

Management Chronicle

NEWSLETTER

DEPARTMENT OF BUSINESS ADMINISTRATION

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VISION, MISSION AND OBJECTIVES OF THE INSTITUTE

VISION

- To be one of the premier Institutes of Engineering and Management Education in the country

MISSION

- To provide Engineering and Management education that meets the needs of human resources in the country.
- To develop leadership qualities, team spirit and concern for environment in students

OBJECTIVES

- To achieve educational goals as stated in the vision through the mission statements which depicts the distinctive characteristics of the Institution
- To make teaching-learning process an enjoyable pursuit for the students and teachers

VISION, MISSION AND OBJECTIVES OF THE DEPARTMENT

VISION

- To be a preferred destination for management education and entrepreneurship development

MISSION

- To provide contextually relevant management education with learner-centric pedagogies
- To develop skilled, competent and socially conscious managers
- To cultivate entrepreneurial culture among the students

OBJECTIVES

- To achieve faculty development and effectiveness through training and research
- To inculcate concern for society and nature as a guiding spirit among the students
- To provide integrated, classroom and experiential learning opportunities for managers and entrepreneurs



September 1986) is a visionary entrepreneur, investor, and philanthropist, best known as the co-founder of Zerodha, India's largest stock brokerage, which transformed investing by making it affordable and accessible. He also co-founded True Beacon, a forward-looking asset management firm, and drives social impact through Rainmatter, supporting startups in financial inclusion, climate action, and sustainability. Renowned for his sharp acumen and unconventional choices, he embodies the modern entrepreneur—bold, disruptive, and empathetic. Guided by his belief that success lies in outgrowing one's own limits, he inspires leaders to align profit with purpose.

"Success is not about competing with others, it's about outgrowing your own limits."



B. N. M. Institute of Technology

An Autonomous Institution under VTU. Approved by AICTE.

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FROM THE EDITOR'S DESK

We are glad to present the June 2025 issue of 'Management Chronicle', the Newsletter from the Department of Business Administration - BNMIT. Management Chronicle provides a glimpse of the various activities and events conducted by the Department and also furnishes a platform for students to express their views on the functional areas of management, vis-a-vis the current scenario.

DEPARTMENT OF BUSINESS ADMINISTRATION – AN EVOLVING LEGACY OF EXCELLENCE

The Department of Business Administration at BNM Institute of Technology (BNMIT), established in 2006, began with an intake of 60 students, offering a strong foundation in business and managerial skills to nurture socially committed leaders. Reflecting its growing reputation and academic excellence, the intake was increased to 120 in 2011 and further to 180 in 2024, demonstrating the program's sustained relevance and appeal across industry and public systems. BNMIT attained its Autonomous status in 2021 which fosters in better academic delivery and pursuits.

The two-year full-time MBA program of BNMIT offers a wide spectrum of contemporary and industry-relevant areas such as Banking & Finance, Business Analytics, Digital Strategy & Applied Marketing, Human Capital Management and Logistics & Supply Chain Management.

The department features state-of-the-art infrastructure, including interactive panels and other digital teaching aids, which are crafted to support experiential learning and professional grooming.

To enhance students' global perspective and professional exposure, the department has proactively established several Memoranda of Understanding (MoUs). A MoU with the Auston Institute of Management, Singapore, Belarusian National Technical Institute, Belarus, and University of Alabama in Huntsville, USA, provide the MBA students with overseas internship opportunities. Further partnerships with the National Stock Exchange (NSE), KPMG, and Upgrad Campus offer industry-aligned training programs. The department also works with the National Human Resource Welfare Association (NHRWA) and National HRD Network (NHRD) to strengthen student-industry engagement and faculty development.

Global immersion is a hallmark of the department's pedagogy. Students have participated in international learning experiences across the USA, Belarus, Singapore, Malaysia, and Sri Lanka, ranging from academic exchanges to study tours and internships that expand cross-cultural understanding and industry awareness.

The department has hosted high-impact international conferences, symposiums, Case-A-Thons, FDPs bringing together a holistic development in the areas of research. Additionally, Outbound Experiential Learning Program (OBEL) is offered to enhance students' interpersonal, leadership, and team-building skills through structured outdoor activity and simulations.

Today, the Department of Business Administration at BNMIT stands as a dynamic hub of management education. With a strong emphasis on ethical practices, global orientation, and industry relevance, the department continues to shape competent, confident, and socially responsible professionals who are prepared to make meaningful contributions to society.

EVENTS

OUTBOUND EXPERIENTIAL LEARNING (OBEL) PROGRAM 2025-I

The Outbound Experiential Learning (OBEL) Program, a flagship initiative of the Department of Business Administration at BNMIT, was organized in January 2025 in two engaging phases at Big Barn Farm. Sections A and B participated in the program from January 5 to 11, while Section C attended from January 19 to 25. Designed as an immersive, activity-driven experience, the program sought to cultivate leadership, communication, adaptability, and teamwork—skills that form the backbone of successful management professionals.

Unlike conventional classroom teaching, OBEL placed participants in an environment where learning came through action, reflection, and collaboration. Over the span of a week, students were exposed to more than 15 structured activities that blended adventure, strategy, and creativity. From setting up tents and participating in cultural performances to tackling obstacle courses, strategic simulations, and high-adrenaline challenges such as jumaring and rope walking, each task was carefully curated to push participants beyond their comfort zones. These activities were designed not only to test physical endurance and problem-solving skills but also to nurture patience, trust, and resilience—qualities essential for managerial effectiveness.

