



VIVEKANANDA

COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MBA

UDBHAVANA

Newsletter

2024-25



MANAGEMENT

Vivekananda Vidhyavardhaka Sangha



**Dr. Kalladka
Prabakar Bhat**
President



Dr. K.M. Krishna Bhat
Secretary

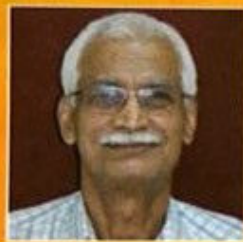


Sri Balaram Acharya G
Director

Vivekananda College of Engineering & Technology



Sri K Vishwas Shenoy
President



**Sri T.S. Subrahmanya
Bhat**
Correspondent



**Sri Muralidhara
Bhat B**
Treasurer



**Sri Ravikrishna
D Kallaje**
Director



Dr. Suresh Putturaya
Director



**Sri Santhosh
Kuthamotte**
Director



Sri Sathyanarayana B
Director



**Dr. Yashoda
Ramachandra**
Director



Smt. Vidhya Gowri
Director

PRINCIPAL



Dr. Mahesh Prasanna K
B.E., M.Tech, Ph.D

DIRECTOR MBA



Dr. Robin Manohar Shinde
B.Sc, MBA, MHRM, MPhil, Ph.D, NET



PLACEMENT & TRAINING



Ms. Vandana Shankar

B.COM, MBA, MA

Head-Admissions and Placements

Teaching Experience 20 years

MBA FACULTY



Mr. Ashley D Souza
B.COM, MBA, KSET, (Ph.D)
Assistant Professor
Teaching Experience 13 years
Industry Experience 6 years
Published 4 Journal Articles

Ms. Reshma Pai A
BBM MBA M.Com, (Ph.D)
Assistant Professor
Teaching Experience 13 years
Published 4 Journal Articles



Ms. Jeevitha B V
B.Sc, MBA, M.Com, (Ph.D)
Assistant Professor
Teaching Experience 13 years
Published 4 Journal Articles

