

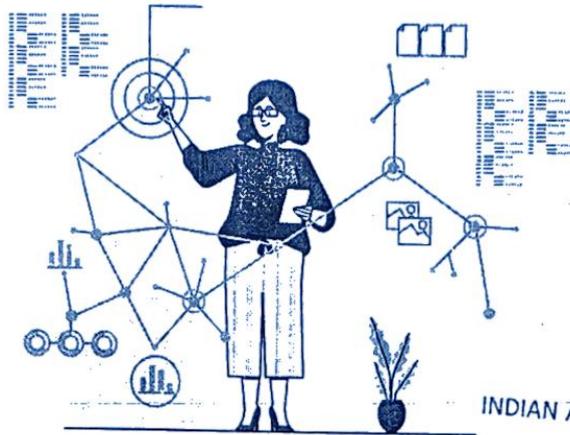
INDIAN ACADEMY

Degree College – Autonomous

Department of Physical Sciences (Mathematics)

Organizes

GUEST LECTURE



INDIAN ACADEMY DEGREE COLLEGE
AUTONOMOUS

“Complex Analysis and its Applications”

📅 Saturday, 30th September 2023

🕒 9:00 am to 11:00 am

📍 Seminar Hall - II



Guest Speaker

Dr. Bhuvaneshwari T, Ph.D.

Assistant Professor,

Department of Mathematics,

MVJ College of Engineering, Bengaluru.



Organizing Committee

Dr. N Thilaka
Principal, IADC-A

Dr. K. Shyamsunder
Head of Physical Sciences

Co-ordinators

Prof. Ms. Lourdu Jannet Vinoli. X

All are Cordially Invited

Students and Staff, Department of Physical Sciences

🌐 www.iadc.ac.in

☎ 080674 53900



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Department of Physical Sciences

Mathematics Department

MD →02/2023-24

20/09/2023

CIRCULAR

The Department of Mathematics is organizing a Guest Lecture on “**Complex Analysis and its applications.**” by Dr Bhuvaneshwari T, (Alumni of M.Sc Mathematics), Assistant Professor, MVJ College of Engineering, Kadugodi, Bangalore in Seminar Hall II on Saturday, 30th September 2023 between 09:15am and 11:00am for all BSc Physical science students.

Note: Attendance is compulsory


Signature of Program
Coordinator


Signature of HOD


Signature of Principal
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INDIAN ACADEMY

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Department of Physical Sciences

(Mathematics)

Program Schedule for Guest Lecture

Saturday, 30th September 2023

9:30am	MC Ms.Seema
9:35am	Invocation Song By Ms.Saraswathi
9:40am	College Anthem
9:45am	Welcome Address and Introduce the Guest By Ms.Chethana
9:50am	Guest Lecture By Dr.Bhuvaneshwari T
10:50am	Vote of Thanks By Ms.Madhu Sri
10:55am	National Anthem


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DEPARTMENT OF MATHEMATICS

REPORT OF GUEST LECTURE

Topic: "Complex Analysis and Applications"

Date: 30-09-2023

Venue: Seminar Hall II

Time: 9:00 to 11:00am

Guest Speaker: Dr. Bhuvaneshwari. T

Aim:

The aim of the guest lecture was to educate attendees on the importance of Complex Analysis and its applications in various aspects of daily life.

Objectives:

The objective of the guest lecture was to showcase the significance of Mathematics in real-life scenarios and inspire attendees to pursue careers in the field of Mathematics.

Report:

The Department of Mathematics organized a guest lecture on "Complex Analysis and Applications" on 30th September 2023 between 9:00pm to 11:00 am for all the B.Sc. Physical Science students.

The Guest speaker Dr. Bhuvaneshwari. T, Assistant Professor, MVJ College of Engineering, Kadugodi, Bangalore, began by discussing about the number system and gave an example for each then further she discussed about complex number in general and moved on to the exact definition and also told everyone about history. We also got to know that a person from Karnataka first identified that imaginary part.

Further, she also told about Complex Analysis Applications in the real world and also explained how a traffic signal can be related to complex analysis concept, similarly how we can identify the nodes through this concept and many more. Lastly, she motivated all of us to do research in Mathematics and also showed the research paper of her and explained each and every step which she had gone through to apply in her research.

In conclusion, Dr. Bhuvaneshwari. T reiterated the importance of Complex Analysis in various aspects of daily life and the diverse career opportunities available in the field of Mathematics. She encouraged attendees to pursue further education in Mathematics and explore the different career options available.

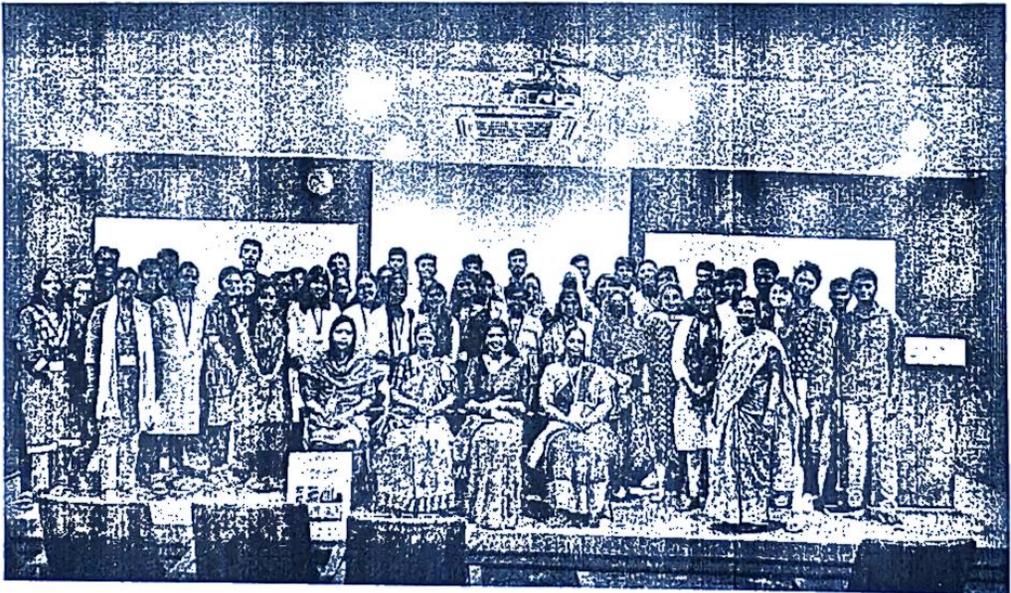
As per the feedback received from the participants it was a very good learning experience. The guest lecture students how to prepare well for their future.

Outcome:

The Guest lecture was highly informative and engaging, providing attendees with a deeper understanding of the significance of Complex Analysis and its applications in real-life scenarios and the various career opportunities available in the field of Mathematics. Students were inspired and motivated to pursue careers in Mathematics and apply Complex Analysis techniques to solve real-life problems and further do research in future.

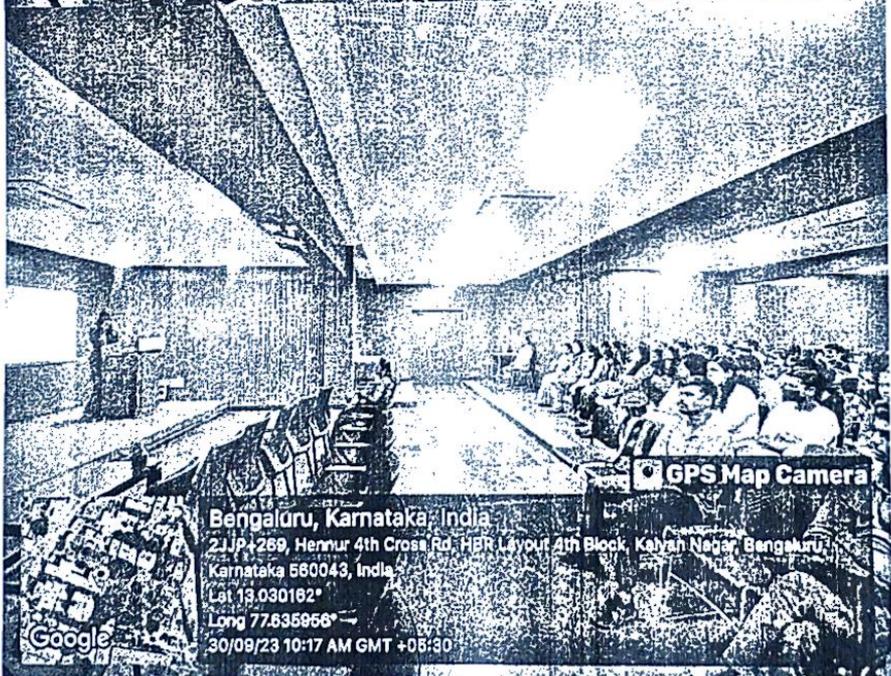



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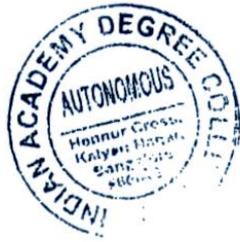
Bengaluru, Karnataka, India
TOWER-1, REGENCY MAGNUM, Megarohalli, Kalyan Nagar, Bengaluru,
Karnataka 560043, India
Lat 13.030087°
Long 77.635177°
30/09/23 10:43 AM GMT +08:30



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Karnataka 560043, India
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Long 77.635956°
30/09/23 10:17 AM GMT +08:30

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DEPARTMENT OF COMMERCE

GUEST LECTURE

DOC/GL01/2023-24

25-10-2023

CIRCULAR

Department of Commerce organized a guest lecture titled "Digital Currency VS Cryptocurrency " for B.Com students on 31ST October 2023 (Thursday) in Seminar Hall II from 11:00 AM to 12:00 PM. Final Year B.Com students are invited to actively participate in the event.

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Head of the Department

HOD

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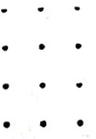
Dr. N. Thilaka

Principal

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Dr. N. Thilaka
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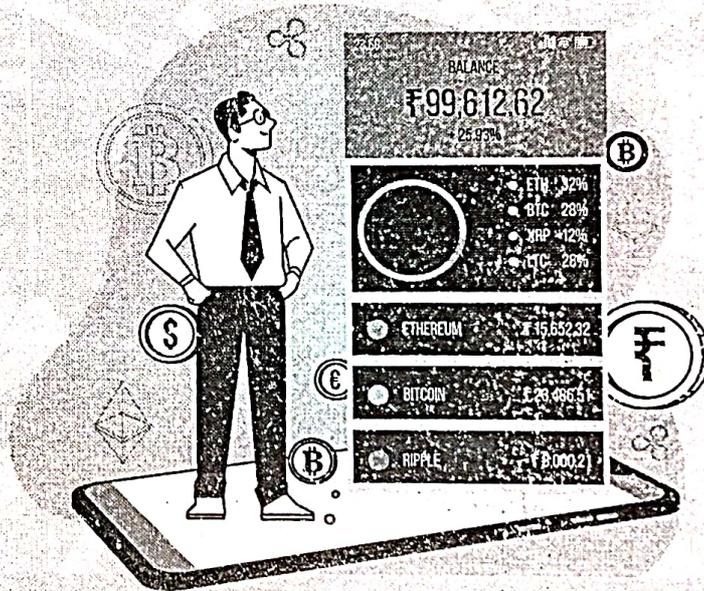
Department of Commerce

Organises

A Guest Talk

On

**"DIGITAL CURRENCY
VS
CRYPTO CURRENCY"**



Tuesday, 31st October 2023

11:00 am **Seminar Hall - II**

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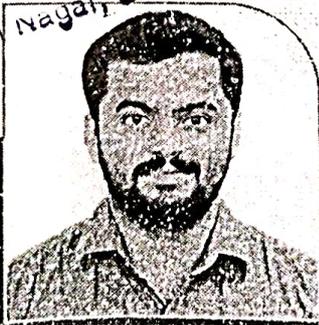
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OF COMMERCE
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Nagar, BANGALORE - 43

Target Audience:

Final Year B.Com Students

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30/10/23

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Guest Speaker:

Dr. Swaminath

Report on Guest Lecture: Digital Currency vs. Cryptocurrency

Date: October 31, 2023

Venue: Seminar Hall 2

Guest Speaker: Dr. Swaminath

Participants: 150 B.Com Students

Introduction

On October 31, 2023, the B.Com department organized an enlightening guest lecture on the topic "Digital Currency vs. Cryptocurrency." The event took place in Seminar Hall 2 and was attended by 150 eager students. The guest speaker, Dr. Swaminath, a renowned expert in financial technologies and digital currencies, delivered a comprehensive presentation that aimed to demystify the concepts of digital and cryptocurrency for future finance professionals.

Overview of the Lecture

The session commenced with Dr. Swaminath's engaging introduction, where he highlighted the growing significance of digital currencies in today's economy. He emphasized that understanding these concepts is crucial for students entering the financial sector, given the rapid technological advancements and regulatory changes.

Key Topics Covered

1. Definition and Types of Currencies:

- Dr. Swaminath began by distinguishing between **digital currency** and **cryptocurrency**. He defined digital currency as any currency that exists in a digital form and can be used for online transactions. He categorized digital currencies into several types:
 - **Central Bank Digital Currencies (CBDCs):** Digital forms of fiat currency issued by central banks, aimed at enhancing the efficiency of payment systems.
 - **E-Money:** Digital representation of fiat money that can be used for transactions.
 - **Cryptocurrencies:** Decentralized digital currencies, such as Bitcoin and Ethereum, that rely on blockchain technology.

2. Core Differences:

- The lecture elaborated on the fundamental differences between digital currencies and cryptocurrencies. Dr. Swaminath emphasized that:
 - **Regulation:** Digital currencies, especially CBDCs, are subject to government oversight, ensuring a level of stability and trust. In contrast, cryptocurrencies operate independently and are often seen as more volatile.

- **Security Features:** Cryptocurrencies utilize cryptography for security, enabling anonymous transactions. Digital currencies, however, are typically more secure due to regulatory frameworks that govern them.

3. Advantages and Challenges:

- Dr. Swaminath discussed the benefits of digital currencies, including enhanced transaction speed, lower costs, and improved financial inclusion. He also pointed out the challenges faced by both forms of currency, such as:

- **Cryptocurrency Volatility:** The price fluctuations of cryptocurrencies can deter their use as stable mediums of exchange.
- **Regulatory Uncertainty:** The lack of clear regulations around cryptocurrencies can pose risks for investors and users.

4. Future Trends:

- The speaker delved into the future of digital currencies, predicting increased adoption and integration into the global financial system. He noted the potential for CBDCs to revolutionize payment systems and improve monetary policy efficiency.

Student Engagement

The lecture was highly interactive, fostering an engaging environment. Students participated enthusiastically, posing thoughtful questions and sharing their perspectives on digital finance. Dr. Swaminath encouraged this dialogue, addressing queries about real-world applications of digital currencies and the potential impact on future job markets in finance.

Conclusion

The guest lecture on "Digital Currency vs. Cryptocurrency" was a resounding success, providing B.Com students with valuable insights into a rapidly evolving sector of the economy. Dr. Swaminath's expertise and the interactive nature of the session enriched the students' understanding, equipping them with knowledge essential for their future careers. The event underscored the importance of staying informed about technological advancements in finance.

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INDIAN ACADEMY

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GUEST LECTURES

Speaker : Dr. Swaminath
Designation : Assistant Professor
Topics : Digital Currency vs Crypto Currency
Nature of Audience : B.COM Final year students
Date & Time : 31st Oct, 2023, 11:00 am
Views of the Speaker : Students were very much interested & interactive throughout the session.

