

Report on Udbhavana Confernece-2022

Date	16 th December 2022
Time:	09:00 AM
Venue:	CMS Business School, No.17, Sheshadri Road, Gandhi Nagar Bangalore
Section:	All sections
Batch:	2022-24
Semester:	1 st and 3 rd semester
Guest/Speaker Name:	Dr. L. Ravindran
Guest/Speaker Designation	President Bangalore Chamber of Industry and Commerce (BCIC)
Guest/Speaker Contact No & Email Id:	lravindran@wealthmaxindia.com / +91-9845394608
Guest/Speaker Company/ Institute Name:	Bangalore Chamber of Industry and Commerce (BCIC)
Faculty Coordinators Name:	Dr. Trupti Dr. Govindraj Dr. Anantha Iyer Dr. Rahul Gupta
Topic:	Udbhavana 2022 Student conference
Moderator (if any)	NA
No. of Attendees	30
Feedback:	Attached in the report
Brochure: (if any)	Yes
Budget of the Program (if any):	Rs. 39,600
Revenue Collected: (if any)	Nil

1. Introduction:

“UDBHAVANA” is an endeavor by the Marketing Area to create a forum where the students of CMS Business School may congregate to discuss and explore their research ideas and work and develop a better understanding about contemporary issues, challenges and opportunities in Business Management. This Conference provides a platform to the future leaders to present their research Reports and research articles which can discuss and elaborate thoughts to create a conducive environment for business growth.

2. Venue (Outside/Inside the campus): CMS Business School Sheshadri Road, Gandhi Nagar Bangalore

3. Program Objectives:

- Encourage research acumen
- Facilitate peer learning
- Encourage students to apply Business and Management knowledge in their research enquiry and
- to provide actionable and impactful research output
- Facilitate student publications

4. Relevance to PO, Relevance to PEO and PSOs

PO	Program Objective (PO)
PO1	PO1 - Apply knowledge of management theories and practices to solve business problems
PO2	PO2 - Develop analytical and critical thinking abilities for data-based decision making
PO3	PO3 - Understand, analyse and communicate global, economic, legal and ethical aspects of business
PO4	PO4 – Identify and apply trans-disciplinary tools and techniques for projects and solving problems

PO5	PO5- Lead oneself and others in the achievement of organizational goals and contribute effectively to a team environment
PO6	PO6 - Inculcate entrepreneurial mind-set for sustainability
PO7	PO7 - Imbibe value-based leadership for Excellence
PSO	Program Specific Objective (PSO)
PSO1	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
PSO2	Appraise the complex specificities of Indian Business to garner global reputation
PSO3	Develop a holistic thinking solopreneur for a self-sufficient society

5. Activity Overview: “UDBHAVANA” Student conference held at CMS Business school Gandhi nagar on 16th December.

6. Guest/Speakers’ Profile

Dr. L. Ravindran, Ph.D, CFP CM, is an accomplished finance expert , with over three (3) decades of work experience spanning employment in senior management roles in manufacturing and financial services companies of repute and is based in Bengaluru. He is a first generation entrepreneur. He has group of companies catering to financial services and also in the area of clean and green energy solutions. In his current role as MD and CEO of Wealthmax Enterprises Management Private Limited, based in Bengaluru, he with his team over the last 20 years since inception are involved in handling customers across the world, their hard-earned money with tight processes and best practices in an empathetic manner, besides setting up retirement homes in Coimbatore, Chennai, Bengaluru , etc. The Company has a professional board. Wealthmax is a profit making , dividend paying company following governance and social responsibility norms

His Ph.D doctoral thesis in finance from AIMA, Delhi- AMU is on thesis titled “Management of Pension Funds in select Indian sectors: Issues and Strategies”. The thesis provided recommendations, part of which have been accepted in the NPS (New Pension System) formulated by the Govt.

His company is an ISO certified company which has won the Rajiv Gandhi National Quality Award in 2007 along with Tata Ryerson Ltd, Tata Motors Ltd and Steel Authority of India Ltd during that year. His company Wealth max has also been a recipient of the CNBC TV 18 – Best Performing Financial Advisor awards for few consecutive years. Prior to becoming an entrepreneur, in his previous corporate career of 18 years, he has donned diverse management roles in compliance, sales and marketing, customer centric initiatives, management reporting, etc across companies of the likes of Voltas Intl, Zurich, 20th Century Finance , GE Alstom, etc to name a few. He is an elected committee member of the Bangalore Chamber of Industry and Commerce (BCIC) and President of the Chamber. He is the VP of the IIM Ahmedabad Alumni Association, Bangalore chapter. He has been involved in ‘financial literacy’ and ‘financial wellness’ programme by educating investors in various large organizations in India. He spearheads start up innovations across various forums. He was shortlisted to be within the Top 1000 persons in the world and as one among 61 Indians out of 161000 applicants to be travelling to MARS when selected in the year 2013.

