

Faculty Corporate Meet Report on Faculty Corporate Meet-Marketing

Date	May 27 th 2023
Time:	10:30 AM- 12:00PM
Venue:	Board Room – 1, CMS Business School ,Bengaluru
Guest/Speaker Name:	Mr. Vijay Channe Gowda
Guest/Speaker Designation	Managing Director Indira Foods Pvt Ltd.
Guest/Speaker Contact No & Email Id:	vijay@indirafoods.in , 9845050883
Guest/Speaker Company/ Institute Name:	Indira Foods Pvt Ltd.
Faculty Coordinators Name:	Dr. Anitha Nallasivam
Topic:	TRENDS & STRATEGIES IN FOOD MARKETING
Moderator (if any)	NA
No. of Attendees	17
Feedback:	Yes
Brochure: (if any)	Yes
Budget of the Program (if any):	1500 Rs/-
Revenue Collected: (if any)	NIL

1. Introduction:

The foundation for Indira Foods were laid in 1991 by Smt. Indira in the garage of her home in Bangalore. A decade of hard work, sweat, and toil with a steely determination took the enterprise into a large-scale dedicated production facility. The new millennia modernized more and more households with global exposure through travel, television, and discretionary expenditure grew rapidly. Consumption of ragi went down and it had gained a perception of being an old, black staple food that is sticky, no individual taste, and also difficult to make dishes from. Smt. Indira was always fascinated with ragi, which she consumed in her childhood, and saw an opportunity to bring healthy and natural ragi cereal-based products back into mainstream food with the convenience of the modern world. Along with ragi products, Indira Foods has added other products that fit into the modern world making cooking easy.

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Mr. Vijay Channe Gowda, Director with INDIRA FOOD PRIVATE LIMITED, is registered with the Ministry of Corporate Affairs. Mr. Vijay Channe Gowda is currently associated with 2 Companies and is director with Indira Food Private Limited, Ifpl Finserve Private Limited.

2. Venue: Board room 1

3. Program Objectives:

- Knowledge sharing: Facilitating the exchange of knowledge and information between faculty members and corporate professionals. This could include sharing research findings, best practices, industry trends, and emerging technologies.
- Industry relevance: Ensuring that faculty members stay updated with the latest developments in the corporate world, enabling them to align their teaching methodologies and curriculum with industry requirements.
- Strengthening the university-industry relationship: Fostering a strong and mutually beneficial relationship between academia and industry, which can lead to collaborative projects, funding opportunities, and internships or job placements for students.

4. Relevance to PO, Relevance to PEO and PSOs

PO	Program Objective (PO)
PO1	Apply knowledge of management theories and practices to solve business problems
PO2	Develop analytical and critical thinking abilities for data-based decision making
PO3	Understand, analyze and communicate global, economic, legal and ethical aspects of business
PO4	Identify and apply trans-disciplinary tools and techniques for projects and solving problems
PO5	Lead oneself and others in the achievement of organisational goals and contribute effectively to a team environment
PO6	Inculcate entrepreneurial mind-set for sustainability
PO7	Imbibe value-based leadership for Excellence

5. Activity overview

- **Introduction and Welcome:** The event began with an introduction by the moderator, welcoming the guest and attendees introducing the purpose and objectives of the faculty corporate meet.
- **Keynote speakers address:** Keynote speaker Mr. Vijay gave lot of insights on his company history, how it works, products offered by Indira foods Pvt Ltd, competitors, future plans

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and their experiences, challenges faced, lessons learned. This interactive discussion allowed faculties to gain insights directly from the experience talk of Mr. Vijay.

- Q&A Session: - After the guest's address, it was followed by dedicated question-and-answer session where faculties had the opportunity to ask questions to the guest. This interactive session encouraged engagement and allowed faculties to understand various aspects of the food industry.

6. Guest/Speakers' Profile:

Mr. Vijay Channe Gowda: - Managing Director Indira Foods Pvt Ltd

Mr Vijay has more than 20 years of hands on experience in the food processing industry.

He is the founding member of the Indira foods team. He is a graduate in science and heads Business and innovation. He has steered the following innovations at Indira foods:

- Pioneering Ragi products with modern convenience way back in the 1990s when there were no other brands doing ragi products.
- Introduced 100% natural tamarind concentrate with proprietary state of the art manufacturing facility.
- 1st and only Company to introduce 100% natural tomato paste in spout pouches
- 1st and only Company to introduce thick and tasty ketchup in spout pouches
- 1st and only Company to introduce Authentic Rasam pastes.

7. Summary and Key Learnings of the session:

The faculty corporate meet is an event that aims to bridge the gap between academia and industry by providing a platform for faculty members to interact with corporate professionals. The event focuses on knowledge sharing, networking, professional development, partnership building, and industry insights. It includes activities such as keynote speeches, panel discussions, presentations.