Dr. Swaminath
Signature of the guest

Views of the beneficiaries

Nithin Infanf :- Workshop was too good
Subashini :- Session was interactive

Remarks

Planning for more session

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Dr. SWAMINATH S

M.Com, MBA, Ph.D., PGDFM, PGDBA, PDGMM, NET & JRF, K-SET

Executive Committee Member – Indian Accounting Association – Karnataka Chapter
354, 2nd Main, 5th Cross, B.E.M.L. 4th Stage, Rajarajeshwarinagar, Bengaluru – 560098

Ph: +91-9535492692, E-mail ID: iams_redeblue@yahoo.co.in , sam1988scc@gmail.com

QUALIFICATION:

- B.Com.: Vijaya College, 2009
- M.Com: Bangalore University, 2011
- N.E.T. & J.R.F.: U.G.C., 2011
- P.G.D.F.M.: Karnataka State Open University, 2012
- P.G.D.B.A.: Karnataka State Open University, 2013
- P.G.D.M.M.: Karnataka State Open University, 2014
- K-SET: 2016-17
- M.B.A: Karnataka State Open University, 2021
- Ph.D. – Bangalore University, 2021

INDUSTRY & TEACHING EXPERIENCE:

- Worked as “Customer Care Executive” in Reliance Communication Limited for 2 Years and 6 Months (Nov 2006 to May 2009)
- Worked as “Finance and Accounts Executive” in I.B.M. Daksh Business Process Services Pvt. Ltd., for 1 Year and 8 Months (June 2009 to April 2011)
- “Lecturer” in Department of M.Com., Al-Ameen Arts, Science, and Commerce College for a year. (June 2011 to June 2012)
- “Lecturer” in Department of M.B.A., I.G.N.O.U. Research Center, Al-Ameen Arts, Science, and Commerce College for 2 Years. (2011 to 2013.) – Contact Classes.
- “Lecturer” in the Department of Commerce & Management – B.Com. & B.B.M., Seshadripuram Academy of Business Studies for 2 Years and 6 Months (June 2012 to Dec 2014)
- “Full-Time Guest Faculty” in Department of M.Com., Bangalore University, Jnana Bharathi, and Central College Campus for 2 years and 1 Month (October 2014 to November 2016).
- “Assistant Professor” in Department of M.Com., Correspondence (Distance Education), from 2012 to 2016. (4 Years)
- “Guest Faculty” in Mount Carmel College, R.C. College, S.J.R.C. Women College, Seshadripuram First Grade College, R.B.A.N.M.S., R.P.A. and M.L.A. Academy of Business Studies for M.Com. Subjects.
- Ph.D Topic – “Adaptability and Accessibility of Multifarious E-Payment Channels and its impact on Unorganised Sector at Bangalore City”
- Currently Working as “Assistant Professor” at GFGC, Sakharayapattana, Chikmagalur from 26th August 2017 and deputed to GFGC, Kengeri, Bengaluru from 27th, Dec 2018 to till date and Serving in Academic Section of Department of Collegiate Education, Government of Karnataka as Subject Expert in Commerce on “Learning Management System and E-Content Development” – An initiative by Higher Education Ministry, Government of Karnataka for all G.F.G.Cs under one Umbrella.

GOLD MEDAL @ INDIAN COMMERCE ASSOCIATION, JHARKHAND

“Role of Green Credit and Its Impact on Industrialization – An Empirical Study on Select Industries in Bangalore City” – MANUBHAI SHAH GOLD MEDAL AWARD, AICC, 2015 JHARKHAND

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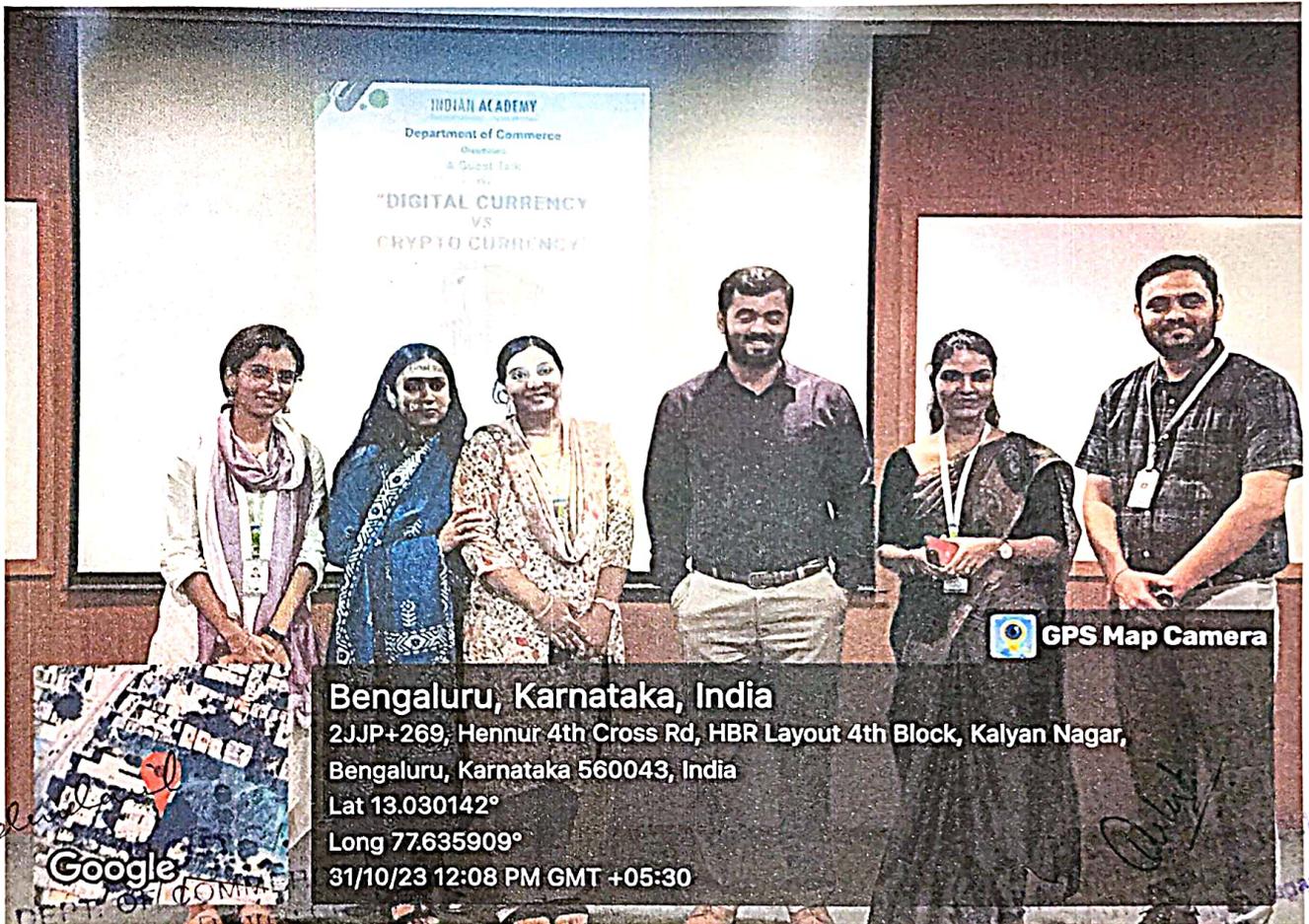
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DEPARTMENT OF COMMERCE

GUEST LECTURE

TOPIC: Digital Currency vs Cryptocurrency RESOURCE PERSON: Dr. Swaminath
 CLASS: V Sem B.com

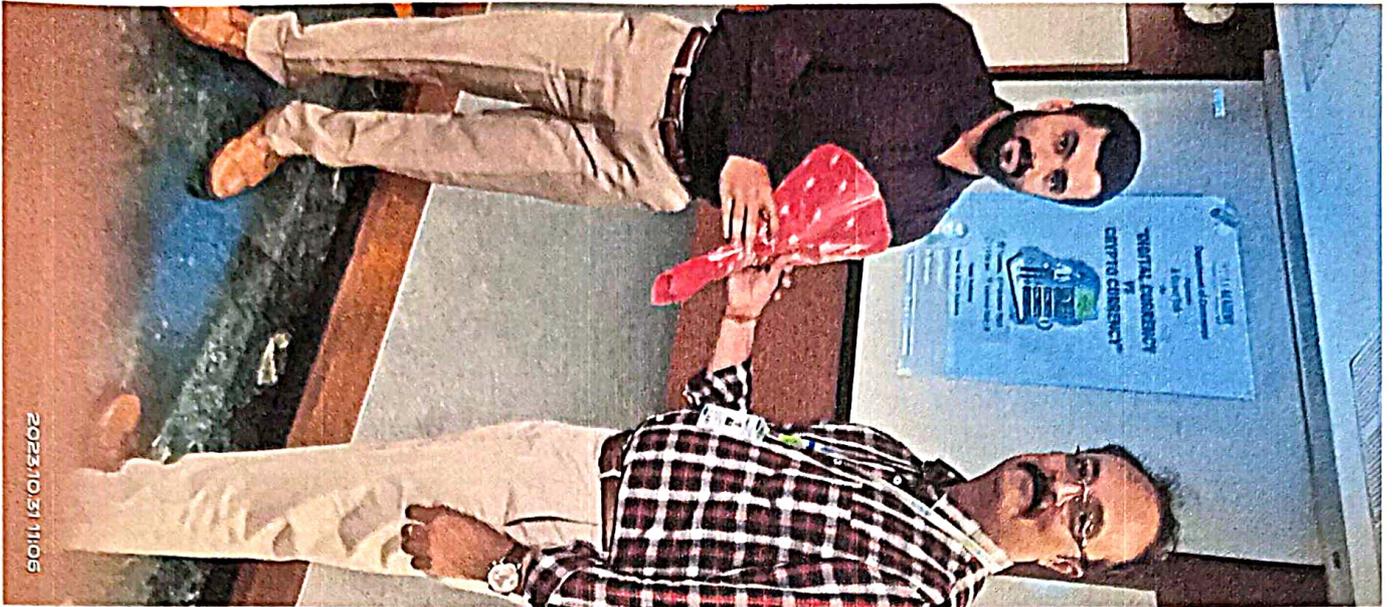
Sl.No	Register Number	Name of the Student	Signature
34	21IABCM143	Lakshya.S	Lakshya
35	21IABCM152	Madhurika.B	Madhurika
36	21IABCM189	Kavya.K.M	Kavya
37	21IABCM033	Babitha.S	Babitha
38	21IABCM094	Harshitha.V	Harshitha
39	21IABCM139	Kruthika.S	Kruthika
40	21IABCM051	Chasulaatha	Chasulaatha
41	21IABCM090	Hanga.A	Hanga
42	21IABCM314	SUBASHINI.V	Subashini
43	21IABCM364	Vincy Maria.A	Vincy
44	21IABCM107	Jennifer Pinsky.K	Jennifer Pinsky
45	21IABCM114	Jureeka.M.S	Jureeka
46	21IABCM336	Tasmia	Tasmia
47	21IABCM214	Nithin Infant.F	Nithin
48	21IABCM202	Narmada (Internship)	Narmada
49	21IABCM208	Nethra (Internship)	Nethra
50	21IABCM306	SHIVARAJINI.K	Shivrajini
51	21IABCM341	TINA DANIEL	Tina
52	21IABCM353	VIDHYA.N	Vidhya
53	21IABCM355	VIDYA SHREE	Vidya
54	21IABCM316	SUMALATHA	Sumalatha
55	21IABCM310	SOWJANYA	Sowjanya
56	21IABCM099	INDHU SHREE.M	Indhu
57	21IABCM304	SHIRIN FATHIMA.M	Shirin
58	21IABCM320	SURANTANA.M	Surantana
59	21IABCM347	VANITHA.B	Vanitha
60	21IABCM361	VIJAYRATHNA.S	Vijayrathna
61	21IABCM183	MOHAMMAD MIHAZ	Mihaz
62	21IABCM198	MUSADIQ KHAN	Musadique
63	21IABCM362	VIKAS.M	Vikas
64	21IABCM312	Srinam.A	Srinam
65	21IABCM367	R.Vishwa Narasimha	R.Vishwa
66	21IABCM300	HASHANLI.S	Hashanli
67	21IABCM311	SREEKANTH.R	Sreekanth
68	21IABCM200	Rohit Singh Thapa	Rohit
69	Raju S 243	Raju S-243	Raju



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Indian Academy of Digital
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2023.10.31 11:06



2023.10.31 11:07

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Department Of Chemistry Circular

Ref .no: 01/phy.sci.

06-07-2023

The department of Physical Sciences is going to be inaugurated on 12-07-2023 at 10.30 am at Seminar Hall-2 followed by a lecture for the B.Sc/M.Sc students.

Resource Person	Title
Dr. K. Ramakrishna Reddy, Regional Joint Director of Collegiate Education, Govt. of Karnataka, Bangalore-560001.	"Science for the Well being"

Faculty In Charge:

1. Latha. V
2. Dr. Robin Wilson
3. Dr. Jeelan Basha


HOD

(Department of Physical Sciences)


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Inauguration of the
Department of Physical Sciences
A Lecture on
SCIENCE FOR THE WELL BEING



Wednesday, 12th July 2023
10:30 am - 12:30 pm



Seminar Hall - II

Target Audience:
B.Sc / M.Sc Students



Guest Speaker:

Dr. K. Ramakrishna Reddy

Regional Joint Director of Collegiate Education,
Govt. of Karnataka, Bangalore - 560 001.

Organizing Committee:

Dr. N Thilaka
Principal, IADC-A

Dr.K.Shyamsunder
HoD, Physical Sciences, IADC-A

Coordinators:

Dr.Monika Bajpai
Ms.Lourdhu Jannet Vinoli
Dr.Abhiram.J

INDIAN ACADEMY

Degree College - Autonomous

1. **Title of the event:** Guest Lecture (Science for the Well Being)
2. **Place:** Indian Academy Degree College-Autonomous
3. **Date:** 12-07-2023
4. **Time:** 10.30am to 12.30pm
5. **Name of the resource person:** Dr. K. Ramakrishna Reddy
6. **Broad aim of the event:** It aims to emphasize the role of science in tackling global challenges such as climate change, pandemics, and food security, and promoting international cooperation in scientific research and innovation.
7. **Objectives:** It includes/involves physical factors that widely account for our basic needs. Examples include food/nutrition, money, employment, housing, safety, physical and mental health, and human rights. Objectively, well-being comprises elements or standards that apply within larger society.
8. **Outcomes:** Research suggests that people who have a more positive subjective well-being tend to be healthier and live longer. While stress and negative emotions can take a toll on your health, researchers have found that subjective well-being can provide a buffer against these effects and may even undo some of the damage.
9. **Brief details of the event:** The science of well-being, also known as positive psychology, is a field of study that focuses on understanding the factors that contribute to human happiness, well-being, and flourishing. It seeks to answer questions such as:
 - What makes people happy?
 - How can we cultivate greater well-being in ourselves and others?
 - What are the effects of certain habits on our physical and mental health?Positive psychology research encompasses a wide range of topics, including:
 - Positive emotions ,Social connections, Gratitude



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The science of well-being has practical implications for:

Individuals: By understanding the factors that contribute to well-being, individuals can develop interventions and strategies to enhance their lives and promote greater happiness and fulfillment.

Businesses: According to Oxford University's research, happy people are 13% more productive. As a simple example in many countries there is a possibility of claiming paid stress leave which is more common between less happy individuals. Poor life satisfaction is also linked to quick worker turnover, which, as per Deloitte, is considered the topmost threat to CEOs for their businesses.

Societies: Each happier individual creates a positive feedback loop for the society. Greater life satisfaction implies less violence, more tolerance, and more freedom.

1. Cultivate gratitude

Expressing appreciation for the good things. This can be done through practices such as keeping a gratitude journal or simply expressing gratitude to others. Research has shown that cultivating gratitude can lead to increased positive emotions and well-being.

2. Build positive relationships

Social connections are a key component of well-being. Building positive relationships with family, friends, and colleagues can contribute to happiness and fulfillment. One way to do this is to engage in activities that promote social connections, such as volunteering or joining a club or organization.

3. Practice mindfulness

Mindfulness is the art of experiencing the moment. Research has shown that mindfulness can reduce stress, improve mood, and enhance well-being. One way to practice mindfulness is through meditation, but there are many other techniques as well, such as deep breathing, yoga, or simply paying attention to your senses.

4. Exercise regularly

It is important to note that happiness and physical health are closely connected. Finding an exercise routine that you enjoy and can stick to can be an important part of promoting well-being.

5. Eat healthy

Proper nutrition is essential for physical and mental health. Eating a balanced and nutritious diet can help reduce the risk of chronic diseases, boost energy levels, and improve cognitive function.

6. Have hobbies

Engaging in activities that are enjoyable and fulfilling can contribute to a sense of purpose and well-being. Hobbies can provide a sense of accomplishment, relaxation, and social connections.

To have hobbies you should find your interests which can be playing a musical instrument, painting, or playing a sport. Once you find your hobby, you can improve your abilities with free courses that can be found on YouTube. Also, you can dedicate yourself in a more professional way if your hobby turns into your passion.

7. Help others

Acts of kindness and generosity can contribute to a sense of well-being and purpose. Helping others can take many forms, from volunteering to simply being kind and supportive to those around us.

Incorporating these best practices into our daily lives can help promote well-being and lead to a happier and more fulfilling life. joyable and fulfilling can contribute to a sense of purpose and well-being. Hobbies can provide a sense of accomplishment, relaxation, and social connections. To have hobbies you should find your interests which can be playing a musical instrument, painting, or playing a sport. Once you find your hobby, you can improve your abilities with free courses that can be found on YouTube. Also, you can dedicate yourself in a more professional way if your hobby turns into your passion.



