

Event Name	Marketing Career Cross Roads
Topic:	Marketing Career Cross Roads
Date: (DD/MM/YYYY)	5 th October 2023
No. of Days:	1
Start Time: End Time:	02:00 PM - 04:30 PM
Venue Campus Name & Place:	Seminar hall 4 CMS Business School Sheshadri Road Bangalore
Section/Semester:	3th Semester - CM1, CM2, CM3 ,CM4, MF1 & MF2
Batch:	2022-24
Mod of Event Offline/ Online (Provide Virtual Link)	Offline
Name of Chief Guest Speaker:	NA
Chief Guest/Dignitaries/Speaker Contact No & Email Id:	Mr. Kiran Veigas Mr. Gowthaman S Mr. Sanjeev Singh Ms. Leela Pirgal Mr. Sunil Ravish Ms. Suparna Goshal
Chief Guest/Dignitaries/Speaker Company/ Designation:	General Manager & Head Senior Vice President Heading Retail and Promoters Management Director of Business Strategy Director-Marketing Adjunct Faculty
Chief Guest/Dignitaries/Speaker Company/ Institute Name:	Happiest Mind Technologies SBI Life Insurance Co Ltd Smith Corporation MetropoI9 KPIT Technologies CMS Business School, JAIN (Deemed-to-be University)
Event Coordinators Name & Contact No.	Dr. Sanjiv Mathur / +91 9620284861
Collaboration & Association (Company Name,	NO

Guest Email Id:	1) kiran.veigas@happiestminds.com 2) s.gowthaman@sbilife.co.in 3) sanjeevsingh05.in@gmail.com 4) sunil.r@kpit.com 5) leenapirgal@gmail.com
Guest Contact Number:	1) 9886122988 2) 9585504880 3) 7338647777 4) 9900150180 5) 9845802010
Moderator (if any)	Prof. Suparna Ghosal
No. of Participants	97
Professional Photographer Name & Contact No.:	No
Feedback:	Yes
Brochure/Poster: (if any)	Yes
Budget of the Program (if any):	2000/-
Revenue Collected: (if any)	NA

1. Introduction:

In today's ever-evolving business landscape, marketing professionals often find themselves at crucial junctures in their careers. The Marketing Career Crossroad Event is a dynamic and insightful gathering that addresses the challenges and opportunities faced by individuals in the field of marketing. The Marketing Career Crossroad Event aims to empower marketing professionals at all career stages, whether they are just starting out, mid-career, or seasoned experts. The event provides a platform for sharing knowledge, best practices, and insights from successful marketers who have navigated similar crossroads. Attendees will have the opportunity to gain a deeper understanding of the latest industry trends, emerging technologies, and the skills that are in demand.

2. Program Objectives:

- **Career Advancement:** Empower marketing professionals with the insights, resources, and guidance necessary to navigate career crossroads, whether it be advancing to leadership positions, exploring new specializations, or making strategic career shifts.
- **Networking Opportunities:** Facilitate meaningful networking interactions to connect professionals with peers, mentors, and potential collaborators, fostering a supportive and diverse community within the marketing industry

- **Knowledge Sharing:** Foster an environment where marketing professionals can freely share their insights, experiences, and lessons learned, contributing to the collective wisdom of the marketing community
- **Long-Term Impact:** Aim to create a lasting impact on the careers of attendees by providing them with actionable takeaways and resources that they can continue to leverage long after the event.

3. Relevance to PO, Relevance to PEO and PSOs

PO	Program Objective (PO)
PO1	Apply knowledge of management theories and practices to address and resolve business challenges
PO2	Demonstrate analytical and critical thinking abilities for information-based decision making
PO3	Analyse global, economic, legal and ethical aspects of business
PO4	Apply trans-disciplinary tools and techniques towards effective problem solving
PO5	Assist others and self in accomplishing organizational objectives and contribute effectively to a collaborative team setting.
PO6	Exhibit an entrepreneurial mind-set for the establishment of sustainable businesses and societies.
PO7	Exemplify value-based leadership for excellence

4. Activity Overview:

- **Welcome Address:** The started off with the instruction of guests for the event.
- **Felicitation:** - All the guested were felicitated with the memento and bouquet.
- **Panel Discussions:** Throughout the event, a series of panel discussions cover a wide range of marketing topics, including emerging trends, diversity and inclusion in marketing, and the impact of data analytics. Panels feature experts from various marketing sectors.
- **Q&A:** - Guests addressed various questions from the students as well has faulty members.
- **Closing ceremony:** - A vote of thanks was delivered from the students of marketing to the panel of guests.