A significant highlight of the program was the strong emphasis on teamwork. Blindfolded navigation tasks, spider web walks, and client-based simulations required students to depend on one another, sharpening their collaborative instincts and problem-solving abilities. Each activity reinforced the idea that leadership is not about individual brilliance but about collective synergy. Complementing the structured challenges were cultural events and campfire sessions, which created a space for self-expression, storytelling, and bonding. These lighter moments contributed to building camaraderie, empathy, and inclusivity among participants.

One of the most impactful components of the program was the peer feedback session. Unlike traditional evaluations, this activity encouraged students to share constructive insights with one another in a spirit of honesty and support. Participants received valuable reflections on their strengths and areas for growth, enabling them to build self-awareness and refine their interpersonal skills. Many students described this exercise as transformative, as it encouraged them to view leadership not only as a skill but as a process of continuous personal evolution.

The concluding day of OBEL was marked by high-pressure team challenges such as the Bull Ring Task and the Leaking Pipe Challenge. These activities simulated workplace scenarios where coordination, resourcefulness, and strategic thinking were tested under tight deadlines. Faculty coordinators observed that students showcased remarkable growth in their ability to remain composed under pressure, demonstrating adaptability, confidence, and creativity in addressing challenges.

Beyond the excitement and adventure, the OBEL program carried profound lessons that aligned with BNMIT's vision of shaping socially conscious leaders. Students emerged with renewed self-confidence, improved communication, and enhanced leadership presence. Perhaps more importantly, they left with a deeper appreciation for empathy, respect, and resilience—values that transcend professional life and contribute to holistic personal growth.

In essence, the OBEL program was more than just an outdoor learning experience; it was a journey of self-discovery and collective growth. By blending fun with structured learning, it successfully bridged the gap between theory and practice, ensuring that students internalized lessons that would serve them throughout their academic journey and professional careers. The program reaffirmed BNMIT's commitment to holistic education, preparing students to face the complexities of the modern world with courage, creativity, and compassion.





NHRD YOUTH CONCLAVE 2025

On 29th January 2025, the Department of Business Administration at BNMIT, in collaboration with the National Human Resource Development Network (NHRD), hosted the much-anticipated Youth Conclave 2025. The event was designed as a vibrant platform for young management students to engage with industry experts, showcase their talent, and gain exposure to evolving trends in human resource management. By blending competitions, keynote addresses, and panel discussions, the conclave created a unique space for learning, networking, and professional growth.

The day commenced with an air of excitement as students from multiple institutions gathered to participate in two flagship competitions: “Samadhan 1.0,” a case study competition, and “Samvaad 1.0,” a debate competition. Both contests were conducted through a series of elimination rounds, culminating in intellectually stimulating finals. The events tested participants' analytical capabilities, persuasive communication, and ability to think on their feet—hallmarks of successful management professionals.

The official inauguration set the tone for the day, beginning with the traditional lamp-lighting ceremony. The occasion was graced by eminent dignitaries, including Prof. Eishwar Maanay, Dean of BNMIT; Prof. Vaishnavee Maanay, Head of Media and Marketing at BNMIT; Dr. T. V. Rao, a renowned thought leader in HRD; and Mr. Anish Philip, CFO of NHRD. Their presence underscored the significance of the conclave as a bridge between academia and industry.

Following the inauguration, the audience was treated to insightful keynote addresses. Sri Krish Shankar opened the sessions with a compelling talk on the “Golden Triangle,” which emphasized three critical dimensions of success: Creative Problem-Solving, People & Emotional Mastery, and Learning Agility. His thought-provoking words resonated deeply with students, reinforcing the idea that technical expertise alone is insufficient without emotional intelligence and adaptability. Later, Dr. T. V. Rao delivered an inspiring session titled “HRD is for All.” Drawing on his vast experience, he emphasized that the essence of leadership lies in empowering others and nurturing a culture of continuous learning, making his session both practical and aspirational.

One of the most engaging parts of the conclave was the panel discussion on “Talent Ecosystem 2030: Shaping Tomorrow's Workforce for a Dynamic Employment Landscape.” The panel brought together an esteemed group of experts, including Prof. Eishwar Maanay, Ms. Gina Xavier, Mr. Saravana Mani, and Ms. Reshma A. Angadi. The discussion explored critical themes such as the impact of artificial intelligence and automation, the rise of entrepreneurial ventures, and the shifting expectations of the modern workforce. The panelists agreed that the workforce of the future will need to embrace flexibility, innovation, and cross-disciplinary skills to remain relevant in an ever-changing global economy.

The competitive spirit of the conclave reached its peak during the finals of Samadhan 1.0 and Samvaad 1.0. The case study presentations of Samadhan 1.0 showcased students' ability to devise innovative, practical solutions to real-world business challenges, reflecting a balance of theoretical knowledge and creative insight. Meanwhile, the debate competition, Samvaad 1.0, featured dynamic arguments on the role of technology in human resource management. The energy, clarity, and conviction displayed by the participants impressed the judges and underscored the immense potential of the student community.

The day concluded with a powerful panel on “Preparing the Workforce for Tomorrow.” Here, experts stressed the importance of continuous learning, particularly in the context of Generation Z. The emphasis on upskilling, reskilling, and cultivating digital fluency served as a reminder that the next generation of professionals must not only be technically sound but also socially conscious and globally aware.

The NHRD Youth Conclave 2025 at BNMIT proved to be more than just a one-day event; it was an intellectual celebration and a transformative learning experience. It provided students with exposure to industry perspectives, encouraged them to think critically about the future of work, and motivated them to prepare proactively for leadership roles. By fostering dialogue between academia and industry, the conclave reaffirmed BNMIT's commitment to shaping competent, confident, and socially responsible managers who are equipped to thrive in a dynamic employment landscape.