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Anurupa
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M. Sc (Organic chemistry)
2022-24

Sl.No.	Register Number	Student Name	Signature
1	22IAMOS068	ABHINAV A.P	
2	22IAMOS069	ADARSHA BS	
3	22IAMOS070	ANIL KUMAR V	
4	22IAMOS071	ANUSHA N M	
5	22IAMOS072	AYESHA FATHIMA. S	
6	22IAMOS073	BANU PRAKASH H.L	
7	22IAMOS074	BHANUPRAKASH R	
8	22IAMOS075	BHARGAVA LV	
9	22IAMOS076	BHAVANI S	
10	22IAMOS077	CHAITHANYA S K	
11	22IAMOS078	CHAITHRA GN	
12	22IAMOS079	DARSHAN R	
13	22IAMOS080	GOWTHAMI GM	
14	22IAMOS081	HARSHITHA R	
15	22IAMOS082	INDRA M	
16	22IAMOS083	KRISHNA MARUTIRAO	
17	22IAMOS084	LIKITHKUMAR M U	
18	22IAMOS085	MADAN C S	
19	22IAMOS086	MANJUNATHA S P	
20	22IAMOS087	MANOHARA S	
21	22IAMOS088	MEGHAMALA C K	
22	22IAMOS089	MOHINI AISHWARYA U	
23	22IAMOS090	MURALI DB	

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GROUP OF INSTITUTIONS

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Tel : +91 80-67458900 Mob: 9901110757 / 9880105678
Telefax : +91 80-67458908

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DEPARTMENT OF BUSINESS ADMINISTRATION

IADC008 – DEPARTMENT ACTIVITIES

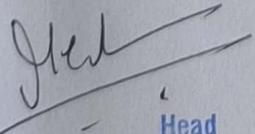
IADC008A -GUEST LECTURES

INDIAN ACADEMY

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DEPARTMENT OF BUSINESS ADMINISTRATION

S.N O	Name of the Seminars/ Workshops/Conferences/FDPs	Guest Speaker	Date	Class
1	Project Orientation Workshop	Dr. Sheeja Krishnakumar Dr. Ravichandran Prof. Shalini .S Prof. Kesavan R	16/01/202 3	V Sem BBA
2	Workshop on Brand Building Bootcamp	Mr. Shahid Afrid & Mrs. Himani Nikhil Batheja	10/04/202 3	IV Sem BBA
3	Impact of International Business in Enabling Indian Economy	Mr. Abin Daya	26/04/202 3	IV BBA A & B
4	Special Talk on "Entrepreneurship & Innovation"	Sri. Udaya Raghunath Birje	03/05/202 3	IV Sem BBA A & IV Sem BBA B
5	Forensic Accounting	CMA Dr. A.S. Gurudath	05/05/202 3	VI Sem BBA & VI Sem B.Com
6	Goal Setting for Your Career	Mr. Afzal Pasha	14/06/202 3	VI BBA A & B
7	Foreign Exchange Risk	Dr. Nabanita Ghosh	23/06/202 3	V Sem BBA
8	"Be Self-Reliant - Financial Literacy"	Ms. Mili Paul	07/09/202 3	I Sem BBA
9	Digital Brand Building for Young Entrepreneurs - Workshop	Mr. Shahid Afrid	14/10/202 3	I Sem BBA
10	Email Etiquette	Mr. Azmathulla	14/10/202 3	I Sem BBA
11	Stock Market & Investments	Dr. Amuthan Rathunam	19/10/202 3	III Sem BBA & III Sem B.Com
12	Gen Z Learning & Preparedness for the corporate career	Mr. Karthik Mulakaluri	03/08/202 4	I Sem BBA, III Sem BBA, V Sem BBA.
13	"Attitude Determines Your Altitude"	Dr. Reena Shyam & Prof. Sreerajan Menon T	23/08/202 4	V Sem BBA


 Head
 Department of Business Administration
 INDIAN ACADEMY
 DEGREE COLLEGE - AUTONOMOUS
 H

April 26, 2023

From
Prof. Ashish G Wilson
Asst Professor
Dept. of BBA,
IADC-A, Bangalore

To
The Principal,
IADC-A,
Bangalore

Through
Head of the Department
IADC-A,

Sub: Special Talk on Entrepreneurship and Innovation – reg.

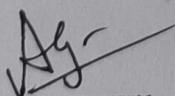
Dear sir,

I seek permission for conducting a special talk on Entrepreneurship and Innovation for the sixth semester BBA students. The Resource person Udaya Raghunath Birje is President, The Mysore Lancers Heritage Foundation. He has consented to address our students on 3/5/2023.

I request you to kindly permit the conduct of the guest lecture along with the honorarium. The resume of Sri Udaya Raghunath Birje is placed for your kind perusal.

Thanking you

Yours sincerely,

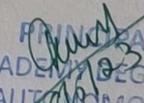

Ashish G Wilson

Madam,

Forwarded for
your approval

T. B hi




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BANGALORE - 43

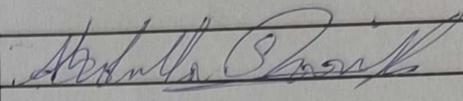
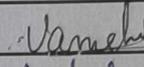
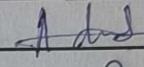
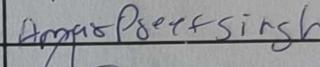
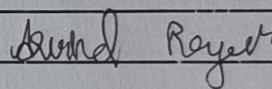
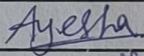
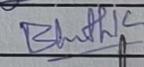
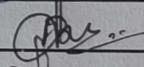
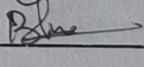
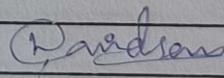
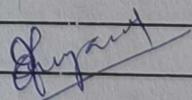
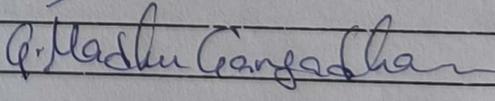
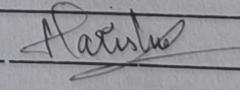
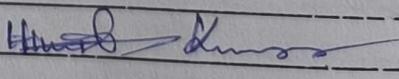
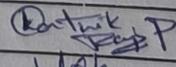
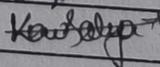
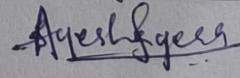
INDIAN ACADEMY

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DEPARTMENT OF BUSINESS ADMINISTRATION

GUEST LECTURE ATTENDENCE ON 14/06/2023

GOAL SETTING FOR YOUR CAREER BY PROF. AFZAL BASHA

S.NO	REGISTER NO	NAME OF THE STUDENT	SIGNATURE
1	20IABBA001	ABDUL WAAJID KHAN	
2	20IABBA002	ABDULLA SHAREEF	
3	20IABBA003	ADNAN AHMED	
4	20IABBA004	AJITH S G	
5	20IABBA005	AKHIL KHARE	
6	20IABBA006	ALLA VAMSI KRISHNA	
7	20IABBA007	ALLON DANIEL V P	
8	20IABBA008	AMAR PREET SINGH R	
9	20IABBA009	ANEESH B	
10	20IABBA011	ANUP S	
11	20IABBA012	ARUN GULED	
12	20IABBA013	ARUN S	
13	20IABBA014	ARVIND RAJESH S	
14	20IABBA015	ASHA M	
15	20IABBA017	AYESHA SIDDIQUA	
16	20IABBA018	BHARATH M	
17	20IABBA019	BHOOMIKA L	
18	20IABBA020	BHUVANESHWARI A G	
19	20IABBA021	BINDU BHATTRAI	
20	20IABBA023	CLEMENT S	
21	20IABBA024	DAVID SAM A	
22	20IABBA027	FAZLUR RAHMAN KHAN	
23	20IABBA028	FEVIYA RUTH D	
24	20IABBA029	GAGAN C	
25	20IABBA031	GODINA MADHU	
26	20IABBA032	HAJIRA SULTAN	
27	20IABBA033	HARISH M R	
28	20IABBA034	HARISH R	
29	20IABBA035	HEMA PRIYA M	
30	20IABBA036	HIMANSHU KUMAR	
31	20IABBA037	JEEVAN J	
32	20IABBA038	KARTHIK RAJA P	
33	20IABBA039	KAUSHIK R	
34	20IABBA040	KOWSALYA J	
35	17IABBA028	AYESHA SAYCRA	

35	20IABBA041	KULDEEP KUMAWAT	Kuldeep
36	20IABBA042	LOUSSILAHO MIET INNEL	LOUSSILAHO MIET INNEL
37	20IABBA043	M RACHANA	Rachana
38	20IABBA044	MALIK REHAN BARID	Rehan
39	20IABBA045	MANJUNATH M	Manjuna
40	20IABBA047	MOHAMMED ASFAN	
41	20IABBA048	MOHAMMED ATIUR	
42	20IABBA049	MOHAMMED FAZIL	
43	20IABBA050	MOHAMMED LUQMAN	
44	20IABBA051	MOHAMMED NAJEEB ULLA	
45	20IABBA052	MOHAMMED RIFAD T P.	
46	20IABBA053	MOHAMMED SAFWAN	
47	20IABBA055	MOHAMMED THOUFIQ	
48	20IABBA056	MOHAMMED UZAIR P	Uzair P
49	20IABBA057	MOHAMMED ZAHID	Zahid
50	20IABBA058	MOHAMMED ZAID	Zaid
51	20IABBA059	MOHAMMED ZAINULLAH	Md. Zain
52	20IABBA060	MOHAMMED IBRAHIM	
53	20IABBA061	NAMIHA HAJIRA N	amiha Hajira
54	20IABBA062	NAVANITHA M	
55	20IABBA063	NAZIYA	Naziya
56	20IABBA064	NIKHIL CHRISTOPHER	
57	20IABBA065	NSUELA MANA	nsuela mana
58	20IABBA066	PAVANI M	Pavani M
59	20IABBA067	POOJA S	Pooja
60	20IABBA068	PRAJWAL M	
61	20IABBA069	PRASANNA KUMAR G	Prasanna
62	20IABBA070	PRAVEEN KUMAR V	Praveen
63	20IABBA071	PREETHI P	Preethi P
64	20IABBA072	PRIYANKA B	Priyanka B
65	20IABBA073	R STEPHEN RAJ	Stephen
66	20IABBA074	RADHI M	Radhi
67	20IABBA075	RAJESH	Rajesh
68	20IABBA076	RAM BHAVAN SAHANI	Ram Bhavan
69	20IABBA078	REDDIVARI AJAY KUMAR	Reddivari
70	20IABBA079	RIMSHA BI BI ZAINAB	Rimsha Zainab
71	20IABBA080	RIYAZ S	Riyaz S
72	20IABBA081	ROHITH ALWIN A	
73	20IABBA082	S DARSHAN	Darshan
74	20IABBA083	SADHANA SINGH R	Sadhana

75	20IABBA084	SAIF AHMED S	SAIF AHMED S
76	20IABBA085	SAMI UL HUQ K	Sami ul Huq K
77	20IABBA086	SHAEQHA JANNATH	Shaeqha Jannath
78	20IABBA087	SHAHIDULLA KHAN	Shahidulla Khan
79	20IABBA088	SHUBHAM RAJ	
80	20IABBA089	SOPHIA R	Sophia R
81	20IABBA091	STEPHEN S	
82	20IABBA092	SUHAS R	Suhas R
83	20IABBA093	SUNIL A	
84	20IABBA094	SUNIL KUMAR S	
85	20IABBA095	SUNNY KUMAR SHARMA	Sunny K
86	20IABBA096	SUPRIYAM DIGAL	
87	20IABBA097	SYED ADNAN	Syed Adnan
88	20IABBA098	SYED HASHIM K	Syed Hashim K
89	20IABBA099	SYED KAIF AHMED	
90	20IABBA100	TAUFEEQ AHMED	Taufeeq Ahmed
91	20IABBA101	UMESH KUMAR S	Umesh K
92	20IABBA102	V JYOTHILINGAM	V. Jyothi
93	20IABBA103	V T MOHAMMED FAIZAN	
94	20IABBA104	VAISHNAVI D	Vaishnavi D
95	20IABBA105	VENU C	Venu C
96	20IABBA106	VENUGOPAL GOWDA N	
97	20IABBA107	VIGNESH G Y	Vignesh G Y
98	20IABBA108	VINAY STALLON A	
99	20IABBA109	VISHNU M	V
100	20IABBA110	YESHWANTH N	
101	20IABBA111	YUGAL R	Yugal R
102	20IABBA112	ZARIYAN KHAN	
103	19IABBA136	SYED ABDUL MAAZ	
104	19IABBA071	MOHAMMED MEHRAN	
105	17IABBA017	AYESHA SEYRAH	Ayesha Seyrah

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GUEST LECTURES

Speaker: Prof. Afzal Basha.

Designation: Assistant professor - IASMS

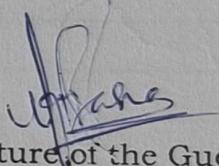
Topics: Goal setting for your career.

Nature of Audience: VI BBA A & B

Date & Time: 14/06/2023 - 12:15 To 1:15 pm.

Views of the Speaker:

- ① Good Interactive & Active Students
- ② Active participation


Signature of the Guest

Views of the beneficiaries:

Remarks:

INDIAN ACADEMY

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Department of Business Administration

CIRCULAR

1.5.2023

The Department of Business Administration is organizing Special talk on the topic, "Entrepreneurship & Innovation" for IV semester BBA students on 3.5.2023 at Seminar Hall 2 from 10.30 am to 12.30 pm. The resource person is Sri Udaya Raghunath Birje, President the Mysore Lancers Heritage Foundation. The students of IV are invited to be a part of this lecture. Attendance is mandatory. For further information, contact Mr. Ashish G Wilson, faculty member BBA.

T. B. Li
HOD
Head

Department of Business Administration
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Princy
8/5/23
PRINCIPAL

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BANGALORE - 43

Uday Birje
Co-Founder & Director, ThinkStreet Technologies.

Uday Birje has over 30 years' experience in **IT, Telecom & Network** industry. He began his career in **HCL-Hewlett Packard** & later moved to **Digital Equipment Corporation (DEC)**, the World's 2nd largest Computer Company, in 1992 in Bengaluru. Uday launched & set up DEC's Networking Products division for India & South Asia. During his tenure at DEC, he architected & executed some of the largest Networks in India that included the **VSNL's Internet Gateway Network, Konkan Railway Network** etc. In 1998 he was appointed as the **Managing Director for India & South Asia** for **Cabletron Systems** the No:2 US based Networking major.

Uday Birje as a Promoter & Vice President was instrumental in setting up a US based startup **NetDevices Networks India Pvt Ltd** which was subsequently acquired by **Alcatel-Lucent Corporation** where he served as Director-India & Middle East Region.

In 2010 Uday joined **Hewlett Packard India** as Country Manager, Network Business with overall responsibility of the Division. In 2014 he setup **ThinkStreet Technologies** a startup to develop go-to-market strategies & startup ecosystems across the Globe.

Uday has been involved with many initiatives of **Government of Karnataka** as an advisor, including New Age Incubation Network (NAIN), Elevate-100 & Unnati since 2017, a first of its kind initiative setup to identify, fund & mentor Top-100 Startups in the State.

He is a mentor & jury of India Innovation Challenge an initiative of **Texas Instruments, Government of India & IIM Bangalore** since 2017. He has been involved with the **PAN IIT Global Conference and the PAN IIM World Management Conference** to evaluate "India's Top Startups". He was part of "Smart 50" initiative of IIM Calcutta & "Bengalthon" Startup Challenge initiatives of the Government of West Bengal.

Uday has been invited to be a Mentor for the World's Top University **Stanford University's - Seed Spark Startup Program for India & South Asia** since 2020.

Uday is a "Mentor for Change" under the **Atal Innovation Mission** of NITIAayog, **Government of India** & has been involved with various other Startup initiatives of Government & Private Institutions across India including **IIM Bangalore, IIM Lucknow, BMS College of Engineering, Sahyadri College of Engineering, Presidency College, New Horizon College of Engineering, Tumkur University** & many other top Institutions in India. Uday has been recently appointed as an advisor for the **Vivekananda Institute of Professional Studies, New Delhi**

An alumnus of **Harvard Business School, USA**, where he has completed his **Executive Education with specialization in Authentic Leadership & Corporate Governance**, Uday holds a **Bachelor's Degree in Electrical Engineering** from Bangalore University.