MBA FACULTY



Mr. Guyton Lobo

BBM, MBA

Assistant Professor and Placement Officer

Teaching Experience 16 years

Industry Experience 6 years

Published 2 Journal Articles

Mrs. Immaculate Mary

MBA

Assistant Professor

Teaching Experience 17 years



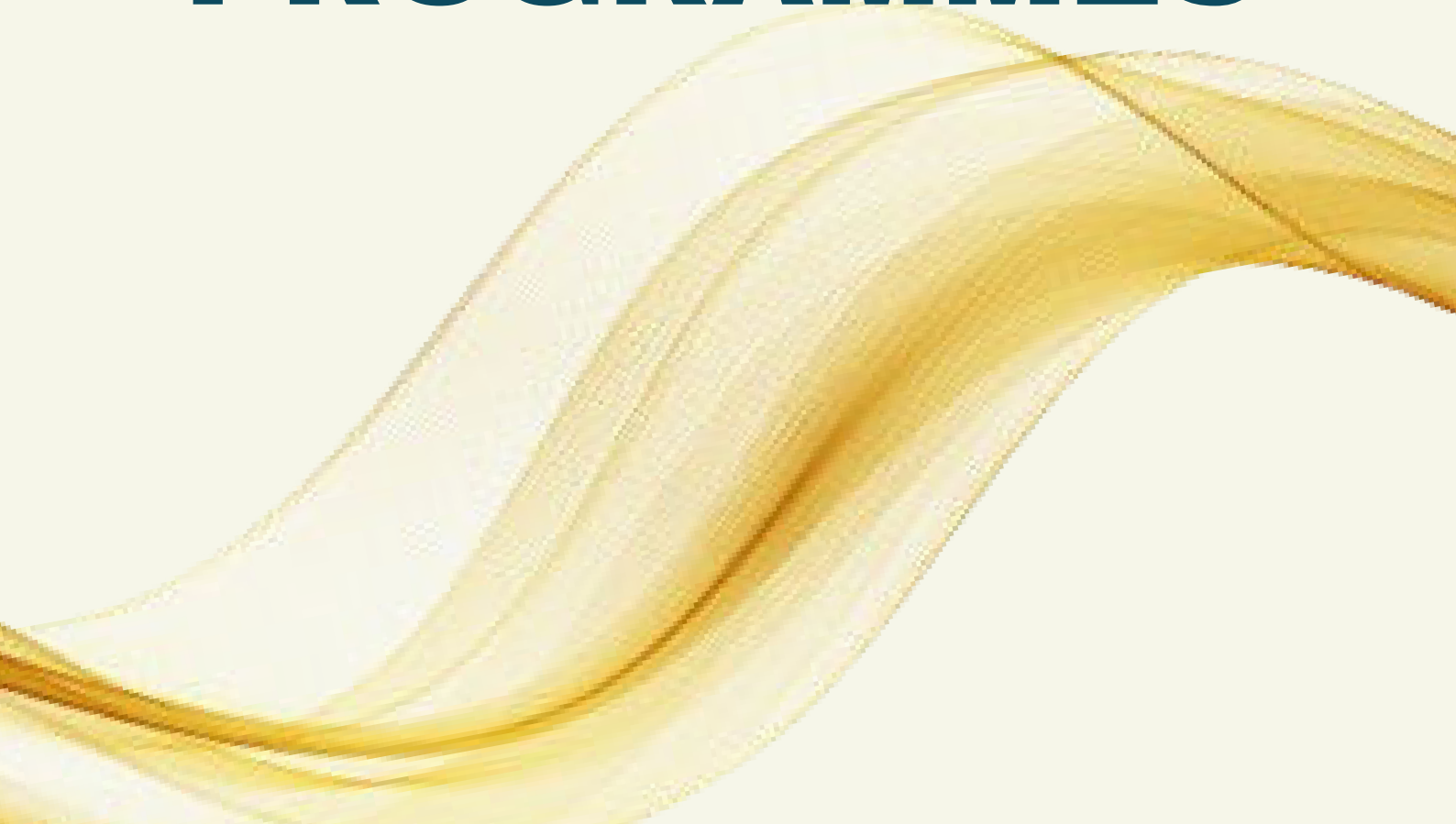
Ms Sheethal S K

MBA

Assistant Professor

Teaching Experience 1 year

ORIENTATION PROGRAMMES



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**THE INAUGURAL CEREMONY FOR THE MBA AND MCA
BATCH 2024-26**

**Mr. Ajay Krishna K., Proprietor of GK Industries,
Peramogru, Bantwal, and Sri Ravikrishna D.
Kallaje, Director of the VCET Governing Council**

December 16, 2024



**AN "ORIENTATION PROGRAM ON INDIAN ETHOS AND
BHOOMIKA KALA SANGHA"**

**Dr. Shwethambika P., Department of
Chemistry, VCET, Puttur**

December 17, 2024



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**A TALK ON "UNIVERSAL HUMAN VALUES"
DECEMBER 17, 2024 – 1ST YEAR STUDENTS
PROF. MADHAVI R. PAI, DEPARTMENT OF
MATHEMATICS, VCET, PUTTUR**



**AN "ORIENTATION PROGRAM ON SPORTS AND
PHYSICAL FITNESS"
DECEMBER 17, 2024 – FOR FIRST YEAR MBA
Mr. Balachandra Gowda B., Physical Education
Director, VCET, Puttur**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

AN "ORIENTATION PROGRAM ON TRAINING AND PLACEMENT"

DECEMBER 18, 2024 – FIRST-YEAR MBA STUDENTS

Prof. Vandana Shankar, Head of Admissions and Placements and Team



AN "ORIENTATION ON VTU MBA COURSE & EXAMINATION REGULATIONS"

