today rely heavily on **online presence and consumer engagement**.
- Showed **live examples of advertising campaigns and digital projects** handled by *Meta Minds Ads*, giving students a real-world perspective of client work.

#### 3. Startup Management Challenges

- Talked about handling **cash flow, talent recruitment, and staying competitive** in the fast-paced digital market.
- Highlighted the importance of **innovation, adaptability, and customer satisfaction**.

#### 4. Student Opportunities

- Announced his willingness to offer **internship and full-time opportunities** to MBA students from VSKU at *Meta Minds Ads*.
- Encouraged students to use internships as a platform to **gain hands-on skills in digital marketing**.

- Expressed his commitment to **mentoring future managers and entrepreneurs**.
5. **Motivational Guidance**
- Urged students to pursue **entrepreneurship as a viable path**, especially in emerging sectors like digital marketing.
  - Stressed the value of **networking, continuous learning, and resilience** in building successful careers.

### **MBA Perspective – Key Learnings**

1. **Entrepreneurship:** Converting academic learning into a practical business venture.
2. **Digital Marketing Exposure:** Practical understanding of campaign management, branding, and consumer engagement.
3. **Strategic Management:** Overcoming startup challenges through innovation and client-centric strategies.
4. **Career Opportunities:** Direct linkages for **internships and employment** with an alumnus-led company.
5. **Leadership & Motivation:** Inspiration from a relatable alumnus who built his venture within two years of graduation.

### **Student Benefits**

- Gained **real-world exposure** to advertising and digital marketing practices.
- Understood the **opportunities and challenges in managing startups**.
- Chance to explore **internship and job opportunities** at *Meta Minds Ads*.
- Inspiration to **explore entrepreneurship** and think beyond traditional career roles.

### **Conclusion:**

The Alumni Lecture Series session with **Mr. Venkatesh P. T (MBA 2023 Batch)** was highly impactful, combining motivation with practical industry insights. His demonstration of advertising projects and the announcement of internships and full-time roles for students created an excellent bridge between academia and industry.

The Department expresses heartfelt appreciation to **Mr. Venkatesh P. T** for sharing his entrepreneurial journey, offering career opportunities, and inspiring MBA students to embrace innovation and pursue entrepreneurship confidently.



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GPS Map Camera



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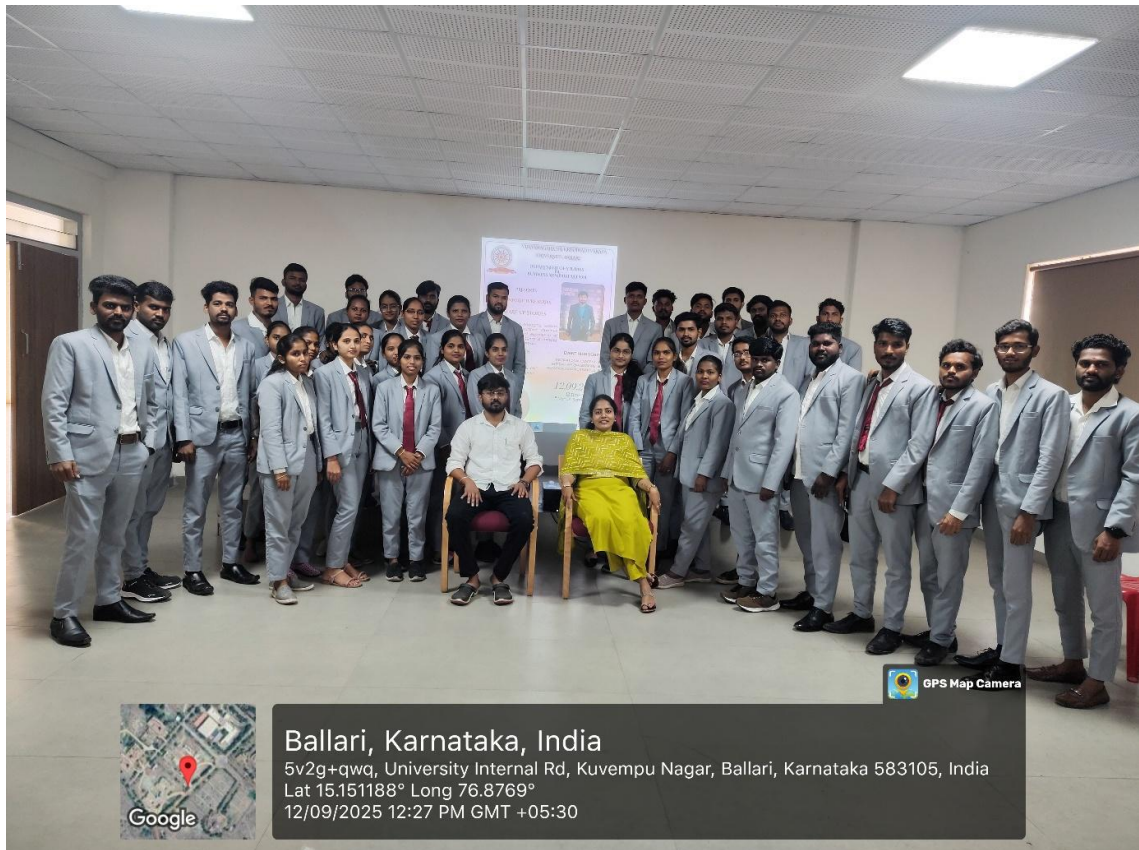
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"Jnana Sagara Campus" Vinayakanagara, Cantonement, Ballari-583 105

Department of Studies in Business Administration

Date: 12<sup>th</sup> September, 2025

Alumni Lecture Series – "Startup Stories"

Attendance Sheet

Sl. No.	Student Name	Registration Number	Signature
1	G. Chaitra	P16VM23M015034	G. Chaitra
2	A. Ashavari	P16VM23M015014	A. Ashavari
3	Priyanka. B.M	P16VM23M015035	Priyanka. B.M
4	Vasaha. M	P16VM23M015033	Vasaha. M
5	M.P. Neela	P16VM23M015012	M.P. Neela
6	K.M. Sunitha	P16VM23M015013	K.M. Sunitha
7	Chitra	P16VM23M015011	Chitra
8	Pallavi Baiji	P16VM23M015045	Pallavi Baiji
9	Swati	P16VM23M015047	Swati
10	Roja Baiji	P16VM23M015044	Roja
11	Usha. K.	P16VM23M015048	Usha. K.
12	Jyothi. H	P16VM23M015029	Jyothi. H
13	Nandini. S	P16VM23M015030	Nandini. S
14	M.M. Mamatha Shree	P16VM23M015039	M.M. Mamatha Shree
15	Bhanika	P16VM23M015031	Bhanika
16	Shilpa V.	P16VM23M015053	Shilpa V.
17	Harsitha. D	P16VM23M015004	Harsitha. D
18	H. Jadesappa	P16VM23M015021	H. Jadesappa
19	Sarunesh chandras	P16VM23M015028	Sarunesh chandras
20	H.K. Shrinivasa	P16VM23M015018	H.K. Shrinivasa
21	Anil Kumar. G	P16VM23M015015	Anil Kumar. G
22	Manoj Kumar	P16VM23M015003	Manoj
23	Basavaraj. B	P16VM23M015008	Basavaraj. B

24	T. Navneethuman	P16VM23M015010	<i>Navneeth</i>
25	Hindji. Ravikiran.	P16VM23M015025	<i>H. Ravikiran</i>
26	Uday Kumar. M.	P16VM23M015022	<i>Uday Kumar</i>
27	Yogesh Basappa	P16VM23M015027	<i>Yogesh Basappa</i>
28	Prabhur. J	P16VM23M015006	<i>Prabhur. J</i>
29	Haruna rails	P16VM23M015042	<i>Haruna rails</i>
30	Murali Krishna. J	P16VM23M015016	<i>Murali Krishna</i>
31	Virodh Kumar akki	P16VM23M015025	<i>Virodh Kumar</i>
32	Chidamanda. N	P16VM23M015019	<i>Chidamanda N</i>
33	Pandurangha. P	P16VM23M015020	<i>Pandurangha P</i>
34	Bhaskarath. T	P16VM23M015024	<i>Bhaskarath T</i>
35	Jaybhaveshu. M.S.	P16VM23M015040	<i>Jaybhaveshu</i>
36	V.G. Shivaprasad.	P16VM23M015037	<i>V.G. Shivaprasad</i>
37	Jaykumar.	P16VM23M015002	<i>Jaykumar</i>
38	Mahesh Kumar. K	P16VM23M015009	<i>Mahesh Kumar</i>
39	Hampaiah Swamy	P16VM23M015001	<i>Hampaiah Swamy</i>
40	Davan Kumar	P16VM23M015017	<i>Davan Kumar</i>
41	Dhananjaya. S	P16VM23M015041	<i>Dhananjaya S</i>
42	Kiran Kumar	P16VM23M015018	<i>Kiran Kumar</i>
43			
44			
45			

*Venkatash*

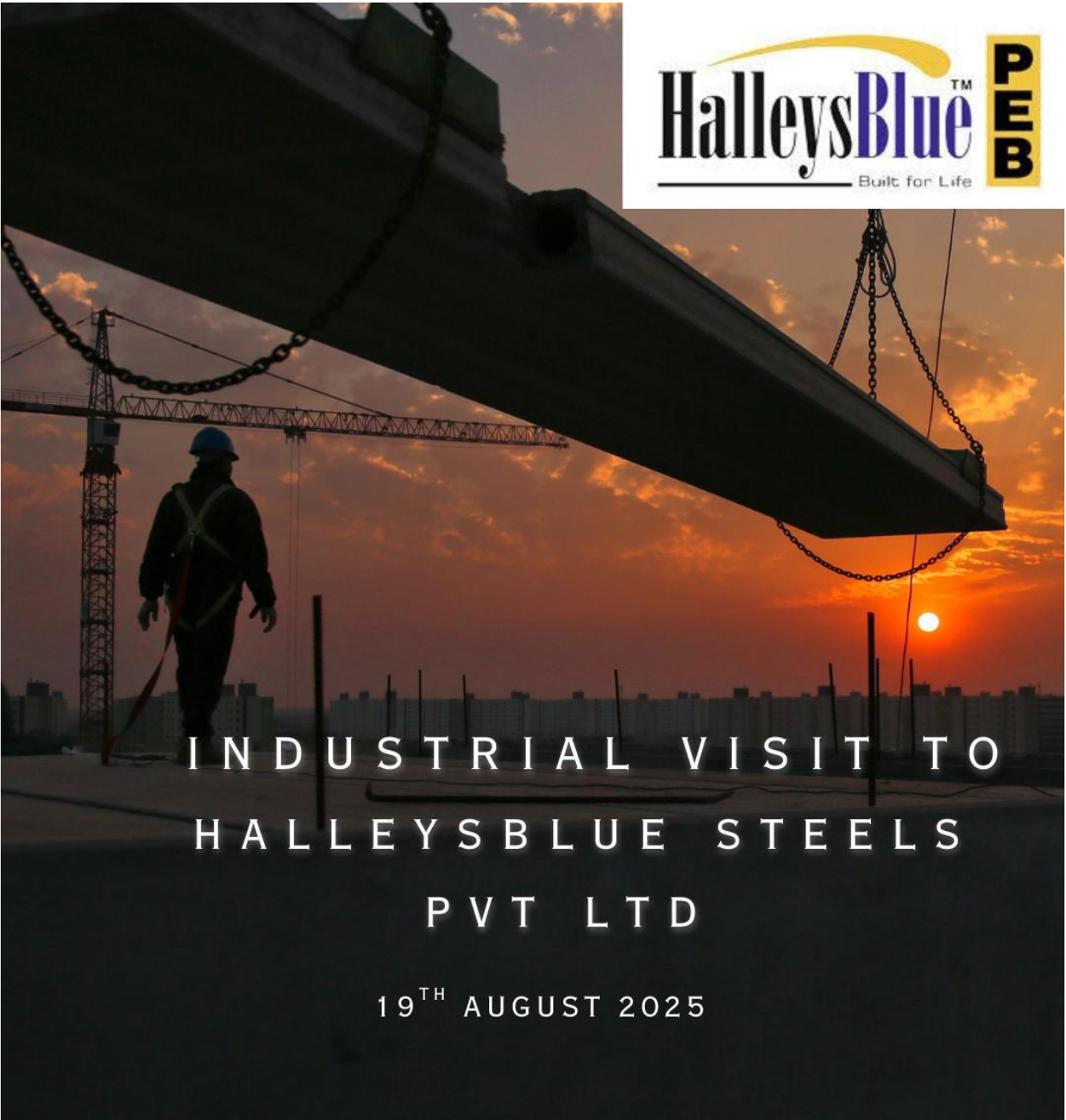
Alumnus  
Mr. Venkatesh P. T  
MBA - 2023 Batch  
Founder - "Meta Minds  
Ads"  
Digital Marketing Company

*Nirmala*  
12/9/25

Programme Incharge  
**Dr. Nirmala J**  
Assistant Professor  
DoS in Business Administration  
Vijayanagara Sri Krishnadevaraya University

*CPB*  
12/9/25

Chairman  
DoS in Business Administration  
Chairman  
Department of Studies in Business Administration  
Vijayanagara Sri Krishnadevaraya University  
Vinayakanagar, Cantonment  
Ballari-583 105, Karnataka



INDUSTRIAL VISIT TO  
HALLEYSBLUE STEELS  
PVT LTD

19<sup>TH</sup> AUGUST 2025



DEPARTMENT OF STUDIES IN BUSINESS  
ADMINISTRATION  
VIJAYANAGARA SRI KRISHNADEVARAYA  
UNIVERSITY

## Industrial Visit Report

**Place of Visit:** HalleysBlue Steels Pvt. Ltd., Ballari **Date of Visit:** 19th August 2025 **Participants:** 2nd Semester MBA Students

### Introduction

Industrial visits are an integral part of the MBA curriculum as they help students bridge the gap between **classroom theories and real-world practices**. On **19th August 2025**, the Department of Business Administration, Vijayanagara Sri Krishnadevaraya University, Ballari, organized an industrial visit to **HalleysBlue Steels Pvt. Ltd.**, a prominent steel manufacturer in the region.