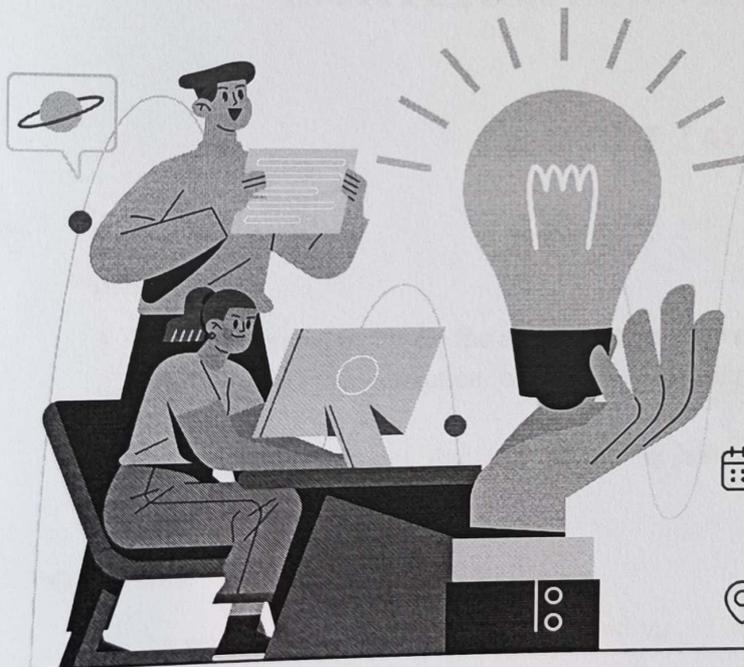
Uday is the **President of The Mysore Lancers Heritage Foundation**. Mysore Lancers was the "Horse Regiment" of the erstwhile Empire of the **Mysore Maharaja** which fought the World War I & II. As a descendant of the **Mysore Lancers** Uday has been involved in many development activities to restore the History of the Mysore Lancers in collaboration with various stake holders like the Royal Mysore Family, Indian Army, Government of Karnataka & Israel High Commission. The Mysore Lancers regiment was merged with the **61st Cavalry of the Indian Army**.

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Department of Business Administration
Organizes

SPECIAL TALK
**ENTREPRENEURSHIP &
INNOVATION**

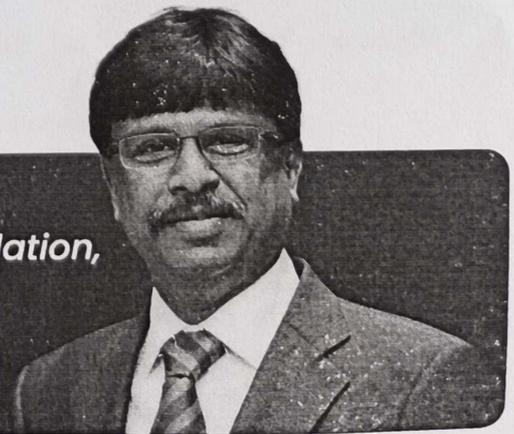


 **Wednesday, 3rd May 2023**
10.30 am – 12.30 pm

 **Seminar hall - II**

Speaker

Sri. Udaya Raghunath Birje,
President, The Mysore Lancers Heritage Foundation,
Co-Founder & Director,
Think Street Technologies Pvt Ltd.
Mentor for Change – Atal Innovation Mission



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DEPARTMENT OF BUSINESS

ADMINISTRATION IN ASSOCIATION WITH

INSTITUTION INNOVATION COUNCIL

GUEST TALK

Objectives:

1. To inspire and motivate the audience to pursue entrepreneurship and innovation
2. To educate the audience on the key principles of successful entrepreneurship and innovation
3. To provide practical tips and advice on how to get started with entrepreneurship and innovation

Outcomes:

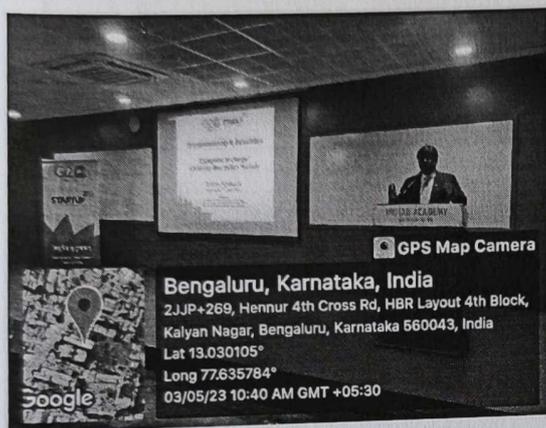
1. Increased awareness and understanding of the importance of entrepreneurship and innovation in today's economy
2. Enhanced knowledge of the key principles and best practices of successful entrepreneurship and innovation
3. Increased confidence and motivation to pursue entrepreneurship and innovation
4. Acquisition of practical tips and strategies for starting a business or developing innovative ideas
5. Establishment of a network of like-minded individuals interested in entrepreneurship and innovation for future collaboration and support.

Date: 3rd May 2023

Time: 10:30 am to 12:30 pm

Location: Seminar Hall 2

Resource Person: Mr. Uday Raghunath Birje, Co-founder and Director, Think Street Technologies.



On May 3rd, 2023, Mr. Uday Raghunath Birje, a prominent entrepreneur and innovator, gave a guest talk on entrepreneurship and innovation, with a focus on artificial intelligence and augmented reality. The talk was attended by a diverse audience comprising students, faculty, and professionals from various industries. Mr. Birje began his talk by sharing his personal journey as an entrepreneur and innovator. He talked about the challenges he faced and the lessons he learned while starting and scaling multiple businesses. He emphasized the importance of passion, persistence, and resilience in pursuing entrepreneurship and innovation. Next, Mr. Birje discussed the role of artificial intelligence (AI) and augmented reality (AR) in driving innovation. He explained how AI and AR technologies are transforming various industries, from healthcare to retail, and enabling new forms of entrepreneurship. He gave examples of companies such as Amazon and Apple, which have successfully leveraged AI and AR to create innovative products and services.

Throughout his talk, Mr. Birje emphasized the importance of creativity, innovation, and entrepreneurship in driving economic growth and societal progress. He encouraged the audience to think outside the box and to embrace new technologies and business models. He emphasized that entrepreneurship and innovation are not just for tech startups but can be applied to any industry or sector. Following the talk, there was a lively Q&A session, where the audience had the opportunity to ask Mr. Birje questions and share their own experiences and ideas. The discussion covered a wide range of topics, from the potential impact of AI and AR on employment to the role of government in supporting entrepreneurship and innovation.

[Handwritten signature]

Co-ordinator

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Department of Business Administration

IV sem BBA A

SL NO	Reg No.	Names	Signature
1	21IABBA005	ABHISHEK Y	<i>Abhishek</i>
2	21IABBA006	ABHISHEK Y K	<i>Abhishek</i>
3	21IABBA007	AISHWARYA J	<i>Aishwarya</i>
4	21IABBA008	AKASH A	- AB -
5	21IABBA009	AKASH KASI	<i>Akash</i>
6	21IABBA012	ALLEN PHILIP GEORGE	<i>Allen</i>
7	21IABBA013	AMEEN KHAN	- AB -
8	21IABBA016	ANAND M	<i>Anand</i>
9	21IABBA018	ANNU KUMARI	<i>Annu</i>
10	21IABBA019	ARPITA SHARMA	<i>Arpita</i>
11	21IABBA020	ARUN KUMAR K	<i>Arun</i>
12	21IABBA021	ASHA M	- AB -
13	21IABBA022	ASHLEY GLEN SUARES	<i>Ashley</i>
14	21IABBA023	ASHOK SHARKI	<i>Ashok</i>
15	21IABBA024	AYESHA MEHIK	<i>Ayesha</i>
16	21IABBA025	BHARATH M	<i>Bharath</i>
17	21IABBA026	C M SANJAY	<i>Sanjay</i>
18	21IABBA027	CHANDAN S	- AB -
19	21IABBA028	CHETHAN L	- AB -
20	21IABBA029	CHHABHAIYA NIKITA PURUSHOTTAM	<i>Nikita</i>
21	21IABBA031	CHIRANTH S P	<i>Chiranth</i>
22	21IABBA032	D P CYRIL JASHUA	<i>Jashua</i>
23	21IABBA033	DEEPAK CHETRY	<i>Deepak</i>
24	21IABBA034	DEON NASH MELDER	<i>Deon</i>
25	21IABBA035	DEVI PRIYA PARAMASIVAN	<i>Priya P</i>
26	21IABBA036	DHANUSH G	- AB -
27	21IABBA037	DIVYA A	<i>Divya</i>
28	21IABBA038	GODWIN RAJ M	<i>Godwin</i>
29	21IABBA039	GRISELDA R	<i>Grisel</i>
30	21IABBA040	HARISH J	<i>Harish</i>
31	21IABBA041	HARSHITHA A	- AB -
32	21IABBA042	ILLYAS BASHA C	<i>Illyas</i>
33	21IABBA043	INFANT MATHEW J P	<i>Infant</i>
34	21IABBA044	INZAMAM ALAM	<i>Inzamam</i>
35	21IABBA046	JAI PRAKASH R	<i>Jaiprakash</i>
36	21IABBA047	JAVERIYA SADIYA	<i>Javeriya</i>

37	21IABBA048	JEEVITH S	<i>Jeevith S</i>
38	21IABBA049	JEROM ALEXANDER J	<i>Jerom</i>
39	21IABBA050	JITENDER R	<i>Jitender R</i>
40	21IABBA051	JOHN DANIEL J	- AB -
41	21IABBA052	JOSHUA V	<i>Joshua V</i>
42	21IABBA053	KANGABAM CHITARANJAN SINGH	<i>Ch</i>
43	21IABBA054	KARTHIK KUMAR V	<i>Karthik</i>
44	21IABBA055	KAVYA K	<i>Kavya K</i>
45	21IABBA056	KEERTHANA N B	<i>Keerthana</i>
46	21IABBA058	LALITH SHARKI	<i>Lalith</i>
47	21IABBA059	LAVANYA O P	- AB -
48	21IABBA060	LEONARD AUSTIN	<i>Leonard</i>
49	21IABBA061	LIKITHASHREE S	<i>Likithashree</i>
50	21IABBA062	LIZY S	<i>Lizy</i>
51	21IABBA064	M POORNICA	<i>M Poornica</i>
52	21IABBA065	MADESH	<i>Madesh</i>
53	21IABBA066	MADHAN ABISHEK D	<i>Madhan</i>
54	21IABBA068	MANISHA CHUNARA L	<i>Manisha</i>
55	21IABBA069	MANJUNATH H	<i>Manjunath</i>
56	21IABBA070	MANOVA J	<i>Manova</i>
57	21IABBA071	MD UMAR SHEKH	- AB -
58	21IABBA072	MEENA B	<i>Meena</i>
59	21IABBA073	MEZAN KHANUM	<i>Mezan</i>
60	21IABBA074	MOHAMMED ADNAN	<i>Adnan</i>
61	21IABBA075	MOHAMMED AFAQ S I	- AB -
62	21IABBA076	MOHAMMED AFTAB	- AB -
63	21IABBA078	MOHAMMED ATEEF BAIG	<i>Ateef</i>
64	21IABBA080	MOHAMMED HUSAM H A	<i>Husam</i>
65	21IABBA081	MOHAMMED HUZAIF K A	<i>Huzaif</i>
66	21IABBA084	MOHAMMED MOINUDDIN	<i>Md. Moinuddin</i>
67	21IABBA085	MOHAMMED NADEEM SHAHIB S	<i>Nadeem</i>
68	21IABBA086	MOHAMMED SAAD	<i>Saad</i>
69	21IABBA088	MOHAMMED SHOAIB	- AB -
70	21IABBA089	MOHAMMED SUFIYAN A	<i>Sufiyan</i>

INDIAN ACADEMY

Degree College - Autonomous

Department of Business Administration

IV sem BBA B

SL NO	Reg No.	Names	Signature
1	21IABBA090	MOHD RAZA MOHD AHMAD	<i>[Signature]</i>
2	21IABBA091	MOMINA FATHIMA	<i>[Signature]</i>
3	21IABBA092	MUSKAN SULTANA	<i>[Signature]</i>
4	21IABBA094	NANDINI R	<i>[Signature]</i>
5	21IABBA095	NANDITHA D	<i>[Signature]</i>
6	21IABBA098	NAVEEN M	<i>[Signature]</i>
7	21IABBA099	NIDHIN M	<i>[Signature]</i>
8	21IABBA100	NIKHIL V	-AB-
9	21IABBA101	NIRMAL K	<i>[Signature]</i>
10	21IABBA102	NITHIN R	<i>[Signature]</i>
11	21IABBA103	NITHISH KUMAR V	<i>[Signature]</i>
12	21IABBA104	P DARSHAN	<i>[Signature]</i>
13	21IABBA105	PACHAIAPPAN RANGANATHAN	-AB-
14	21IABBA106	PAVANI N	-AB-
15	21IABBA107	PAVITHRA M N	<i>[Signature]</i>
16	21IABBA108	PEARLIEN A	<i>[Signature]</i>
17	21IABBA110	PRIYANKA S	<i>[Signature]</i>
18	21IABBA111	PUNITH T B	<i>[Signature]</i>
19	21IABBA112	R VARSHA	<i>[Signature]</i>
20	21IABBA114	RAJA RAO E	-AB-
21	21IABBA115	RAKSHITH R	<i>[Signature]</i>
22	21IABBA117	RAMU M	<i>[Signature]</i>
23	21IABBA118	RANA SEN S	<i>[Signature]</i>
24	21IABBA121	RITU RAY	<i>[Signature]</i>
25	21IABBA122	ROWAN KOSHY	-AB-
26	21IABBA123	RUBEN RAVI R	-AB-
27	21IABBA124	SAHIL KHAN J	<i>[Signature]</i>
28	21IABBA125	SAI GOWTHAM P	<i>[Signature]</i>
29	21IABBA126	SAI KOUSHIK P	<i>[Signature]</i>
30	21IABBA127	SAMA KHAN	<i>[Signature]</i>
31	21IABBA128	SAMEENA TAJ	<i>[Signature]</i>
32	21IABBA130	SANDEEP SHARMA	<i>[Signature]</i>
33	21IABBA131	SANDESH THAPPA A	-AB-
34	21IABBA132	SANIYA BANU M	<i>[Signature]</i>
35	21IABBA133	SANJANA P	<i>[Signature]</i>
36	21IABBA134	SANJAY P	-AB-
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40	21IABBA139	SHAIK RAHIM	<i>[Signature]</i>

41	21IABBA140	SHAILESH R	-AB-
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43	21IABBA142	SHANTHA KUMAR K	-AB-
44	21IABBA143	SHEEMA RAKSHAN	<u>Sheema</u>
45	21IABBA144	SHIVA SINGH	<u>Shivasingh</u>
46	21IABBA145	SHREYA SHREE S	<u>Shreya</u>
47	21IABBA146	SHREYAS G	-AB-
48	21IABBA147	SNEHA ASHOK RAMPUR	<u>Sneha A.R</u>
49	21IABBA148	SRI NITHIN S	<u>Srinithin</u>
50	21IABBA150	SUFIYA UZMA S	<u>Sufiya</u>
51	21IABBA151	SUJITHRA M	<u>Sujithra</u>
52	21IABBA152	SURAJ BHAN	-AB-
53	21IABBA153	SURYA LAKSHMI	<u>Suryalakshmi</u>
54	21IABBA154	SYED ABDUL MANNAN ASIF	<u>Abdul Mannan</u>
55	21IABBA155	SYED AFAQ	<u>Syed Afaq</u>
56	21IABBA157	SYED FARID	<u>Syed Farid</u>
57	21IABBA158	SYED IBRAHIM AHMED	<u>Syed Ibrahim</u>
58	21IABBA159	SYED JALAL AHMED	<u>Syed Jalal</u>
59	21IABBA160	SYED KHALEEL UR REHMAN	<u>Syed Khaled</u>
60	21IABBA161	SYED REHAAN SAYEED JALAL	-AB-
61	21IABBA162	SYED SAQEEB	<u>Syed Saqeeb</u>
62	21IABBA163	SYED ZEESHAN ALI	<u>Zeeshaan</u>
63	21IABBA164	TANUJA P	<u>Tanuja P</u>
64	21IABBA165	TEJASHWINI G	-AB-
65	21IABBA166	TERENCE A	<u>Terence</u>
66	21IABBA167	UDAY KIRAN N	-AP-
67	21IABBA168	UMME SALMA	<u>Umme</u>
68	21IABBA171	VARSHA U	<u>Varshali</u>
69	21IABBA172	VARSHINI RAMESH	-AB-
70	21IABBA173	VARSHITH S	-AB-
71	21IABBA174	VARSHITHA M	-AP-
72	21IABBA176	VENKATA CHANNA KESHAV RAO RV	-AB-
73	21IABBA178	VISHAL KUMAR N	<u>Vishal</u>
74	21IABBA179	VISHAL RAI	<u>Vishal Rai</u>

INDIAN ACADEMY

Degree College - Autonomous

GUEST LECTURE

Speaker:- SRI. UDAYA RAGHUNATH BIRJE

Designation:

Topic/s: ENTREPRENEURSHIP AND INNOVATION

Nature of Audience: IVth SEM BBA

Date & Time: 3rd MAY 2023 | 10:30 am - 12:30pm

Views of the Speaker:

Fantastic / interactions with the students & faculty. Very intelligent questions from the students. Happy to do more such workshops. Best wishes!