DECEMBER 19, 2024 – FIRST-YEAR MBA STUDENTS

Prof. Jeevitha B. V., Department of MBA, VCET, Puttur



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**AN "ORIENTATION ON THE CODE OF DISCIPLINE"
DECEMBER 20, 2024 – FIRST-YEAR MBA**

**Dr. Chethan P. D., Student Welfare Officer,
VCET, Puttur**



**AN ORIENTATION ON DRILLBIT PLAGIARISM
SOFTWARE**

26TH JULY 2025 SECOND-YEAR MBA

Mr. Dinesh Gowda, Head Librarian, VCET, Puttur



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

PARICHAY-FRESHERS' DAY

17TH JANUARY 2025 – FIRST YEAR MBA STUDENTS



INAUGURATION OF ASSOCIATION OF MANAGEMENT STUDIES

17TH JANUARY 2025 – MBA STUDENTS

SRI. K. VISHWAS SHENOY, PRESIDENT OF THE VCET GOVERNING COUNCIL



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

LAPTOP DISTRIBUTION PROGRAMME

Sri K Vishwas Shenoy, President, VCET Governing Council Puttur, Sri T Subramanya Bhat, Correspondent, VCET Puttur, Sri Muralidhar Bhat, Treasurer of VCET Puttur, Sri Ravikrishna D Kallaje, Director, VCET Governing Council, Puttur, Dr. Robin Manohar Shinde, Director, MBA Department VCET Puttur.



GRADUATION DAY CELEBRATION 'SAMAVARTHANA SAMARAMBHA'

Sri. K. Vishwas Shenoy, President, VCET Governing Council, Dr. Mahesh Prasanna K, Principal, VCET, Puttur
29TH MARCH 2025



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

FAREWELL PROGRAMME

**25TH SEPTEMBER 2025
FINAL YEAR MBA STUDENTS**

Sri Ravikrishna D. Kallaje, Director of the VCET Governing Council, Dr. Mahesh Prasanna K, Principal, VCET, Puttur, Dr. Robin Manohar Shinde, Director, MBA Department, VCET Puttur, Dr. Jothimani K, Director, MCA Department, VCET Puttur