Panel session on "NHRD Youth Conclave"-Industry experts engage in a thought-provoking panel discussion on shaping tomorrow's workforce.



Group Photo of the NHRD Conclave – Participants and dignitaries gather for a memorable group photograph at the Youth Conclave 2025.



Lighting the Lamp by the Chief Guests – Inaugural lamp-lighting ceremony marking the commencement of the conclave.

WORKSHOP ON JMP SOFTWARE: DATA TO DECISION

On 4th February 2025, the MBA students of BNMIT had the unique opportunity to attend an enlightening workshop conducted by Mr. Muralidhara Ananda Murthy, an expert in analytics and technology-driven decision-making. The session focused on the power of JMP Software and its applications in modern business environments, where data is no longer a passive by-product but a strategic asset that shapes organizational success.

The workshop began with an introduction to the fundamental principle of “D2D – Data to Decision,” a concept that emphasizes the journey of raw data being transformed into actionable insights. Mr. Muralidhara explained that in today's competitive landscape, the ability to collect, interpret, and act on data-driven insights distinguishes successful organizations from those that fall behind. By framing data as the foundation of every critical business choice, he laid the groundwork for students to appreciate the relevance of analytical tools in managerial decision-making.

A major focus of the session was on the types of data and their implications for business analysis. Participants were introduced to qualitative and quantitative datasets, structured and unstructured formats, and the importance of identifying the right data sources for meaningful analysis. Through real-world examples, Mr. Muralidhara highlighted how organizations use diverse datasets to understand consumer behavior, optimize supply chains, and predict market trends.

Moving beyond theoretical aspects, the workshop transitioned into the practical applications of JMP Software. Students were shown how JMP enables users to conduct visual analytics, predictive modeling, and statistical simulations with remarkable ease. Using sample datasets, Mr. Muralidhara demonstrated how interactive data visualization uncovers patterns and correlations that traditional reporting methods often fail to reveal. He emphasized that such insights empower managers to make faster, more accurate decisions, whether in marketing strategies, financial planning, or operations management.

A particularly engaging moment was when the session addressed the role of technology in human efficiency. Mr. Muralidhara was careful to remind students that tools like JMP are not meant to replace human intelligence but to augment it. By automating repetitive tasks and simplifying complex calculations, technology frees managers to focus on strategic thinking, creativity, and human-centric decision-making. This perspective resonated strongly with participants, who recognized that the future of business lies not in machines versus humans, but in a collaborative synergy between the two.

The interactive nature of the session was another highlight. Students asked probing questions about the role of analytics in diverse industries such as banking, retail, and healthcare. Mr. Muralidhara addressed each query with relatable examples, further bridging the gap between academic concepts and real-world applications. His approachable style and practical demonstrations ensured that even those unfamiliar with statistical software left with a strong foundational understanding of analytics.

By the conclusion of the workshop, students had gained not only technical insights but also a renewed appreciation of how data analytics drives competitive advantage. The session reinforced the importance of cultivating analytical literacy as an essential managerial skill. It also aligned perfectly with BNMIT's mission of preparing students to be skilled, competent, and socially conscious managers equipped for the demands of a data-driven world.

In summary, the JMP Software workshop by Mr. Muralidhara Ananda Murthy was more than just a technical session; it was a transformative learning experience that expanded students' horizons, challenged them to think critically, and equipped them with tools to navigate the complexities of modern business decision-making.



Mr. Muralidhara Ananda Murthy on JMP Software – Expert-led workshop highlighting the role of analytics in data-driven decision-making.

YUVA ORIENTATION 2025 – DIGILANTE: EMPOWERING STUDENTS AGAINST DIGITAL ABUSE

On 14th February 2025, the first-semester MBA students of BNMIT participated in the much-anticipated YUVA Orientation 2025, an initiative that sought to prepare young leaders for the challenges and opportunities of an increasingly interconnected world. A central feature of this year's orientation was the session titled “DIGILANTE: Empowering Students Against Digital Abuse,” organized by the Bengaluru chapter of Young Indians (Yi), an influential youth movement that operates under the umbrella of the Confederation of Indian Industry (CII).

The session opened with motivational addresses by Mr. Kuberan Srihari and Ms. Sonal Shandilya, who spoke passionately about the pivotal role of youth in shaping India's future. They emphasized that young people today are not merely the inheritors of tomorrow but also active contributors to present-day social transformation. Their remarks highlighted Yi's initiatives in key areas such as child safety, road safety, health, climate change, and entrepreneurship, illustrating how collective youth action can drive systemic change. The speakers urged students to view themselves as nation-builders, encouraging them to actively participate in movements that align personal growth with societal progress.

The most impactful part of the program was the keynote session by Ms. Namitha C, a psychoeducator, who shed light on the escalating risks of the digital age. She addressed sensitive yet pressing issues such as cyberbullying, cyberstalking, online exploitation, and digital harassment—topics that directly affect young professionals navigating both academic and corporate landscapes. With clarity and empathy, Ms. Namitha emphasized that awareness is the first line of defense. She urged students to understand their digital rights, adopt safe online practices, and cultivate resilience in the face of virtual threats.

What set the session apart was its practical orientation. Ms. Namitha not only identified the threats but also offered actionable solutions and support mechanisms. She informed students about official resources, including the National Cybercrime Helpline (1930) and the government's cybercrime reporting portal (cybercrime.gov.in), reassuring them that support systems exist and must be utilized without hesitation. By doing so, she demystified the process of seeking help, which often remains underutilized due to fear or lack of awareness.