Signature of the guest

R. Udaya Birje

3/5/2023

Views of the beneficiaries

WE GOT DETAILED KNOWLEDGE OF SKILLS, REQUIRED TO BE A SUCCESSFUL ENTREPRENEUR, BRING IN NEW TECHNOLOGIES TO INNOVATE AND TRANSFORMATION OF NEW INDIA THROUGH THE VALUE OF EDUCATION

Remarks

REPORT

Department of Business Administration

Guest Lecture

On

"Impact of international business in enabling Indian economy"

Date: 26th April 2023

Venue: SH-II

Audience: IV Semester BBA Students

Department of Business Administration had organized a guest lecture for IV semester BBA Students on "Impact of international business in enabling Indian economy" by inviting Mr. Abin Daya, International Trade Expert, and Regulatory Compliance Advisor.

The speaker started the session with the introduction to international business and its impact on the economy. He highlighted how countries grow rich by the trade activities by import and export channels. The trade environment was discussed, it was about the economic barriers, political hindrances, environmental factors. The Ukraine-Russia war and its impact on trade to other countries was pointed. The logistics plan, the procedure to transport was discussed at large.

A case study about the canopy failure during 1982 gold export and the ways things were managed then and now created interest among students to know more about the subject. The speaker also covered the trade regulations by FERA, FEMA.

RESOURCE PERSON: Profile

ABIN DAYA

International trade expert – Regulatory Compliance advisor – Author – Speaker

Summary

- PGDM from IIM-Lucknow, followed by a strong career in transaction banking, with excellent understanding of regulations and processes of cross-border transactions
- Former Member, Advisory Committee on State PSUs for the Government of Kerala
- Knowledge partner to Federation of Indian Export Organisations, an autonomous body under the Ministry of Commerce, Government of India
- Author of various articles and a book on cross-border trade, and trainer to banks and corporates on the subject
- Well-rounded experience in investigative interactions with various investigative agencies, on trade frauds

Professional History

Advisory and consulting roles (ongoing since Jan 2016)

- Former Member of a 6-member committee constituted by the Government of Kerala to advise the Kerala State Financial Enterprises (KSFE), on Business Process Reengineering
- Independent consultant advising MNC and local corporates on regulatory requirements pertaining to cross-border transactions – current/capital account
- Advisor to various large corporates on FEMA and Exchange Control processes and banking processes pertaining to cross-currency transactions Speaking and training assignments (ongoing since Jan 2016)
- Author of 'Basics of Trade – An India Perspective', paperback available on Amazon.in
- Trainer for regulatory compliance and international trade related topics to various banks and corporates
- Trainer and knowledge partner for FIEO, conducting training sessions for exporters and corporates • Contributor to the CII White Paper on "Roadmap for Rupee Internationalisation – A Way Forward", published in March 2017.



Bengaluru, Karnataka, India

2JJJ+269, Hennur 4th Cross Rd, HBR Layout 4th Block, Kalyan Nagar,

Bengaluru, Karnataka 560043, India

Lat 13.030104°

Long 77.635795°

26/04/23 10:22 AM GMT +05:30

GPS Map Camera



Bengaluru, Karnataka, India

Hennur Cross, Hennur Main Road, Kalyan Nagar, Near Kalyan Nagar Bus

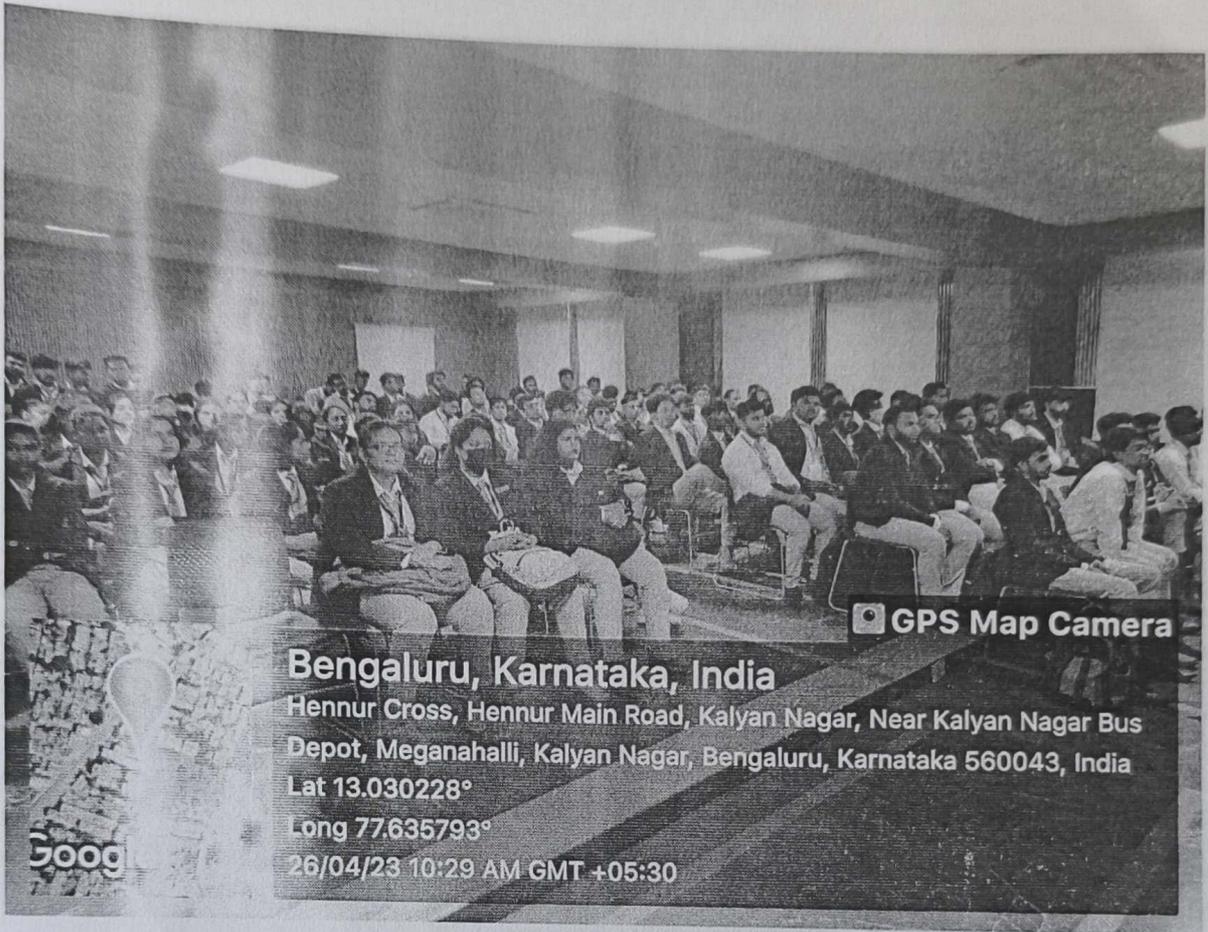
Depot, Meganahalli, Kalyan Nagar, Bengaluru, Karnataka 560043, India

Lat 13.030123°

Long 77.635777°

26/04/23 10:26 AM GMT +05:30

GPS Map Camera



T. B. Li
26/4/23.

Head
Department of Business Administration
INDIAN ACADEMY
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Princy
26/4/23.

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INDIAN ACADEMY

Degree College - Autonomous

Indian Academy Degree College - Autonomous

Department: B.B.A Batch: BBA - B Semester: 54

Guest lecture on "Impact of International business in enabling Indian economy"

Sl No.	Reg No	Name of student	Student Signature
1	21IABBA090	MOHD RAZA MOHD AHMAD	
2	21IABBA091	MOMINA FATHIMA	
3	21IABBA092	MUSKAN SULTANA	
4	21IABBA093	NAGAVAISHNAVI B	AB
5	21IABBA094	NANDINI R	AB
6	21IABBA095	NANDITHA D	AB
7	21IABBA096	NARENDER SINGH	Narender Singh
8	21IABBA097	NATASHA VALERIA N	AB
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17	21IABBA106	PAVANI N	Pachi
18	21IABBA107	PAVITHRA M N	AB
19	21IABBA108	PEARLIEN A	Pavithra M N
20	21IABBA109	PLATISHA WONNIANA CHISNIVA	Pearlien A
21	21IABBA110	PRIYANKA S	AB
22	21IABBA111	PUNITH T B	Priyanka S
23	21IABBA112	R VARSHA	Punith T B
24	21IABBA113	RADHIKA R	R Varsha
25	21IABBA114	RAJA RAO E	AB
26	21IABBA115	RAKSHITH R	Radhika R
27	21IABBA117	RAMU M	Rakshith R
28	21IABBA118	RANA SEN S	Ramu M
29	21IABBA119	RANJITH K	Rana Sen S
30	21IABBA120	RITHIK KUMAR	Ranjith K
31	21IABBA121	RITU RAY	AB
32	21IABBA122	ROWAN KOSHY	Ritu Ray
33	21IABBA123	RUBEN RAVI R	Rowan Koshy
34	21IABBA124	SAHIL KHAN J	Ruben Ravi R
35	21IABBA125	SAI GOWTHAM P	Sahil Khan J
36	21IABBA126	SAI KOUSHIK P	Sai Gowtham P
37	21IABBA127	SAMA KHAN	Sai Koushik P
38	21IABBA128	SAMEENA TAJ	Sama Khan
39	21IABBA130	SANDEEP SHARMA	Sameena Taj
40	21IABBA131	SANDESH THAPPA A	Sandeep Sharma
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43	21IABBA134	SANJAY P	Saniya Banu M
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46	21IABBA137	SARADHI K	Sanjay R
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48	21IABBA140	SHAILESH R	Saradhi K
49	21IABBA141	SHAKTHI KIRAN S	Shaik Rahim

50	21IABBA142	SHANTHA KUMAR K	AB
51	21IABBA143	SHEEMA RAKSHAN	AB
52	21IABBA144	SHIVA SINGH	Sriyabirah
53	21IABBA145	SHREYA SHREE S	Shreya
54	21IABBA146	SHREYAS G	Shreyas G
55	21IABBA147	SNEHA ASHOK RAMPUR	AB
56	21IABBA148	SRI NITHIN S	AB
57	21IABBA149	SRUSHTI R A	AB
58	21IABBA150	SUFIYA UZMA S	Sufiya
59	21IABBA151	SUJITHRA M	Sujithra M
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61	21IABBA153	SURYA LAKSHMI	Suryalakshmi
62	21IABBA154	SYED ABDUL MANNAN ASIF	Abdul Mannan
63	21IABBA155	SYED AFAQ	Afaq
64	21IABBA156	SYED ARFATH	AB
65	21IABBA157	SYED FARID	Syed Farid
66	21IABBA158	SYED IBRAHIM AHMED	Syed Ibrahim Ahmed
67	21IABBA159	SYED JALAL AHMED	AB
68	21IABBA160	SYED KHALEEL UR REHMAN	Khalil
69	21IABBA161	SYED REHAAN SAYEED JALAL	Syed Rehan
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75	21IABBA167	UDAY KIRAN N	Uday Kiran N
76	21IABBA168	UMME SALMA	Umm Salma
77	21IABBA169	USMAN SATTAR	AB
78	21IABBA170	UWAI S RAFFI UDDIN	AB
79	21IABBA171	VARSHA U	AB
80	21IABBA172	VARSHINI RAMESH	AB
81	21IABBA173	VARSHITH S	Varshith S
82	21IABBA174	VARSHITHA M	AB
83	21IABBA175	VASANTH P	AB
84	21IABBA176	VENKATA CHANNA KESHAV RAO RV	Venkatesh RV
85	21IABBA177	VIGNESH KUMAR	AB
86	21IABBA178	VISHAL KUMAR N	Vishal Kumar N
87	21IABBA179	VISHAL RAI	Vishal Rai

INDIAN ACADEMY

Degree College - Autonomous

Indian Academy Degree College - Autonomous

Department: B.B.A Batch: BBA - A Semester: S4

Guest lecture on "Impact of international business in enabling Indian economy"

Sl No.	Reg No	Name of student	Student Signature
1	21IABBA001	ABDUL AZEEZ AZAAN	AB
2	21IABBA002	ABDUL RAHEEM	AB
3	21IABBA003	ABDUL SATTAR KHAN	AB
4	21IABBA004	ABHISHEK DUNG DUNG	AB
5	21IABBA005	ABHISHEK Y	AB
6	21IABBA006	ABHISHEK Y K	AB
7	21IABBA007	AISHWARYA J	AB
8	21IABBA008	AKASH A	AB
9	21IABBA009	AKASH KASI	AB
10	21IABBA010	AKASH KUMAR SATPATHY	AB
11	21IABBA011	ALIYA SABA N	AB
12	21IABBA012	ALLEN PHILIP GEORGE	AB
13	21IABBA013	AMEEN KHAN	AB
14	21IABBA015	AMRUTH C	AB
15	21IABBA016	ANAND M	AB
16	21IABBA017	ANIRUDH AKHIL N	AB
17	21IABBA018	ANNU KUMARI	AB
18	21IABBA019	ARPITA SHARMA	AB
19	21IABBA020	ARUN KUMAR K	AB
20	21IABBA021	ASHA M	AB
21	21IABBA022	ASHLEY GLEN SUARES	AB
22	21IABBA023	ASHOK SHARKI	AB
23	21IABBA024	AYESHA MEHIK	AB
24	21IABBA025	BHARATH M	AB
25	21IABBA026	C M SANJAY	AB
26	21IABBA027	CHANDAN S	AB
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84	21IABBA087	MOHAMMED SHAIK FAHAD	AB
85	21IABBA088	MOHAMMED SHOAB	AB
86	21IABBA089	MOHAMMED SUFIYAN A	AB

INDIAN ACADEMY

Degree College - Autonomous

Department of Business Administration

CIRCULAR

24.4.2023

The Department of Business Administration is organizing Guest lecture on the topic, "Impact of international business in enabling Indian economy" on 26.4.2023 at Seminar Hall 2 from 10 – 12 pm. The resource person is Mr. Abin Daya, International Trade Expert and Regulatory Compliance Advisor. The students of IV are invited to be a part of this lecture to gain knowledge about regulatory compliance. Attendance is mandatory. For further information, contact Dr. Bharathi T.

T. B. hi,
HOD

Head
Department of Business Administration
INDIAN ACADEMY
DEGREE COLLEGE - AUTONOMOUS
HENNUR MAIN ROAD BANGALORE-43



Principals
9/5/23
PRINCIPAL

PRINCIPAL
INDIAN ACADEMY DEGREE COLLEGE
AUTONOMOUS
HENNUR MAIN ROAD
BANGALORE - 43

OBJECTIVES:

1. To know about the import and export procedure
2. To know about economic indicators, influence of Globalization on trade
3. Legal issues in International Trade.

LEARNING OUTCOMES:

The guest lecture which was organized has been helpful in acquiring the knowledge from the eminent speaker. The students were able to understand the various concepts and the outcomes from this learning are as follows:

1. The procedure related to International trade will be applied in business
2. Can analyze the business environment
3. Develops skills to handle legal issues

April 5, 2023

Dr. Bharathi T
Asso. Professor & HoD,
Dept. of BBA,
IADC-A, Bangalore

To
The Principal,
IADC-A,
Bangalore

Through
Vice Principal
IADC-A,

Sub: Guest lecture on International Business – reg.

Dear sir,

I seek permission for conducting a guest lecture on International Business for the fourth semester BBA students. The Resource person Abin Daya is International trade expert, regulatory compliance advisor, author and speaker. He has consented to address our students on 26/4/2023.

I request you to kindly permit the conduct of the guest lecture along with the honorarium. The resume of Abin Daya is placed for your kind perusal.