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

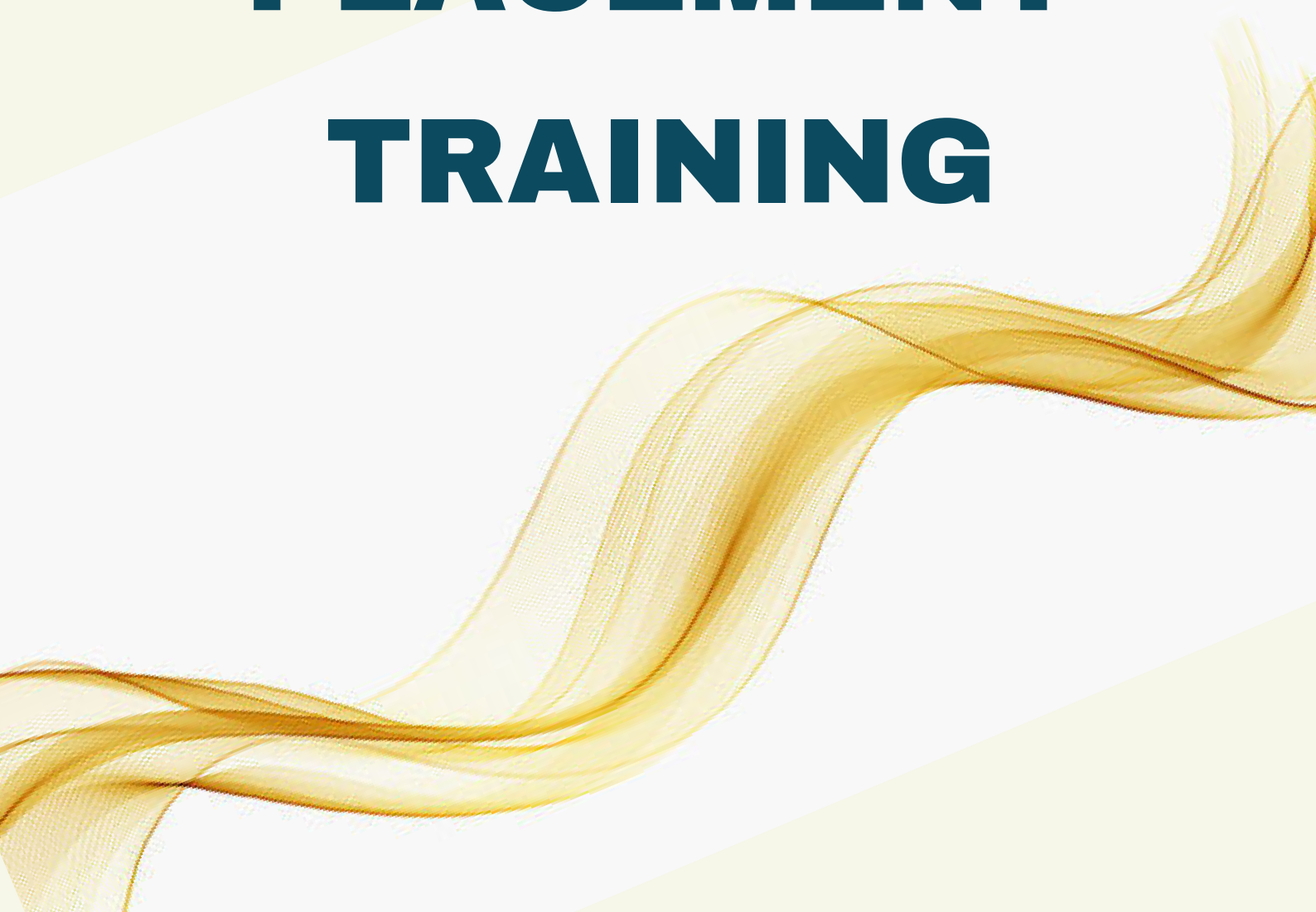
VIDAAYA-FAREWELL 2025

14TH OCTOBER 2025

First and Second year MBA Students



PLACEMENT TRAINING



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**TWO-DAY COMPANY-SPECIFIC APTITUDE TRAINING
30TH & 31ST JULY 2025 FOR
SECOND-YEAR MBA STUDENTS**

MR. CHETAN KUMAR, APTITUDE AND LIFE SKILL MASTER TRAINER



**ONE DAY SOFT SKILL TRAINING
28TH FEBRUARY 2025 – MBA STUDENTS**

Ms. Roma Nayak, Professor and Soft Skill Trainer



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**PLACEMENT TRAINING PROGRAM-PLANNING CAREER PATH
15TH JULY 2025 FOR FIRST YEAR MBA STUDENTS**