The session also addressed the psychological dimension of digital abuse. Students were reminded to prioritize their mental well-being, recognizing that online threats are not limited to financial or reputational harm but also impact emotional health. By framing digital literacy as a matter of both safety and self-care, the session empowered participants to take responsibility for their digital environments while also supporting peers who may be vulnerable.

Interactive exchanges between the students and the speakers further enriched the program. Questions from participants revolved around the ethical use of social media, balancing digital engagement with privacy, and strategies for reporting harassment without stigma. The thoughtful responses from the panel underscored the importance of responsible digital citizenship, a theme that resonates strongly in today's hyperconnected society.

By the end of the orientation, it was evident that DIGILANTE had achieved its core objective: it was not merely an informative session but a transformative learning experience. Students walked away with enhanced awareness, a set of practical tools to protect themselves online, and a renewed sense of social responsibility. The event reinforced the idea that the future of India depends not only on technological progress but also on the ethical, conscious, and responsible participation of its youth in the digital sphere.

In essence, YUVA Orientation 2025 – DIGILANTE was a call to action. It reminded students that every click, share, and interaction in the digital world carries weight, and that informed individuals can serve as digital guardians—protecting themselves and contributing to a safer online community. The event stands as a testament to BNMIT's commitment to nurturing socially conscious, empowered, and resilient leaders who are equipped to thrive in both physical and virtual worlds.



Ms. Namitha C, Session on empowering students against digital abuse through awareness and resilience.

DIGITAL POSTER PRESENTATION ON UNION BUDGET 2025

On 6th March 2025, the Department of Business Administration at BNMIT organized an inter-college digital poster presentation competition focusing on the Union Budget 2025, one of the most significant annual events in the country's economic calendar. The competition sought to encourage students to critically analyze, interpret, and present the implications of the national budget in a creative and visually engaging format.

The event witnessed enthusiastic participation from over 30 students across both undergraduate (UG) and postgraduate (PG) categories, representing leading institutions from across Bengaluru. Participants were required to design digital posters that not only summarized the highlights of the Union Budget but also provided insightful commentary on its potential impact on sectors such as infrastructure, agriculture, healthcare, education, taxation, and digital transformation. The format challenged students to condense complex economic information into concise, visually compelling narratives—an exercise that tested their research skills, analytical abilities, and creativity.

After a rigorous preliminary screening, six teams advanced to the finals, where they presented their work before a distinguished jury panel. Each team was evaluated on the basis of content accuracy, depth of analysis, originality, clarity of visual design, and presentation skills. The diversity of perspectives was striking—while some teams highlighted the government's focus on fiscal discipline and inclusive growth, others examined themes such as sustainability, rural development, and technology-driven governance.

In the Undergraduate category, the competition was intense. The team Tax Titans (Nandini Roy & Ruchiket Jadhav) from Chanaua University impressed the judges with their clear articulation and well-structured analysis, earning them the first place. The Funds Finders (Ashwini M.S. & Anusha Chawan) from BEL First Grade College emerged as the first runners-up, while Union Uprising (Prisha J) from RV University secured the second runner-up position with a poster that creatively connected budgetary policies to youth empowerment and entrepreneurship.

The Postgraduate category also showcased exemplary talent. The Cash Flow Crusaders (Lakshmi Sagar & Deep Das) from Christ University claimed the top position with their poster that combined strong financial analysis with visually striking design elements. The team Fiscal Mavericks (Shambavi & Anish) from Arcaya Bangalore B School were declared the runners-up, impressing the jury with their critical perspective on taxation reforms and fiscal priorities.

The jury members, comprising faculty and industry experts, applauded the high level of preparation and originality demonstrated by all participants. They emphasized that competitions such as this play a vital role in bridging the gap between academic study and real-world economic issues. By analyzing the Union Budget through a creative medium, students not only deepened their understanding of public finance but also honed skills in data visualization, public speaking, and critical reasoning.

The event concluded with the valedictory session, where winners were felicitated, and participants were congratulated for their contributions. Faculty coordinators noted that the event reflected BNMIT's emphasis on fostering intellectual curiosity, academic rigor, and applied learning. Students expressed that the competition was an enriching experience, as it pushed them to engage deeply with the budget, often described as the “economic mirror” of the nation.

In summary, the Digital Poster Presentation on Union Budget 2025 proved to be an intellectually stimulating and impactful event. It offered students an opportunity to showcase their analytical skills, encouraged them to interpret complex government policies with clarity, and created a platform for healthy academic competition. Beyond the accolades, the event reinforced the value of being economically literate and socially responsible—qualities that BNMIT continues to nurture in its students.



Inaugural session of the Digital Poster Presentation on Union Budget 2025, marking the commencement of the event.



Presentation made by the participants – Students showcase innovative poster designs analyzing Union Budget 2025.

GRADUATION CEREMONY FOR THE BATCH 2022–2024

The Graduation Ceremony for the MBA Batch of 2024 was held on 15th March 2025 at BNM Institute of Technology (BNMIT), marking a proud occasion for students, faculty, and dignitaries. A total of 121 students received their Postgraduate Degree Completion Certificates, celebrating the culmination of their academic journey.

A highlight of the ceremony was the recognition of academic excellence, with seven gold medallists and ten rank holders being honoured. Notably, Ms. Brunda M secured the 1st rank and was awarded three gold medals for her outstanding achievements.

