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Insights...Influence...Impact...

Mahajana Education Society (R)  
SBRR Mahajana First Grade College (Autonomous)  
Pooja Bhagavat Memorial Mahajana Education Centre  
Department of Studies in Business Administration

**JAN**  
2024  
Volume 1



## Message from President and Secretary

We are very happy to know that MBA Department is bringing out a Newsletter. You are all here with us in Mahajana to lead the outside World. Our aspiration is to provide an Educational Excellence. In that, we ensure that every student must make a positive difference in the journey of achieving and attaining knowledge in expecting excellence. We ensure that our students enjoy learning and must indulge in co-existent, scholastic and co-curricular to fulfill their potential. We also strive to provide a caring, supportive and challenging environment to our students, in which they can grow and flourish to a greater height. As we are Autonomous, our college curriculum is carefully structured in such a way to deliver the quality education to the students. To meet the needs of high standard of education, we incorporated the best and innovative practice of education and teaching together. Also we are aware about the role of the teacher in welfare and progress of the student. The teaching faculties here bridge the gap between knowledge & student and initiate "Communication Bridge" with their students to facilitate communicative learning which is very useful for pursuing academic passion. We strongly believe that true education should instill knowledge, creativity, tradition and culture among the students. We, along with our team, work together to motivate our students to perform well in every walk in their journey, towards Nobel citizens of our society. Wishing you all a very happy and prosperous new year, 2024. May this year bring new happiness, new goals, new achievements and a lot of new inspirations in your lives!!

Sri. T. Muralidhar Bhagavat  
President

Dr. Vijayalakshmi Bhagavat  
Hon. Secretary

Celebrating  
**20** years of  
Department  
of  
Studies  
in  
Business  
Administration

## Leaders in Management

## Principal's Message

"The best way to become acquainted with a subject is to write about it."

-Benjamin Disraeli

It is a matter of great pleasure and satisfaction that the Department of MBA is bringing out a newsletter setting a milestone in the department's journey. A newsletter by a department is a mirror reflecting its endeavours to provide the best learning avenues through its curricular and co-curricular activities while recording the achievements of students and staff. It also provides an avenue for students to develop writing skills on topics related to their discipline while kindling an interest in reading beyond the curriculum. This also helps them keep abreast of the recent trends in their field of interest. I wish the students and faculty make the best use of the newsletter to contribute articles which attract readers outside the field of management. So, a beginning has been made and do not hesitate to put the pen on the paper. I would like to quote Canadian writer Margaret Atwood, "If I waited for perfection, I would never write a word." As you traverse the path of sharing thoughts, ideas, and experiences you will discover more and may the newsletter grow and continue to grow in volumes.

Hearty Congratulations to the Head of the Department and faculty members on this initiative and, I wish the department the very best!!!

## Message from CEO

I am sure that this newsletter serves as a platform to showcase the achievements, events, interactive sessions, experiences and much more, in addition to insightful articles, industry updates, and success stories of our alumni. This activity is an appropriate way for the students and faculty to get indulged, informed and engaged; which definitely enhances academic ambience and compel the contributors to strive for excellence. Let this newsletter be a testament to the hard work and dedication of the team in bringing out the latest and most relevant information, professional trends and practices in the ever-evolving field of business administration. Let it be a source of inspiration and information for everyone.

Congratulations to the MBA TEAM on the release of the newsletter and I wish all the best to the Team in all future endeavours. Keep up the good work.....!

Prof. S. R. Ramesh  
CEO & Academic Advisor

## Message from the Director

I am delighted to extend my warm greetings to all of you, as we embark on a significant milestone-the inaugural edition of our MBA department's newsletter. This publication stands as a testament to our commitment to excellence, innovation and continuous pursuit of knowledge. Within the pages of this newsletter, you will find a showcase of the innovative thoughts and ideas that make our faculty members true trailblazers in the field of business education. Our dedicated team has consistently demonstrated a passion for exploring new horizons, pushing boundaries, and embracing cutting-edge approaches to teaching and research. I encourage each faculty member to share their insights, experience, and unique perspectives. Let this newsletter be a platform to celebrate this diversity of thought that enriches our academic environment. By fostering a culture of collaboration and intellectual curiosity, we can inspire our students to think beyond the conventional and embrace the challenges that come with ground breaking initiatives.