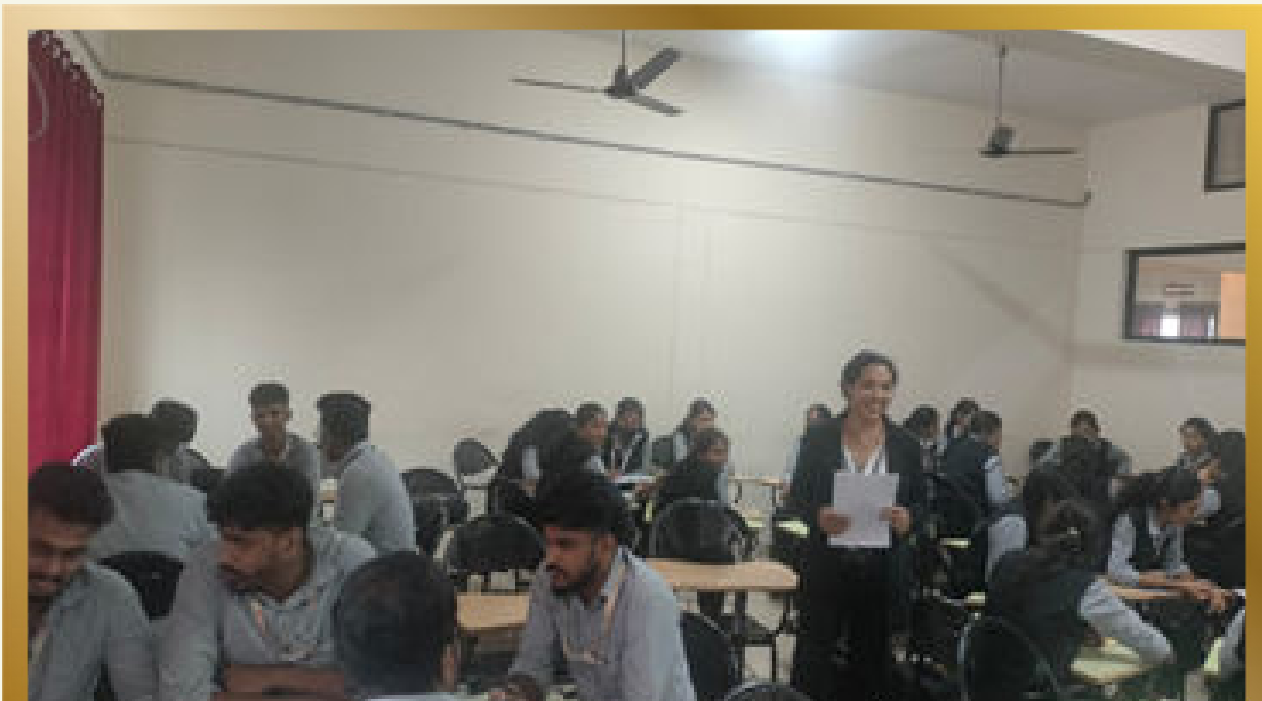
**Mr. Venu Gopal, Behavioural Training Facilitator, People
Development Consultant**



**PLACEMENT TRAINING ON STEERING CORPORATE
RECRUITMENT**

11TH JULY 2025 – 2ND YEAR MBA STUDENTS

**Mrs. Shribali Shetty, MBA (HR), PGD (Counselling), Founder &
Director, Tricies HR Solutions, Mangalore**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**EMBARK –FREE PGCET TRAINING
3RD JUNE 2025 – FINAL YEAR DEGREE STUDENTS OF
VARIOUS COLLEGES**

Mr. Chethan Kumar, Aptitude and Life Skill Master Trainer, Mrs. Latha Shetty, Assistant Professor, Department of Humanities, VCET Puttur, Mr. Anirudh Somayaji, Assistant Professor, Department of MCA, VCET Puttur.



**TWO-DAY PLACEMENT TRAINING
2ND AND 3RD JUNE 2025 – FIRST-YEAR MBA STUDENTS**

Mr. Chethan Kumar A, Aptitude and Life Skill Master Trainer.





DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

TWO-DAY PLACEMENT TRAINING

**Mr. Chethan Kumar A, freelancing Aptitude and Life Skills
Master Trainer**

15th and 16th January 2025 – 1st year MBA STUDENTS



Two Day Placement Training

**Mr. Chethan Kumar A, freelancing Aptitude and Life Skills
Master Trainer**

20th and 21st January 2025 – Final year MBA Students



OUTREACH PROGRAMMES



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**AN ORIENTATION SESSION FOR THE MBA JOURNEY
6TH AUGUST 2025**

**Prof. Ashley D'Souza, Assistant Professor, Department
of MBA, VCET Puttur**



WORKSHOP ON NAVIGATING YOUR FUTURE

Second Year MBA Students

**Prof. Jyeshtaraja Joisa, and Prof. Ashley D'Souza,
Department of MBA**

14th February 2025



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

VALUE EDUCATION PROGRAMME FOR YOUTH

2nd Year MBA Students – Swami Muktidanandaji Maharaj, Trustee of Ramakrishna Math and Ashram, Mysore, Sri Amith Amarnath and Dr. K.T. Shwetha