5. Guest/Speakers' Profile:

Kiran Veigas:- Kiran Veigas, a seasoned marketing strategist and corporate communications expert, is the General Manager & Head of Corporate Marketing & Communications at Happiest Minds Technologies Ltd. His illustrious career spans over two decades, during which he has made a lasting

impact on the corporate landscape through visionary leadership and relentless commitment to excellence.

Starting as a Software Engineer Trainee at Larsen & Toubro Infotech Ltd, Kiran's passion for marketing and communication propelled him through the ranks. He held increasingly prominent roles, contributing significantly to shaping corporate strategy and marketing initiatives. In 2014, he joined Happiest Minds Technologies and took on the role of General Manager & Head of Corporate Marketing & Communications, where he masterminded innovative marketing campaigns and cultivated strong corporate messaging, elevating the company's brand on a global scale.

Kiran's accomplishments have garnered widespread recognition, including being named one of the "100 Best Marketing Minds of India" in 2018 and receiving prestigious awards like the Chairman's Team Award and the DMA Trailblazer Rising Star CMO award. Holding degrees from esteemed institutions and currently pursuing a Doctoral Degree in Marketing Analytics, Kiran remains at the forefront of industry trends. He actively participates in panels and forums, showcasing his dedication to pushing the boundaries of marketing and communications. With a remarkable blend of expertise, vision, and innovation, Kiran Veigas stands as a driving force behind Happiest Minds Technologies' success and a luminary in the field of corporate marketing and communications.

Mr. Gowthaman S

Mr. Gowthaman S, currently the Senior Vice President of Corporate Group Solutions at SBI Life Insurance Co. Ltd., boasts an impressive career spanning over three decades. His journey began as an Office Assistant in 1998, demonstrating diligence and a strong work ethic from the outset. With a keen sales acumen, he progressed through various roles, excelling in sales and marketing at companies like Priya Sewing and Knitting Machines Co., Orient Longman Ltd., and Hindustan Unilever Ltd., where he further honed his leadership skills.

In 2000, Mr. Gowthaman transitioned to Bharat Shell Ltd as a Sales Executive before making a pivotal move to AMP Sanmar Life Insurance Co. Ltd in 2003 as the Manager of the Sales Team. This marked his entry into the insurance sector, where he achieved remarkable milestones. Joining SBI Life Insurance Co. Ltd. in 2007, he steadily climbed the corporate ladder due to his dedication, strategic thinking, and exemplary leadership qualities.

Currently holding the position of Senior Vice President of Corporate Group Solutions, Mr. Gowthaman plays a crucial role in shaping the company's strategies and initiatives, significantly contributing to its growth and success. Beyond his corporate pursuits, his commitment to education, human rights, disaster relief, economic empowerment, and social services underscores his sense of responsibility towards the community.

With academic qualifications including a Bachelor of Arts degree from Osmania University, a Diploma in Public Administration, and a Diploma in Computer Application from Oasis Computer

Academy, Mr. Gowthaman showcases a dedication to lifelong learning. Serving on various panels and committees, he continues to shape the future of the insurance industry and make a positive impact on society, reflecting a remarkable journey marked by dedication, innovation, and a commitment to both corporate excellence and community welfare.

Sanjeev Singh

With over 15 years of experience encompassing retail, sales, and marketing across diverse industries and product categories, this professional is a dedicated enthusiast in the field. Mr. Sanjeev Singh has exhibited exceptional skills in people management, leading large teams, and consistently achieving results.

The journey began in 1998 as an Office Assistant, displaying diligence and dedication from the outset. Rapidly demonstrating expertise in sales, they advanced through roles in FMCG, Retail, Telecom, Communication, IT & Mobile, and Consumer electronics. Notable milestones include contributing to the transformation of Spencer's Retail and venturing into telecom retail with Tata, subsequently adding value to consumer electronics retail with Sony India.

His extensive experience has been further enriched by exposure to diverse geographical regions, strengthening their ability to handle challenges and contribute effectively at a national level. A proven track record of generating revenue and expertise in retail process development and implementation underscores their strategic approach.