Thanking you

Yours sincerely,

T. B. hi
Dr. Bharathi T

Madam
For your approval
SD
05/04/23

Approved
Autub



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AUTONOMOUS
HENNUR MAIN ROAD
BENGALURU - 43

INDIAN ACADEMY

Degree College – Autonomous

Department of Business Administration

Organizes

Guest Lecture

On

IMPACT OF INTERNATIONAL BUSINESS IN ENABLING INDIAN ECONOMY



Wednesday, 26th April 2023
10 AM to 12 PM



Seminar hall - II



Guest Speaker

Abin Daya

International Trade Expert,
Regulatory Compliance Advisor

Abin Daya

113, Ceebros Boulevard, 3/381, Old Mahabalipuram Road, Mettukuppam, Chennai 600097
Ph : +91 8939 19 2929 | email : abindaya@gmail.com

International trade expert – Regulatory Compliance advisor – Author – Speaker



Summary

- PGDM from IIM-Lucknow, followed by a strong career in transaction banking, with excellent understanding of regulations and processes of cross-border transactions
- Former Member, Advisory Committee on State PSUs for the Government of Kerala
- Knowledge partner to Federation of Indian Export Organisations, an autonomous body under the Ministry of Commerce, Government of India
- Author of various articles and a book on cross-border trade, and trainer to banks and corporates on the subject
- Well-rounded experience in investigative interactions with various investigative agencies, on trade frauds

Professional History

Advisory and consulting roles (ongoing since Jan 2016)

- Former Member of a 6-member committee constituted by the Government of Kerala to advise the Kerala State Financial Enterprises (KSFE), on Business Process Reengineering
- Independent consultant advising MNC and local corporates on regulatory requirements pertaining to cross-border transactions – current/capital account
- Advisor to various large corporates on FEMA and Exchange Control processes and banking processes pertaining to cross-currency transactions

Speaking and training assignments (ongoing since Jan 2016)

- Author of 'Basics of Trade – An India Perspective', paperback available on Amazon.in
- Trainer for regulatory compliance and international trade related topics to various banks and corporates
- Trainer and knowledge partner for FIEO, conducting training sessions for exporters and corporates
- Contributor to the CII White Paper on "Roadmap for Rupee Internationalisation – A Way Forward", published in March 2017

A few speaking/training assignments delivered

Topic	Delivered for	Timeline
Practical issues under FEMA compliance for Import Export Business & Services	Institute of Chartered Accountants of India (ICAI), National Conference - 2022	June 2022
Role of Company Secretaries under FEMA and FDI	Institute of Company Secretaries of India (ICSI), Coimbatore Chapter	Mar 2021
Risks and Frauds in International Trade	Institute of Chartered Accountants of India (ICAI), Mangalore Chapter	Jul 2021
Handling non-standard transactions under FEMA	Institute of Chartered Accountants of India (ICAI), Mangalore Chapter	Jul 2021

Regulatory Compliance for Merchenting Trade Transactions	Federation of Indian Export Organisations (FIEO)	Dec 2020
Basics of Banking	A Singapore based MNC Bank	Ongoing (as part of New Employee Orientation)
International Trade & Cash Management Services	Indian subsidiary of a Singapore based MNC Bank	Ongoing
Regulatory Compliance for Capital Account transactions	Indian Branch of a French MNC Bank	Jan 2022
Payments & Settlement Systems and Operations	Analytics company providing services to large payment operators	Feb 2021

Banking career (till 2015)

- Transaction banking and corporate banking career spanning 15+ years with MNC and Private banks, at senior roles
- Ability to grasp business needs to structure transactions, having handled trade business for corporates at banks such as SCB, Yes Bank and Bank of America
- Ability to read between the lines and interpret guidelines, having done policy level interactions with RBI on trade regulations
- Represented banks in various investigative interactions into trade frauds with investigative agencies such as the CBI and Enforcement Directorate

Organisation	Period	Last role
Bank of America, Chennai	May 2013 – Nov 2015	Vice President, GTS Sales
HSBC, Mumbai	Oct 2011 – May 2013	SVP & Product Manager (South Asia) – GTRF
Yes Bank Ltd	Jan 2007 – Sep 2011	SVP & Regional Head – Trade Sales, South India
Standard Chartered Bank	May 2004 – Dec 2006	Relationship Manager – SME Banking
ICICI Bank Ltd	Jun 2000 – May 2004	Solutions Manager – SEG

Educational History

- PGDM, Indian Institute of Management – Lucknow, 1998-2000
- Bachelor of Commerce, University of Kerala, 1994-1997
- Air Force Officer Cadet, National Defence Academy, Pune, 1991-93 (Placed in Cat EEE in 1993)

4/5/23, 12:32 PM

Indian Academy Education Trust Mail - Invitation for Guest Lecture - reg

INDIAN ACADEMY
get ready for life

Bharathi T <bharathi.mng@iadc.ac.in>

Invitation for Guest Lecture - reg

2 messages

Bharathi T <bharathi.mng@iadc.ac.in>
To: "abindaya@gmail.com" <abindaya@gmail.com>

Wed, Apr 5, 2023 at 9:57 AM

Respected Sir,

Greetings from Indian Academy Degree College (A) BBA department. Indian Academy Education Trust (IAET) vision is to offer top quality higher education solutions and is ably nurtured by dedicated and accomplished trustees. Systematic execution of long cherished plans resulted in the establishment of many educational institutions in the last two decades.

As a part of our curriculum we organise academic enhancement programs like guest lectures for our students to expose them to current business practices and provide them an excellent opportunity to interact with industry experts.

We are delighted by having the opportunity to invite you as a guest speaker in our institute to deliver a guest lecture to enlighten our precious students regarding International Business. They will be honored to have been able to share your experiences and opinions. Our lecture will take place at seminar hall II on 26.4.2023 at 10.15 am to 12 p.m. Hope you will accept our request for this invitation and help our students to gather knowledge.

Please confirm the invitation

Regards

Dr. Bharathi T
Associate Prof & HoD
Department of Business Administration
IADC-A
Bangalore

Abin Daya <abindaya@gmail.com>
To: Bharathi T <bharathi.mng@iadc.ac.in>

Wed, Apr 5, 2023 at 10:19 AM

Good morning ma'am

Thank you for this invite from your esteemed institution. It would be my pleasure and privilege to accept and address the students. I would be speaking on the topic of 'Impact of international business on Indian economy'.

Looking forward to being there.

--Best regards
Abin Daya
+91 8939 19 2929

[Quoted text hidden]

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GUEST LECTURES

Speaker : ABIN DAYA

Designation : Regulatory Compliance Advisor

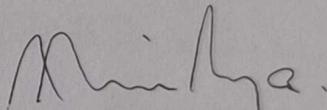
Topics : Impact of international business on
Indian economy.

Nature of Audience : IV BBA

Date & Time : 26/4/2023, 10.15 am - 12 pm

Views of the Speaker :

Well organised and attended.
Great pleasure to address
the students.


Signature of the guest

Views of the beneficiaries

We gained knowledge about international trade import
and exports and also got awareness regarding scams

Remarks

Very nice session, he briefed about
trading procedures.

April 5, 2023

Dr. Bharathi T
Asso. Professor & HoD,
Dept. of BBA,
IADC-A, Bangalore

To
The Principal,
IADC-A,
Bangalore

Through
Vice Principal
IADC-A,

Sub: Guest lecture on International Business – reg.

Dear sir,

I seek permission for conducting a guest lecture on International Business for the fourth semester BBA students. The Resource person Abin Daya is International trade expert, regulatory compliance advisor, author and speaker. He has consented to address our students on 26/4/2023.

I request you to kindly permit the conduct of the guest lecture along with the honorarium. The resume of Abin Daya is placed for your kind perusal.

Thanking you

Yours sincerely,

T. B. hi
Dr. Bharathi T

Madam
For your approval
[Signature]
05/04/23

Approved
[Signature]

[Signature]



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AUTONOMOUS
HENNUR MAIN ROAD
BENGALURU - 43

April 10, 2023

From, Dr. Bharathi T
Asso. Professor & HoD,
Dept. of BBA,
IADC-A, Bangalore

To
The Principal,
IADC-A,
Bangalore

Sub: Workshop on Brand building bootcamp – reg.

Dear sir,

I seek permission for conducting a workshop on Brand building bootcamp for the fourth semester BBA students. The Resource persons are from Haadi Organization, an NGO. The organization is committed to provide skill opportunities to young individuals and college students. They have consented to address our students on 29/4/2023.

I request you to kindly permit the conduct of workshop along with the honorarium/momento. The curriculum is attached for your kind perusal.

Thanking you

Yours sincerely,

T. B. hi

Dr. Bharathi T



Permitted to go ahead with the workshop.

Amud
24/4/2023

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BANGALORE - 43

Haadi Organization
www.haadi.org.in

Brand building Bootcamp curriculum

Let's Make An Impact

Session Duration - 03.00 Hours

OVERVIEW(Session Includes)

Introduction to brand building, its benefits and drawbacks, SEO, social media, and email marketing;

- Certificates for students; - Certificates - completed 5 hours of brand building program (with topics mentioned)
- innovation certificate for school/college. - Collab Certificate for School/College
- Video feedback from five students at the conclusion of the session.

PURPOSE

Students will have more market opportunities and start freelancing for startup companies while studying.

- It gives a glance at how digital media works.
- Around 69% of companies were going to hire more marketers, according to a report by Marketing Hiring Trends.
- Digital marketers have ample knowledge of multiple online tools and platforms to start earning while learning.
- They can start websites, create products, and sell them to the targeted market.

Curriculum

Org In-Talk Blogs,

- 30 - 45 mins

Websites, SEO - 45mins

- What are HTTP and HTTPS
- Why Websites are important
- How Search Engine works(Google Crawler)
- Why SEO is Important
- How To Write a Blog

Emails, Champaign's CC, BCC Break - 45mins -

How to send emails and receive emails

- How CC and BCC Works
- How Email Campaigns Works(MailChimp)

Social Media (Insta, FB, LinkedIn, Twitter) - 45mins -

lunch break - 45mins

- How Social Media Works
- How Post Scheduling and Hashtags Work
- How Canva works

Haadi Organization

www.haadi.org.in

Discussion(Q&A) - 45mins -

Certificate Distributions - 25mins - **Volunteers/members**

Feedback Video Capture - 45mins

- student name and class?
- How was the entire course?
- What was the best thing that you learned today?
- Would you like to have more such sessions? If Yes! What topic/Skill?

Certificate for School/College - 10mins

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WORKSHOP Guest Lecture/ Seminar Expenditure

Department : BBA

Name of the Speaker : Shahid Afridi

Designation : CEO/ Founder, Haadi.org

Address : haadi.org
Bangalore

Date of the Programme : 29/4/2023

Audience : IV Semester BBA

Topic : Brand building bootcamp

Honorarium/Memento : Mementos (2)

Conveyance : -

Bouquet : Rs. 200/-

Miscellaneous : Rs. 300/- (Refreshments)

T. B. Li
Signature of the HOD

Date: 10/4/2023.



[Signature]
Principal

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BANGALORE

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INDIAN ACADEMY

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DEPARTMENT OF BUSINESS ADMINISTRATION

BUDGET: 2022-23

Sl. No.	Receipts	Amount (INR)	Sl. No.	Payments	Amount (INR)
1.	Industrial Visit	3,00,000	1	LAB/STAFF ROOM/CLASS ROOM	NA
2.	Registration fee from workshop/ Inter collegiate Event	40,000	a	Consumables	
3.	Value added Program	1,10,000	b	Examination Expenses (Viva-Voce)	25,000
			c	Maintenance	15,000
			2	LEARNING RESOURCE	
			a	Reference Books	50,000
			b	Subjects/Text Books	50,000
			c	Journals : 1) International	5,000
			d	2) National	5,000
			3	Faculty Development Programme (FDP)	
			a	Departmental Programme with external resource person	35,000
			b	Faculty members to be sent for Conferences / Seminars	18,000
			c	To be sent to workshops	14,000
			d	To department related subject meeting and discussion	18,000
			4	KNOWLEDGE ENHANCEMENT (Co-Curricular Activities)	
			a	Organizing Seminar /Workshops/Conferences/Intercollegiate Management Fest/ Newsletter	1,50,000
			b	Guest Lectures on Subjects	30,000
			c	Sending Students to attend seminars /workshop related to subjects /Industrial Visit	15,000
			d	To participate in Department related inter-collegiate competitions and workshops	20,000
			e	To present papers/posters by students/ Extension activities	15,000
			f	Club Activities/Intra Collegiate Activities	26,000
			5	DEVELOPING COMPETENCES (Extra-Curricular Activities)	
			a	Soft Skills related Activities	50,000
			b	Participation in literary , Artistic, Music related events in other Colleges at the department level	20,000
			c	Putting up/ Participation of Exhibitions	30,000
	GRAND TOTAL	4,50,000		GRAND TOTAL	5,91,000

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Department of Business Administration
Organizes
WORKSHOP



BRAND BUILDING BOOTCAMP

 **Saturday, 29th April 2023**
9.30 am – 12.30 pm

 **Seminar hall – II**

Resource Person Name

Shahid Afrid & Himani

www.iadc.ac.in

 080674 58900

    | [indianacademy](https://www.indianacademy)

INDIAN ACADEMY

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Department of Business Administration

CIRCULAR

27.4.2023

The Department of Business Administration is organizing Workshop on the topic, "Brand building bootcamp" for IV semester BBA students on 29.4.2023 at Seminar Hall 2 from 9.30 am to 12.30 pm. The resource person is Shahid Afrid and Himani from Haadi.org. The students of IV are invited to be a part of this lecture. Attendance is mandatory. For further information, contact Ms. Deepa, faculty member BBA.

T. B. hi

HOD
Head

Department of Business Administration
INDIAN ACADEMY
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HENNUR MAIN ROAD BANGALORE-43



Deepa
27/4/23

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Learning Objectives:

1. Students will be able to identify the key elements of a strong brand.
2. Students will learn how to conduct market research to inform brand development.
3. Students will learn how to create a brand messaging strategy that resonates with target audiences.
4. Students will learn how to build brand equity and loyalty over time.
5. Students will learn how to measure the effectiveness of their branding efforts.

Learning Outcome:

1. Students will be able to analyze successful brands and apply those insights to create their own effective branding strategies.
2. Students will be able to design and execute research studies to gather insights about consumer behavior and preferences.
3. Students will be able to develop compelling brand messages and communicate them through various marketing channels.
4. Students will be able to implement tactics that strengthen brand recognition and customer loyalty, such as consistent visual branding, quality products/services, and strong customer service.
5. Students will be able to use metrics and analytics to evaluate the success of their branding strategies and make data-driven decisions to improve future campaigns.

Name of Trainer: Shahid Afrid

Educational Qualifications: (BCA, IEC, University)

Professional Experience: Facilitator/Trainer for Web Development and Digital Marketing at Dream A Dream (4 years Exp)

Certification: Digital Marketing Specialist from Simplilearn and Pardue University.

Specialization or Expertise: Social Media Marketing

Achievements or Awards: NASA Galetic Problem Solver, Solve Ninja from Reap Benefit

Book Published(NGO Wrote book): When We Thrive, Our Word Thrives

Contact Information: support@haadi.org.in

Name of Trainer: Mrs. Himani Nikhil Batheja

Educational Qualifications (Degree, Institution)*:

A). UGF APPROVED DEGREE: BSC.HM&CT from ANSAL University, Gurgaon (graduation) and M.B.A (Human resource) from Annamalai University DDE (Master)

B). Online specialisation: Lean Six Sigma Expert online master, PMP Plus online master, Digital Project Manager online master, Design Thinking Leader online master, ITIL Managing Professional online master and Digital Marketing Specialist online master from Simplilearn PVT LTD

Professional Experience As Trainer: *over all work experience is 4 year and 5 months and as a lecturer worked for about 1 year and 1 months in ASK institutions of hospitality and culinary arts and OTHM UK

Certification or Training (if any): *explained above

Specialization or Expertise (*in the topic of the session or related areas) - explained above

Previous Training or Teaching Experience (if an*y) explained above

INDIAN ACADEMY

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REPORT

DEPARTMENT OF BUSINESS ADMINISTRATION

WORKSHOP ON BRAND BUILDING BOOTCAMP

Date: 29th April, 2023

Venue: SH-II

Audience: IV semester Students

Resource Person: Shahid Afrid and Himani

Introduction:

Brand building is the process of creating and establishing a brand image for a company, product or service. It involves developing a unique brand identity, creating brand awareness, and building a positive reputation for the brand. A strong brand can differentiate a company from its competitors, build customer loyalty, and increase market share. In this report, we will discuss the importance of brand building and the strategies that companies can use to build and strengthen their brands.

Importance of Brand Building:

Brand building is important for several reasons:

1. **Differentiation:** A strong brand can differentiate a company from its competitors. By creating a unique brand identity, companies can stand out in a crowded market and attract customers who are looking for something different.
2. **Customer Loyalty:** A strong brand can build customer loyalty. When customers have a positive experience with a brand, they are more likely to become repeat customers and recommend the brand to others.
3. **Increased Market Share:** A strong brand can increase market share. By building a positive reputation for the brand, companies can attract new customers and retain existing ones, which can lead to increased sales and market share.