He was also a Board member of (i.) MDRT (Million Dollar Round Table) – India, few years back and (ii.) Financial Planning Standards Board headed by Justice B.N.Srikrishna. He is also a mentor at IIMA- CIIE incubation centre. Besides official commitments, he spends quality hours in community development and helps build better eco friendly neighbourhood leading to clean and green living. He believes that working together and staying together by respecting productive and positive difference of opinions can create a civilised world.

He was a speaker in Sydney, Australia on financial services matters on Sept 2nd'2019 in the midst of an audience of over 8500 + from across 150 countries. During his younger days, he excelled in cricket and Table-Tennis. He writes weekly columns in economics and finances in leading newspapers, bulletins, journals, etc and also participates as a lead speaker in various issues of importance. He has travelled extensively around the world. His hobbies include playing golf and wildlife photography. He has participated in various forums and delegations to Japan, USA, Canada, Malaysia, Singapore, Dubai, Mauritius, Italy, Sri Lanka, Ireland, Germany and other EU countries, etc.

Dr. Ravindran is an ex- Vice President of South Indian cultural assn., Hyderabad and has a fond liking to Hindi songs sung by Asha Bhonsle and Kishore Kumar and songs in South Indian languages of S P Balasubramaniam, PB Srinivos. His office plays the olden day melodies throughout the day.

Dr. Ravindran is a regular columnist on 'personal finance' in various newspapers and periodicals.

Magnanimous contributor for socially deprived girl children to get educated and Married and also serves as a sevak at the Ragugudda SriPrasanna Anjaneya Swamy Temple.

Extra curricular activities: Watching latest movies in Hindi, Bengali, Kannada, Tamil, Reading motivational books, playing Golf.

7. Summary and Key Learnings of the session: Event was inaugurated by Dr. L. Ravindran, President of the Bangalore Chamber of Industry and Commerce (BCIC) . Guest addressed the gathering followed by dean Dr. Harold Patrick. Dr. Ravindran gave insights on importance of market research in various industries.

8. Participant details:

Name of the Presenter	USN nO.
ABHINAV S	21MBAR0225
Suraj Tiwari	21MBAR0673
Ekta Agarwal	21MBAR0642
Shubhi Mishra	21MBAR0293
Divyanshu Kumari	21MBAR0273
Surpriya Srivastava	21MBAR0704
Aishwarya Lakshmi	21MBAR0228
Jainam Jain	21MBAR0644
Shah Dipam J.	21MBAR0253
Diksha Das	21MBAR0641
Gnana Harshini	21MBAR0318
Mohammed Yaseen	21MBAR0280
KADIYALA ACHYUTH KUMAR	21MBAR0234
Aravind R	21MBAR0230
Riya Ram	21MBAR0664
Rose Koundal	21MBAR0251
Lavanya Rastogi	21MBAR0307
Dharshan K	21MBAR0023
Samarth Dandin	
Syed Daniyal Rahman	21MBAR0675
Atif Ahmed	21MBAR0269
Umang Agrawal	21MBAR0033
Tanneru Gowtham	21MBAR0677
DEEPAK JHANWAR	21MBAR0478
Harshitha. M	CMSBS/19088
Lavanya S	21MBAR0691
Shradesh Bhandare	21MBAR0815
Anirudh Kulkarni	
Mohammad	21MBAR0279
Kevin Joseph Saji	21MBAR0305

9. Details of Winners (if applicable): - NA

10. Details of the judges (if applicable): -

Track 1

Mr. Ram Powru
Dr. Sireesha

Track 2

Dr. Navneetha
Ms. Jayalashmi

Track 3

Dr. Naveen kumar
Mr. Bharat Rajanna

Track 4

Dr. Govindraj
Mr. Nipun Sharma

Track 5

Dr. Lubna Amreen
Rajesh Chadalavada

11. Attendance records: Available

Name of the Presenter	USN nO.
ABHINAV S	21MBAR0225
Suraj Tiwari	21MBAR0673
Ekta Agarwal	21MBAR0642
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Kevin Joseph Saji	21MBAR0305