The visit was specifically designed for **2nd Semester MBA students** to provide exposure to **industrial operations, human resource management, financial challenges, and entrepreneurial decision-making** in a manufacturing sector. A total of students participated, guided by faculty members.

### Objectives of the Visit

The visit was planned with the following objectives:

1. To understand the **industrial and manufacturing processes** in the steel sector.
2. To study the **organizational structure and HR policies** in a heavy industry setup.
3. To observe **financial and operational challenges** faced by a private steel firm.
4. To learn about **strategic management and entrepreneurship** through direct interaction with the proprietor.
5. To relate MBA subjects like **Operations, HRM, Finance, and Strategy** with real-time industrial practices.

### Highlights of the Visit

#### 1. Support and Guidance by HR Manager – Mr. Veeranna Gowda

The visit was coordinated by **Mr. Veeranna Gowda, HR Manager**, who welcomed the group and ensured the smooth conduct of the program. He:

- Gave an overview of HalleysBlue Steels Pvt. Ltd., its history, workforce, and market presence.
- Explained the **importance of HR policies** in a high-risk industry like steel manufacturing.
- Highlighted **safety measures and compliance protocols**, emphasizing that industrial accidents can be prevented only with strong HR and safety frameworks.
- Spoke about **employee motivation, welfare schemes, and skill development programs**, which play a critical role in improving productivity.

From an MBA perspective, his session demonstrated the **strategic role of HR as a driver of organizational success** and not merely an administrative function.

## 2. Entrepreneurial Insights by Proprietor – Mr. Vishwamurthy

The most impactful session of the visit was delivered by **Mr. Vishwamurthy, Proprietor of HalleysBlue Steels Pvt. Ltd.**, who interacted with students for more than an hour. His talk was candid, experience-based, and highly enriching. He spoke about:

- **The journey of establishing the company:** From small beginnings to becoming a reputed steel manufacturer in Ballari.
- **Entrepreneurial challenges:** Raising capital, gaining trust of suppliers and customers, and navigating competition.
- Management issues:
  - Dealing with fluctuations in **raw material prices** like iron ore and coal.
  - Managing **working capital** and long credit cycles in the steel market.
  - Balancing between **production efficiency and cost control**.
  - Facing challenges of **industrial relations** and ensuring workforce discipline.
- **Strategic decision-making:**
  - Choosing between expansion and consolidation.
  - Competing with both small local players and large integrated steel companies.
  - Managing risks in a **cyclical industry heavily dependent on infrastructure demand**.
- **Leadership lessons:** He emphasized resilience, adaptability, and ethical decision-making as core values of a successful entrepreneur.

For MBA students, this session was a masterclass in **entrepreneurship, business leadership, and managerial decision-making under uncertainty**.

## 3. Plant Tour and Operational Exposure

Students were taken on a guided tour of the plant where they observed:

- **Raw Material Handling:** Sourcing of iron ore and coal, and their preparation for processing.
- **Production Process:** Conversion of raw materials into usable steel products using furnaces and machinery.
- **Technology and Automation:** Role of modern machines in reducing costs and ensuring safety.
- **Quality Control:** Processes to test the durability, tensile strength, and quality standards of steel products.
- **Environmental Measures:** Pollution control mechanisms and sustainable industrial practices.

This gave students a **practical demonstration of operations management concepts** such as production planning, efficiency improvement, and quality assurance.

## MBA Point of View – Key Learnings

1. Human Resource Management (HRM):
  - Importance of training and safety in preventing accidents.
  - Employee motivation and retention strategies in labor-intensive industries.
  - Industrial relations and negotiation with trade unions.
2. Operations Management:
  - Efficient use of resources, minimizing wastage.
  - Technology adoption to improve productivity.
  - Importance of **quality assurance systems** in maintaining market reputation.
3. Financial Management:
  - Managing **high working capital requirements** in a capital-intensive industry.
  - Handling risks due to **fluctuations in raw material costs**.
  - Long credit periods and delayed receivables affecting liquidity.
4. Strategic Management:
  - Coping with cyclical demand and global steel price volatility.
  - Balancing between **expansion strategies** and maintaining stability.
  - Competing with multinational corporations while retaining a regional base.
5. Entrepreneurship:
  - Lessons from the proprietor on risk-taking, persistence, and long-term vision.
  - Role of ethical leadership and resilience in sustaining a business.

## Student Experience

Students found the visit to be **highly insightful and motivating**. They appreciated the transparency with which the HR Manager and the Proprietor shared the **realities of business management**. The long interactive session with Mr. Vishwamurthy allowed students to ask questions on topics like **finance, HR issues, competition, and business strategy**, which made the visit both academic and practical.

The plant tour helped them **visualize production processes** and understand the complexities of running a heavy industry. This direct exposure made classroom subjects like **Operations, HRM, and Strategy** more meaningful.

## Conclusion

The industrial visit to **Halley's Blue Steels Pvt. Ltd., Ballari**, on 19th August 2025, proved to be a **valuable learning experience** for 2nd Semester MBA students. It exposed them to:

- **HR practices** in heavy industries.
- **Operations and quality control** in steel manufacturing.
- **Financial and strategic issues** faced by entrepreneurs.
- The importance of **entrepreneurial leadership** in sustaining a private company.

The session by **Mr. Vishwamurthy, Proprietor**, and the guidance of **Mr. Veeranna Gowda, HR Manager**, provided students with deep managerial insights. Overall, the visit bridged theory with practice, helping students appreciate the challenges and opportunities in the steel industry.







**Ananthapuramu, Andhra Pradesh, India**

D Hirehal Gavisiddeswara Swamy Temple Road, D Hirehal, Ananthapuramu, Andhra Pradesh 515872, India  
Lat 15.022186, Long 76.839242  
08/19/2025 11:17 AM GMT+05:30  
Note : Captured by GPS Map Camera



**Ananthapuramu, Andhra Pradesh, India**

D Hirehal Gavisiddeswara Swamy Temple Road, D Hirehal, Ananthapuramu, Andhra Pradesh 515872, India  
Lat 15.013165, Long 76.841545  
08/19/2025 11:09 AM GMT+05:30  
Note : Captured by GPS Map Camera











GPS Map Camera



Ananthapuramu, Andhra Pradesh, India  
, Andhra Pradesh 515872, India, Ananthapuramu, Andhra Pradesh  
515872, India  
Lat 15.021831° Long 76.840024°  
19/08/2025 12:15 PM GMT +05:30







**Ballari, Karnataka, India**

55/p2, Phase 2, Mundargi Industrial Area, Ballari, Karnataka 583102, India  
Lat 15.102563° Long 76.900714°  
19/08/2025 03:44 PM GMT +05:30



**Ballari, Karnataka, India**

No. 44 K I A D, 2nd Stage, Bangalore Rd, Phase 2, Mundargi Industrial Area, Ballari,  
Karnataka 583102, India  
Lat 15.102584° Long 76.900521°  
19/08/2025 02:20 PM GMT +05:30

To  
The Chairman,  
Department of Business Administration,  
Vijayanagara Sri Krishnadevaraya University,  
Ballari – 583105

**Subject: Acceptance of Request for Industrial Visit on 19th August 2025**

Dear Sir,

Greetings from Halley's Blue Steels Pvt. Ltd., Ballari.

We are pleased to acknowledge and accept your request for an industrial visit scheduled on **19th August 2025** at our facility, as part of your academic curriculum and industry interaction initiative for MBA students.

We are glad to support your efforts in providing students with practical exposure to real-time industrial operations and corporate functioning. Our team will be happy to facilitate the visit, which will include a brief plant tour and an interactive session with our department heads.

We appreciate the proactive measures taken by your department regarding student undertakings and consent from parents/guardians. We also request all visitors to strictly follow the safety protocols and instructions shared by our team during the visit.

We look forward to hosting the students, faculty members, and scholars, and contributing to their learning journey.

Warm regards,  
**Veerana Gouda G**  
Manager – HR  
Halley's Blue Steels Pvt. Ltd.  
Ballari-583101





VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY  
"Jnana Sagara Campus" Vinayakanagara, Cantonement, Ballari-583 105

Department of Studies in Business Administration

### Industrial Visit Attendance Sheet

Date: 19<sup>th</sup> August, 2025. Industry Visited: Halley's Blue Steels Pvt Ltd

Sl. No.	Student Name	Registration Number	Signature
1	K. Vijaya Lakshmi	P16VM24MD15005	K. Vijaya
2	Thirivene	P16VM24MD15045	Thirivene
3	G. Neelavathi	P16VM24MD15001	G. Neelavathi
4	Preethi	5030	Preethi
5	Mulkambika	5032	Mulkambika
6	Mallamma	5012	Mallamma
7	Rupa shree	5013	Rupa
8	Sonali	5037	Sonali
9	Rimsha	5038	Rimsha
10	Vidya	5047	Vidya
11	Aishwarya	5049	Aishwarya
12	Lavanya	5046	Lavanya
13	padma priya	5036	Padma Priya
14	Sahana	5029	Sahana
15	Shobha	5031	Shobha
16	Krishnapavani	50	Krishnapavani
17	Sandhya	50	Sandhya
18	Renuka	5021	Renuka
19	Shirisha	5019	Shirisha
20	Tejaswini	5039	Tejaswini
21	Neha	50	Neha
22	Nikitha	5042	Nikitha
23	Sana Anshika	5043	Sana Anshika
24	Israth P.S	5028	Israth P.S
25	Alfa kame	5040	Alfa kame

26	Ajona banu	5044	<del>Ajona</del>
27	H. Vineth Shra. ka	5010	<del>H. Vineth</del>
28	Balachandra	5027	<del>Bala</del>
29	Anand. B	5016	<del>Anand</del>
30	Sudashana. T	5006	<del>Sudashana</del>
31	Manju	5009	<del>Manju</del>
32	Raviteja	5011	<del>Ravi</del>
33	Growtham	5007	<del>Growtham</del>
34	MOHAMMED AFTAB	5025	<del>Mohammed</del>
35	venu. N	5018	<del>Venu</del>
36	VINITA A. M	5008	<del>Vinita</del>
37	DHINAKAR	5050	<del>Dhinakar</del>
38	UMESH. H	5002	<del>Umesh</del>
39	Pooja'saidu. A	5022	<del>Pooja'saidu</del>
40	Subhanta Paul	5004	<del>Subhanta</del>
41	N. Venkatesh	5003	<del>N. Venkatesh</del>
42	Ravikumar. V	5015	<del>Ravikumar. V</del>
43	P. nagasheeda	5027	<del>P. nagasheeda</del>
44	Y. naga. y.	5051	<del>Y. naga. y.</del>
45	J. Siddarama.	5014	<del>J. Siddarama.</del>
46			
47			
48			
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HR Manager  
Halley's Blue Steels Pvt Ltd

*Nirmala J*  
19/8/25  
Programme Incharge

**Dr. Nirmala J**  
Assistant Professor  
DoS in Business Administration  
Vijayanagara Sri Krishnadevaraya University

*G. P. Dinesh*  
Chairman

DoS in Business Administration  
Department of Studies in Business Administration  
Vijayanagara Sri Krishnadevaraya University  
Vinayakanagar, Cantonment  
Ballari-583 105, Karnataka

## **Report on 'No Spoilers' – A Poster Exhibition on Self Help Book Summaries**

The Department of Business Administration, Vijayanagara Sri Krishnadevaraya University, Ballari, organized a Poster Exhibition titled 'No Spoilers' on 20<sup>th</sup> August 2025. The event was conducted by the 4th Semester MBA students as part of their academic enrichment activities. The exhibition commenced at 10:30 AM with the formal inauguration by Professor CMA Jeelan Basha, Professor of Commerce who graced the occasion by cutting the ribbon and declaring the exhibition open. His motivating words inspired the students to actively participate and showcase their creativity.

The programme was witnessed and appreciated by distinguished faculty members and research scholars. Prof. G.P. Dinesh, Chairman of the Department, Dr. Archana H.N, Associate Professor, Dr. Prashanth K.C, Associate Professor, Dr. Ravinarayana K.S, Faculty Co-ordinator of the exhibition, Dr. Arun Kumar G, Assistant Professor, Dr. Nirmala J, Assistant Professor, and Dr. Sunil Kumar M.S, Assistant Professor, graced the event. Research scholars and II Semester MBA students also participated as an audience, thereby making the programme more interactive and engaging.