The event was graced by Dr. B. E. Rangaswamy, Registrar, VTU, as the Chief Guest, who underscored the significance of graduation as a stepping stone to greater aspirations. Dr. B. K. Das, Distinguished Scientist & Director General – Electronics & Communication Systems (ECS), DRDO, the Guest of Honour, urged graduates to contribute to India's growth and apply their skills meaningfully.

Also present were Shri Narayan Rao R. Maanay, Chairman; Shri Ashok R. Maanay, Vice Chairman; Dr. S. Vidyashankar, Hon'ble Vice Chancellor, VTU; Prof. Eishwar N. Maanay,

Dean; Prof. T. J. Rama Murthy, Director; Dr. S. Y. Kulkarni, Additional Director & Principal; and Dr. Krishnamurthy G. N., Deputy Director, BNMIT. The ceremony symbolised BNMIT's commitment to academic excellence, with graduates stepping into the professional world, ready to make a meaningful impact.



Graduation Ceremony dignitaries – Distinguished guests and academic leaders grace the MBA Batch 2022–2024 graduation.



INAUGURATION OF IEEE TEMS STUDENT BRANCH CHAPTER

On 10th May 2025, the Department of Master of Business Administration at BNMIT proudly hosted the inaugural ceremony of the IEEE Technology and Engineering Management Society (TEMS) Student Branch Chapter. The event, held from 11:00 a.m. to 12:10 p.m. in Seminar Hall A215 of the New Block, marked a historic milestone for the institution, reflecting BNMIT's growing emphasis on innovation, interdisciplinary learning, and global academic engagement.

The ceremony began with an air of anticipation as students, faculty, and invited dignitaries gathered to witness the launch of this prestigious chapter. The event was graced by Mr. Yatheendranath T.J., CEO of DhiHii Labs Pvt. Ltd., whose presence underscored the industry's recognition of the importance of nurturing technological and engineering management skills among future leaders.

In his keynote address, Mr. Yatheendranath provided a compelling overview of the history, mission, and vision of IEEE and TEMS, emphasizing their role as global platforms for advancing technology, leadership, and management practices. He explained that IEEE TEMS bridges the gap between engineering knowledge and managerial expertise, offering students the opportunity to explore how technology can be harnessed for sustainable business and societal progress. His insights encouraged students to adopt a holistic view of leadership—one that blends technical proficiency with strategic thinking and ethical responsibility.

Beyond highlighting the symbolic importance of the inauguration, Mr. Yatheendranath offered a practical roadmap of the opportunities that come with active chapter participation. He spoke about the vast array of events, conferences, webinars, research collaborations, and networking opportunities available under the IEEE TEMS umbrella. He urged students to not only participate but also take the initiative to organize impactful events such as tech talks, innovation challenges, and collaborative projects that could position BNMIT as a hub of thought leadership. His motivational call to action infused the audience with a sense of purpose and excitement, encouraging them to embrace the responsibilities that come with being part of a global professional community.

The event also featured an introduction to the membership benefits of IEEE TEMS. Faculty coordinators and office bearers explained that student members would gain access to resources such as exclusive research publications, international conferences, mentorship opportunities, and collaborative networks with professionals worldwide. For aspiring managers and engineers, this membership provides a valuable platform to stay abreast of technological advancements while developing the soft skills necessary for leadership in dynamic industries.

The announcement of the office bearers of the newly formed chapter further energized the gathering. Student leaders were introduced in their respective roles—Chair, Vice-Chair, Secretary, Joint Secretary, Treasurer, and Webmaster—signaling the start of an active and student-driven journey. Each office bearer pledged to work collectively to ensure the chapter's activities align with IEEE TEMS's global mission while tailoring them to the academic and professional aspirations of BNMIT students.

The inauguration concluded on a high note, with a shared sense of pride and optimism. Students, faculty, and guests left the hall with a deeper appreciation of how academic initiatives like the IEEE TEMS Student Chapter not only enrich the learning environment but also prepare students for leadership roles in technology-driven industries.

By establishing this chapter, BNMIT has reaffirmed its commitment to cultivating globally competitive professionals who are not only equipped with cutting-edge knowledge but also guided by values of collaboration, innovation, and social responsibility. The inauguration of the IEEE TEMS Student Branch Chapter is thus more than a ceremonial beginning—it represents a bold step towards bridging academia and industry, empowering students to lead in the age of technological transformation.



Mr. Yatheendranath TJ with Prof. Eishwar Maanay, Dr. S.Y. Kulkarni and Dr. Krishnamurthy G.N. – Guests and faculty at the inauguration of the IEEE TEMS Student Branch Chapter.

The office bearers of IEEE TEMS

SL.No	Roles and Responsibilities	Student Name
1.	Chair	Charan M
2.	Vice Chair	Ashwin Kumar R
3.	Secretary	Shripriya M Harikar
4.	Joint Secretary	Abdul Daiyan
5.	Treasurer	Surya B
6	Web Master	Shalini R

OUT BOUND EXPERIENTIAL LEARNING- II

The Out Bound Experiential Program was held in 2 Phases: Section B & C participated together from June 22nd to June 28th while Section A participated from June 29th to July 5th. A Journey Beyond the Classroom for all the students. The second edition turned out to be one of the most memorable experiences for everyone. Held over seven days, OBEL 2 was unlike the first program; it was about Strategy, Patience, Teamwork, Discipline, Adventure and countless Learnings.

The program began with a simple 'Square Formation Game' using blocks. Although it appeared simple, the task tested our coordination, observation, and decision-making skills. More importantly, it taught us a vital lesson i.e., real success often comes when we prioritize collective progress over individual achievements. This insight shaped the following days.