12. Participants' Feedback, Feedback Analysis, and Attainment Calculation:

Questions to Map Pos	List of Pos & PSOs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Wt. Score				Max score	%age
How well was the objective of the Conference achieved?	PO1 PO3 PO5 PO6 PSO1PSO3	6	6	1	0	2	59				75	79%
Effectiveness of Expert Session?	PO1 PO3 PO5 PO6 PSO1PSO3	5	8	0	0	2	59				75	79%
Effectiveness of Technical Sessions?	PO1 PO3 PO5 PO6 PSO1PSO3	7	5	1	0	2	60				75	80%
Effectiveness of Panel discussion?	PO1 PO3 PO5 PO6 PSO1PSO3	6	5	2	0	2	58				75	77%
Satisfaction from overall learning?	PO1	8	5	0	0	2	62				75	83%
Infrastructure and logistics satisfy me	PO1	7	6	0	0	2	61				75	81%

POs	Q1	Q2	Q3	Q4	Q5	Q6					Q7	Q8	Captured By	Total Attainment Score	Level Achieved
PO1	79%	79%	80%	77%	83%	81%							Q1 Q2 Q3 Q4 Q5 Q6	80%	3
PO2															
PO3	79%	79%	80%	77%									Q1 Q2 Q3 Q4	79%	3
PO4															
PO5	79%	79%	80%	77%									Q1 Q2 Q3 Q4	79%	3
PO6	79%	79%	80%	77%									Q1 Q2 Q3 Q4	79%	3
PO7															
PSO1	79%	79%	80%	77%									Q1 Q2 Q3 Q4	79%	3
PSO2															
PSO3	79%	79%	80%	77%									Q1 Q2 Q3 Q4	79%	3

13. Proposals for the Event/Programme: Manager Admin and approved by Director

Date: 15-12-2022

To,

The Programme Coordinator,

Sub: Approval for Udbhavana 2022

The purpose of the conference is to provide research exposure to students. The planned program duration will be during 9.30am to 3.00 pm on 16th December 2022.

Respected Programme Coordinator your kind approval is requested for the conduct of the same.

The Dean has recommended this proposal.

Kind Regards,

Faculty Coordinator

Marketing Area

Signature

Programme Coordinator

Approval Authority

Signature

14. Minutes of Meetings:

Meeting Title	Udbhavana 2022	
Date of Meeting	28 th November 2022	
Meeting Venue	CMS Business School – Ground Floor Lounge/Dean Office	
Meeting Agenda	To conduct Udbhavana student conference	
In Attendance	Name	Title/Department/Organization
1	Dr. Harol Patrick	Professor & Dean- Academics
2	Dr. Sangeetha	Assistant Professor
3	Dr. Trupti	Assistant Professor
4	Dr. Govindraaj	Assistant Professor
5	Dr. Anantha Iyer	Assistant Professor
6	Dr. Rahul Gupta	Assistant Professor
7		
Key Meeting Outcomes		
	<ul style="list-style-type: none"> Decided on chief guest for the event. Number panels to be created for different department. Selection of panel members. 5 Internal and 5 external panel members were decided. 	
Action Plans, if any (along with the First Person Responsible)		
	<ul style="list-style-type: none"> Dr Trupti D 	

15. Budget: -

To,

The Directors/ Dean for kind approval

Sub: Budget for “Udbhavana 2022”

The **Management** is organizing “Udbhavana” on **16th December 2022**, at CMS Business School, Gandhi nagar Bengaluru

The following are the requirements for the same:

Item No	Particulars	Income	Expenditure		
			Quantity	Amount	Total Amount
1	Conference Kit: Pen and Note pad		60	Rs.10.00	Rs.600.00
2	Keynote Speakers Cash + Memento (Small)		1	Rs.3,000.00	Rs.3,000.00
3	Honorarium for Track Chairs		6	Rs.3,000.00	Rs.18,000.00
4	Cash Prize for Best Papers 6 Tracks		6	Rs.2,000.00	Rs.12,000.00
5	Food & Refreshment		1	Rs.6,000.00	Rs.6,000.00
	Total				Rs.39,600.00

Total in Words: Rupees Thirty-nine thousand and six hundred rupees only.

Director/Dean, kind approval is requested for conducting the’ **Udbhavana**’, and incurring the expenses **Thirty-Nine thousand and six hundred rupees** Only towards the same.

The Dean has recommended this proposal.

Kind Regards,

Faculty Coordinator
Marketing Area
Signature

Dean
Approval Authority
Signature

Director
Approval Authority
Signature

16. Trailing Emails/communications:

Dear Sir,

Greetings!