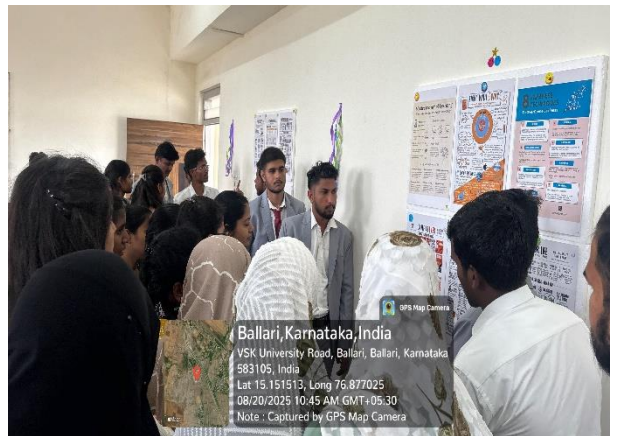
The theme of the exhibition was based on self-help book summaries, where students presented posters that highlighted the key insights, principles, and lessons from the most influential self-help authors and their works. The objective was to promote self-development, critical thinking, and knowledge sharing among students.

Some of the noted authors whose works were showcased in the exhibition include:

- David Allen
- Stephen R. Covey
- Bill Burnett
- Lawrence Cunningham
- Peter Lynch
- Don Peppers
- Seth Godin

The MBA students displayed immense enthusiasm and creativity in designing the posters. Each poster effectively captured the essence of the book it represented, offering a visually appealing and intellectually engaging experience for visitors. The exhibition also provided an opportunity for students to learn presentation skills and teamwork while gaining a deeper understanding of self-help literature.

The 'No Spoilers' Poster Exhibition was a great success and received positive feedback from faculty, students, and visitors. It not only encouraged reading habits but also emphasized the importance of applying self-help principles in personal and professional life.



## **Report on Anti-Ragging Awareness Programme**

**Date and Time:** 20th August 2025. 11.30 AM

**Venue:** MBA Classroom, Vijayanagara Sri Krishnadevaraya University, Ballari

### **Introduction**

As part of the Anti-Ragging Week observed by Vijayanagara Sri Krishnadevaraya University from 12th August to 18th August 2025, an Anti-Ragging Awareness Session was organized for the MBA students on 20th August 2025. The session aimed at sensitizing students about the legal, social, and ethical issues related to ragging and at reinforcing the values of a safe, inclusive, and disciplined academic environment. The program was conducted in accordance with the guidelines of the University Grants Commission (UGC) and the Ministry of Education, Government of India, which strongly emphasize the need to prevent ragging in higher educational institutions.

### **Objectives of the Session**

1. To educate students on the consequences of ragging, including disciplinary and legal actions.
2. To create awareness about students' rights and responsibilities in maintaining a ragging-free campus.
3. To highlight the role of Anti-Ragging Committees and Helpline facilities available at the institutional and national level.
4. To promote values of respect, dignity, and mutual cooperation among students.

Resource Persons and Address

### **The session was addressed by two eminent resource persons:**

Prof. Arun Lagashetty, Faculty, Department of Studies in Chemistry, VSK University, Ballari

Dr. Veerendra Kumar, Faculty, Department of Studies in Sociology, VSK University, Ballari

Both speakers elaborated on various aspects of anti-ragging measures. They highlighted the psychological, academic, and legal impacts of ragging on victims as well as perpetrators. Emphasis was placed on the UGC Regulations of 2009 that mandate stringent action against ragging. The speakers also discussed preventive strategies, such as peer mentoring, student support systems, and active participation in grievance redressal mechanisms.

The resource persons interacted with the students and clarified doubts regarding the reporting mechanisms, confidentiality of complaints, and protection of whistle-blowers. They further encouraged students to uphold the university's code of conduct and become ambassadors of a ragging-free academic environment.

### **Participation**

The event witnessed enthusiastic participation from MBA students of VSKUB. The students attentively listened to the resource persons and engaged in interactive discussions. The

session proved to be an eye-opener, especially for the newly admitted first-year students, who gained confidence and awareness regarding their safety and rights within the university campus.

### Overall Summary

The Anti-Ragging Awareness Session, organized in continuation of the University’s Anti-Ragging Week, served as a timely initiative to instill discipline, responsibility, and sensitivity among MBA students of VSKUB. The insights shared by the resource persons, Mr. Arun Lagashetty and Dr. Veerendra Kumar, will undoubtedly help in fostering a safe and supportive academic atmosphere. The event concluded with a call to action for students to stand united against ragging and to promote harmony and mutual respect in the university community.





# SKILLING, UPSKILLING AND RESKILLING TO LEAD FUELING DREAMS

A POSTER EXHIBITION  
FROM  
STUDENTS PLATFORM  
"CREATIVE MINDS"

21st AUGUST 2025 , THURSDAY AT 10:30 AM

**VSKUB**  
**MBA DEPARTMENT**  
**1ST YEAR**



The Department of Business Administration, Vijayanagara Sri krishnadevaraya University, organized a **Poster Presentation** for the **2nd Semester MBA students** on **21st August 2025 at 10:30 a.m.** The theme of the presentation was **“Skilling, Up skilling and Re-skilling to Lead.”**

The program was graced by **Prof. Robert Jose, Chairman, Department of English, VSK University**, who was invited as the **Chief Guest**. In his address, Prof. Jose emphasized the importance of continuous learning and adaptability in the ever-changing business environment. He appreciated the creativity and critical thinking displayed by the MBA students through their posters and highlighted that skilling, upskilling, and reskilling are the pillars of professional success in the 21st century.

The event was presided over by **Prof. G. P. Dinesh, Chairman, MBA Department**, who encouraged the students to focus on developing both managerial competencies and lifelong learning habits.

The faculty members **Dr. Arun Kumar, Dr. Archana G, Dr. Prashanth K. C, Dr. Ravinarayana K. S, Dr. Nirmala J, and Dr. Sunil** were present on the occasion and interacted with the students, offering valuable suggestions on their presentations.

The poster presentation witnessed enthusiastic participation from the students, who presented innovative ideas on how organizations and individuals can adapt to emerging challenges through skill enhancement. The session provided a platform for the budding managers to express their perspectives on the role of continuous learning in leadership.

The event concluded with appreciation from both the faculty and the Chief Guest, who lauded the efforts of the students and the department for organizing such a meaningful activity.

Here are some pictures of event.





**A Report of Poster Presentation on “Consumer Advocacy” Organised by Department of  
Business Administration, VSK University, Ballari.**





**Report on**  
**Poster Exhibition – *Consumer Advocacy***  
**Organized by: 4<sup>th</sup> Semester MBA Students**

**Introduction:**

The poster presentation on *Consumer Advocacy* was inaugurated with great enthusiasm, emphasizing the vital role of informed and empowered consumers in today's economy. The event was graced by Dr. C.I. Chelwadi, esteemed faculty from the Department of Commerce, VSK University, as the Chief Guest. In his inaugural address, Dr. Chelwadi highlighted the importance of consumer rights, ethical business practices, and the need for active advocacy in the digital age. The session inspired students to critically engage with current consumer issues and promote responsible consumption. The event marked a significant step in bridging academic learning with real-world consumer awareness.

**Objective of the Event:**

The objective of the poster presentation was to raise awareness about consumer rights, responsibilities, and the significance of consumer advocacy in today's market-driven economy. The event aimed to enhance MBA students' understanding of the importance of ethical marketing, consumer protection laws, and corporate accountability, while providing them a platform to express their ideas visually and analytically.

**Themes Covered in the Posters:**

- Consumer Rights and Responsibilities
- Role of Government and NGOs in Consumer Protection
- The Consumer Protection Act 2019
- Impact of Social Media on Consumer Advocacy
- Ethical Marketing and Corporate Social Responsibility
- Case Studies of Consumer Exploitation and Legal Remedies
- Sustainable Consumer Behavior
- Digital Consumer Rights and Data Privacy etc

**Outcome:**

The event was a great success, with active student participation and enthusiastic engagement. Students demonstrated a deep understanding of consumer issues and proposed innovative solutions for strengthening consumer advocacy mechanisms in India. The event also helped enhance soft skills such as teamwork, public speaking, and visual communication.

**Conclusion:**

The poster presentation served as an insightful academic activity that bridged theoretical knowledge with real-world consumer issues. It empowered MBA students to become informed and responsible future business leaders who advocate for fairness, transparency, and ethical practices in the marketplace.

# VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY BALLARI

Department of Studies in Business Administration



## Interactive Session with Industry Expert On "Financial Literacy and Investment Readiness: Insights from the Financial Services Sector"



TUESDAY  
9 SEP 2025



TIME  
10:30 AM



VENUE  
SEMINAR HALL

**Industry Expert**

**M.GANGADHARA** MA, B.Ed, Ph.D  
Business Manager

**Join us for an inspiring session on Financial  
Empowerment!**

**Learn smart investment strategies from an expert  
at SBI Life Insurance.**

**All students and faculty are invited!**

Your paragraph text

## **Interactive Session with Industry Expert on Financial Literacy and Investment Readiness**

**Participants:** 4th Semester Students Department of Studies in Business Administration, Vijayanagara Sri Krishnadevaraya University, Ballari

**Date:** 9th September 2025

**Venue:** Seminar Hall, MBA Block

### **Introduction**

The Department of Studies in Business Administration, Vijayanagara Sri Krishnadevaraya University, Ballari, organized an **Interactive Session with an Industry Expert** on **9th September 2025**. The session aimed to enhance MBA students' knowledge of **financial literacy and investment readiness**, providing practical exposure to financial services and empowering them to make sound financial decisions.

### **Industry Expert**

The invited expert was **Mr. M. Gangadhara, Business Manager at SBI Life Insurance**, with qualifications of **M.A., B.Ed., and Ph.D.** Drawing upon his wide experience in the **financial services sector**, he shared valuable insights into financial empowerment, personal finance, and career opportunities in financial services.

### **Session Highlights**

#### **1. Financial Literacy as a Life Skill**

- Emphasized the importance of **budgeting, savings, and money management** for long-term financial security.
- Pointed out common mistakes made due to lack of financial literacy, such as debt mismanagement.

#### **2. Investment Readiness**

- Introduced different **investment options**—mutual funds, SIPs, insurance, government schemes, and equity.
- Stressed the importance of aligning investments with **risk tolerance and financial goals**.
- Explained the concept of **power of compounding** and encouraged students to begin investing early.

#### **3. Financial Services Sector Insights**

- Highlighted the dual role of **insurance as protection and investment**.
- Explained how the financial services sector is evolving rapidly in India.
- Shared practical case examples from his work at SBI Life Insurance.

#### **4. Rich Student–Expert Interaction**

- The session was **highly interactive**, with students asking many questions about SIPs, tax-saving instruments, term insurance, and stock trading.

- Mr. Gangadhara engaged directly with the students, clarifying doubts with **real-world illustrations and relatable examples**.
- The lively exchange of ideas made the session not just a lecture but a **two-way learning experience**, keeping students actively involved throughout.

#### **MBA Perspective – Key Learnings**

1. **Financial Literacy:** A necessary skill for every aspiring manager.
2. **Investment Strategies:** Evaluating and balancing risk-return trade-offs.
3. **Insurance Awareness:** Its role in financial stability and planning.
4. **Career Exposure:** Insights into opportunities in the financial services sector.
5. **Interactive Learning:** Real-time Q&A enhanced understanding and applicability.

#### **Student Benefits**

- Students gained **hands-on insights** into investments, insurance, and financial management.
- The **intense interaction** helped clear practical doubts and made concepts easier to understand.
- Learned the value of **starting early with investments** and planning for financial independence.
- Benefited from exposure to a senior industry professional, strengthening their **career readiness**.

#### **Conclusion**

The **Interactive Session with Industry Expert** on “*Financial Literacy and Investment Readiness: Insights from the Financial Services Sector*” held on **9th September 2025** was a **dynamic and engaging program**.

The address by **Mr. M. Gangadhara, Business Manager, SBI Life Insurance**, combined with the **active participation of students**, made the session highly effective. The open interaction between the students and the expert ensured that theoretical concepts were understood in a **practical, real-world context**.

The Department of Studies in Business Administration expresses its sincere thanks to **Mr. Gangadhara** for his valuable contribution and for engaging students in an interactive manner that deepened their learning and inspired them toward financial empowerment.