At A. O. Smith Corporation, where he currently holds the position of Head of Retail and Promoters Management, they are responsible for pan-India retail sales and operations. His role includes managing marketing activities, market launches, branding, market research, customer acquisitions, channel management, and more.

During his tenure at Sony Electronics as a Retail Marketing Manager and at Tata Group as an Assistant Manager Retail Sales, he demonstrated exceptional capabilities in revenue generation, retail operations, channel management, and team development.

His journey is marked by his successful management of large retail workforces and their commitment to creating a network of trust among these teams. His dedication to learning, growth, and delivering impactful strategies underscores their expertise and makes them a valuable asset in the sales and marketing domain.

Sunil Ravish

With over 15 years of extensive experience in marketing and technology roles, Mr. Sunil Ravish has made significant contributions to various industries. Currently serving as the Director of Brand, Communications, and Media Relations at KPIT, he is instrumental in shaping the brand and driving strategic initiatives.

A core member of the team that rebranded KPIT into an automotive and mobility-focused technology firm, he has led the brand management and integration approaches, successfully positioning KPIT as a pioneer in cutting-edge technologies. He has showcased his expertise in multi-platform digital media strategy and storytelling, creating impactful content across websites, social media, and employee communication platforms, garnering millions of impressions.

In addition to his brand and communication responsibilities, he has been a vital part of initiatives focusing on marketing for talent, playing a crucial role in building KPIT as an employer brand of choice. His vast experience includes involvement in showcasing KPIT at the Consumer Electronics Show, leading efforts to build employee communication platforms, onboarding and converting various marketing technology tools, and executing geo-marketing efforts in the USA.

His skills encompass brand development, media relations, recruitment marketing, employer branding, and digital marketing. He possesses a deep understanding of technology imperatives in the automotive, connected, and networking domains, translating them into effective marketing strategies for services and products lines of business. With a Master's degree in Business Administration from the Indian Institute of Technology, Madras, majoring in Marketing, he has a strong foundation in consumer behaviour, branding, marketing communications, marketing research, and strategic marketing.

His journey, marked by a strong focus on achieving business objectives, leveraging technology for marketing transformation, and collaborating effectively across functions and locations, showcases their dedication and expertise in the realm of marketing and technology.

Ms. Leena Pirgal

Ms. Leena Pirgal is an accomplished Marketing & Communications expert. Her 15 years of professional career is spread across Traditional Advertising, Strategy, Social & Digital media, Content Marketing and Technology Solutions. At the beginning of her Advertising career, Leena garnered valuable experience in the B2B vertical while working with Saatchi & Saatchi, on businesses like Madura Coats, Leela Palace hotels, TNT Logistics, and Bosch India. She has also had tenures with Lowe Lintas, Grey Worldwide as brand custodian on Britannia, 3M, Hike, Tata Tea Beverages and Flipkart in carrying out note-worthy campaigns. She was the Operations Head at the new age/ digital outfit at WYP Brand Solutions Private Limited, where she gathered hands-on experience in digital communication platforms and its play- books. Ms. Leena was a senior territory head at Zee Enterprises leading content integration and brand solutions, and leading to the business growth. As Business Director at Rephrase.ai, a company that builds generative AI tools to build customised videos, she was part of some industry-first campaigns, started with Cadbury,

GoDigit.

Currently, Ms. Pirgal is a strategic consultant for various agencies and businesses. She recently oversaw the campaign for Infosys's partnership with Australian Open to bring alive their brand

promise through offering various technologies like VR for fans, AI for players, media, coaches, and Match centre. Infosys partners with Australian Open as Digital

Innovation partners.

Ms. Leena Pirgal holds a degree in Fine Arts from Karnataka Chitrakala Parishad and holds Professional Certification in Marketing and Communication by University of Oklahoma. USA.

Summary and Key Learning

The Marketing Career Crossroads Seminar was an insightful event designed to help professionals in the field of marketing navigate the challenges and opportunities that arise in their careers. The seminar featured a range of expert speakers and interactive sessions that covered various aspects of marketing careers, from skill development to career advancement strategies. Attendees gained valuable insights into the evolving landscape of marketing and how to make informed decisions to excel in their careers.