16th January 2025



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

TWO-DAY NATIONAL YOUTH CONFERENCE 2025

Jma Mahadevan IAS, Additional Chief Secretary, Government of Karnataka

Supreetha Bhat, Founder, EchoPeak Solutions Gaurav Kamath, Cofounder, Microdegree Dikshith Rai, Founder and CEO, CodeCraft Technologies

Aditya Kalluraya, Founder & CEO, The Web People | Co-Founder, Readoo, Aarohanam, and Designcrew.

Second Year MBA Students

11th and 12th January 2025



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**BALE BALIPUGA PUTTUR MONSOON RUN 2025
6TH JULY 2025 – MBA STUDENTS**

Sri. K. Vishwas Shenoy, President of the VCET Governing Council, MBA and MCA Staff and Students





VIVEKANANDA COLLEGE OF ENGINEERING & TECHNOLOGY, PUTTUR

[A Unit of Vivekananda Vidyavardhaka Sangha Puttur ®]
[Affiliated to VTU, Approved by AICTE & Govt. of Karnataka]
Estd: 2001

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

INDUSTRIAL VISIT

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DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**INDUSTRIAL VISIT TO HANBAL CHIKKI FACTORY, SAKLESHPUR, HASSAN
COOPERATIVE MILK PRODUCTS UNION AND WONDERLA BANGALORE
7TH AND 8TH FEBRUARY 2025 – 2ND YEAR MBA STUDENTS**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**INDUSTRIAL VISIT TO ECO BLISS VITLA
27TH FEBRUARY 2025 – FIRST YEAR MBA STUDENTS
Dr. Robin Manohar Shinde and Prof. Jeevitha B V**



**INDUSTRIAL VISIT TO BRIGHTFLEXI INTERNATIONAL PVT.
LTD., PADUBIDRI, AND BOLAS AGRO PVT. LTD., KARKALA
Mr. Abhinav Bansal, Managing Director, Brightflexi
International Pvt. Ltd, Mr. Bola Damodar Kamath,
Director, Bolas Agro Private Limited**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**INDUSTRIAL VISIT TO YENEPOYA TECHNOLOGY
INCUBATOR, MANGALORE**

**Dr. Robin Manohar Shinde and Prof. Jeevitha B V,
Department of MBA**

28TH JULY 2025

First Year MBA Students



LIFE SKILL TRAININGS



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**FIRE SAFETY DEMONSTRATION
27TH MARCH 2025 – MBA STUDENTS
Mr. Rukmayya Gowda, Team Leader, Fire
Station Puttur and Team**



**WOMEN'S DAY CELEBRATION
10TH MARCH 2025 – MBA STUDENTS
Mrs. Sushma G. Bhandari, Police Sub-Inspector, Rural
Police Station, Sampya**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**DHAN UTSAV-VISIT TO PRAJNA ASHRAM, BEERAMALE,
PUTTUR
1ST & 2ND YEAR YEAR MBA STUDENTS
MR. ANNAPPA AND MRS. JYOTHI
5TH AUGUST 2025**



A BLOOD DONATION CAMP

**Dr. Seetharama Bhat K, Medical Officer, Rotary Campco
Blood Centre, Puttur, Sri K. Vishwas Shenoy, President,
VCET Governing Council
5th March 2025**



VIVEKA-UTSAV-CELEBRATION OF SWAMI VIVEKANANDA WISDOM AND LEGACY ON THE OCCASION OF VIVEKANANDA JAYANTHI

**Prof. Nisha G R, Department of Electronics and
Communication Engineering, Prof. Manasa P, Department
of Computer Science and Engineering and Prof.
Shreesharanya U R, Department of Mathematics**