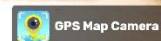
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VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY  
"Jnana Sagara Campus" Vinayakanagara, Cantonement, Ballari-583 105

Department of Studies in Business Administration

Date: 9<sup>th</sup> September, 2025

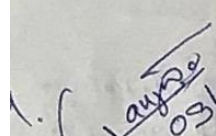
Interactive Session with Industry Expert  
on


"Financial Literacy and Investment Readiness: Insights from the  
Financial Services Sector"

Attendance Sheet

Sl. No.	Student Name	Registration Number	Signature
1	Shilpa U.	P16VM23M015053	Shilpa
2	Chitisa	P16VM23M015011	Chitisa
3	Ushak	P16VM23M015048	Ushak
4	Pallavi Baiji	P16VM23M015045	Pallavi
5	Nandini S	P16VM23M015030	Nandini
6	M.P. Neela	P16VM23M015012	Neela
7	G. Chaitra	P16VM23M015034	G. Chaitra
8	K. M. Sunita	P16VM23M015013	K. M. Sunita
9	Swati	P16VM23M015047	Swati
10	N. Bhoomika	P16VM23M015031	N. Bhoomika
11	Yogesh Banagas	P16VM23M015027	Yogesh Banagas
12	DHANANJAYA S	P16VM23M015004	Dhananjaya S
13	Anurag T. B.	P16VM23M015002	Anurag T. B.
14	V. G. Shiva Prasad	P16VM23M015037	V. G. Shiva Prasad
15	H. Jadesappa	P16VM23M015021	H. Jadesappa
16	Prabhu T	P16VM23M015006	Prabhu T
17	BSHARATH T	P16VM23M015024	BSHARATH T
18	B. ABHIRSAGH	P16VM23M015007	B. ABHIRSAGH
19	K. Manoj Kumar	P16VM23M015003	K. Manoj Kumar
20	Basavaraj B	P16VM23M015008	Basavaraj B
21	Hampayya Swamyk.m	P16VM23M015001	Hampayya Swamyk.m
22	Chidananda. N	P16VM23M015019	Chidananda. N

23	Kirubai. Parikrishna.	PI6VM23M015023	K. P. N
24	Murali Krishna. J	PI6VM23M015016	MK
25	Swarnamurthy. K.S.	PI6VM23M015040	Swarnamurthy
26	Sarumesh chandra.s	PI6VM23M015028	Sarumesh.ch.s.
27	Vinodh Kumar Laksh	PI6VM23M015026	Vinodh Kumar Laksh
28	Hanuma na. K	PI6VM23M015042	Hanuma
29	Panduranga. P	PI6VM23M015020	Pandu. P.
30	Mahe sh Kumar. K	PI6VM23M015009	Mahe sh
31	H.K. Srinivasa	PI6VM23M015018	H.K.
32	B. Paven Kumar	PI6VM23M015007	B. Paven Kumar
33	Harshita	PI6VM23M015004	Harshita
34	Jyothi. H	PI6VM23M015029	Jyothi
35	Amrutha K.H	PI6VM23M015050	Amrutha
36	Vashta. M	PI6VM23M015033	Vashta. M
37	B.K. Lakshmi	PI6VM23M015032	B.K. Lakshmi
38	Priyanka. B.M	PI6VM23M015038	Priyanka
39	A. Ashwari	PI6VM23M015014	A. Ashwari
40			

  
 03/09/2025  
 Industry Expert:  
 M. Gangadhara.  
 Business Manager,  
 BI Life Insurance  
 Ballari

  
 09/09/25  
 Programme Incharge  
 Dr. Nirmala J  
 Assistant Professor  
 DoS in Business Administration  
 Vijayanagara Sri Krishnadevaraya University

  
 9/9/25  
 Chairman  
 DoS in Business Administration  
 Department of Studies in Business Administration  
 Vijayanagara Sri Krishnadevaraya University  
 Vinayakanagar, Cantonment  
 Ballari-583 105, Karnataka

## Report on Alumni Lecture Series – Start-up Stories

**Organized for:** 4th semester MBA Students

**Date:** 12th September 2025

**Venue:** Seminar Hall, MBA Block

### Introduction

The Department of Studies in Business Administration, Vijayanagara Sri Krishnadevaraya University, Ballari, organized an **Alumni Lecture Series** on **12th September 2025** under the theme “**Startup Stories.**” The event aimed to inspire MBA students through the journeys of alumni who have successfully ventured into entrepreneurship.

### Proud Alumnus

The session featured **Mr. Venkatesh P. T**, alumnus of the **MBA 2023 Batch**, and Founder of “*Meta Minds Ads*,” a Digital Marketing Company. As a young entrepreneur, Mr. Venkatesh has created a niche in the field of **digital marketing and online brand building**, making his success story a source of inspiration for current MBA students.

### Session Highlights

#### 1. Entrepreneurial Journey

- Shared his journey from student life to becoming the founder of a thriving digital marketing firm.
- Emphasized how **passion, consistency, and a clear vision** were critical to his growth.
- Explained the challenges of starting up, including client acquisition, resource constraints, and building credibility.

#### 2. Digital Marketing Insights

- Provided students with **practical knowledge of digital marketing tools and strategies**, including SEO, social media campaigns, and targeted ads.
- Discussed how businesses today rely heavily on **online presence and consumer engagement**.
- Showed **live examples of advertising campaigns and digital projects** handled by *Meta Minds Ads*, giving students a real-world perspective of client work.

#### 3. Start-up Management Challenges

- Talked about handling **cash flow, talent recruitment, and staying competitive** in the fast-paced digital market.
- Highlighted the importance of **innovation, adaptability, and customer satisfaction**.

#### 4. Student Opportunities

- Announced his willingness to offer **internship and full-time opportunities** to MBA students from VSKU at *Meta Minds Ads*.

- Encouraged students to use internships as a platform to **gain hands-on skills in digital marketing**.
- Expressed his commitment to **mentoring future managers and entrepreneurs**.

#### 5. **Motivational Guidance**

- Urged students to pursue **entrepreneurship as a viable path**, especially in emerging sectors like digital marketing.
- Stressed the value of **networking, continuous learning, and resilience** in building successful careers.

### **MBA Perspective – Key Learnings**

1. **Entrepreneurship:** Converting academic learning into a practical business venture.
2. **Digital Marketing Exposure:** Practical understanding of campaign management, branding, and consumer engagement.
3. **Strategic Management:** Overcoming start-up challenges through innovation and client-centric strategies.
4. **Career Opportunities:** Direct linkages for **internships and employment** with an alumnus-led company.
5. **Leadership & Motivation:** Inspiration from a relatable alumnus who built his venture within two years of graduation.

### **Student Benefits**

- Gained **real-world exposure** to advertising and digital marketing practices.
- Understood the **opportunities and challenges in managing startups**.
- Chance to explore **internship and job opportunities** at *Meta Minds Ads*.
- Inspiration to **explore entrepreneurship** and think beyond traditional career roles.

### **Conclusion:**

The Alumni Lecture Series session with **Mr. Venkatesh P. T (MBA 2023 Batch)** was highly impactful, combining motivation with practical industry insights. His demonstration of advertising projects and the announcement of internships and full-time roles for students created an excellent bridge between academia and industry.

The Department expresses heartfelt appreciation to **Mr. Venkatesh P. T** for sharing his entrepreneurial journey, offering career opportunities, and inspiring MBA students to embrace innovation and pursue entrepreneurship confidently.

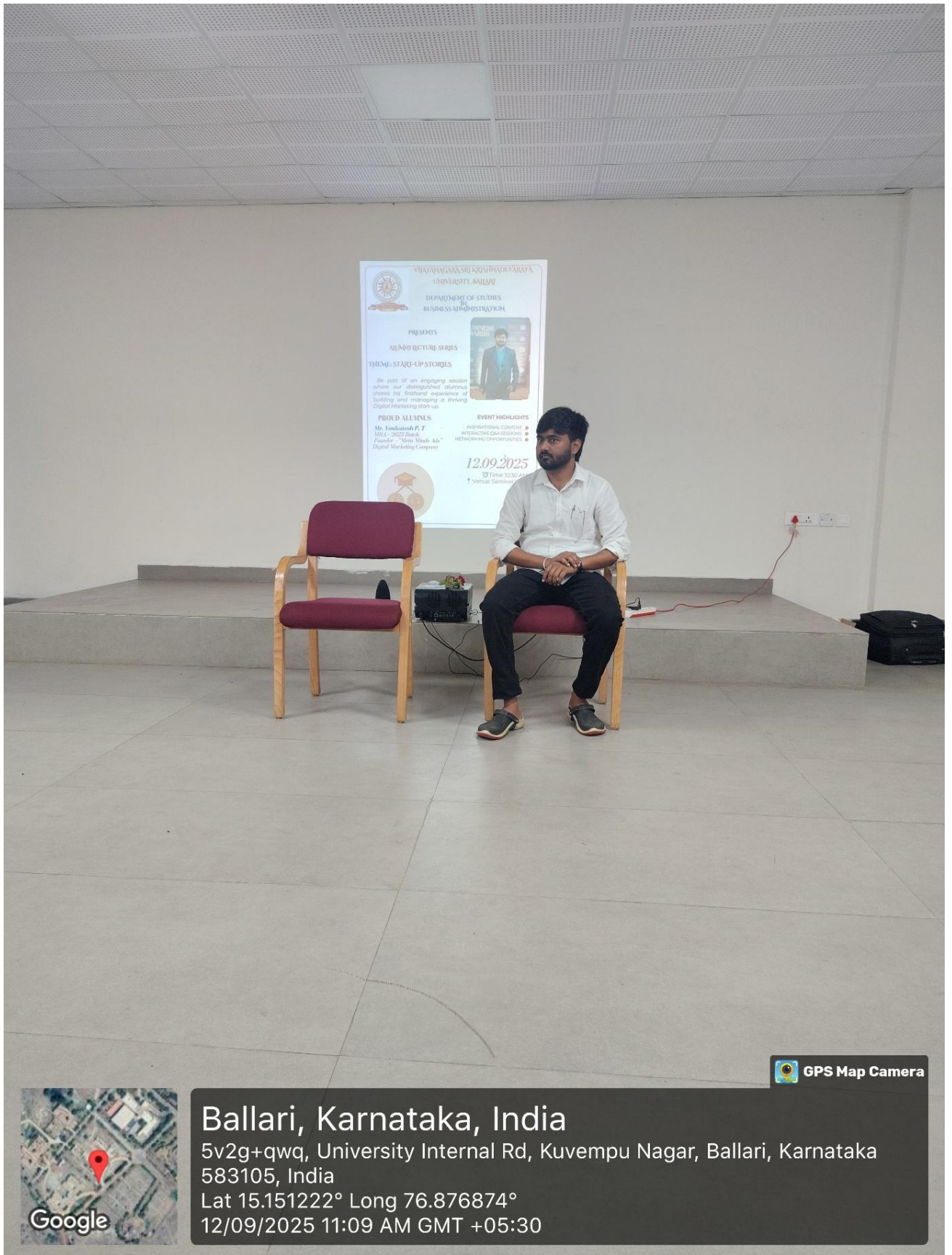


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### Ballari, Karnataka, India

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VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY  
"Jnana Sagara Campus" Vinayakanagara, Cantonement, Ballari-583 105

Department of Studies in Business Administration

Date: 12<sup>th</sup> September, 2025

Alumni Lecture Series – "Startup Stories"

Attendance Sheet

Sl. No.	Student Name	Registration Number	Signature
1	G. Chaitra	P16VM23M015034	G. Chaitra
2	A. Ashwari	P16VM23M015014	A. Ashwari
3	Prityanka. B.M	P16VM23M015038	Prityanka. B.M
4	Vaasha. M	P16VM23M015033	Vaasha. M
5	M.P. Neela	P16VM23M015012	Neela
6	K.M. Sunita	P16VM23M015013	K.M. Sunita
7	Chitra	P16VM23M015011	Chitra
8	Pallavi Baiji	P16VM23M015045	Pallavi Baiji
9	Swati	P16VM23M015047	Swati
10	Reja Baiji	P16VM23M015044	Reja
11	Usha. K	P16VM23M015048	Usha. K
12	Jyothi. H	P16VM23M015029	Jyothi. H
13	Nandini. S	P16VM23M015030	Nandini. S
14	M.M. Mamathashah	P16VM23M015039	M.M. Shah
15	Bhomiika	P16VM23M015031	Bhomiika
16	Shilpa V.	P16VM23M015053	Shilpa V.
17	Hanslatha. D	P16VM23M015004	Hanslatha. D
18	H. Jadesha	P16VM23M015021	H. Jadesha
19	Sarunesh chandraos	P16VM23M015028	Sarunesh. S.
20	H.K. Shrinivasa	P16VM23M015018	H.K. Shrinivasa
21	Anil Kumar. G	P16VM23M015015	Anil Kumar. G
22	Muraj Kumar	P16VM23M015003	Muraj
23	Basavaraj. B	P16VM23M015008	Basavaraj. B

24	T. Naveen Kumar	P16VM23M015010	<i>[Signature]</i>
25	H. Indri. Ravikiran	P16VM23M015023	K. P. P.
26	Uday Kumar, M.	P16VM23M015022	<i>[Signature]</i>
27	Yogesh Banagas	P16VM23M015027	<i>[Signature]</i>
28	Prabhu, J.	P16VM23M015006	Prabhu, J.
29	Haruna naris	P16VM23M015042	<i>[Signature]</i>
30	Murali Krishna, J	P16VM23M015016	MB
31	Vinodh Kumar akkik	P16VM23M015025	Vinodh Kumar akkik
32	Chidananda. N	P16VM23M015019	Chidananda N
33	Pandevanga. P	P16VM23M015020	Pandevanga. P
34	Bhavarath. I	P16VM23M015024	<i>[Signature]</i>
35	Karbhaveshu. H.S.	P16VM23M015040	<i>[Signature]</i>
36	V.G. Shivaprasad.	P16VM23M015037	<i>[Signature]</i>
37	Arun Kumar.	P16VM23M015002	Arun Kumar
38	Mahesh Kumar. K	P16VM23M015009	Mahesh
39	Hampaiah Swamy	P16VM23M05001	<i>[Signature]</i>
40	Davan Kumar	P16VM23M017	Davan Kumar
41	Dhananjaya. S	P16VM23M041	Dhananjaya
42	Kiran Kumar	P16VM23M0018	<i>[Signature]</i>
43			
44			
45			

*[Signature]*  
 Alumnus  
 Mr. Venkatesh P. T  
 MBA - 2023 Batch  
 Founder - "Meta Minds  
 Ads"  
 Digital Marketing Company

*[Signature]*  
 12/9/25  
 Programme Incharge  
**Dr. Nirmala J**  
 Assistant Professor  
 DoS in Business Administration  
 Vijayanagara Sri Krishnadevaraya University

*[Signature]*  
 12/9/25  
 Chairman  
 DoS in Business Administration  
 Chairman  
 Department of Studies in Business Administration  
 Vijayanagara Sri Krishnadevaraya University  
 Vinayakanagar, Cantonment  
 Ballari-583105, Karnataka

**Report on**  
**Poster Exhibition – “Entitlements” on *Financial Rights of Individuals***  
**Organized by: 4<sup>th</sup> Semester MBA Students**  
**Date:** 16th September 2025 **Venue:** Department of Business Administration

### **Introduction**

The Department of Studies in Business Administration, Vijayanagara Sri Krishnadevaraya University, Ballari, organized a **Poster Exhibition titled “Entitlements”** on **16th September 2025**. The central theme of the exhibition was **“Financial Rights of Individuals”**, aimed at promoting awareness and understanding of financial literacy, consumer protection, and individual entitlements in the financial sector.