Key learnings: -

- Industry Relevance: Faculty members gain insights into industry trends, challenges, and advancements, allowing them to align their teaching methodologies and curriculum with industry requirements.
- Partnership Building: Collaboration between academia and industry is explored, leading to joint research projects, internships, industry visits, or guest lectures by corporate professionals.
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8. Participant details: Marketing department faculties

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

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

11. Attendance records:

Sl no	Name
1	Dr. Sangeeta Devanathan
2	Dr. Anitha N
3	Dr. Satish Kumar
4	Dr. Rajashekar
5	Dr. Govindraj
6	Dr. Krishna Koppa
7	Dr. Mahalakshmi S
8	Dr. Anantha Subramanya Iyer
9	Dr. MD Sharieff
10	Dr. Kalavathy
11	Dr. Trupti Dandekar
12	Dr. Vishal Soodan
13	Dr. Anurag Jain
14	Dr. Hemanth Kumar
15	Dr. Saurab Srivatsava
16	Dr. Sanjana
17	Mr. Bharath. H

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

13. Proposals for the Event/Programme:

To,

The Programme Coordinator for kind approval,

Sub: Faculty Corporate Meet

Faculty Corporate Meet

The purpose of the guest meet is to provide specific inputs and exposure from an entrepreneur perspective on TRENDS & STRATEGIES IN FOOD MARKETING to faculty. The session has been planned for one and half hours. The planned program duration will be during 10:00 Am to 1:30 pm on 27th May 2023.

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	Faculty Corporate Meet	
Date of Meeting	04 th May 2023	
Meeting Venue	Board room 1	
Meeting Agenda		
In Attendance	Name	Title/Department/Organization
1	Dr Sangeeta Devanathan	Area head/ Professor
2	Dr Anitha Nallasivam	Professor
3	Dr Anantha Subramanya Iyer	Associate Professor
4	Dr Kalavathy K S	Associate Professor
Key Meeting Outcomes		
	Event Date	
	Industry practitioner to be invited	
	Flow of the event	
	Faculty coordinators for the event	
Action Plans, if any (along with the First Person Responsible)		
	27 th May 2023	

15. Budget Letter:

To,

The Directors/ Dean for kind approval

Sub: Faculty Corporate Meet

Faculty Corporate Meet

The Marketing department is organizing Faculty Corporate Meet on **27th May 2023**, in Board room 1, Faculty of Management Studies, JAIN (Deemed-to-be University), Bengaluru

The following are the requirements for the same:

Sl. No.	Details	Units	Amount (₹)
1	Designing and printing standees		300
2	Designing and printing posters		500
3	Gifts, mementos		-
4	Refreshments		700
		TOTAL	1500

Total in Words: One thousand five hundred rupees only

Director/Dean, kind approval is requested for conducting the 'Faculty Corporate Meet', and incurring the expenses One thousand five 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. Pictures for the Event:

Faculty Corporate Meet



Figure 1 Mr Vijay Channe Gowda sharing his entrepreneur experience to faculties

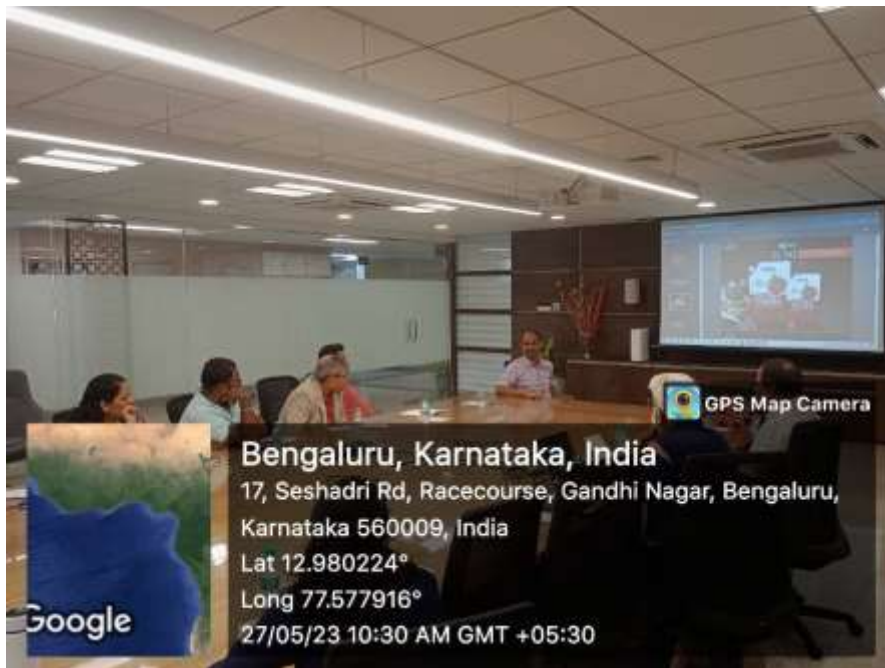


Figure 2 Mr Vijay explaining about his products

Faculty Corporate Meet



Figure 3 Mr Vijay and faculties during the Q and A session

Faculty Corporate Meet

Brochure:

Faculty Corporate Meet

TRENDS & STRATEGIES IN FOOD MARKETING



Mr. Vijay Channe Gowda

Managing Director
Indira Foods Pvt Ltd.

Date: Saturday, 27th May 2023 | **Time:** 10:30 AM - 12:00 PM

Venue: Board Room - 1

Faculty Coordinator:

Dr. Anitha Nallasivam

Programme Coordinator - Professor
Marketing Area