Next, we tackled the advanced version of the 'Traffic Jam' activity. What a group of nine had previously solved during the First OBEL, now required the combined effort of thirty-six members. The challenge lasted from night into the next day, pushing us through frustration and fatigue. However, the joy of finally completing the task in one unified move was incredible. It revealed the power of strategy and persistence.

Following that, we faced something new called 'Tower of Hanoi', which tested our logic and patience. Every participant needed to grasp the process, as each move was crucial. It took a full day of practice, learning, and collaboration before we succeeded, reinforcing the idea that each team member plays a key role in achieving success.

One of the particularly exciting part of OBEL 2 was learning to use a Compass and draw an actual Map. We learned to measure angles, calculate steps, and apply them to create accurate trails. The excitement of seeing our data turned into real maps was unforgettable. This exercise laid the groundwork for one of the most memorable moments of the program: the night trek to Muthurayaswamy Betta. Using only compass degrees, we had to guide our mentors to a destination without their assistance. This activity tested our learning, patience, and ability to apply skills. Reaching the hilltop together felt rewarding.

The adventure continued with Caving and Rappelling. Crawling through rock passages and sliding through narrow spaces was thrilling, while rappelling down steep cliffs pushed us to confront fear and trust the process. Each activity challenged us beyond our comfort zones, teaching lessons in courage and resilience.

Back at the farm, we took part in 'Plank Walk', where 18 members were tied together and had to move as one unit. This activity tested our rhythm, coordination, and motivation. The program ended on a heartfelt note with the students cooking. As a group, we prepared meals for the trainers, staff, and fellow participants. Cooking and serving together not only strengthened our bonds but also instilled a sense of gratitude and humility.

Seven days without phones and outside distractions provided a true Digital Detox. It allowed us to live in the moment, foster genuine connections, and reflect deeply on our learnings. OBEL 2 demonstrated that teamwork goes beyond completing tasks. It's about standing together in times of exhaustion, risk, and uncertainty. It reminded us of the strength found in patience, empathy, and strategy. The program at Big Barn Farm proved once more to be a transformative space. We returned not only with improved skills but also with a renewed appreciation for the simple joys of teamwork, adventure, and shared learning.



GUEST LECTURES

GUEST LECTURE ON “LEADERSHIP”

The first-semester MBA students had the opportunity to attend an insightful guest lecture on Leadership, delivered by Ms. Harshitha Bapat, a Human Resource expert and former Diversity, Equity, and Inclusivity (DEI) Manager at Axa Global Business Services. With her extensive experience in fostering equitable and inclusive workplaces, Ms. Harshitha shared practical perspectives on the evolving expectations of leadership in the corporate world.

In her address, she emphasized the importance of cultivating leadership skills during the MBA journey. She motivated students to take initiative, embrace public speaking opportunities, and overcome personal challenges such as stage fright. Drawing from her own experience as an introvert, she encouraged students to view the academic environment as a safe space for experimentation and personal growth without the fear of severe consequences.

A key highlight of the lecture was her focus on empathy and decision-making as critical traits of effective leadership. To provide students with hands-on exposure, she conducted an engaging activity where participants were divided into groups of fifteen. Each group was presented with a real-world HR scenario on employee retention and was asked to design a strategy to convince a departing employee to remain with the organization. This exercise tested the students' emotional intelligence, communication, teamwork, and problem-solving skills under time pressure.

The session concluded with group presentations, which offered a practical platform for applying leadership concepts and communication strategies. The activity not only reinforced theoretical learning but also provided students with a real-time experience of collaboration and decision-making.

Overall, the lecture was highly impactful, equipping students with valuable insights into the human dimensions of leadership and underlining the significance of critical thinking, empathy, and adaptability in managing diverse workplaces.



GUEST LECTURE ON “PRACTICING EFFECTIVE COMMUNICATION”

The first-semester MBA students attended a highly engaging guest lecture on “Practicing Effective Communication”, conducted by Ms. Deeksha Shetty, a renowned corporate trainer, coach, and public speaker recognized for her expertise in guiding students toward career development through communication excellence.

The session highlighted the pivotal role communication plays in both personal and professional success. Ms. Shetty emphasized the importance of clarity, tone, and structure in workplace interactions, particularly in email etiquette. Through hands-on exercises, students practiced drafting various types of professional emails, applying principles of relevance, precision, and professionalism in real time.

A key takeaway from the session was the emphasis on active listening as an essential component of effective communication. To reinforce this, Ms. Shetty conducted an engaging memory-based activity that not only tested attentiveness but also enhanced retention of the session's key lessons.

Rather than offering a purely theoretical perspective, the lecture was designed to be interactive and practice oriented. By the end of the session, students gained a clearer understanding of how to communicate with confidence and purpose in both verbal and written forms—an essential skill set for their academic and corporate journeys.



GUEST LECTURE ON “CRM AND SALES”

On February 21, 2025, the first-semester MBA students attended an insightful guest lecture on Customer Relationship Management (CRM) and Sales, delivered by Mr. Venkatesh M, a seasoned entrepreneur with two successful business exits and vast expertise in B2B sales and business growth.

Mr. Venkatesh underscored the importance of building strong customer relationships as a foundation for long-term business success. He highlighted the strategic role of CRM tools and explained how AI-powered technologies are revolutionizing the sales landscape by improving efficiency and streamlining processes. With practical insights, he demonstrated how businesses can adopt the right frameworks and tools to achieve sustainable and consistent sales performance.