Key Learnings:

Key takeaway

1. Continuous Learning is Key: The marketing field is constantly evolving, driven by technological advancements and shifting consumer behaviors. To stay relevant, marketing professionals must commit to lifelong learning and adapt to new trends and tools.
2. Data-Driven Decision-Making: Data analytics and insights play a crucial role in modern marketing. Professionals should focus on building their analytical skills to make data-driven decisions and optimize marketing campaigns.
3. Networking Matters: Building a strong professional network can open doors to new opportunities and collaborations. Attendees were reminded of the importance of attending.
4. Balancing Soft and Hard Skills: While technical skills are essential, soft skills like communication, teamwork, and problem-solving are equally crucial. Striking the right balance between them is key to success in marketing.

6. Participant details: CM1, CM2, CM3 ,CM4, MF1 & MF2

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

8. Details of the judges (if applicable): -NA

9. Attendance records:

MBA Batch 2022-24
3rd Semester CM1 Section List
Specialization - Marketing

S. No.	USN	Student Name	Attendance on Oct 5, '23	Comments
1	22MBAR0442	ABHAYA R NAYAK	<i>Abhaya</i>	R
2	22MBAR0597	AMIT KUMAR SHARMA	<i>Amit</i>	
3	22MBAR0586	ANVESH R		
4	22MBAR0462	ARINDAM BHATTACHARYA	<i>Arindam</i>	R
5	22MBAR0568	ARYAN MAHESWARI		
6	22MBAR0894	CHAITRA R		
7	22MBAR0752	DHARTHI SHETTY K		
8	22MBAR0639	DINESH KUMAR S	<i>Dinesh</i>	R
9	22MBAR0615	DUSHYANT SINGH		
10	22MBAR0504	FARHAN AHAMED A		
11	22MBAR0518	HARIHARA ARJUNCHUNAI V	<i>Harihar Arjun Chunai</i>	R
12	22MBAR0740	HARSHITHA M (PA)		
13	22MBAR0593	HASMITHA JAIN	<i>Hasmitha Jain</i>	R
14	22MBAR0517	JASON CHACKO JOSE	<i>Jason</i>	R
15	22MBAR0629	KABBO DAS		
16	22MBAR0609	KAVYA E		
17	22MBAR0582	KIRAN G S		
18	22MBAR0859	LEENA HAZARIKA		
19	22MBAR0466	MAHADEVAN G		
20	22MBAR0764	MAYANK KHETAN	<i>Mayank</i>	R
21	22MBAR0579	MOHAMMAD SHAHRUKH ALAM	<i>Mohammad</i>	R
22	22MBAR0500	MUSKAN SOUDAGAR	<i>Muskan</i>	R
23	22MBAR0678	NEMANI AVNI VINOD		
24	22MBAR0269	P SURESH KUMAR		
25	22MBAR0454	PAVITHRA NAIR	<i>Pavithra</i>	R
26	22MBAR0933	PRAJWAL B V	<i>Prajwal</i>	R
27	22MBAR0898	PRATUL BABU L		
28	22MBAR0617	PRINCEE GUPTA	<i>Princee</i>	R
29	22MBAR0904	PUNEETH S		
30	22MBAR0595	R RUDRAKSH		
31	22MBAR0622	RAJAN KUMAR YADAV	<i>Rajan</i>	R
32	22MBAR0581	RAM VARUN		
33	22MBAR0773	RASHI JAIN	<i>Rashi</i>	
34	22MBAR0572	SANAMPUDI RITHVIK		
35	22MBAR0585	SATYAM PANDEY	<i>Satyam</i>	R
36	22MBAR0599	SHREYA MISHRA	<i>Shreya</i>	R
37	22MBAR0458	SHRUTI ARYA S	<i>Shruti</i>	R
38	22MBAR0762	SHYAM G	<i>Shyam</i>	R
39	22MBAR0312	SIMRAN ANAND	<i>Simran</i>	R
40	22MBAR0539	SOUMYA SUBHRANSU SEKHAR	<i>Soumya</i>	R
41	22MBAR0030	SUHAS AMBEKAR M	<i>Suhas</i>	
42	22MBAR0930	SURYA K M		
43	22MBAR0412	TANISHA LALIT BHANDARI		
44	22MBAR0485	THANVIKA B V		
45	22MBAR0516	VAISHNAVI S PASARKAR (PA)	<i>Vaishnavi</i>	R
46	22MBAR0422	VIKAS R		
47	22MBAR0497	VISHNU SURESH K	<i>Vishnu</i>	R