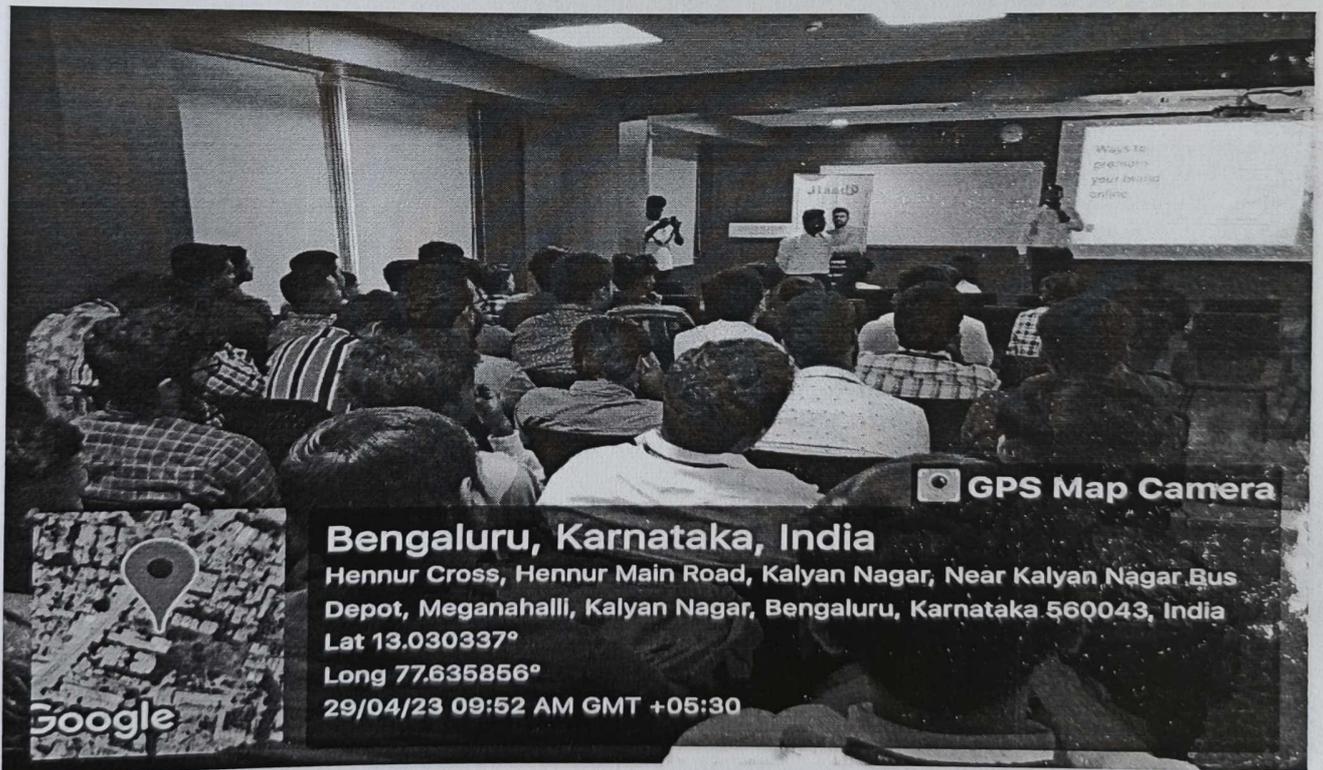
Strategies for Brand Building:

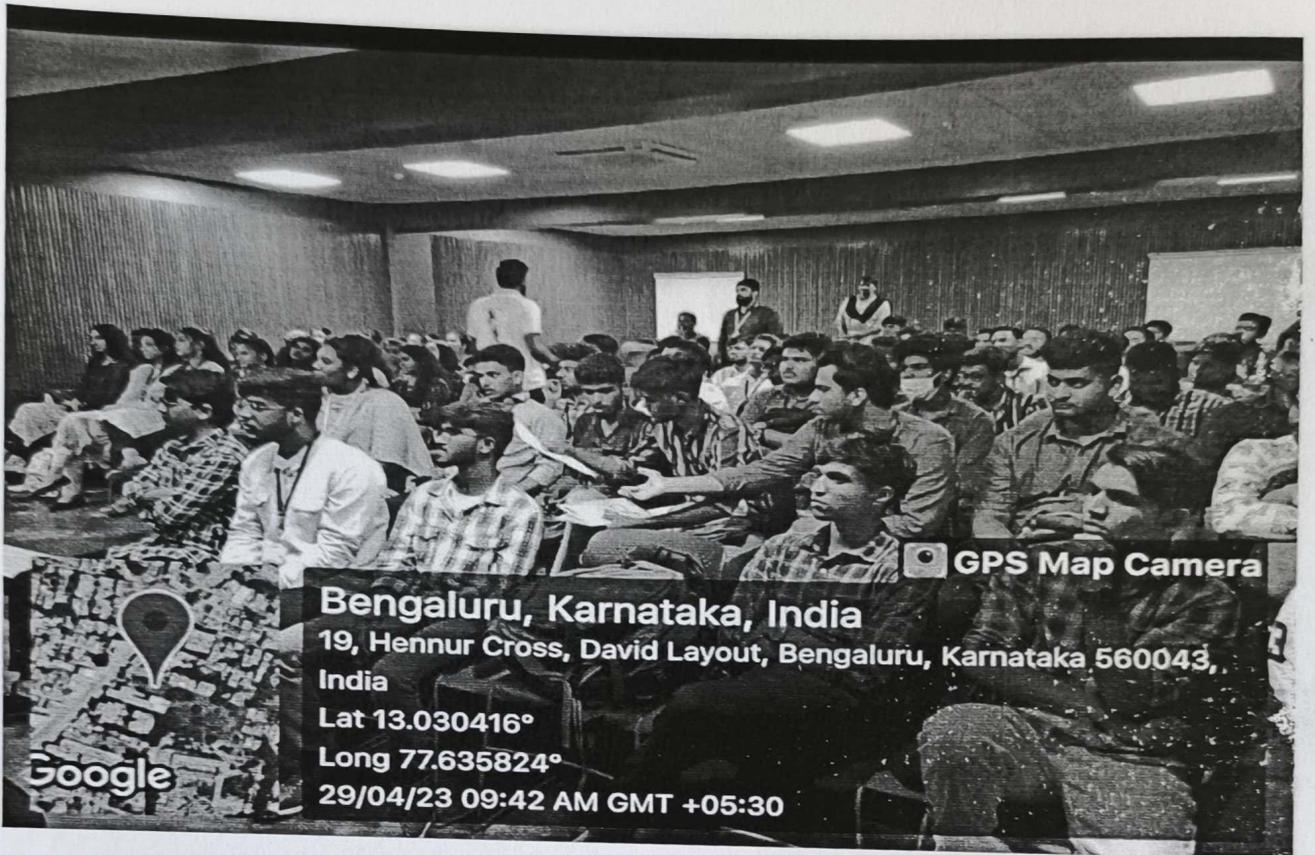
1. **Develop a Unique Brand Identity:** To build a strong brand, companies need to develop a unique brand identity. This includes creating a brand name, logo, and tagline that reflects the company's values and mission. A strong brand identity can help customers remember the brand and differentiate it from its competitors.

2. **Build Brand Awareness:** To build a strong brand, companies need to create brand awareness. This can be done through advertising, public relations, social media, and other marketing channels. By increasing brand awareness, companies can attract new customers and build a positive reputation for the brand.
3. **Deliver Consistent Brand Messaging:** To build a strong brand, companies need to deliver consistent brand messaging across all marketing channels. This includes using the same brand name, logo, and tagline in all marketing materials, as well as delivering a consistent brand message that reflects the company's values and mission.
4. **Engage with Customers:** To build a strong brand, companies need to engage with customers. This can be done through social media, customer service, and other channels. By engaging with customers, companies can build customer loyalty and increase brand awareness.

Conclusion:

Brand building is an important process for companies that want to differentiate themselves from their competitors, build customer loyalty, and increase market share. To build a strong brand, companies need to develop a unique brand identity, build brand awareness, deliver consistent brand messaging, and engage with customers. By following these strategies, companies can build and strengthen their brands and achieve long-term success.





GPS Map Camera

Bengaluru, Karnataka, India

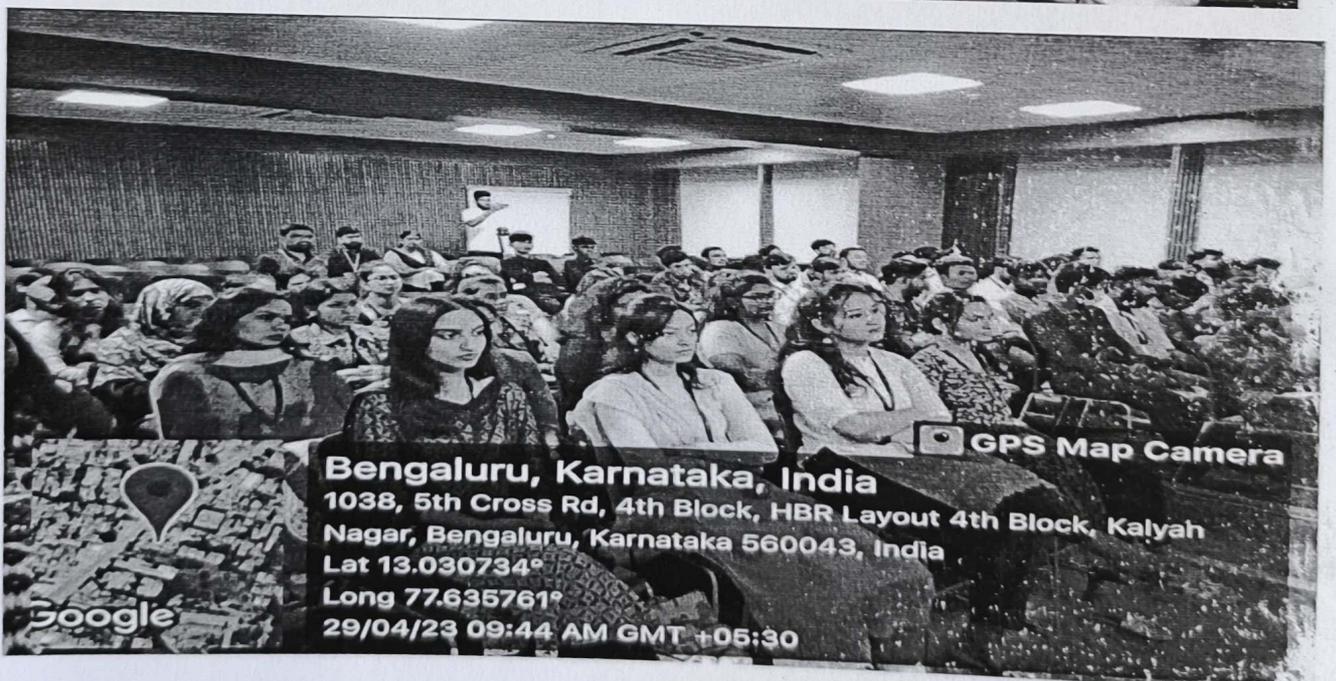
19, Hennur Cross, David Layout, Bengaluru, Karnataka 560043, India

Lat 13.030416°

Long 77.635824°

29/04/23 09:42 AM GMT +05:30

Google



GPS Map Camera

Bengaluru, Karnataka, India

1038, 5th Cross Rd, 4th Block, HBR Layout 4th Block, Kalyah Nagar, Bengaluru, Karnataka 560043, India

Lat 13.030734°

Long 77.635761°

29/04/23 09:44 AM GMT +05:30

Google



Bengaluru, Karnataka, India
 2JJP+6C7, Meganahalli, Kalyan Nagar, Bengaluru, Karnataka
 560043, India
 Lat 13.03057°
 Long 77.635989°
 29/04/23 09:41 AM GMT +05:30

T. B. hi
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 Head
 Department of Business Administration
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[Signature]
CO-ORDINATOR

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5/6/23
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INDIAN ACADEMY

Degree College - Autonomous

Indian Academy Degree College - Autonomous
 Department: B.B.A Batch: BBA - A Semester: S4
 Workshop on "Brand building bootcamp"

Sl No.	Reg No	Name of student	Student Signature
1	21IABBA001	ABDUL AZEEZ AZAAN	AB
2	21IABBA002	ABDUL RAHEEM	AB
3	21IABBA003	ABDUL SATTAR KHAN	AB
4	21IABBA004	ABHISHEK DUNG DUNG	AB
5	21IABBA005	ABHISHEK Y	AB
6	21IABBA006	ABHISHEK Y K	AB
7	21IABBA007	AISHWARYA J	AB
8	21IABBA008	AKASH A	AB
9	21IABBA009	AKASH KASI	AB
10	21IABBA010	AKASH KUMAR SATPATHY	AB
11	21IABBA011	ALIYA SABA N	AB
12	21IABBA012	ALLEN PHILIP GEORGE	AB
13	21IABBA013	AMEEN KHAN	AB
14	21IABBA015	AMRUTH C	AB
15	21IABBA016	ANAND M	AB
16	21IABBA017	ANIRUDH AKHIL N	AB
17	21IABBA018	ANNU KUMARI	AB
18	21IABBA019	ARPITA SHARMA	AB
19	21IABBA020	ARUN KUMAR K	AB
20	21IABBA021	ASHA M	AB
21	21IABBA022	ASHLEY GLEN SUARES	AB
22	21IABBA023	ASHOK SHARKI	AB
23	21IABBA024	AYESHA MEHIK	AB
24	21IABBA025	BHARATH M	AB
25	21IABBA026	C M SANJAY	AB
26	21IABBA027	CHANDAN S	AB
27	21IABBA028	CHEZHAN L	AB
28	21IABBA029	CHHABHAIYA NIKITA PURUSHOTTAM	AB
29	21IABBA030	CHIRANJEEVI K V	AB
30	21IABBA031	CHIRANTH S P	AB
31	21IABBA032	D P CYRIL JASHUA	AB
32	21IABBA033	DEEPAK CHETRY	AB
33	21IABBA034	DEON NASH MELDER	AB
34	21IABBA035	DEVI PRIYA PARAMASIVAN	AB
35	21IABBA036	DHANUSH G	AB
36	21IABBA037	DIVYA A	AB
37	21IABBA038	GODWIN RAJ M	AB
38	21IABBA039	GRISELDA R	AB
39	21IABBA040	HARISH J	AB
40	21IABBA041	HARSHITHA A	AB
41	21IABBA042	ILLYAS BASHA C	AB
42	21IABBA043	INFANT MATHEW J P	AB
43	21IABBA044	INZAMAM ALAM	AB
44	21IABBA045	JAGDISH B	AB
45	21IABBA046	JAI PRAKASH R	AB
46	21IABBA047	JAVERIYA SADIYA	AB
47	21IABBA048	JEEVITH S	AB
48	21IABBA049	JEROM ALEXANDER J	AB

49	21IABBA050	JITENDER R	<i>Jitender</i>
50	21IABBA051	JOHN DANIEL J	AB
51	21IABBA052	JOSHUA V	<i>Joshua</i>
52	21IABBA053	KANGABAM CHITARANJAN SINGH	<i>K.A.</i>
53	21IABBA054	KARTHIK KUMAR V	<i>K.K.V.</i>
54	21IABBA055	KAVYA K	AB
55	21IABBA056	KEERTHANA N B	<i>Keerthana</i>
56	21IABBA057	KHAN SAIF FEROZ	AB
57	21IABBA058	LALITH SHARKI	AB
58	21IABBA059	LAVANYA O P	AB
59	21IABBA060	LEONARD AUSTIN	<i>Leonard</i>
60	21IABBA061	LIKITHASHREE S	<i>Likithashree</i>
61	21IABBA062	LIZY S	<i>S. Lizy</i>
62	21IABBA064	M POORNICA	AB
63	21IABBA065	MADESH	AB
64	21IABBA066	MADHAN ABISHEK D	AB
65	21IABBA068	MANISHA CHUNARA L	AB
66	21IABBA069	MANJUNATH H	AB
67	21IABBA070	MANOVA J	<i>Manova</i>
68	21IABBA071	MD UMAR SHEKH	<i>Md. Umar Shekh</i>
69	21IABBA072	MEENA B	AB
70	21IABBA073	MEZAN KHANUM	<i>Mezan</i>
71	21IABBA074	MOHAMMED ADNAN	AB
72	21IABBA075	MOHAMMED AFAQ S I	AB
73	21IABBA076	MOHAMMED AFTAB	AB
74	21IABBA077	MOHAMMED ASFAN PASHA	AB
75	21IABBA078	MOHAMMED ATEEF BAIG	<i>A.T.</i>
76	21IABBA079	MOHAMMED FAISAL R	AB
77	21IABBA080	MOHAMMED HUSAM H A	AB
78	21IABBA081	MOHAMMED HUZAIF K A	AB
79	21IABBA082	MOHAMMED JUNAID SHARIFF	AB
80	21IABBA083	MOHAMMED KAIF	AB
81	21IABBA084	MOHAMMED MOINUDDIN	<i>M.I.M.</i>
82	21IABBA085	MOHAMMED NADEEM SHAHIB S	<i>Nadeem S</i>
83	21IABBA086	MOHAMMED SAAD	<i>Saad</i>
84	21IABBA087	MOHAMMED SHAIK FAHAD	AB
85	21IABBA088	MOHAMMED SHOAIB	AB
86	21IABBA089	MOHAMMED SUFIYAN A	AB