Beyond technical knowledge, Mr. Venkatesh inspired students to explore entrepreneurship as a career path. Drawing from his own journey, he encouraged them to think innovatively, pursue independent ventures, and seek opportunities to create value and income.

The session was highly informative and engaging, bridging classroom concepts with real-world applications. It not only provided students with a strong foundation in CRM and modern sales strategies but also fostered an entrepreneurial mindset, making it a valuable learning experience.



Mr. Venkatesh M on CRM and Sales- Guest lecture on customer relationship management and sales strategies.

GUEST LECTURE ON POWER AND POLITICS IN ORGANIZATIONS

On February 22, 2025, the MBA students attended an engaging guest lecture on Power and Politics in Organizations, conducted by Ms. Vidyashree S. G from Trane Technologies.

The session explored the different types of power, the role of workplace politics, and the significance of ethical leadership in managing organizational dynamics. Ms. Vidyashree used real-world examples to illustrate how power structures operate within organizations and encouraged students to reflect on the impact of politics on decision-making and professional relationships.

Through interactive discussions, students gained practical strategies to navigate organizational power structures while upholding integrity and ethical values. The lecture emphasized the importance of awareness, ethical decision-making, and professional influence in ensuring effective leadership and positive workplace culture.

Overall, the session provided students with valuable insights into the complex interplay of power, politics, and ethics, preparing them to handle such challenges in their future managerial roles.

GUEST LECTURE ON PERFORMANCE MANAGEMENT AND APPRAISAL

On March 19, 2025, the MBA students attended a guest lecture on Performance Management and Performance Appraisal, delivered by Mrs. Ritu Sharma, an experienced HR professional. Held in the Seminar Hall, the session offered valuable insights into employee evaluation processes and professional development strategies in corporate settings.

Mrs. Sharma began by explaining that performance management is not limited to annual appraisals but is an ongoing process involving goal setting, continuous feedback, and employee development. She highlighted that effective performance appraisals serve not only to identify areas of improvement but also to recognize employee accomplishments and foster growth.

The lecture covered various appraisal methods such as 360-degree feedback, self-assessments, and managerial reviews, along with the challenges commonly faced—particularly bias and subjectivity in evaluations. She explained how organizations strive for fairness by implementing clear performance metrics.

A key segment of the session focused on interview preparation, where Mrs. Sharma outlined what recruiters look for during the hiring process. She offered practical advice on answering difficult questions, maintaining confident body language, and writing impactful résumés—emphasizing the use of strong action verbs and achievement-oriented content.

Throughout the lecture, she enriched the discussion with real-life examples from her HR experience, making the concepts relatable and easier to grasp. The session concluded with an interactive Q&A, addressing topics such as salary negotiation, performance review handling, and career advancement.

Overall, the session provided students with both theoretical and practical knowledge, preparing them to navigate performance evaluations and job interviews with greater confidence as future professionals.



Mrs. Ritu Sharma on Performance Management and Performance Appraisal – Insightful session on appraisal methods and professional growth.

STRATEGIC THINKING GUEST LECTURE BY MR. UMESH L. S.

MBA students had the privilege of attending an inspiring guest lecture by Mr. Umesh L. S., former CEO and Director of AMS, who shared his perspectives on the evolution of the Indian manufacturing industry and the significance of values-driven leadership.

Drawing from his 43 years of professional experience, Mr. Umesh highlighted the importance of innovation, operational excellence, and the integration of ERP systems in driving industrial transformation. He emphasized that leadership rooted in strong values fosters not only business growth but also long-term organizational credibility.

Encouraging students to bridge the gap between academia and industry, he stressed the need for continuous learning, discipline, and entrepreneurial thinking as essential attributes for future leaders.

The session offered students valuable real-world insights into leadership, adaptability, and industrial growth, making it a highly impactful learning experience that connected theory with practice.

GUEST LECTURE ON “MANUFACTURING AND DESIGN”

On January 25, 2025, the first-semester MBA students attended a guest lecture on Manufacturing and Design, delivered by Mr. Krishna A. P., Manager of Manufacturing and Operations at Bathla Aluminium Pvt. Ltd., who brought with him over 9.5 years of industry experience.

Mr. Krishna provided a comprehensive overview of key operational concepts including Material Management, Procurement Procedures, Purchase Functions, Inventory Management, and Vendor Rating. He further explained the distinction between Request for Information (RFI) and Request for Quotation (RFQ), highlighting their role in promoting transparency, streamlining procurement, and enabling better supplier selection. An introduction to the Just-In-Time (JIT) Inventory system added significant practical relevance to the session.

The lecture concluded with an interactive Q&A session, during which students engaged directly with the speaker, clarifying concepts and exploring real-world applications.

Mr. Krishna's insights successfully bridged the gap between theory and practice, equipping students with actionable strategies to enhance operational efficiency in their future managerial roles.



Mr. Krishna A.P. on Manufacturing and Design – Expert session bridging operational concepts with industry practices.

PRODUCT LAUNCH COMPETITION – MARCH 2025

The Department of Business Administration organized a Product Launch Competition on March 21, 2025, providing MBA students with a platform to pitch innovative business ideas. Following competitive prelims held on March 20, six finalist teams advanced to the grand finale, where they presented their products before an external judge, Mr. Eswar Prasad.

After a series of compelling presentations, Team SV Organics emerged as the winner, while Team Magen Gears secured the runner-up position. The event showcased students' creativity, market insight, and presentation skills, making it a memorable and impactful learning experience that blended academic knowledge with practical application.

ROTARACT CLUB ORIENTATION AT BNMIT

On March 27, 2025, the Department of Business Administration at BNMIT organized a Rotaract Club Orientation aimed at introducing students to the values of service, leadership, and personal development.