3rd Semester CM2 Section List
Specialization - Marketing

S. No.	USN	Student Name	Attendance on Oct 5, '23	Comments
1	22MBAR0843	A R TWISHA CHORDIA		
2	22MBAR0527	A S SHARAN		
3	22MBAR0847	ADITYA A HUDDAR		
4	22MBAR0377	ADITYA RATAN B		
5	22MBAR0443	AHWAN MUND	<i>Ahw</i>	-
6	22MBAR0575	AIRJUN S B		
7	22MBAR0841	AJITANSHU KUMAR SINGH		
8	22MBAR0471	ANIT SONY MENACHERY		
9	22MBAR0900	ANTRANG JAIN		
10	22MBAR0723	ASHISH SETHIA		
11	22MBAR0947	BHUMIKA S OZA (PA)		
12	22MBAR0738	BILAHARI RAJ R S		
13	22MBAR0557	GNANADEEP KODAVALI		- R
14	22MBAR0519	HARSHA PRANOV G K	<i>Harsha</i>	
15	22MBAR0357	JAGAN		
16	22MBAR0968	JASHWANTH SAI REDDY A		
17	22MBAR0509	JAYDON MENEZES	<i>Jaydon</i>	
18	22MBAR0225	KALAGATLA MADAN MOHAN	<i>Kalagatla</i>	R
19	22MBAR0226	KARTIK P HOSMANI		
20	22MBAR0288	KARUR RAGAPRIYA		
21	22MBAR0905	KAWAL KAUR		
22	22MBAR0631	MEGHA KUMARI SAH	<i>Megha</i>	R
23	22MBAR0901	MOHAMMED KHALID		
24	22MBAR0472	NAMITA RAVINDRA TAMBURI		
25	22MBAR0569	NANDASHREE		
26	22MBAR0560	NILOTPAL BASAK		
27	22MBAR0580	OSHIN RAINA		
28	22MBAR0749	PATTUPOGULA PRIYANKA		
29	22MBAR0431	PRABHULING MATHAD		
30	22MBAR0564	RAJAT KUMAR JHA		
31	22MBAR0946	RANVEER PAL KHARBANDA		
32	22MBAR0792	SAINATH P		
33	22MBAR0565	SHEETANSHU RANA		
34	22MBAR0870	SHIVANI PRASHANT BAGADI		
35	22MBAR0393	SIDDHARTH KUMAR BOTHRA		
36	22MBAR0114	SIVAN S	<i>Sivan</i>	
37	22MBAR0567	SOMYA RANJAN PANDA		
38	22MBAR0959	SREENIDHI B		
39	22MBAR0860	SUBHAM SHETH		
40	22MBAR0596	THEJA KUMAR A		
41	22MBAR0956	TUSHAR KOTHARI M		
42	22MBAR0600	TWINKLE DAGA		
43	22MBAR0406	VAIBHAVI S PASARKAR (PA)	<i>Vaib</i>	R
44	22MBAR0833	VENIK CHAMLING RAI		
45	22MBAR0548	VIJAYLAXMI SIDDALINGAPPA BANASI		
46	22MBAR0589	VIVEK BALAKRISHNAN		