The program formed part of the department’s commitment to **experiential learning** and **student-centric initiatives**, enabling students to showcase their knowledge creatively while engaging with industry experts.

### **Objectives of the Exhibition**

1. To enhance awareness among students about **financial rights and responsibilities**.
2. To provide a platform for students to **translate classroom knowledge into creative outputs**.
3. To engage students in **peer-to-peer learning and knowledge sharing** through posters.
4. To sensitize participants on issues like **debt management, savings, investments, and consumer financial protection**.
5. To encourage **interaction with banking professionals** and receive real-world insights into financial practices.

### **Participation and Organization**

- The exhibition was **hosted by 4<sup>th</sup> Semester MBA students (Batch 2023–2025)**.
- A total of **43 posters** were prepared and displayed, covering different facets of financial rights and literacy.
- Students worked in groups and individually to design posters that were **informative, visually engaging, and socially relevant**.
- Posters were exhibited in the Department premises, where faculty, scholars, alumni, and invited guests participated actively.
- As a mark of appreciation, **participation certificates were issued** to all students who contributed to the exhibition.

## Guests and Dignitaries

### Chief Guest:

Mr. S. M. Madhukeshwar Swamy,  
Chief Manager, SBI Ballari Main Branch

### Guest of Honour:

Ms. V. Mamatha,  
Senior Associate, SBI Ballari Main Branch

Both dignitaries graced the occasion, interacted with the students, and evaluated the relevance of their posters.

## Highlights of the Event

### 1. Chief Guest's Address

Mr. Madhukeshwar Swamy, Chief Manager, SBI Ballari, addressed the gathering with an inspiring talk on **financial rights of individuals**. He highlighted:

- The importance of **financial literacy** in making informed decisions.
- The rights of consumers in areas such as **safe banking, transparency in charges, and grievance redressal mechanisms**.
- The significance of savings, investments, and financial planning for long-term security.
- How young people, especially MBA graduates, can contribute to spreading **financial awareness** in society.

His session was highly interactive, as students asked several questions on **banking practices, loan management, and digital financial safety**, to which he gave practical and relatable answers.

### 2. Guest of Honour's Remarks

Ms. V. Mamatha, Senior Associate, SBI Ballari, appreciated the creativity of the students and stressed the **need for women and youth to be financially aware**. She encouraged students to adopt financial discipline early in their careers and serve as ambassadors of financial literacy in their communities.

### 3. Student Exhibits

The **43 posters** prepared by the students highlighted diverse aspects of financial rights, including:

- **Budgeting Practices:** Planning and monitoring monthly income and expenses.
- **Debt Management:** Reducing debt burden and creating emergency savings.
- **Savings and Investments:** The importance of starting early to leverage the power of compounding.
- **Portfolio Diversification:** Balancing risk and returns by spreading investments.
- **Consumer Rights:** Awareness of fair practices in banking, insurance, and lending.

- **Digital Financial Safety:** Responsible use of digital banking channels and avoiding fraud.

Students explained their posters to visiting guests, faculty, and peers, ensuring a lively exchange of ideas.

#### 4. Student–Guest Interaction

One of the most enriching aspects of the program was the **interactive engagement** between the Chief Guest and the students.

- Students raised questions on topics such as **credit card management, personal loans, savings plans, and digital payments**.
- The Chief Guest patiently clarified doubts and shared **real-world banking experiences**, giving students practical insights into their academic learning.
- This interaction bridged the gap between **theoretical knowledge and industry practices**.

#### Learning Outcomes for Students

The exhibition provided multiple benefits to the students, including:

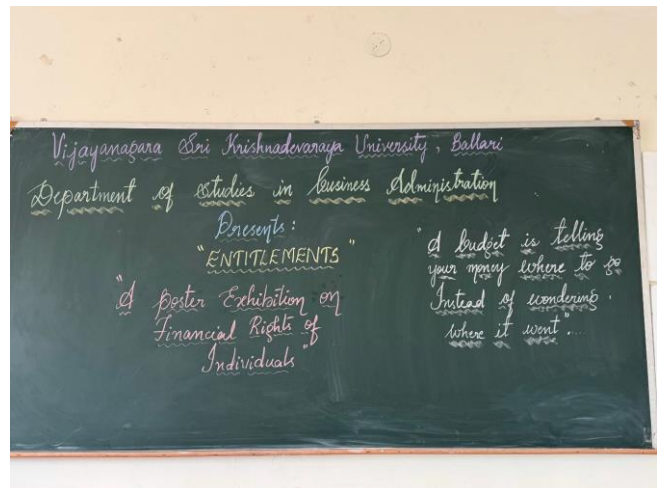
1. **Knowledge Application:** Students applied theoretical concepts from finance and economics to prepare meaningful posters.
2. **Awareness Building:** Enhanced understanding of financial rights, consumer protection, and safe financial practices.
3. **Skill Development:** Improved communication, presentation, and creative design skills.
4. **Industry Insights:** Interaction with banking professionals helped students understand current financial challenges and consumer issues.
5. **Confidence Boost:** Presenting posters and engaging with dignitaries-built self-confidence and teamwork abilities.
6. Earned **participation certificates** that acknowledged their contribution and learning.

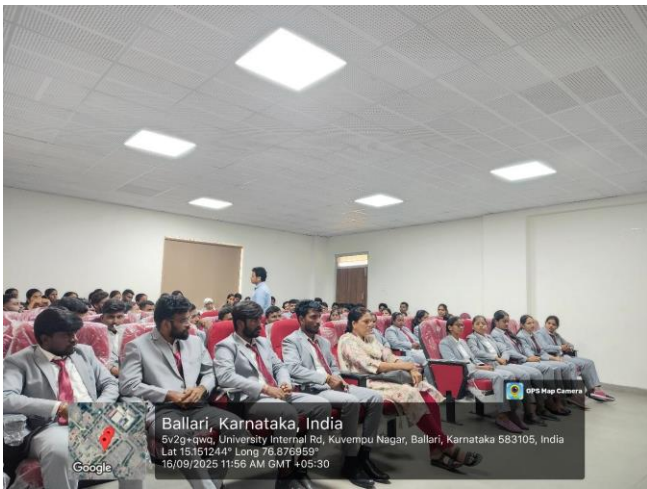
#### Conclusion:

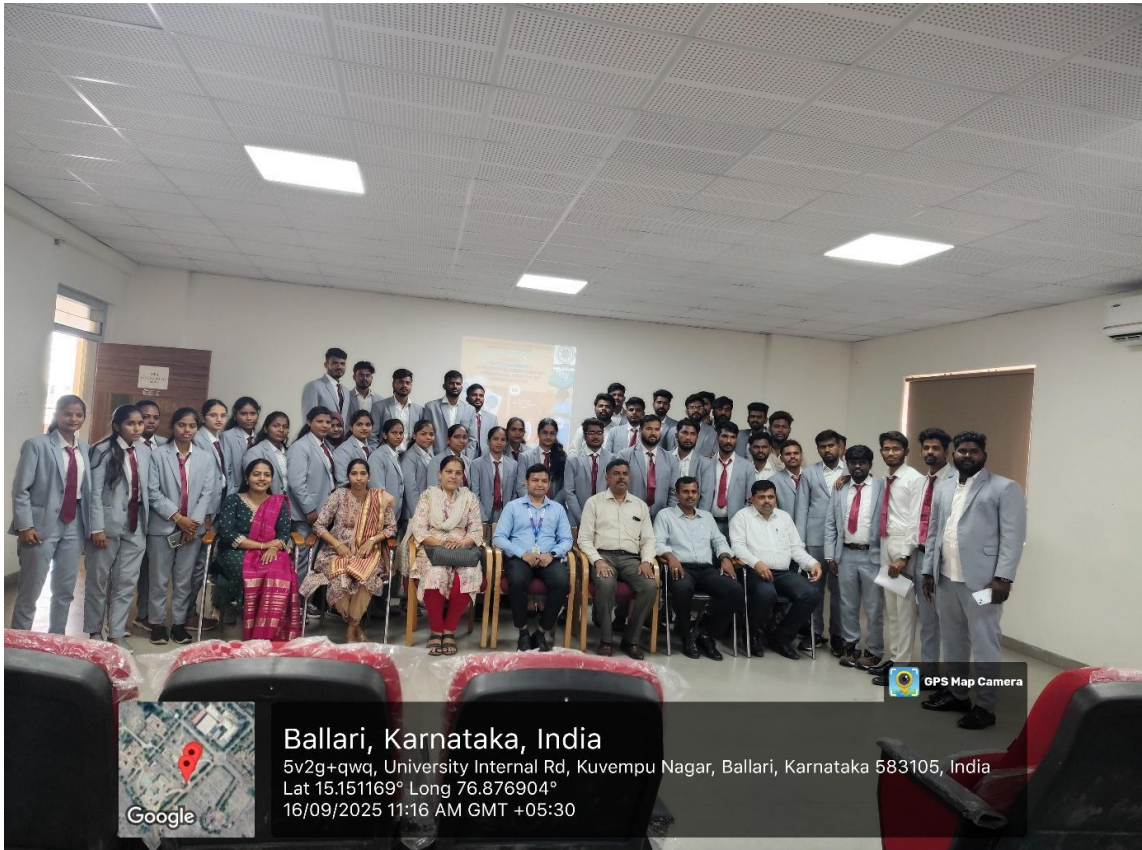
The Poster Exhibition “**Entitlements**” on *Financial Rights of Individuals*, held on **16th September 2025**, was a **highly successful initiative** organized by the Department of Studies in Business Administration, VSKU. With **43 posters prepared and exhibited by 4th Semester MBA students**, the program not only promoted financial literacy but also showcased student talent in creative expression.

The address by the **Chief Guest, Mr. S. M. Madhukeshwar Swamy**, and remarks from the **Guest of Honour, Ms. V. Mamatha**, added immense value to the program by linking financial awareness with real-world practices.

The Department acknowledges the **enthusiastic participation of students** and the support of guests, making the exhibition an academically enriching and socially relevant event.









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# CERTIFICATE OF PARTICIPATION



*This is to proudly certify that*

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*has actively participated and presented a poster in the exhibition titled  
“Entitlements: A Poster Exhibition on Financial Rights of Individuals”  
organized by the Department of Business Administration, Vijayanagara  
Sri Krishnadevaraya University, Ballari, on 16th September 2025. We  
appreciate and acknowledge your creativity, knowledge, and contribution  
in promoting financial awareness and literacy.*

\_\_\_\_\_  
SBI Chief Manager  
Ballari

\_\_\_\_\_  
Dr. Nirmala J  
Event Coordinator

\_\_\_\_\_  
Prof. G. P. Dinesh  
Chairperson



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY  
"Jnana Sagara Campus" Vinayakanagara, Cantonement, Ballari-583 105

Department of Studies in Business Administration

Date: 16<sup>th</sup> September, 2025

"ENTITLEMENTS"

A Poster Exhibition on Financial Rights of Individuals  
II Semester Attendance Sheet

Sl. No.	Student Name	Registration Number	Signature
1	Shruti Banu. K	P16VM24M015040	Shruti Banu. K
2	Nikitha. N	P16VM24M015042	Nikitha. N
3	Sahana	P16VM24M015029	Sahana
4	Sandhya	P16VM24M015026	N. Sandhya
5	Krishna Parvathi. M	P16VM24M015035	Krishna Parvathi. M
6	Mallamma	P16VM24M015012	Mallamma
7	Neethu. K	P16VM24M015033	Neethu
8	Shireesha	P16VM24M015019	Shireesha
9	Renoka Vallar	P16VM24M015021	Renoka Vallar
10	Tharvani. K	P16VM24M015045	Tharvani. K
11	Mulakambika. C	P16VM24M015032	Mulakambika. C
12	Preethi. N	P16VM24M015030	Preethi. N
13	Gr. Neelavathi	P16VM24M015001	Gr. Neela
14	K. Vijaya Lalitha	P16VM24M015025	K. Vijaya Lalitha
15	SUNARSHANA. S	P16VM24M015006	SUNARSHANA. S
16	Manice	P16VM24M015009	Manice
17	Sana Anshika	P16VM24M015013	Sana Anshika
18	Ramsha	P16VM24M015038	Ramsha
19	Soni Roy	P16VM24M015037	Soni Roy
20	Lavanya. C	P16VM24M015047	Lavanya. C
21	Aishwarya. C	P16VM24M015049	Aishwarya. C
22	Vidya	P16VM24M015017	Vidya
23	Dinakari	P16VM24M015050	Dinakari
24	Vinith H.M	P16VM24M015008	Vinith H.M