To our students, I extend a special message of motivation. Your journey in the MBA program is not just about acquiring knowledge but also about developing the resilience and courage to tackle challenges head-on. In this newsletter, you will find stories of our peers who have dared to dream big, take risks, and emerge victorious. Let their experience be a source of inspiration as you navigate the exciting and demanding landscape of business education. Moreover, I invite our esteemed staff members to consider initiating new and emerging courses in business. The world of business is dynamic, and we must evolve with it. Your expertise and commitment are the driving force behind our department's success, and I encourage you to explore opportunities that align with the ever-changing demands of the business world. As we celebrate the achievements of the past and embrace the opportunities of the future, let this newsletter serve as a symbol of our collective dedication to excellence. Together, we can continue to shape the future of business education and empower our students to become visionary leaders.

Thank you for your unwavering commitment and contributions to our MBA department. I look forward to witnessing the continued growth and success of each member of our vibrant academic community.

Dr. C.K. Renukarya  
 Director - PG Wing

## FROM THE EDITOR'S DESK.

Let me quote Kent Nerburn who said, "The true measure of your education is not what you know but how you share what you know with others." Interestingly, education accentuates sharing. At this juncture, it gives me immense pleasure to present before you the inaugural edition of our Newsletter! As an Editor, it is both an honour and a privilege to take on this role and contribute to fostering a stronger sense of fraternity within our department. The creation of this newsletter marks the beginning of a new chapter, one where we can share, celebrate, and amplify the remarkable accomplishments and ongoing initiatives within our academic family. Our department has always been a bastion of knowledge and innovation, and through this newsletter, we aim to spotlight the incredible work of our faculty and students. I am excited about the potential for this newsletter to become a platform for collaboration and fostering knowledge-sharing.

Editing is the most companionable form of Education. The overwhelming support by Management, Faculty and Students in our endeavour to bring out this Newsletter is highly commendable. I profusely thank them all for the support and enthusiasm as we embark on this exciting venture together. I look forward to showcasing the incredible stories and achievements that make our department truly exceptional.

Prof. Harish Machia Kodandera  
 Head of the Department, MBA

## ABOUT OUR INSTITUTION

SBRR Mahajana Education Centre was started with an aim of providing quality education to all sections of society specifically focusing on the marginalized section. The founder, Late Sri. Rattehalli Ramappa - a great visionary laid the foundation for this esteemed institution way back in 1937. Since its inception, the institution has robustly grown in many facets under the dynamic leadership of Late Sri. R Vasudeva Murthy - an industrialist and philanthropist. Over the past few years, the need for education has grown multi fold and accordingly the institution has equipped itself to providing education from the Kindergarten to the PG stage. The PG wing was established in July 2003 in a sprawling area of 20 acres with the motto "Enter to learn, depart to serve". It currently offers courses across 10 disciplines in the areas of Social Sciences, Life Sciences, Technical Science and Tourism & Hospitality Management.