S. No.	S. No.	USN	Student Name	Attendance on Oct 5, 23	Comments
1	1	22MBAR0551	AATHANYA P (PA)	Aathanya	R
2	2	22MBAR0845	ANISH DALAPATI	Anish	R
3	3	22MBAR0532	ANSHIKA RUNGTA	Anshika	R
4	4	22MBAR0556	ANUSHKA JAIN	Anushka	R
5	5	22MBAR0484	ARJYAMAN DAS		
6	6	22MBAR0340	ARJUN KUMAR T (PA)		
7	7	22MBAR0445	ASNA ELSA ABRAHAM		
8	8	22MBAR0060	BASUNDHARA MITRA	Basundhara	R
9	9	22MBAR0683	BHARATH S	Bharath S	
10	10	22MBAR0744	CHINMAYGANESH K		
11	11	22MBAR0464	DIKSHITA KOTHARI	Dikshita	
12	12	22MBAR0262	G JAYANTH REDDY	Jayanth	
13	13	22MBAR0528	GAURAV ARUP PATHAK		
14	14	22MBAR0382	GAUTHAM BABU NARAYANAN	Gautham	R
15	15	22MBAR0766	GEETANJALI TICHKULE		
16	16	22MBAR0761	HRITHVIK P	HRITHVIK P	R
17	17	22MBAR0578	IBRAHIM KHAZIN		
18	18	22MBAR0480	JAI JEETH T	Jai Jeeth	R
19	19	22MBAR0745	JUHI SINGH	Juhi	R
20	20	22MBAR0407	KERTHIGA R B	Kerthiga	R
21	21	22MBAR0980	KRITIKA		
22	22	22MBAR0549	LIONEL NORVIN NESTOR	Lionel	R
23	23	22MBAR0506	MANISH KIRAN R	Manish	R
24	24	22MBAR0127	MD FARHAN	MD Farhan	R
25	25	22MBAR0896	MEGHANA R	Meghana	R
26	26	22MBAR0451	MINAL MEHTA	Minal	R
27	27	22MBAR0499	MOHAMMED SHAMIL		R
28	28	22MBAR0757	MUKUNDHAN S	S. Mukundhan	R
29	29	22MBAR0308	NIKHIL	Nikhil	
30	30	22MBAR0890	NIKHIL PUJARI	Nikhil	
31	31	22MBAR0473	NITHIN CHAKKRAVARTHY S		
32	32	22MBAR0587	RAHUL H N	Rahul	
33	33	22MBAR0456	RAHUL KALAVALA		
34	34	22MBAR0563	RAHUL MISHRA	Rahul Mishra	R
35	35	22MBAR0768	RIYAS AHAMED K	Riyas	
36	36	22MBAR0848	S KARTHIK RAJ		
37	37	22MBAR0571	S KUMARASHAKTIVELU	Sakthiv	
38	38	22MBAR0907	SAMARTH A PATIL		
39	39	22MBAR0501	SANJANA VIRDI	Sanjana	R
40	40	22MBAR0507	SEDHUPATHI P		
41	41	22MBAR0928	SHURTI CHANDRASHEKAR	SHURTI	R
42	42	22MBAR0756	SIGHAKOLLI AKHIL SUBBA RAO	Akhil	
43	43	22MBAR0403	SIVANANDAVALLI A P		
44	44	22MBAR0665	SUBHAM ADHIKARI	Subham	R
45	45	22MBAR0508	SURYAPRAKASH B	Surya	
46	46	22MBAR0699	SYED RIYA ZUDDIN		
47	47				
48	48				
49	49				
50	50				
51	51				
52	52				
53	53				
54	54				
55	55				
56	56				
57	57				
58	58				
59	59				
60	60				
61	61				
62	62				
63	63				
64	64				
65	65				
66	66				
67	67				
68	68				
69	69				
70	70				
71	71				
72	72				
73	73				
74	74				
75	75				
76	76				
77	77				
78	78				
79	79				
80	80				
81	81				
82	82				
83	83				
84	84				
85	85				
86	86				
87	87				
88	88				
89	89				
90	90				
91	91				
92	92				
93	93				
94	94				
95	95				
96	96				
97	97				
98	98				
99	99				
100	100				
101	101				
102	102				
103	103				
104	104				
105	105				
106	106				
107	107				
108	108				
109	109				
110	110				
111	111				
112	112				
113	113				
114	114				
115	115				
116	116				
117	117				
118	118				
119	119				
120	120				
121	121				
122	122				
123	123				
124	124				
125	125				
126	126				
127	127				
128	128				
129	129				
130	130				
131	131				
132	132				
133	133				
134	134				
135	135				
136	136				
137	137				
138	138				
139	139				
140	140				
141	141				
142	142				
143	143				
144	144				
145	145				
146	146				
147	147				
148	148				
149	149				
150	150				
151	151				
152	152				
153	153				
154	154				
155	155				
156	156				
157	157				
158	158				
159	159				
160	160				
161	161				
162	162				
163	163				
164	164				
165	165				
166	166				
167	167				
168	168				
169	169				
170	170				
171	171				
172	172				
173	173				
174	174				
175	175				
176	176				
177	177				
178	178				
179	179				
180	180				
181	181				
182	182				
183	183				
184	184				
185	185				
186	186				
187	187				
188	188				
189	189				
190	190				
191	191				
192	192				
193	193				
194	194				
195	195				
196	196				
197	197				
198	198				
199	199				
200	200				
201	201				
202	202				
203	203				
204	204				
205	205				
206	206				
207	207				
208	208				
209	209				
210	210				
211	211				
212	212				
213	213				
214	214				
215	215				
216	216				
217	217				
218	218				
219	219				
220	220				
221	221				
222	222				
223	223				
224	224				
225	225				
226	226				
227	227				
228	228				
229	229				
230	230				
231	231				
232	232				
233	233				
234	234				
235	235				
236	236				
237	237				
238	238				
239	239				
240	240				
241	241				
242	242				
243	243				
244	244				
245	245				
246	246				
247	247				
248	248				
249	249				
250	250				
251	251				
252	252				
253	253				
254	254				