25	MOHAMMED AFIAB	P16VM24M015025	Affab
26	GOVINDHAM	P16VM24M01507	Govindham
27	Sushant A Poal	P16VM24M01504	Sushant
28	Ravitejo	P16VM24M015011	Ravitejo
29	Venu. N	P16VM24M015018	Venu. N
30	Rupa shree.S	P16VM24M015013	Rupa
31	Afrana hame	P16VM24M015044	Afrana
32	Isaiath P.S	P16VM24M015028	Isaiath
33	Umaisha H	P16VM24M015009	Umaisha H
34	Anand. TS	P16VM24M015016	Anand. TS
35	H.v.veeth shivalomas	P16VM24M015010	H.v.veeth
36	Ravikumar. V	P16VM24M015015	Ravikumar. V
37	N.VENKATESH	P16VM24M015003	N.V.
38	J.Siddarama	P16VM24M015014	J.Siddarama
39			
40			

*S M Madhukeshwar Swamy*  
**Mr. S M Madhukeshwar Swamy**  
 Chief Manager  
 SBI Ballary Main Branch

*V. Mamatha*  
**V. Mamatha**  
 Senior Associate  
 SBI Ballary Main Branch

*Nimish*  
**Nimish**  
 Event Coordinator

*G P Dinesh*  
**G P Dinesh**  
 Chairman  
 DoS in  
 Business Administration



**Chairman**  
 Department of Studies in Business Administration  
 Vijayanagara Sri Krishnadevaraya University  
 Vinayakanagar, Cantonment  
 Ballari-583 105, Karnataka



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY  
"Jnana Sagara Campus" Vinayakanagara, Cantonement, Ballari-583 105

Department of Studies in Business Administration

Date: 16<sup>th</sup> September, 2025

"ENTITLEMENTS"

A Poster Exhibition on Financial Rights of Individuals  
IV Semester Attendance Sheet

Sl. No.	Student Name	Registration Number	Signature
1	K.M. Sunitha	P16VM23M015013	K.M. Sunitha
2	Ashwini Ashwini	P16VM23M015014	Ashwini
3	M.P. Neela	P16VM23M015012	M.P. Neela
4	Amrutha K.H	P16VM23M015050	Amrutha K.H
5	Jyothi.H	P16VM23M015029	Jyothi.H
6	G. chaitra	P16VM23M015034	G. Chf
7	Usha, K	P16VM23M015048	Usha K
8	Pallavi Baiji	P16VM23M015045	Pall
9	Roja Baiji	P16VM23M015044	Roja...
10	Nuzhat Afza.B	P16VM23M015049	Nuzhat
11	Vaishya.M	P16VM23M015033	Vaishya
12	Nandini.S	P16VM23M015030	Ne
13	M.M. Mamalakkath	P16VM23M015039	M.M. Mamalakkath
14	Shilpa.D.	P16VM23M015053	Shilpa
15	Priyanka.B.M	P16VM23M015038	Priyanka B.M
16	B.K. Lakshmi	P16VM23M015032	Lakshmi
17	B. PAVAN KUMAR	P16VM23M015017	B. PAVAN KUMAR
18	DIHANANJAYA.S	P16VM23M015041	DIHANANJAYA.S
19	Rishan Kumar	P16VM23M015005	Rishan
20	Manoj Kumar	P16VM23M015003	Manoj
21	K. Ravi Kiran	P16VM23M015025	K. Ravi Kiran
22	Teelan Saha	P16VM23M015043	Teelan
23	Shiva Prasad	P16VM23M015036	Shiva Prasad
24	Khaden Vaci	P16VM23M015046	Khaden

25	Kunavath T	P16VM23M015024	Kunavath
26	B. ABHISHEK	P16VM23M015007	Abhishek
27	Hanuma nath	P16VM23M015049	Hanuma nath
28	Uday Kumar M.	P16VM23M015022	Uday Kumar
29	H.K. Srinivasa	P16VM23M015018	H.K. Srinivasa
30	Anil Kumar. G	P16VM23M015015	Anil Kumar
31	T. Narayankumar	P16VM23M015020	T. Narayankumar
32	H. Jodeppa	P16VM23M015021	H. Jodeppa
33	Basavaraj. B	P16VM23M015005	Basavaraj. B
34	Sai umesh chandras	P16VM23M015028	Sai umesh. S
35	Mahesh Kumar. S	P16VM23M015009	Mahesh
36	Yogesh Banagas	P16VM23M015007	Yogesh Banagas
37	Hampiah Swamy. K	P16VM23M015001	Hampiah Swamy
38	Vinodh Kumar Naik	P16VM23M015036	Vinodh Kumar Naik
39	Pandurangappa P	P16VM23M015020	Pandurangappa P
40	Prabhu. T	P16VM23M015006	Prabhu. T
41	Karibayawesha. M. S	P16VM23M015040	Karibayawesha. M. S
42	V. S. Shivaprasad	P16VM23M015037	V. S. Shivaprasad
43	Arjun Kumar	P16VM23M015002	Arjun Kumar
44			
45			

*Mr. S M Madhukeshwar Swamy*  
**Mr. S M Madhukeshwar Swamy**

Chief Manager  
 SBI Ballary Main Branch



*V. Mamatha*  
**V. Mamatha**

Senior Associate  
 SBI Ballary Main Branch



*X. Kishore*  
**X. Kishore**  
 16/9/25

Event Coordinator

*G. P. Dinu*  
**G. P. Dinu**  
 16/9/25

Chairman

Chairman  
 Business Administration  
 Department of Studies in Business Administration  
 Vijayanagara Sri Krishnadevaraya University  
 Vinayakanagar, Cantonment  
 Ballari-583 105, Karnataka

## Business Quiz Competition

Organized by  
Department of Studies in Business Administration  
Vijayanagara Sri Krishnadevaraya University, Ballari

### Introduction

The Department of Business Administration organized a **Business Quiz Competition** on *19th September 2025* at the seminar hall. The event was **organized and coordinated by Dr.Archana H. N., Associate Professor**, who planned, supervised, and executed the competition successfully. The theme of the event was *“Where Every Question is a Business Lesson”*. The primary objective of the quiz was to enhance students’ knowledge of business concepts, current affairs, and corporate practices while encouraging critical thinking, teamwork, and competitive spirit.

### First Round: Screening Test

A total of **47 MBA I Year students** actively participated in the initial screening test conducted on **9th September 2025**. The written round consisted of objective-type questions covering diverse aspects of business, economics, management, and general knowledge. The test was conducted in a classroom setting under faculty supervision. Based on performance, **16 students were shortlisted** for the next stage of the competition.



## Second Round: Final Quiz Competition

The final round of the quiz was conducted on **19th September 2025** in the MBA seminar hall. The selected 16 students were divided into **four teams**. The competition included multiple engaging rounds such as:

- **General Business Knowledge Round**
- **Logo and Brand Identification Round**
- **Audio-Visual Round (Advertisements & Corporate Clips)**
- **Rapid-Fire Round**

The rounds tested students' depth of knowledge, quick thinking, and team coordination. The participants displayed enthusiasm and confidence throughout the competition, making the event both intellectually stimulating and enjoyable.



## Prize Distribution

At the conclusion of the competition, the **winning team was awarded medals and certificates of merit**, while all finalists received certificates of participation. The distribution ceremony was graced by the presence of faculty members of the Department of Business Administration, who encouraged and appreciated the efforts of the students.



## Conclusion

The Business Quiz Competition was a grand success, achieving its intended purpose of enriching students' business acumen and fostering team spirit. The active participation of students, combined with the dedicated efforts of faculty organizers, ensured the smooth conduct of the event. Such initiatives play a vital role in bridging academic learning with practical exposure, thereby preparing students for future managerial challenges.

## Acknowledgement

We extend our sincere gratitude to **Dr. Archana H. N., Associate Professor**, for her **vision, dedication, and efforts in conceptualizing and organizing the entire quiz competition**. Her guidance, coordination, and motivation were instrumental in making the event a grand success.

We also thank the faculty members and students who supported the smooth conduct of the program.

## Industrial Visit Report

**Place of Visit:** Karnataka Milk Federation (KMF), Ballari **Date of Visit:** 20th September 2025 **Participants:** 4th Semester MBA Students (49 students present)

### Introduction

The Department of Business Administration, Vijayanagara Sri Krishnadevaraya University, Ballari, organized an industrial visit to the Karnataka Milk Federation (KMF), Ballari, on 20th September 2025. A total of **49 students from the 4th Semester MBA program** participated, accompanied by faculty members.

Industrial visits play a vital role in management education. While classroom lectures provide theoretical knowledge, exposure to industry allows students to understand **how business models operate in practice, how managerial decisions are implemented, and how strategy connects with operations**. The visit to KMF provided insights into **cooperative management, supply chain efficiency, marketing strategies, product diversification, and financial sustainability**, making it highly relevant to MBA students.

### Objectives of the Visit

1. To understand the **business and cooperative model** of KMF and its impact on farmers and consumers.
2. To observe **operations and supply chain management** in the dairy sector, including cold storage and logistics.
3. To study **branding, product diversification, and marketing strategies** of the “Nandini” brand.
4. To gain exposure to **financial management practices** in a cooperative setup.
5. To understand **human resource management** in a large-scale, labor-intensive enterprise.
6. To learn from **leadership insights** shared by the Managing Director of KMF, Ballari.

### Highlights of the Visit

#### 1. Address by the Managing Director

The **Managing Director of KMF, Ballari** welcomed the group and delivered an insightful address. He spoke about:

- The **evolution of KMF** from a small cooperative to a leading dairy brand in Karnataka.
- The importance of **strategic leadership in cooperatives**, where business objectives must align with social responsibility.
- The **competition with private and multinational players**, highlighting how Nandini’s success is built on trust, quality, and farmer empowerment.

- Future growth opportunities in **export markets and digital marketing channels**.

From an MBA perspective, his address highlighted **real-world leadership challenges**, the importance of **stakeholder management**, and the role of **visionary leadership** in sustaining long-term success.

## 2. Milk Processing Unit

Students observed the **end-to-end milk processing system**, which included:

- **Milk Reception & Quality Check:** Every batch of milk arriving from farmers is tested for purity, fat content, and SNF (Solids-Not-Fat). These tests ensure that farmers are paid fairly and customers receive safe products.
- **Processing:** Techniques such as pasteurization (for eliminating bacteria) and homogenization (to maintain consistency) were demonstrated.
- **Packaging:** The milk is packed into pouches and tetra packs using automated systems that minimize human contact, thereby ensuring hygiene.

This section demonstrated how **operations management concepts such as quality control, process standardization, and efficiency** are applied in real life.

## 3. Product Range of KMF (Nandini Brand)

The visit also introduced students to the **diverse product portfolio** of Nandini, which includes:

- **Liquid Milk:** Different variants like toned, double-toned, homogenized, and full-cream.
- **Milk Powder:** Skimmed milk powder and whole milk powder for long-term storage.
- **Curd & Buttermilk:** Packaged in both family packs and small cups, catering to households and individuals.
- **Butter & Ghee:** Iconic products known for quality, forming the backbone of KMF's profitability.
- **Cheese & Paneer:** Supplying households as well as the hospitality sector.
- **Flavored Milk:** Popular among students and youth, available in chocolate, strawberry, pista, and other flavors. During the visit, **flavored milk was served to all students**, demonstrating **product promotion and customer engagement**.
- **Ice Creams:** Available in cups, cones, sticks, and family packs with flavors ranging from vanilla and mango to chocolate and butterscotch.
- **Sweets & Confectionaries:** Milk-based sweets, peda, and other specialty products catering to regional tastes.

From a business administration point of view, this range showcases **product diversification, brand extension strategies, and market segmentation** aimed at reaching rural, urban, and premium customers alike.

#### 4. Ice Cream Plant Visit

The students also toured the **ice cream manufacturing facility**, which was an exciting part of the visit. They observed:

- **Production Process:** The ice cream mix undergoes pasteurization, homogenization, and aging to achieve the right texture.
- **Automation:** Machinery for molding, freezing, filling, and packaging minimizes wastage and increases efficiency.
- **Quality Assurance:** Strict standards are followed to maintain hygiene and food safety, with cold chain logistics ensuring freshness.
- **Product Portfolio:** From low-cost cones for price-sensitive consumers to premium tubs and family packs for households.

This visit reinforced the importance of **operations management, innovation in product development, and consumer-driven strategies** in FMCG businesses.

#### 5. Finance & Cooperative Model

KMF's **financial model** is unique compared to private companies:

- Farmers are both suppliers and stakeholders, ensuring inclusivity.
- Revenue is shared fairly, empowering rural communities.
- Economies of scale help KMF maintain affordable prices while still ensuring profitability.
- Cost management and efficiency are key to sustaining operations against competitors.

This represents a practical example of **sustainable financial management**, a crucial lesson for MBA students.

#### 6. Human Resource Management & Organization

Students also learned about HR practices at KMF, including:

- Training and development of employees to maintain high hygiene standards.
- Motivational practices that encourage workers to view themselves as stakeholders in the cooperative.
- Health and safety measures for employees in food-processing environments.

- Cooperative governance, where farmers and employees have a say in decision-making.

This highlighted the application of **organizational behavior and HRM theories** in real settings.