## THEME OF THE MONTH

## EMBARK INDIA START-UPS

## THE DEPARTMENT OF STUDIES IN BUSINESS ADMINISTRATION – MBA

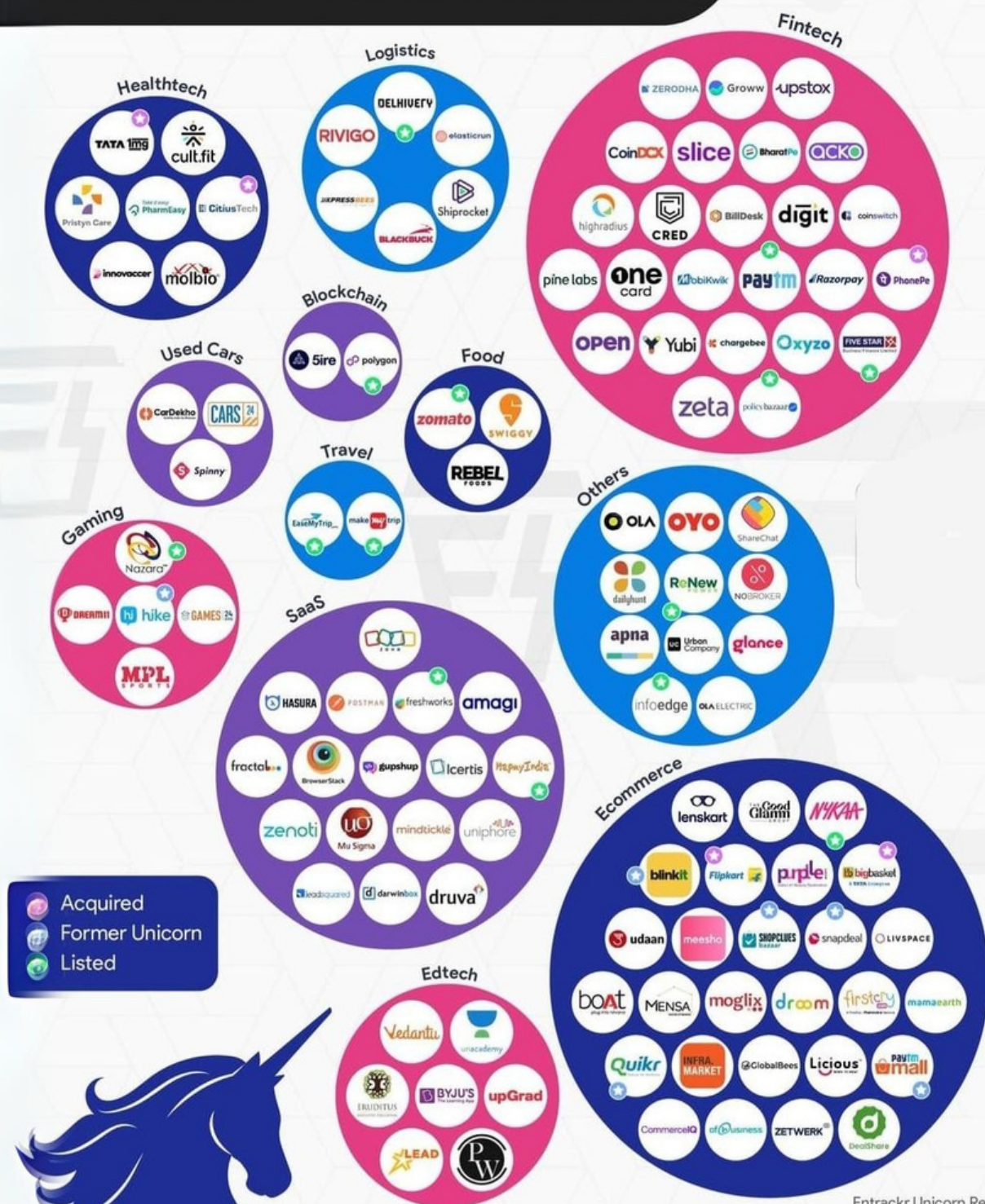
The month of January signifies the phrase “Out with the OLD, In with the NEW” which depicts that the old paradigm of going with the flow is systematically let go and the new paradigm of a growth mind-set that creates overall joy and a sense of well-being should be embraced. The theme of the month focuses on Start-ups to encourage the spirit of entrepreneurship and promote achievements of Indian start-ups, especially created by the Youth. It is also designed to provide a platform for start-up entrepreneurs to discuss innovation. The theme also supports the ideas of Swami Vivekananda and The National Youth Day, celebrated annually on January 12th. Let us leverage from a rich history laced with the life and teachings of Swami Vivekananda and the evolving aspirations of young people across India. The month of January gets its name from the Roman God, ‘Janus’, the God of beginnings and transitions. The basis of the theme of the month also aligns with the ethos of January which signifies how our youth can transform themselves by tapping into the opportunities on offer in the present competitive world.