MBA Batch 2022-24

3rd Semester CMA Section List
Specialization - Marketing

S. No.	USN	Student Name	Attendance on Oct 5, '23	Comments
1	22MBAR0555	AFFIYA Y		
2	22MBAR0541	AISWARYA KRISHNA T S	<i>[Signature]</i>	
3	22MBAR0963	AKASH KUMAR SHAH		
4	22MBAR0381	ASHWIN SUBRAMANYAM	<i>[Signature]</i>	
5	22MBAR0446	ASWIN RAJ	<i>[Signature]</i>	R
6	22MBAR0743	BHOOMIKA B	<i>[Signature]</i>	R
7	22MBAR0336	DIKSHA KUMARI		
8	22MBAR0465	DWITHIN GOVIND I		
9	22MBAR0886	GARVIT PUJARI		
10	22MBAR0576	GOKUL J	<i>[Signature]</i>	
11	22MBAR0708	GOKULA ESWAR S		
12	22MBAR0584	HARSHITH T R		
13	22MBAR0594	JAIN AASHI KETAN		
14	22MBAR0736	KAASHYAP MANANDHAR	<i>[Signature]</i>	R
15	22MBAR0401	KASMIKA BARUAH	<i>[Signature]</i>	
16	22MBAR0733	KISHAN N SHANBHAG (PA)	<i>[Signature]</i>	R
17	22MBAR0897	KOLLURI SANJEEV KUMAR		
18	22MBAR0420	KUSHAL RAJU	<i>[Signature]</i>	
19	22MBAR0710	M U PRAJIL		
20	22MBAR0491	MANSI JAIN		
21	22MBAR0545	NAKUL VENGILAT		
22	22MBAR0139	NAMBURI BHARATH SAI	<i>[Signature]</i>	
23	22MBAR0889	NANDANA SHREE S	<i>[Signature]</i>	R
24	22MBAR0559	NEHA S SHETTY	<i>[Signature]</i>	
25	22MBAR0036	NETI SAI RAKESH		
26	22MBAR0387	POOJA S		
27	22MBAR0913	PRADUMN KUMAR		
28	22MBAR0790	PRASANTA KUMAR GOUDA		
29	22MBAR0588	RAHUL P P	<i>[Signature]</i>	
30	22MBAR0418	RAHUL RATHOD		
31	22MBAR0537	RUCHI KUMARI	<i>[Signature]</i>	R
32	22MBAR0759	SABAREESWAR E	<i>[Signature]</i>	R
33	22MBAR0765	SANTHOSH KUMAR A		
34	22MBAR0300	SHASHIDHAR		
35	22MBAR0538	SHIVANI RAMACHANDRAN IYER	<i>[Signature]</i>	R
36	22MBAR0770	SHUJAY ADIITH N S		
37	22MBAR0044	SIDDHANTH B JAIN	<i>[Signature]</i>	R
38	22MBAR0849	SIWANI SINGH		
39	22MBAR0975	SOVAN BOHIDAR		
40	22MBAR0068	SUBHOJIT CHANDA	<i>[Signature]</i>	R
41	22MBAR0478	SURENDRAN R		
42	22MBAR0554	VARSHAN A R V		
43	22MBAR0746	VISHNU N R		
44	22MBAR0540	VİYOLLA DMELLO		