### 7. Student Experience

The hospitality of KMF was remarkable. Officials took time to explain processes, and the Managing Director personally interacted with students. At the end of the visit, all students were treated with **flavored milk**, leaving them with not only knowledge but also a memorable experience. This small gesture demonstrated **customer delight and experiential marketing in practice**.

### MBA Point of View – Key Learnings

- **Operations Management:** End-to-end supply chain efficiency and quality control.
- **Marketing:** Brand equity of Nandini and strategies for rural and urban markets.
- **Finance:** Cooperative cost management, revenue sharing, and economies of scale.
- **HRM:** Worker motivation, safety, and cooperative governance.
- **Strategy:** Diversification into **value-added products** like flavored milk and ice creams to remain competitive.

### Conclusion

The industrial visit to **KMF Ballari** was a comprehensive learning experience that blended academic theory with practical exposure. Students gained insights into **cooperative governance, strategic leadership, operations efficiency, product diversification, and financial sustainability**.

The Managing Director's address provided a **leadership perspective**, while the tours of the milk processing unit and ice cream plant illustrated **real-world operations and innovation**. The gesture of serving flavored milk to students reinforced the role of **brand experience and consumer engagement** in FMCG marketing.

Overall, the visit added immense value to the MBA learning journey, equipping students with practical insights that will enhance their managerial and leadership skills in future careers.







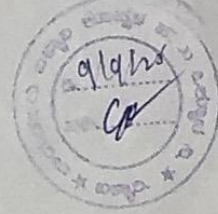
**VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY**  
 "Jnana Sagara Campus" Vinayakanagara, Cantonment, Ballari-583 105

Department of Studies in Business Administration

Date: 08.09.2025

To  
 The Managing Director  
 Karnataka Milk Federation (KMF)  
 Ballari

11/09/25  
 DM (Q.A.)



Respected Sir,

**Subject: Request for Permission to Organize an Industrial Visit**

Greetings from the Department of Business Administration, Vijayanagara Sri Krishnadevaraya University, Ballari.

We are keen on providing our MBA (4th Semester) students with practical exposure to industry practices, which will complement their classroom learning. In this regard, we request your kind permission to organize an industrial visit to your esteemed unit at Ballari on 20th of this month.

A team consisting of 58 students and 5 faculty members including research scholars will be part of this visit. We are confident that the interaction with your organization will greatly enrich their understanding of operational and management practices.

We kindly request your support and cooperation in permitting and facilitating this visit.

Thanking you in anticipation.

Yours sincerely,

Gp Dinesh

Chairman

Department of Business Administration  
 Vijayanagara Sri Krishnadevaraya University, Ballari  
 Department of Studies in Business Administration,  
 Vijayanagara Sri Krishnadevaraya University  
 Vinayakanagar, Cantonment  
 Ballari-583 105, Karnataka

ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರ ಕಾರ್ಯಾಲಯ  
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10/9



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY  
"Jnana Sagara Campus" Vinayakanagara, Cantonment, Ballari-583 105

Department of Studies in Business Administration

Date: 20<sup>th</sup> September, 2025

"Industrial Visit to Karnataka Milk Federation (KMF), Ballari."

Attendance Sheet

Sl. No.	Student Name	Registration Number	Signature
1	M.P.Neela	P16VM23M015012	M.P.Neela
2	K.M.Sunitha	P16VM23M015013	K.M.Sunitha
3	G.Chaitra	P16VM23M015034	G.Chaitra
4	Dhananjaya.S	P16VM23M015041	Dhananjaya.S
5	Arjuntha.K.H	P16VM23M015050	Arjuntha.K.H
6	Jyothi.H	P16VM23M015029	Jyothi.H
7	Shilpa.U	P16VM23M015053	Shilpa.U
8	Pallavi Baiji	P16VM23M015045	Pallavi Baiji
9	Usha.K	P16VM23M015042	Usha.K
10	Raja Baiji	P16VM23M015044	Raja Baiji
11	Swati	P16VM23M015047	Swati
12	N.Bhoomika	P16VM23M015031	N.Bhoomika
13	Hanshita	P16VM23M015004	Hanshita
14	A.Ashwini	P16VM23M015014	A.Ashwini
15	Prabhu.J	P16VM23M015006	Prabhu.J
16	Pandurang.P	P16VM23M015020	Pandurang.P
17	Srimath Chandra	P16VM23M015028	Srimath Chandra
18	K.Venugopal	P16VM23M015022	K.Venugopal
19	Mubali Krishna.J	P16VM23M015016	Mubali Krishna.J
20	Vinay Kumar Naik	P16VM23M015025	Vinay Kumar Naik
21	Shashidhar.Y	P16VM23M015035	Shashidhar.Y
22	Hanuman Naik	P16VM23M015042	Hanuman Naik
23	Uday Kumar.M	P16VM23M015022	Uday Kumar.M
24	V.G.P. Prasad	P16VM23M015037	V.G.P. Prasad

25	Manoj Kumar	P16VM23M05003	Manoj
26	Basuvaraj B	P16VM23M05008	Basu
27	Asuna Kumar	P16VM23M05002	Arun
28	Anil Kumar G	P16VM23M05015	Anil
29	Abhishek	P16VM23M05007	Abhi
30	Jadeepa	P16VM23M05021	Jadeppa
31	Chidanda	P16VM23M05019	Chidanda
32	mahesh	P16VM23M05009	mahesh
33	Srinivas	18	Srinivas
34	Bharath	24	Bharath
35	naveen	10	Naveen Sory
36	Pavan	17	Pavan
37	Varsha	33	Varsha
38	lakshmi	32	Lakshmi
39	Priyanka	38	Priyanka
40	Karishanesh	130	Karishanesh
41	M.M. Mahesh	P16VM23M05039	M.M. Mahesh
42	S. Nandhini	P16VM23M05030	S. Nandhini
43	Nuzhat Afza B	49	Nuzhat
44	F. Farikiana	P16VM23M05023	F. Farikiana
45	Khader Kali	11 46	Khader
46	Jeelan Basheer	11 43	Jeelan
47	Shikha prasad G	11 36	Shikha
48	Kiranakumar	11 05	Kiranakumar
49	Kampaniswamy S.M	11 01	Kampaniswamy

Managing Director

Karnataka Milk Federation  
(KMF), Ballari  
Managing Director  
Raichur, Bellary Koppal, & Vijayanagara  
Milk Union Ltd Ballari - 583 104.

Coordinator  
Dr. Nirmala J  
Assistant Professor  
DoS in Business Administration  
Vijayanagara Sri Krishnadevaraya University

Prof. G. P. Dinesh  
Chairman  
DoS in Business Administration

Chairman  
Department of Studies in Business Administration  
Vijayanagara Sri Krishnadevaraya University  
Vinayakanagar, Cantonment  
Ballari-583 105 Karnataka



**DEPARTMENT OF STUDIES IN BUSINESS  
ADMINISTRATION**  
**VIJAYANAGARA SRI KRISHNADEVARAYA  
UNIVERSITY**



**Visit to Aravind Industries: A Leading Water  
Plant in Ballari**



**20<sup>TH</sup>  
SEPTEMBER  
2025**

**Mineral  
Water Plant**



## **Industrial Visit Report**

**Place of Visit:** Aravind Industries – Mineral Water Plant, Ballari **Date of Visit:** 20th September 2025

**Participants:** 4th Semester MBA Students (49 students present)

### **Introduction**

The Department of Business Administration, Vijayanagara Sri Krishnadevaraya University, Ballari, organized an industrial visit to **Aravind Industries – Mineral Water Plant** on **20th September 2025**. A total of **49 MBA students from the 4th Semester** participated, accompanied by faculty members.

Unlike large-scale cooperatives such as KMF, Aravind Industries is run as a **proprietorship firm**. The plant has established itself as a trusted regional player in the packaged drinking water industry, demonstrating how an entrepreneur can create a successful venture through **strategic focus on quality, affordability, and local market needs**.

### **Objectives of the Visit**

1. To study the **business model of a proprietorship firm** in the FMCG sector.
2. To understand the **purification, bottling, and packaging process** of mineral water.
3. To learn about **market positioning, pricing strategies, and distribution channels** in the packaged water industry.
4. To observe the **entrepreneurial role of the proprietor** in business management and decision-making.
5. To connect MBA concepts of **operations, marketing, finance, and entrepreneurship** with practical learning.

### **Highlights of the Visit**

#### **1. Interaction with the Proprietor**

Mr. **Aravind, the proprietor**, personally interacted with students. He shared his entrepreneurial journey—how he started the business, the challenges of competing with national brands like Bisleri, Kinley, and Aquafina, and the strategies he adopted to build a loyal customer base in Ballari and nearby towns.

**From an MBA perspective, his interaction emphasized:**

- **Risk-taking and entrepreneurial initiative** in starting a small-scale industry.
- The **decision-making autonomy** of a proprietorship model.
- Importance of **local networks and customer relationships** in sustaining business.
- Challenges of **scaling up** without external investment or corporate structures.

## 2. Water Purification and Processing

Students were shown the end-to-end production process:

- **Raw Water Intake:** Sourcing water from borewells and municipal supply.
- **Multi-stage Filtration:** Sand, activated carbon, and micro-filtration systems.
- **Reverse Osmosis (RO):** Removal of dissolved salts and impurities.
- **UV & Ozonization:** Final disinfection and enhancement of shelf life.
- **Mineral Rebalancing:** Adding essential minerals to ensure taste and health benefits.
- **Automated Bottling & Sealing:** Packaging in bottles and 20-liter cans.

This demonstrated **process management and quality assurance practices** in a small-scale FMCG unit.

## 3. Product Portfolio

Aravind Industries produces packaged drinking water in multiple formats:

- **200 ml pouches & bottles** – targeted for events and quick consumption.
- **500 ml & 1-liter bottles** – for retail sales.
- **2-liter bottles** – household use.
- **20-liter jars** – bulk supply for offices, hostels, and industries.

This range highlights **market segmentation and customer-focused product strategy**.

## 4. Quality Control & Compliance

Officials explained the need for continuous testing of water samples:

- **pH and TDS** levels are monitored for taste and safety.
- Microbiological tests ensure absence of harmful bacteria.
- Compliance with **Bureau of Indian Standards (BIS)** and **Food Safety and Standards Authority of India (FSSAI)** guidelines.

For MBA students, this illustrated the importance of **regulatory compliance, consumer trust, and reputation management**.

## 5. Supply Chain & Distribution

The proprietor explained how distribution plays a crucial role:

- **Direct Supply:** To offices and institutions for 20-liter jars.
- **Retail Partnerships:** With shops, hotels, and restaurants.
- **Local Reach:** Focus on nearby towns to minimize logistics costs.

- **Seasonal Demand:** Sales peak during summer, requiring inventory planning.

This was a live example of **supply chain optimization in small businesses**, where efficiency is achieved through local focus.

## 6. Marketing and Branding

Unlike large brands, Aravind Industries relies on **localized marketing strategies**:

- **Affordability:** Lower pricing compared to national brands.
- **Trust Factor:** Emphasis on purity and safety for local consumers.
- **Word-of-Mouth Promotion:** Leveraging customer satisfaction rather than heavy advertising.
- **Event Sponsorships:** Supplying free bottles at local events to build brand recall.

This illustrated how **small firms use niche strategies** to compete with larger FMCG players.

## MBA Point of View – Key Learnings

1. **Entrepreneurship:** How a proprietor manages risk, operations, and growth without corporate structures.
2. **Operations Management:** Efficiency in purification, bottling, and quality testing.
3. **Supply Chain:** Localized distribution ensuring low costs and strong customer ties.
4. **Marketing:** Low-cost, trust-based brand building for regional markets.
5. **Finance:** Challenges of capital mobilization in a proprietorship model.
6. **Strategy:** Competing with large brands through differentiation (price, local trust, and service).

## Student Experience

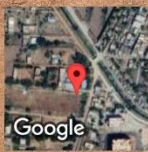
The visit was highly interactive, as students could directly ask questions to the proprietor about **business challenges, customer behavior, and competition**. Observing the plant operations alongside entrepreneurial insights provided a **practical understanding of small business management**.

## Conclusion

The industrial visit to **Aravind Industries – Mineral Water Plant, Ballari**, offered MBA students valuable insights into the working of a **proprietorship business in the FMCG sector**. The interaction with the proprietor highlighted the entrepreneurial spirit required to establish and sustain a small-scale industry.

From an MBA perspective, this visit enriched students' understanding of entrepreneurship, operations, supply chain management, marketing strategies, and financial challenges. It also demonstrated how small businesses can survive and grow by focusing on quality, affordability, and strong local networks.





**Ballari, Karnataka, India**  
5w5f+m7f Murthappa Compound, Near Eswar Temple, Ashok Nagar, Shastri Nagar,  
Ballari, Karnataka 583101, India  
Lat 15.159198° Long 76.923048°  
20/09/2025 02:37 PM GMT +05:30







**VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY**  
"Jnana Sagara Campus" Vinayakanagara, Cantonement, Ballari-583 105

**Chirman-Department of Studies in Business Administration**

Date:18.09.2025

To  
The Managing Director  
Aravind Industries Eco Life  
Ballari

Respected Sir,

Greetings from Vijayanagara Sri Krishnadevaraya University, Ballari.

In line with our vision of providing experiential learning opportunities, the Department of Studies in Business Administration is arranging an industrial exposure visit for our MBA IV Semester students. This academic exercise is designed to acquaint students with modern business operations and sustainable practices that complement their classroom learning.