The Department of Business Administration was started in 2004 considering the growing needs of the business world. The Department was affiliated to the University of Mysore till 2018. Looking at the industry needs and growing competition, it was felt that the course had to be restructured on par with the market needs and with this was born the autonomous status from 2019. A new era was born with our students feeling more confident and carrying stronger convictions. The motto of the teaching fraternity in the MBA department is “learn, unlearn to relearn”. Through Internships, projects, field trips, Industrial visits and educational tours, the department constantly strives to provide practical exposure to students and make them a ready fit for the business world. The faculty handhold the students throughout and continuously monitor and review their performance. In a nutshell, the department has been constantly organizing dedicated programs for the holistic development of students.



# FACTS AND FIGURES BUILDING ON INFO BRICKS

## Unicorns in India



Source: Entracker Unicorn Report 2023

# FACTS AND FIGURES BUILDING ON INFO BRICKS

## Rise of the Indian Startup Ecosystem



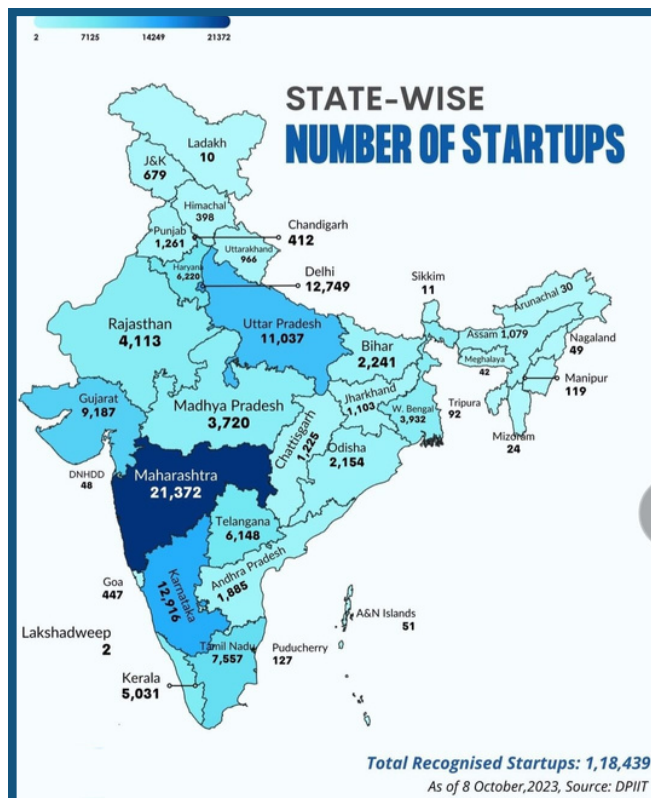
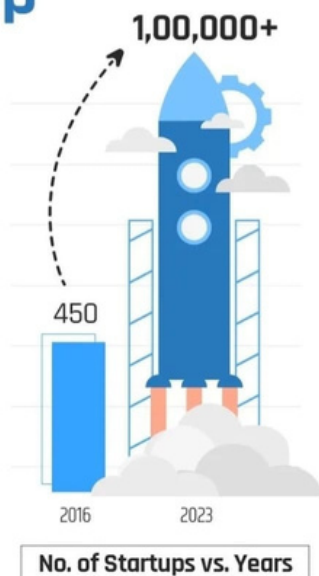
India registered 1,00,000+ startups by 2023\*