MBA Students

9th, 10th & 11th January 2025



CPR AND FIRST AID AWARENESS PROGRAM

26th June 2025

Mr. Afidh, Paramedic, KMC Hospital Jyothi, Mangalore



SAMANVAYA ACTIVITIES



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

SAMANVAYA FORUM ACTIVITY-AAVISHKAR: PRODUCT LAUNCH AND ADVERTISING REELS UNDER MARKETING CLUB

28th December 2024 – 1st year MBA

Prof. Sheethal S K and Prof. Jyeshtaraja Joisa



BUDGET ANALYSIS 2025

9 December 2023 – 1st year MBA

**Prof. Jyeshtaraja Joisa, and Prof. Ashley D'Souza,
Department of MBA**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**SAMANVAYA HR-CLUB-TALENTSPHERE
14TH FEBRUARY 2025 – 1ST & 2ND YEAR MBA**

**PROF. RESHMA PAI A, PROF. JEEVITHA B V, PROF. MEGHA, AND
PROF. SHEETHAL S K**



**SAMANVAYA ED CLUB-NIYOBIZ: STARTUP SUPPORT
SYSTEM AND BUSINESS LEADERS**

28TH FEBRUARY 2025

MBA Students

**Prof. Jyeshtaraja Joisa, and Prof. Ashley
D'Souza, Department of MBA**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

SAMANVAYA-WELLNESS CLUB- "WELLNESS WAVE"
31ST MAY 2025 - 31ST MAY 2025
PROF. MEGHA, DEPARTMENT OF MBA



SAMANVAYA- IT CLUB-"INSIGHTFUL THINKING"
FIRST YEAR MBA STUDENTS
28TH JUNE 2025
PROF. JEEVITHA B V, DEPARTMENT OF MBA



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**SAMANVAYA-FINANCE CLUB “FIN-FAIR-SHAPING
FINANCIAL FUTURE TODAY”**

26th July 2025 – 1 & 2 YEAR MBA Students

Prof. Immaculate Mary, Department of MBA



CURRICULUM ENRICHMENT PROGRAMMES



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**MUTUAL FUND AWARENESS PROGRAM
6TH JUNE 2025 – FIRST YEAR MBA STUDENTS**

Mr. Arjun Prakash. Finance Coach, Mangalore



**INTERNATIONAL YOGA DAY
23RD JUNE 2025 – FIRST-YEAR MBA STUDENTS**

**Sri. Chandrashekhara, Yoga Education Coordinator,
Vidyabharathi, D. K.**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

TALK ON "OPPORTUNITIES FOR HIGHER EDUCATION IN IISC"

14TH FEBRUARY 2025 – 1ST & 2ND-YEAR MBA

Dr. K S Nanjunda Rao, Chief Research Scientist at IISc Bangalore,



WEBINAR ON SECURITIES MARKET AND FINANCIAL LITERACY

Mr. Anil Varma, Chartered Accountant and Personal Finance Educator

17th March 2025





DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

WORKSHOP ON BUSINESS STATISTICS

First Year MBA Students

27th March to 29th March 2025

Prof. Immaculate Mary, Assistant Professor, Department of MBA, K.V.G. Engineering College, Sullia, D. K.



WORKSHOP ON 3D PAINTING-A NEW WAY OF MANUFACTURING

28th March 2025

2nd Year MBA Students

Dr. Manujesh B J, Professor & HOD, Mechanical Engineering, VCET, Puttur



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**ADVANCED MS EXCEL TRAINING AND CERTIFICATION
COURSE**

2nd Year MBA Students – Trainers, MICE, Puttur

March 4th to April 8th, 2025



**QSPIDERS INCUBATION ONLINE DRIVE – PLACEMENT
INTEGRATED BOOT CAMP PROGRAM**

Second Year MBA Students

**Ms. Urmila Dayanand, Sr. Manager – HR, ProSpiders
(A unit of QSPIDERS)**

17th April 2025



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**ONLINE USER AWARENESS TRAINING SESSION ON VTU
CONSORTIUM E-RESOURCES**