The conference committee of Marketing Area at CMS Business School, JAIN (Deemed-to-be University) takes this opportunity to cordially invite you to be our Keynote Speaker at the inaugural session of our Student Conference - Udbhavana 2022 on Friday, 16th December 2022 at 9:00 AM.

Conference title: Contemporary Issues, Challenges & Opportunities in Business Management

Venue: CMS Business School, No.17, Sheshadri Road, Gandhi Nagar, Bangalore

We are thankful to you for readily accepting our request over the phone. The conference brochure is attached herewith for your kind perusal.

We request you to kindly provide us with your profile for introducing the keynote speaker to the audience.

Looking forward to meeting you on the day of the conference.

Thanking you
Best Regards

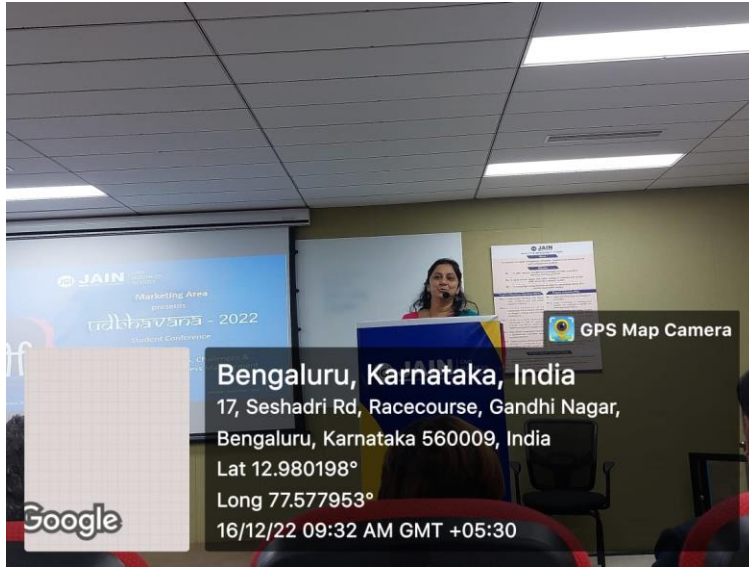
Conference Committee.

17. Any other related details: - NA

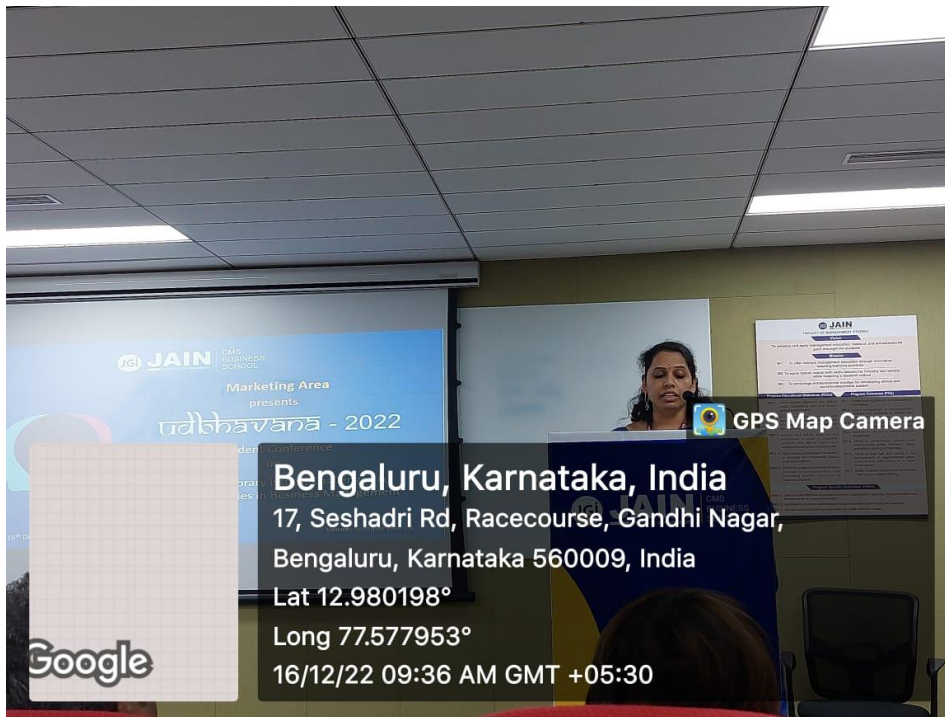
18. Pictures for the Event:



Chief guest DR. Ravindran delivering his speech



Dr. Sangeetha sharing her thoughts to the participants



Dr. Trupti during the chief guest introduction.