The session was led by RTR. RTN. Abhinav Hooli and PP RTR. RTN. Shreya M. Gupta, who highlighted Rotaract's mission, global opportunities, and the diverse skills students can gain, such as teamwork, communication, and event planning. Drawing from their personal experiences, the speakers inspired students to lead with empathy, responsibility, and purpose.

The highly interactive orientation sparked strong interest, with many students expressing enthusiasm to join the club and contribute meaningfully to the community.

INDUSTRIAL VISITS

INDUSTRIAL VISIT TO MANIPAL NATURAL PVT . LTD

On May 10, 2025, the second-semester MBA students of BNM Institute of Technology visited Manipal Natural Pvt. Ltd., located in Honnenahalli, Dabaspet, near Bangalore. The objective of the visit was to provide students with practical exposure to the operations of a herbal extract manufacturing facility, bridging classroom learning with industrial insights in the nutraceutical sector.

Established in 2019 as a subsidiary of the prestigious Manipal Group, Manipal Natural Pvt. Ltd. operates from a 9290 sq. ft. plant, specializing in the production of high-quality medicinal herb extracts supplied to leading pharmaceutical companies in India and exported globally.

During the visit, students were guided by industry experts including Mr. Pradeep Kumar (Factory Head), Dr. Naveen P and Mr. Rahul Varute (Quality Control Managers), Mr. Ravi (Plant HR), and Mr. Chidananda (Production Manager), who shared their expertise and facilitated a detailed tour of the facility.

Learning Highlights of the Visit:

- Raw Material Processing – sourcing, sorting, and treatment of medicinal herbs.
- Advanced Extraction Techniques – including supercritical fluid extraction for enhanced purity and potency.
- Quality Assurance – rigorous monitoring through in-process checks and final product testing.
- Packaging and Storage – ensuring product integrity and shelf life.

In addition, students gained insights into quality standards, sustainability practices, and career opportunities within the nutraceutical and manufacturing industries.

We extend our sincere gratitude to Manipal Natural Pvt. Ltd. for their warm hospitality and to Carmel Ma'am (HR) for coordinating the visit. The industrial visit proved to be a meaningful and enriching experience, strengthening students' industry readiness and enhancing their understanding of manufacturing best practices and operational discipline.



The students with Manipal Natural Pvt. Ltd. professionals – Guided tour providing insights into herbal extract manufacturing processes.

INDUSTRIAL VISIT TO TVS 3-WHEELER PLANT: A JOURNEY BEYOND THE CLASSROOM

On May 21, 2025, first-semester MBA students from A Batch at BNM Institute of Technology embarked on an industrial visit to the TVS 3-Wheeler Manufacturing Plant. The objective of the visit was to provide students with practical exposure to real-time industrial operations and enhance their understanding of manufacturing systems beyond classroom theory.

The students departed from campus at 12:15 PM, filled with enthusiasm for their first on-site industry experience. Upon arrival at the TVS facility, they were welcomed by the plant staff and taken through a structured tour of the manufacturing process.

During the visit, students observed key stages of 3-wheeler production, including component assembly, engine integration, and quality control procedures. They gained valuable insights into how various departments coordinate to ensure operational efficiency, precision engineering, and high production standards.

The session also highlighted the importance of teamwork, technological integration, and strategic planning in achieving production excellence. Students actively engaged with plant personnel, asked questions, and took notes—demonstrating their curiosity and eagerness to connect theory with real-world practice.

The visit concluded in the evening, with students returning to campus by 6:00 PM. It was an enriching and impactful experience that gave them a comprehensive view of industrial workflows and the intricacies of manufacturing in the automotive sector.



MBA A-Batch Students at TVS 3-Wheeler Manufacturing Plant – Students gain real-world exposure to automotive manufacturing operations.

VISIT TO INDIAN INSTITUTE OF MANAGEMENT BANGALORE (IIM-B)

On 21st May 2025, the second-semester MBA students of BNM Institute of Technology visited the esteemed Indian Institute of Management Bangalore (IIM-B). The visit was organized as part of an academic exposure initiative aimed at helping students understand the learning environment and institutional excellence of one of India's top business schools.

Students explored the IIM-B campus, engaged in informative sessions, and interacted with coordinators who shared insights on IIM-B's approach to management education, leadership development. The experience provided a unique opportunity to observe how premier institutes operate and the standards they uphold in academic and professional development.



Second Semester Students Visited IIMB – Students explore IIM Bangalore's campus and academic culture.

STUDENTS ACHIEVEMENTS

- The Enthusiast (For Initiative during OBEL): Abdul Dayan, Ananya Bhaskar, Kusuma C. G., Sagar J., Shripriya, Sumanth.
- Shining Star (Best Groomed): Harsha R., Prerana S., Spoorthi S. Panchakshari, Vishwanath Shivanandawati, Varun Kumar M. R.
- Helping Hand (Supportive Peers): Karthik Iranna, Manoj Kumar A., Gajavadan, Pushpa, Sanath Spencer, Kathik N.
- Winning Knight (Best Performer): Vijay V., Sharath K., Sharath Kumar B., Uday C. R., Venkatesh C. V., Sharan Basava, Vasu, Deepika V., Gnanashree N., Ibbani B. N., H. Prem Kumar, Arun Kumar.

These recognitions reflect not only talent and excellence, but also the spirit of collaboration, perseverance, and leadership that defines BNMIT's student community.

“Wealth is meaningful only when it creates opportunities and empowers others.”

EDITORIAL TEAM

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