DPIIT has registered over 3,000 fintech startups



India today is the **third-largest** startup ecosystem globally



## India Hits Historic Low in Unemployment Figures

Unemployment Rate

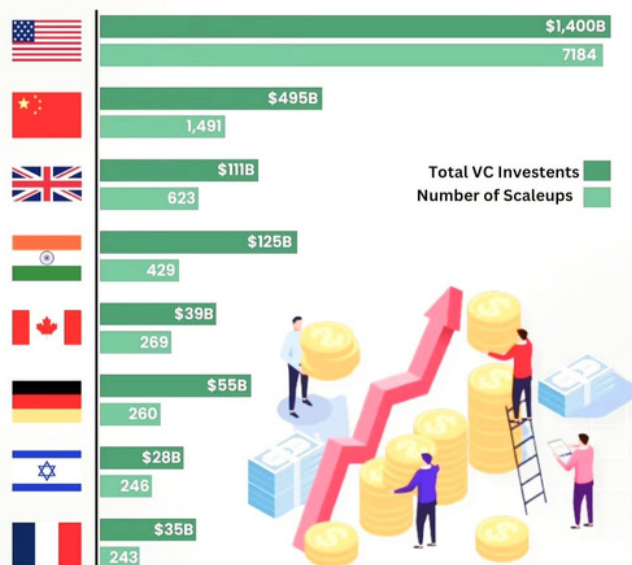


FY18

FY23

Rise in self-employed individuals surged to **57.3% in FY23 from 52.2% in FY18**

## TOP STARTUP FUNDING NATIONS



valuation as of Sept 2023

## FUNDING AVAILABLE FOR START-UPS AT EACH STAGE OF THEIR DEVELOPMENT

Funding Type (Avg. US\$ Value in India)	Start-up Stage
Angel funding (10K–1M)	Early/idea stage: seek funds for developing prototype of product/service
Seed Funding (10K–1M)	Early/idea stage: test and develop the idea and require R&D funding (e.g., for patents)
Pre-Series A (10K–1M)	Early stage: with some market traction looking for individual-bridge round
Series A (1M–5M)	Early stage: demonstrated traction ready to expand operations and uses funds for capex, working capital, expansion
Series B (3M upwards)	Early stage: established with demonstrated traction and needs to scale after demonstrating product market fit
Series C, D (6M upwards)	Growth stage: established and successfully running at scale and poised to expand using funds for capex, organic, or acquisition growth
Series E, F, and beyond (15M upwards)	Growth stage: well established and successfully running at scale and maybe poised for IPO



# STUDENTS' GALLERY

## "EMBRACING VULNERABILITY"

### THE POWER OF OPENING YOUR HEART

In the world that often values strength and resilience, vulnerability is often seen as a weakness. However, embracing vulnerability can actually be a courageous act that opens the door to profound personal growth and connection with others. When we allow ourselves to be vulnerable, we invite authenticity, empathy, and deep emotional connections into our lives.

At its core, vulnerability is about being honest and transparent with ourselves and others. It's about acknowledging our fears, insecurities, and imperfections, and having the courage to share them openly. This may seem scary at first, as it requires letting go of our protective walls and allowing others to see us in our rawest form. But it is through this openness that we create meaningful connections and forge deep bonds with those around us.

When we embrace vulnerability, we create a safe space for others to do the same. People are drawn to authenticity and vulnerability because it allows them to feel seen, heard, and understood. By sharing our own vulnerabilities, we give others permission to do the same, fostering an environment of trust and empathy.

Opening our hearts and embracing vulnerability also invites personal growth. It is through vulnerability that we confront our fears, challenge our limitations, and step outside of our comfort zones. By facing our vulnerabilities head-on, we gain a deeper understanding of ourselves and our emotions. We learn to embrace our imperfections and find strength in our vulnerabilities.

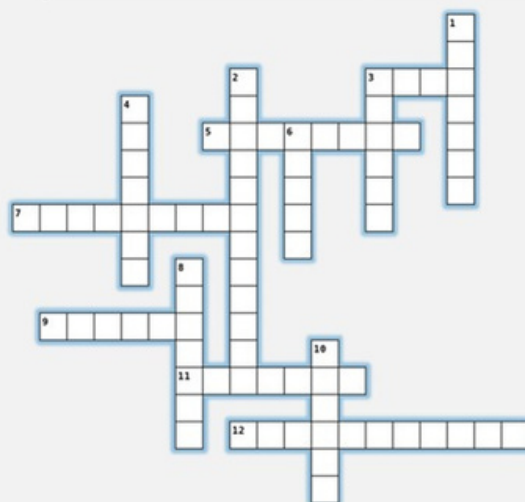
Additionally, vulnerability allows us to cultivate empathy and compassion for others. When we are open and vulnerable, we become more attuned to the emotions and experiences of those around us. We develop a greater capacity to understand and support others, fostering stronger and more meaningful

relationships. Embracing vulnerability is not always easy. It requires us to let go of our fear of judgment, rejection, and failure. However, the rewards that come with embracing vulnerability are immeasurable. It allows us to live more authentically, connect more deeply with others, and experience profound personal growth.