We kindly request your permission to organize a visit to your esteemed organization, Aravind Industries Eco Life, Ballari, on 20th of this month. A group of 48 students, accompanied by our faculty members and research scholars, will be part of this program.

We assure you that the visiting team will uphold discipline, decorum, and all the guidelines issued by your management during the course of the visit. The opportunity to interact with your professionals and observe your operations will greatly enrich the students' understanding and prepare them for their future careers.

We look forward to your kind cooperation and support in making this visit a valuable learning experience.

With regards,

**Chairman**  
Department of Business Administration  
Vijayanagara Sri Krishnadevaraya University, Ballari

**For ARVIND INDUSTRIES**  
  
**Proprietor**



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY  
"Jnana Sagara Campus" Vinayakanagara, Cantonment, Ballari-583 105

Department of Studies in Business Administration

Date: 20<sup>th</sup> September, 2025

"Industrial Visit to Aravinda Industries Eco Life, Ballari."

Attendance Sheet

Sl. No.	Student Name	Registration Number	Signature
1	M.P. Neela	P16VM23M015012	M.P. Neela
2	K.M. Sunitha	P16VM23M015013	K.M. Sunitha
3	G. Chaitra	P16VM23M015034	G. Chaitra
4	Dhananjaya S	P16VM23M015041	Dhananjaya
5	AMRUTHA K.H	P16VM23M015050	Amrutha K.H
6	Jyothi H	P16VM23M015029	Jyothi H
7	Shilpa U	P16VM23M015053	Shilpa U
8	Swati	P16VM23M015047	Swati
9	N. Bhoomika	P16VM23M015031	N. Bhoomika
10	Usha K	P16VM23M015048	Usha K
11	Pallavi Baiji	P16VM23M015045	Pallavi
12	Roja Baiji	P16VM23M015044	Roja
13	Harshita	P16VM23M015004	Harshita
14	A. Abhisara	P16VM23M015014	A. Abhisara
15	Prabhu T	P16VM23M015008	Prabhu T
16	Pandurang P	P16VM23M015020	Pandurang P
17	Saemangh chandra	P16VM23M015028	Saemangh chandra
18	K. Vinayopal	P16VM22M015000	K. Vinayopal
19	Murali Krishna J	P16VM23M015016	Murali Krishna J
20	Vinod Kumar Naik	P16VM23M015025	Vinod Kumar Naik
21	Shashidhar J	P16VM23M015035	Shashidhar J
22	Hemant Naik	P16VM23M015040	Hemant Naik
23	Uday Kumar M.	P16VM23M015022	Uday Kumar M.
24	V.G. Shree prasad	P16VM23M015057	V.G. Shree prasad

25	Manoj Kumar	P16VM23M01503	Manoj
26	Anil	P16VM23M01505	Anil
27	Arun Kumar	P16VM23M01502	Arun Kumar
28	Mallesh	P16VM23M01509	Mallesh
29	Naveen	P16VM23M01508	Naveen Gowdy
30	Basavaraj	P16VM23M01508	Basavaraj
31	Jadeepa	P16VM23M01507	Jadeepa
32	Chidanda	P16VM23M01504	Chidanda N
33	Abhishek	P16VM23M01507	Abhishek
34	Bharath	P16VM23M01502	Bharath
35	Srinivas	P16VM23M01508	Srinivas
36	vamha . M	P16VM23M01503	vamha . M
37	Lakshmi . B . K	P16VM23M01502	Lakshmi . B . K
38	Priganka . B . M	P16VM23M01503	Priganka . B . M
39	Karibalaveha	P16VM23M01504	Karibalaveha
40	Kiran Kumar	P16VM23M01505	Kiran
41	S. Nandini	P16VM23M01503	S. Nandini
42	M.M. Manohar	P16VM23M01503	M.M. Manohar
43	Nuzhat Afa B	P16VM23M01504	Nuzhat Afa B
44	K. Parvitha	P16VM23M01502	K. Parvitha
45	Khader wali	" 46	Khader wali
46	Jeelan Basha	" 43	Jeelan Basha
47	Shiva prasad G.	" 36	Shiva prasad G.
48	B. Pavan Kumar	P16VM23M01507	B. Pavan Kumar
49	Kampaniswamy . k . m	" 01	Kampaniswamy . k . m

Managing Director  
Aravinda Industries Eco  
Life, Ballari.

Dr. Nirmala J  
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Dr. Nirmala J  
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Prof. G. P. Dinesh  
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FOR ARVIND INDUSTRIES  
Proprietor

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# FINANCE QUIZ COMPETITION

## 1. Introduction

The Department of MBA successfully organized a **Finance Quiz Competition** on **18 February 2026** at the MBA Seminar Hall. The event was conducted with the objective of testing and enhancing the financial knowledge of MBA Finance specialization students in an interactive and competitive environment. The quiz was conducted under the theme:

**“Think Like a CEO. Answer Like a Leader.”**

The event witnessed enthusiastic participation from students and active involvement of faculty members. All the faculty members of the MBA Department were invited to witness the event. The program was graced by **G.P. Dinesh**, Chairman of the MBA Department, along with other respected faculty members. Their presence motivated the participants and added significance to the event. The event was organized under the guidance of **Dr. Archana H N**, Faculty Coordinator, whose support ensured the smooth conduct of the quiz.

## 2. Objectives of the Event

- To evaluate conceptual understanding of finance students.
- To promote analytical thinking and quick decision-making skills.
- To create an interactive and competitive academic environment.
- To enhance financial awareness among MBA students.

## 3. Structure of the Quiz

The quiz was conducted in two phases. In **Phase I**, a Multiple-Choice Question (MCQ) test was administered to 29 Finance specialization students to assess their understanding of financial management, banking, stock markets, budgeting, and corporate finance. Based on their performance, the top nine students were shortlisted for the final round.

In **Phase II**, the nine selected students were divided into three teams consisting of three members each. The final round included segments such as Rapid Fire Round, Buzzer Round, Logo/Identification Round, and Current Affairs in Finance. The final phase was interactive, competitive, and intellectually stimulating.



#### 4. Prize Distribution

At the conclusion of the competition:

- **Two teams were awarded prizes** for their outstanding performance.
- Certificates and medals were distributed to the winning participants.

The prize distribution ceremony was conducted in the presence of faculty members.

Group photographs were taken to commemorate the occasion.



## 5. Attendance

**ವಿಜಯನಗರ ಶ್ರೀ ಕೃಷ್ಣದೇವರಾಯ ವಿಶ್ವವಿದ್ಯಾಲಯ**  
 ವಿಜಯನಗರ ಆವರಣ, ವಿಜಯನಗರ, ಕೊಡಗೇರಿ, ಬಳ್ಳಾರಿ - 583104

ಮುಖ್ಯಸ್ಥರು, ನಿರ್ವಹಣಾಪಾತ್ರ ಅಧ್ಯಯನ ವಿಭಾಗ

Date: 18.02.2026

**III Semester Finance Quiz**

Sl. No.	Student Name	Signature
1	G Neelavathi	
2	Umesh H	
3	N Venkatesh	
4	Susham A Poal	
5	K N Vijaya Lakshmi	
6	Sudharshana T	
7	Goutham S	
8	H M Vinith	
9	Manju	
10	H Vineth Shiva Kumar	
11	Raviteja	
12	Mallamma	
13	Rupa Shree S	
14	J Siddarama	
15	Ravikumar V	
16	Anand B	
17	Viśva	
18	Venu N	
19	Shireesha K	
20	Thamila	
21	K Renuka Vallara	
22	Prasad A N	
23	Vinodraj Amasidda Savukar	
24	Bandarada Raghavendra	
25	Mohammed Aftab	
26	N Sandya	
27	P Nagana Gowda	
28	Iresh P S	

29	Sahana	
30	Preethi N	
31	Shobha K	
32	Mukambika C	
33	K Neethu	
34	Neha Sulthan	
35	Krishna Pavani M	
36	Padmapriya	
37	Sonali Roy	
38	Rimsha	
39	S Tejaswani	
40	Afra Banu K	
41	S P Santhoshia	
42	N Nikhitha	
43	B Sana Arshiya	
44	T Afsana Banu	
45	K Treeveni	
46	Lavanya C	
47	Balachandra T	
48	Chandrashekhara B	
49	C Aishwarya	
50	G Dinakar Babu	
51	K Yarrilinga	

**G P Dine**  
 Chairman  
 Department of Studies in Business Administration  
 Vijayanagara Sri Krishna Devaraya University  
 Vijayanagara, Karnataka

**ವಿಜಯನಗರ ಶ್ರೀ ಕೃಷ್ಣದೇವರಾಯ ವಿಶ್ವವಿದ್ಯಾಲಯ**  
 ವಿಜಯನಗರ ಆವರಣ, ವಿಜಯನಗರ, ಕೊಡಗೇರಿ, ಬಳ್ಳಾರಿ - 583104

ಮುಖ್ಯಸ್ಥರು, ನಿರ್ವಹಣಾಪಾತ್ರ ಅಧ್ಯಯನ ವಿಭಾಗ

Date: 18.02.2026

**I SEMESTER Finance Quiz**

Sl. No.	Student Name	Signature
1	Chandana B	
2	Priyanka A	
3	Kanchana	
4	Aruna M	
5	Abhisheka	
6	Chandru Valmiki	
7	Veeresh S	
8	ANJALI VERMA	
9	Bhavana	
10	K Meghana	
11	H Anjali	
12	Dileep J	
13	Hemanthakumar P	
14	Dada Sameer P	
15	A Pavan Kumar	
16	B Durga Bhavani	
17	A M Tejaswini	
18	Abhishek M	
19	Sateesh	
20	Jishu K M	
21	D H Mahantesh	
22	Kumaraswamy K	
23	Shravan	
24	M Anandhree	
25	Parashurama	
26	Hemanth B	
27	Bhavana T	
28	Ramesha P	
29	Vanshi Y	

30	Vishala Sadananda Kadam	
31	MAHANTHESH K	
32	J Hemanth Kumar	
33	Ranya. H. R	
34	Chaitra G R	
35	Ashok Naik	
36	Harish Naik D G	
37	A Firdous	
38	B Nandini	
39	V Harshavardhan Raj	
40	V Harshavardhan Raj	
41	Ashok V	
42	Ashok V	
43	Rakshitia P	
44	Rakshitia P	
45	SHAILASHRI S	
46	SHAILASHRI S	
47	Prashanth H	
48	Prashanth H	
49	B Shivakumar	
50	Sandeep N A	
51	Hanumantha V	
52	Anil K	
53	Sadiya Amreen	
54	M Ranjitha	
55	N Srinivas	
56	N P Mounika	
57	Maithri	
58	J Ambika	
59	B Arunakumara	
60	G Kotresh	
61	Syed Hussain B H	
62	Pavitra K	
63	Indu B	
64	Indu B	
65	Ashish Immanuel M S	
66	Vishva A B	
67	T. Narendra Reddy	
68	Koushik Patil T	

**G P Dine**  
 Chairman  
 Department of Studies in Business Administration  
 Vijayanagara Sri Krishna Devaraya University  
 Vijayanagara, Karnataka

## 6. Conclusion

The Finance Quiz Competition conducted on 18 February 2026 was a grand success. The two-phase structure ensured fair selection and high-quality competition. The event provided an excellent platform for Finance students to demonstrate their knowledge and analytical abilities.

The Department of MBA looks forward to organizing more such academic and skill-based events in the future.

Workshop on “Leadership & Initiative” The Power to Step Forward.



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**SRI VIDYANIKETAN DEGREE COLLEGE**

Vaddarahatti, Koppal Road, GANGAVATHI – 583 235



In Collaboration with  
Department of Studies in Business Administration  
**VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY**  
BALLARI

Invites you for the  
**ONE DAY WORKSHOP for STUDENTS**  
ON

**“LEADERSHIP & INITIATIVE”  
THE POWER TO STEP FORWARD**

On Thursday 5<sup>th</sup> March, 2026 @ 10:00AM

Venue : Sri Vidyaniketan Degree College, Vaddarahatti, Gangavathi

Chief Guest

**Prof. M. MUNIRAJU**

Hon'ble Vice-Chancellor, VSKU, Ballari.

Guest of Honour

**Prof. N.M. SALI**

Registrar, VSKU, Ballari.

**Prof. RAMESH K.**

Registrar, Koppal University, Koppal.

Guest of Honour & Speaker

**Prof. Dr. DINESH G P**

Chairman, Department of Studies in Business Administration, VSKU, Ballari.

Special Guest

**Smt. SHANTI KUROPATI**

Founder & CEO, Seedling Labs Pvt. Ltd.

Presided By

**Sri. NEKKANTI SURIBABU**

Chairman, Sri Vidyaniketan Group of Institutions  
Sriramnagar-Gangavathi-Vaddarahatti

**Sri Krishna Prasad P**

Administrative Director  
Sri Vidyaniketan Degree College  
Vaddarahatti – Gangavathi

**Smt. Nalini Polina**

Academic Director  
Sri Vidyaniketan Degree College  
Vaddarahatti – Gangavathi

**Sri Abishek D M**

Principal  
Sri Vidyaniketan Degree College  
Vaddarahatti – Gangavathi

















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5v2g+qwq, University Internal Rd, Kuvempu Nagar, Ballari, Karnataka  
583105, India  
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Saturday, 14/03/2026 10:42 AM GMT +05:30





GPS Map Camera



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583105, India

Lat 15.151275° Long 76.876899°

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