INDIAN ACADEMY

Degree College - Autonomous

Indian Academy Degree College - Autonomous
 Department: B.B.A Batch: BBA - B Semester: S4

Sl No.	Reg No	Name of student	Student Signature
1	21IABBA090	MOHD RAZA MOHD AHMAD	
2	21IABBA091	MOMINA FATHIMA	
3	21IABBA092	MUSKAN SULTANA	AB
4	21IABBA093	NAGAVAISHNAVI B	AB
5	21IABBA094	NANDINI R	AB
6	21IABBA095	NANDITHA D	AB
7	21IABBA096	NARENDER SINGH	
8	21IABBA097	NATASHA VALERIA N	AB
9	21IABBA098	NAVEEN M	AB
10	21IABBA099	NIDHIN M	
11	21IABBA100	NIKHIL V	
12	21IABBA101	NIRMAL K	
13	21IABBA102	NITHIN R	
14	21IABBA103	NITHISH KUMAR V	AB
15	21IABBA104	P DARSHAN	
16	21IABBA105	PACHAIAPPAN RANGANATHAN	
17	21IABBA106	PAVANI N	
18	21IABBA107	PAVITHRA M N	
19	21IABBA108	PEARLIEN A	
20	21IABBA109	PLATISHA WONNIANA CHISNIVA	AB
21	21IABBA110	PRIYANKA S	AB
22	21IABBA111	PUNITH T B	
23	21IABBA112	R VARSHA	
24	21IABBA113	RADHIKA R	
25	21IABBA114	RAJA RAO E	AB
26	21IABBA115	RAKSHITH R	AB
27	21IABBA117	RAMU M	
28	21IABBA118	RANA SEN S	AB
29	21IABBA119	RANJITH K	AB
30	21IABBA120	RITHIK KUMAR	AB
31	21IABBA121	RITU RAY	@Ray
32	21IABBA122	ROWAN KOSHY	AB
33	21IABBA123	RUBEN RAVI R	
34	21IABBA124	SAHIL KHAN J	
35	21IABBA125	SAI GOWTHAM P	
36	21IABBA126	SAI KOUSHIK P	
37	21IABBA127	SAMA KHAN	
38	21IABBA128	SAMEENA TAJ	
39	21IABBA130	SANDEEP SHARMA	AB
40	21IABBA131	SANDESH THAPPA A	
41	21IABBA132	SANIYA BANU M	AB
42	21IABBA133	SANJANA P	AB
43	21IABBA134	SANJAY P	AB
44	21IABBA135	SANJAY R	AB
45	21IABBA136	SANTHOSH S	
46	21IABBA137	SARADHI K	
47	21IABBA139	SHAIK RAHIM	
48	21IABBA140	SHAILESH R	AB
49	21IABBA141	SHAKTHI KIRAN S	

50	21IABBA142	SHANTHA KUMAR K	
51	21IABBA143	SHEEMA RAKSHAN	AB
52	21IABBA144	SHIVA SINGH	Sheema
53	21IABBA145	SHREYA SHREE S	Shival Singh
54	21IABBA146	SHREYAS G	Mega
55	21IABBA147	SNEHA ASHOK RAMPUR	Star
56	21IABBA148	SRI NITHIN S	Sneha Ashok
57	21IABBA149	SRUSHTI R A	Semi
58	21IABBA150	SUFIYA UZMA S	AB
59	21IABBA151	SUJITHRA M	Sufiya
60	21IABBA152	SURAJ BHAN	Kishor G
61	21IABBA153	SURYA LAKSHMI	AB
62	21IABBA154	SYED ABDUL MANNAN ASIF	AB
63	21IABBA155	SYED AFAQ	AB
64	21IABBA156	SYED ARFATH	AB
65	21IABBA157	SYED FARID	AB
66	21IABBA158	SYED IBRAHIM AHMED	Syed Farid
67	21IABBA159	SYED JALAL AHMED	AB
68	21IABBA160	SYED KHALEEL UR REHMAN	AB
69	21IABBA161	SYED REHAAN SAYEED JALAL	Sheema
70	21IABBA162	SYED SAQEEB	AB
71	21IABBA163	SYED ZEESHAN ALI	AB
72	21IABBA164	TANUJA P	Syed Zeeshan Ali
73	21IABBA165	TEJASHWINI G	Tanuja P
74	21IABBA166	TERENCE A	AB
75	21IABBA167	UDAY KIRAN N	Terence A
76	21IABBA168	UMME SALMA	Umm Salma
77	21IABBA169	USMAN SATTAR	AB
78	21IABBA170	UWAIS RAFFIUDDIN	AB
79	21IABBA171	VARSHA U	AB
80	21IABBA172	VARSHINI RAMESH	AB
81	21IABBA173	VARSHITH S	AB
82	21IABBA174	VARSHITHA M	AB
83	21IABBA175	VASANTH P	AB
84	21IABBA176	VENKATA CHANNA KESHAV RAO RV	AB
85	21IABBA177	VIGNESH KUMAR	AB
86	21IABBA178	VISHAL KUMAR N	Vishal Kumar N
87	21IABBA179	VISHAL RAI	Vishal Rai

INDIAN ACADEMY

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Workshop Feedback Form

Speaker/s: Mrs. Himani Nikhil Bathija.

Company & Designation: Part time / adjunct Faculty for Karedi and AFSC Institute.

Topic: Digital marketing (email marketing)

Nature of Audience: Students

Date & Time: 29th April 2023 (09:00 to 12:30)

Views of the Speaker/s: Students were attentive, the area was clean and neat where presentation happened. The organizers were well prepared. I love the welcome gift (plant).

Himani

Signature of the guest

Contact: 08901134435

Email: himanibatheja@gmail.com

Views of the beneficiaries

- * We got in depth knowledge about various digital marketing platforms
- * Knowledge about different digital marketing tools which can be used in our day to day work life

Remarks

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Workshop Feedback Form

Speaker/s: Shahid Afrid

Company & Designation: CEO/Founder, haadi organization

Topic: Digital marketing (social media marketing)

Nature of Audience: Students

Date & Time: 29th Apr 2023

Views of the Speaker/s: very interactive students

Shahid Afrid (6360023136)
Signature of the guest

Views of the beneficiaries

1. Interactive, Creative, Knowledgeable.
2. Social interaction, Good Communication

Remarks



Afrid
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DEPARTMENT OF HUMANITIES

Report on Guest Lecture by Mr. Shivananda Nayak S. on "Graphology"

Date: December 11th, 2023

Venue: Indian Academy Degree College - Autonomous, Bangalore, Department of Humanities

Introduction:

The Department of Humanities at Indian Academy Degree College, Bangalore, had the privilege of hosting Mr. Shivananda Nayak S. for a guest lecture on the fascinating subject of "Graphology." Mr. Nayak, a seasoned professional with a master's degree in Psychology and diversified expertise in pharmaceuticals and Learning & Development, provided deep insights into the field of graphology and its applications.

Speaker Profile:

Mr. Shivananda Nayak S. holds a master's degree in Psychology and has undergone specialized training in Graphology in Germany. He blends his expertise in Psychology, Neuro-Linguistic Programming (NLP), and traditional Indian techniques to aid clients, with a particular focus on school children and young adults. As the Director of Seetanadi Wellness & Academic Merit Initiatives LLP, he innovatively applies handwriting skill training and analysis, along with reviving ancient stress relief practices. His workshops have had a significant impact at institutions like Maharani's, NMKRV, and TAPMI. Additionally, Mr. Nayak actively contributes through articles and television debates on psychology and education.

Key Insights from the Lecture:

- **Understanding Graphology:**

Mr. Nayak began by introducing graphology as the study of handwriting to infer a person's character, personality traits, and psychological state. He explained that graphology can reveal insights into a person's subconscious mind, making it a valuable tool for personal development and psychological assessment.

undoubtedly benefit the students and faculty, encouraging them to explore the applications of graphology in various fields.

Acknowledgements:

We extend our sincere gratitude to Mr. Shivananda Nayak S. for sharing his valuable knowledge and experiences with us. We also thank the Department of Humanities for organizing this enriching session.

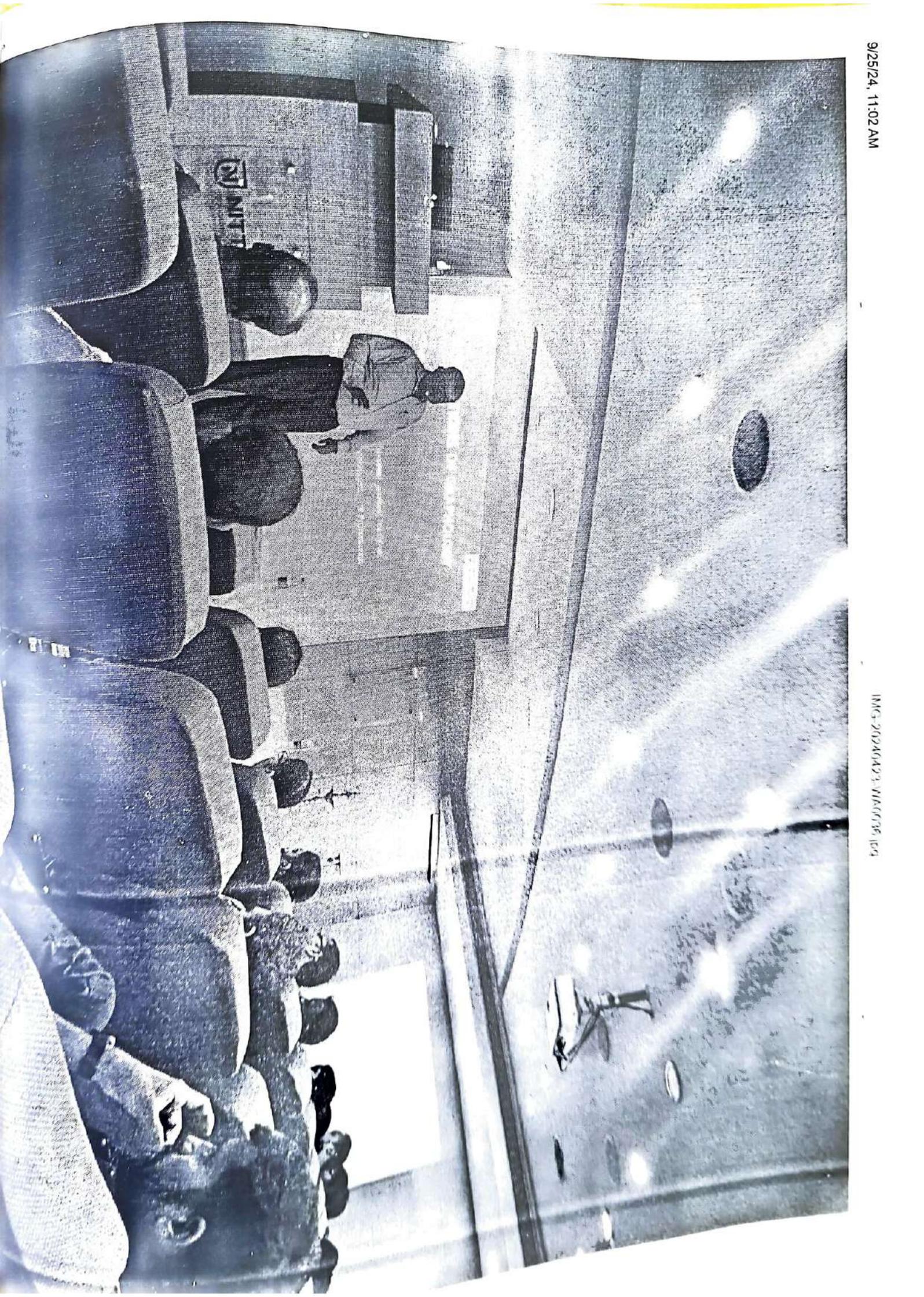
Shubhi Deepali
Coordinator

Shubhi
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AUTONOMOUS
HENNUR MAIN ROAD
BANGALORE

[Signature]
HOD

HEAD OF THE DEPARTMENT
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9/25/24, 11:02 AM

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DEGREE COLLEGE - AUTONOMOUS

DEPARTMENT OF HUMANITIES

ATTENDENCE LIST

EVENT:GUEST LECTURE

Date:12-12-2023

Register No.	Name of the Student	Signature
21IABOA001	FALAK FATHIMA	<i>Falak Fathima</i>
21IABOA002	GUHAN S	<i>Guhan S</i>
21IABOA003	K A ARBAZ ALI KHAN	<i>K A Arbaz Ali Khan</i>
21IABOA004	MEHTAB A	<i>Mehtab A</i>
21IABOA005	MURALI S	<i>absent</i>
21IABOA006	NIKITHA MICHAEL	<i>Nikitha Michael</i>
21IABOA007	NITHIN RAJ KUMAR	<i>Nithin Raj Kumar</i>
21IABOA008	RAKSHITHA S P	<i>Rakshitha S P</i>
21IABOA009	S VIKRAM	<i>S Vikram</i>
21IABOA010	SHARON KEZIAH L	<i>Sharon Keziah L</i>
21IABOA011	V SAI KEERTHI	<i>V Sai Keerthi</i>
21IABOA012	ASHA	<i>Asha</i>
21IABOA013	AYUSH TIWARI	<i>absent</i>
21IABOA014	MOHAMMED IZHAN S S	<i>Mohammed IZHAN S S</i>
21IABOA015	MONIKA H	<i>Monika H.</i>
21IABOA016	PARVEEN TAJ A	<i>absent</i>
21IABOA017	RAJA JUNAID JAVID	<i>Raja Junaid Javid</i>
21IABOA018	RENUKA	<i>Renuka</i>
21IABOA019	SANJANA P	<i>Sanjana P</i>
21IABOA020	TENZIN LHAKPA	<i>Tenzin Lhakpa</i>
21IABOA021	U NITHISH KUMAR	<i>absent</i>
21IABOA022	ASWIN S	<i>absent</i>
21IABOA023	BHARATH KUMAR G S	<i>Bharath Kumar G S</i>
21IABOA024	JANCY W	<i>Jancy W</i>
21IABOA025	KRIPA RAI	<i>absent</i>
21IABOA026	MONICA S	<i>absent</i>
21IABOA027	NANI R	<i>absent</i>
21IABOA028	RACHANA R	<i>absent</i>
21IABOA029	S R JOSEPH MARY	<i>S R Joseph Mary</i>
21IABOA030	SHARANYA M	<i>absent</i>
21IABOA031	VERONICA J	<i>absent</i>
21IABOA032	ALVIN OLIVER MILTON	<i>absent</i>
21IABOA033	ASHWIN ROZARIO	<i>absent</i>
21IABOA034	DEEPA K NAIR	<i>absent</i>
21IABOA035	GRACE LALITHANKIMI	<i>absent</i>

36	21IABOA036	KARTHIK B	
37	21IABOA037	MARIYA R	Handwritten
38	21IABOA038	MEGHANA C	Handwritten 12
39	21IABOA039	N SRUSHTI	Megha
40	21IABOA040	NANCY ARUN SHRIKANDE	Nushta
41	21IABOA041	S MANOJ KUMAR	Nancy
42	21IABOA042	SHAKTHIVEL R	Manoj
43	21IABOA043	SHIJAGURUMAYUM ARINA	Absent
44	21IABOA044	SIDDHARTH P	Sina
45	21IABOA045	SUKANYA ACHARYYA	Siddharth
46	21IABOA046	SYEDA SABAHATH HAFSA	Sukanya
47	21IABOA047	SYLVESTOR LAZARUS A	Handwritten Absent

Name & Signature of the Class Teacher
[Handwritten Signature]

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 BANGALORE

Name & Signature of the HOD
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Department of Humanities

CIRCULAR

Date - 01/12/2023

Subject: Guest Lecture on Graphology by Mr. Shivananda Nayak S.

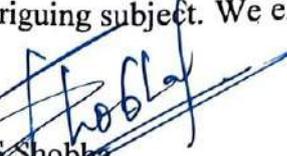
Dear Students,

We are pleased to inform you that the Department of Humanities is conducting a guest lecture on Graphology by esteemed speaker Mr. Shivananda Nayak S. This lecture will provide insights into the study of handwriting and its psychological implications.

Event Details:

- Date: 11th December, 2023
- Time: 11 am
- Venue: room no S4, BA block

This is a wonderful opportunity for all B.A. students to expand their knowledge and engage in an intriguing subject. We encourage everyone to attend and participate actively.


Prof S Shobha
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