MAYRAJ FATHIM, P01BH22M015085  
MBA [2ND YEAR]

## AT THE CROSS ROADS!

### Crossword | Taglines of Indian Startups



#### Across

3. Not Everyone Gets It
5. Ab Har Wish Hogi Poori
7. Take it easy
9. Never have a bad meal
11. Be better, everyday
12. Property Sahi. Milegi Yahin.

#### Down

1. Samajh aayega toh mazaa aayega
2. Taalo nahi, \_\_\_\_\_ se le daalo
3. Car bechni ho, toh \_\_\_\_\_
4. Yeh Apna Game Hai
6. \_\_\_\_\_ karo
8. Never Stop Living
10. Making Logistics Human

## "VENTURES OF VISION: A POETIC ODYSSEY IN THE BUSINESS REALM"

From humble beginnings, a dream took flight,  
An idea ignited, shining so bright.  
With passion and drive, a vision in sight,  
The journey of business, a thrilling delight.

The entrepreneur's spirit, brave and strong,  
Navigating challenges, facing them head-on.  
Building a team, united and true,  
Together they strive, the dream they pursue.

Innovation sparks, ideas take shape,  
Market research, strategies to reshape.  
Through ups and downs, they adapt and learn,  
Failures and successes, lessons to discern.

The market evolves, new trends arise,  
Adapting to change, the business thrives.  
Expanding horizons, reaching new heights,  
Global connections, opening new sights.

With perseverance and a resilient soul,  
The journey continues, reaching the goal.  
Creating value, making an impact,  
The business grows, leaving an everlasting track.

So, embrace the journey, seize every chance,  
With determination, take your stance.  
For in the world of business, the journey unfolds,  
A story of passion, innovation, and goals.

BY MAYRAJ FATHIM, P01BH22M015085, MBA [2ND YEAR]

# CELEBRATIONS AS BONDING & BINDING PRACTICES

## Sankranti Sambhrama

To encourage the holistic development among students and to create the festival appreciation of culture, tradition and celebration, the event Sankranti Sambhrama was celebrated from 19th - 21st January 2023. Various competitions like Poetry & Kavana Writing, Lagori, Sack Race, Musical Chair, Tug of War and Rangoli were organized to promote camaraderie among students and faculty of our PG Wing.



## Leveraging Learning: Excellence- The relentless pursuit of Dramatic Difference

A unique interactive session of the faculty members as part of team building and good organizational culture was initiated by Prof. Harish Machia Kodandera, HoD, DoS in Business Administration, on 19th June 2023, to boost, energize and navigate the faculty team towards their personal and professional excellence. He inspired the team to look at the GAP as "Gaining Another Perspective" and to make use of the opportunities to build better robust personalities in the ecosystem.



## Relishing sweet memories

The practice of respect, trust and care for each other is one of the inimitable practices of the Department through celebrations of all teaching faculty and non-teaching staff birthdays as it believes "Coming together is a Beginning, keeping together is Progress and working together is Success".