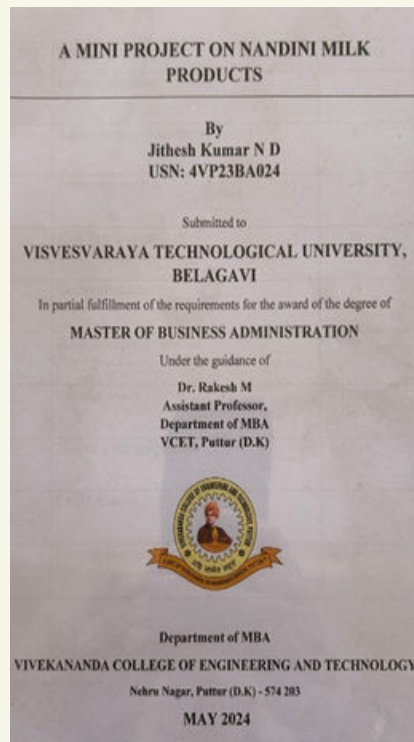
**2nd Year MBA Students – Mr. J Manikandan, Manager,
Training Knimbus**

31st January 2025



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

MINI PROJECTS



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

MICRO INCUBATION



INTERNATIONAL TALK SERIES





DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**DRISHTI 2025 3RD INTERNATIONAL CONFERENCE
RESEARCH SCHOLARS, P.G STUDENTS, FACULTY AND
INDUSTRY DELEGATES**

Sri Ranjan Kumar, Assistant General Manager, Canara Bank, Regional Office, Puttur, Mr. Shijo Mon Yesudhas, Branch Director, Global Degrees, Manipal & Mangalore, Dr. Nyaga Juster, Principal, The Management University of Africa, Kenya; Dr. Rajendra Hegadi, Associate Professor, Data Science & Intelligent Systems, and Dean, Academic & Student Affairs, IIT Dharwad

Dr. Vasudeva, Professor, Department of Information Science and Engineering, NMAM Institute of Technology, Nitte, Senior Member IEEE, and Past Chair (2024) IEEE Mangalore Subsection, Sri Sathyanarayana B., Director, VCET Governing Council

9TH AUGUST 2025



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**Webinar on HR Practices: Japan vs The World Differences and
Future Trends**

**Mr. Taka Miyawaki, Global Head of HR, Nikko Asset
Management Group, Tokyo, Japan**
17th February 2025
First and Second Year MBA S2tudents

Webinar - "HR Practices: Japan vs The World - Differences and Future Trends" by Mr Taka Miyawaki



MEMORANDUM OF UNDERSTANDING



**MBA-VCET INKED A COLLABORATIVE MOU WITH NITTE
INSTITUTE OF PROFESSIONAL EDUCATION (NIPE),
MANGALORE
14TH FEBRUARY 2025**

**DR. JNANESHWAR PAI M, PRINCIPAL, NITTE INSTITUTE
OF PROFESSIONAL EDUCATION (NIPE), MANGALORE**



ALUMNI ASSOCIATION PROGRAMMES



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

ONLINE ALUMNI TALK

1st year & 2ND YEAR MBA

26th July 2025

Mrs. Rahani G, Service Manager – Identity and Access Management (Salesforce) at Shell India Markets Private Limited, Bangalore, from the 2016–18 batch



ACADEMIC ACHIEVEMENTS





VIVEKANANDA
COLLEGE OF ENGINEERING & TECHNOLOGY

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[Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi & Recognized by Govt. of Karnataka]
NEHRU NAGAR, PUTTUR - 574203, D.K., PHONE: 08251-234555

CONGRATULATIONS

University Rank Holder
Academic Year 2023-24

in
MBA

Kum. SNEHA PAI K.

D/o K Balakrishna Pai and Radhika B Pai, Puttur

VTU 5th Rank
with CGPA 9.22

Management, Principal, Staff, and Students



@vcet_puttur_official

**“The end of all education,
all training, should be
man-making. The end and
aim of all training is to
make the man grow.”**

-Swami Vivekananda