# DEPARTMENT STEPS TOWARDS HOLISTIC DEVELOPMENT

## Mahaan Cup 2023 14th – 15th July 2023



## Three-day National Level Workshop on Financial Valuation & Modeling – 14th – 16th September 2023



## Alumni Interactive Session – 4th September 2023 Ms. Sherin, Specialist, Fidelity, National Financial Services, Bengaluru



## Alumni Talk – 23rd February 2023



## Health Education: ZYAEL Talks – 30th September 2023



## Five-day Student Development Programme on Research Methodology – 22nd – 26th May 2023



## Industrial Visit to UB & Pams Engineering on 8th & 9th February 2023





# GLOSSARY

- **Unicorn:** Unicorn is a term used in the venture capital industry to describe a privately held start-up company with a value of over \$1 billion USD.
- **Decacorn:** A Decacorn is company that has attained a valuation of more than \$10 billion USD.
- **Elevator Pitch:** An elevator pitch is a concise, carefully planned, and well-practiced description about organization.
- **Incubator:** An organization that helps develop early stage companies, usually in exchange for equity in the company.
- **Lead investor:** A venture capital firm or individual investor who organizes a specific round of funding for a company.
- **Runway:** The amount of time a start-up can operate before running out of money.
- **Angel Investor:** Individuals who provide capital for a business start-up, usually in exchange for convertible debt or ownership equity.
- **ALUO** (Advantages, Limitations, Uniqueness and Opportunity) an evaluation tool for ideas.
- **Exit Strategy:** A plan outlining how an entrepreneur intends to cash out of an investment, typically through a sale or merger.
- **Lean Start-up:** A methodology for developing businesses and products that emphasizes customer feedback and iterative design, aiming to reduce waste and shorten product development cycles.
- **Burn Rate:** The rate at which a start-up uses up its cash reserves or venture capital to cover operating expenses.
- **Disruptive Innovation:** An innovation that creates a new market or value network, eventually disrupting an existing market.
- **Freemium:** A business model that offers basic services for free, with the option to purchase premium features or services.
- **Scalability:** The ability of a business to handle increased workload or demand without compromising on performance.
- **Blue Ocean Strategy:** A business approach that focuses on creating and capturing new market space, rather than competing in existing markets with established competitors.
- **Cohort Analysis:** A method of analysing the behaviour of groups of users over time typically used to track customer retention and engagement.
- **Cap Table:** An official document that described the capital structure of a start-ups, generally used to view the percentage ownership that each investor or employee owns of the company.
- **Crowdfunding:** Asking a large number of people for a small amount of money each

## INTERESTING FACTS ABOUT START-UPS- A SNAPSHOT

- Newbies are born every 60 seconds. It appears that about 3 new start-ups arrive in the market every second in India.
- India stands in the third place as the largest tech start-ups in the World.
- It is found that start-ups which have two or more founders have more success.
- It is said that many people come up with the idea of a star up due to lack of employment or while they are working in some other organization.
- According to Noam Wasserman, author of "The Founder's Dilemma", about 80% of the start-up founders do not care much about splitting their equity.
- There's nothing called the right time to starting a business. The right time is to find the idea you are passionate about.
- 95% of entrepreneurs cradling successful start-ups, at least hold a Bachelor's degree.
- The industries which witness the most number of start-ups are the Finance, Insurance and Real Estates.
- Unlike before, startups can raise funding from a lot of sources like Angel funding or Crowdfunding.
- Start-ups provide 3 million jobs in their first year.
- It is recognized that startups are solving problems in 56 diverse industrial sectors with 13% from IT services, 9% healthcare and life sciences, 7% in the education, 5% agriculture and 5% in the food & beverages sectors.
- Indian startups turned into Unricorns in 2021 and India witnessed the birth of 45 unicorns with a total valuation of \$102.30 bn. Bengaluru, Delhi NCR, and Mumbai continue to be the top cities preferred as unicorn headquarters.
- India is witnessing transition from age of unicorns to age of decacorns and as of 3rd Oct 2023, India has five startups namely, Flipkart, BYJU's, Nykaa and Swiggy, added in the decacorn cohort.

Source: <https://startup.siliconindia.com/>  
<https://www.investindia.gov.in/indian-unicorn-landscape>  
<https://www.livemint.com/>





## Accreditation and Affiliations



ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
UNIVERSITY OF MYSORE



अखिल भारतीय तकनीकी शिक्षा परिषद्  
All India Council for Technical Education



विश्वविद्यालय अनुदान आयोग  
University Grants Commission  
Quality higher education for all



## Members of



Confederation of Indian Industry



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## Knowledge Partners