JAIN
DEEMED-TO-BE UNIVERSITY

CMS
BUSINESS
SCHOOL



JAIN
DEEMED-TO-BE UNIVERSITY

CMS
BUSINESS
SCHOOL

MBA Batch 2022-24

3rd Semester MF1 Section List
Specialization - Marketing & Finance

S. No.	USN	Student Name	Attendance on Oct 5, '23	Reason for Absence
1	22MBAR0797	AADITHYA POTTI SURESH	<i>[Signature]</i>	R
2	22MBAR0204	ARPIIT NISCHAL		
3	22MBAR0815	ASHVIN K		
4	22MBAR0112	ASWANTH P		
5	22MBAR0867	B M JIVITH JAIN		
6	22MBAR0544	BALAJI S		
7	22MBAR0429	BAMMIDI NIKHITA (PA)	<i>[Signature]</i>	R
8	22MBAR0265	BHAGYASREE DE		
9	22MBAR0425	DEVENAPALLI MADHAN REDDY		
10	22MBAR0415	GANAPATHY P T		
11	22MBAR0888	HARSH RAVI PAWALE		
12	22MBAR0730	HARSHAVARDHAN S		
13	22MBAR0134	JAYANTH K L		
14	22MBAR0724	JAYAPRAKASH J		
15	22MBAR0530	KONANKI DIVUENDRA		
16	22MBAR0785	MAGANTI UPAGNA	<i>[Signature]</i>	R
17	22MBAR0632	MANASH BHATTACHARYA	<i>[Signature]</i>	R
18	22MBAR0237	MANSI AJEENDRAN		
19	22MBAR0714	PALASH GURNANI	<i>[Signature]</i>	<i>[Signature]</i>
20	22MBAR0455	POOJA S	<i>[Signature]</i>	
21	22MBAR0212	PRASEN S	<i>[Signature]</i>	
22	22MBAR0038	PRASHAANTH V		
23	22MBAR0822	PRASHANTH T S		
24	22MBAR0468	PRERNA KUMARI	<i>[Signature]</i>	
25	22MBAR0954	RITIN HARIDAS		
26	22MBAR0392	S SAI YASHIN		
27	22MBAR0663	SAIKAT KUMAR SAHA		
28	22MBAR0826	SANGAMAITRA P		
29	22MBAR0410	SANJAYA V		
30	22MBAR0573	SATHIYA SEELAN L		
31	22MBAR0257	SATHVIK BALIGA B		
32	22MBAR0669	SHIKHA YADAV		
33	22MBAR0394	SUDARSHAN S V	<i>[Signature]</i>	
34	22MBAR0885	SUNEEL KASHYAP IVATURI		
35	22MBAR0728	SUSMITA DAS		
36	22MBAR0955	VANSHIKA SRIVASTAVA		
37	22MBAR0932	YASHIWANTH G S		

MBA Batch 2022-24

**3rd Semester MF2 Section List
Specialization - Marketing & Finance**

S. No.	USN	Student Name	Attendance on Oct 5,'23	Reason for Absence
1	22MBAR0436	ADITI JAIN	<i>Jain</i>	R
2	22MBAR0893	AKSHYAT BAPNA S		
3	22MBAR0844	ALISHA PRUSTY		
4	22MBAR0751	ANAMIKA BANIK		
5	22MBAR0437	BHUVANAGIRI POORNA GAYATHRI	<i>Gayathri B</i>	
6	22MBAR0625	BISHAL JAISWAL		
7	22MBAR0132	C C THEERTHA CAUVERAMMA	<i>Theertha</i>	R
8	22MBAR0303	C M CHANGAPPA		
9	22MBAR0920	CHINMAY P		
10	22MBAR0319	DEEPAK G	<i>Deepak</i>	
11	22MBAR0166	EBBILI GOWTHAM SAI KUMAR		
12	22MBAR0056	GANESH V		
13	22MBAR0113	GANESH VARMA J		
14	22MBAR0887	HAMSHIK U R		
15	22MBAR0255	HARSHITHA D		
16	22MBAR0383	HEMASHREE S		
17	22MBAR0713	HIMANSHU BASWANI		
18	22MBAR0941	JEEVAN KUMAR N		
19	22MBAR0558	KASHIM KHAN		
20	22MBAR0875	MRINALINI N		
21	22MBAR0396	PADWALKAR ANISHA SADANAND	<i>Padwalkar</i>	
22	22MBAR0561	PAMELA TALUKDER		
23	22MBAR0866	POOJA JAIN R		
24	22MBAR0397	PRAJWAL S JOGI		
25	22MBAR0879	RACHAN R P		
26	22MBAR0402	RASWANTH T R		
27	22MBAR0799	ROHIT AGRAHARI		
28	22MBAR0522	S MADHIVATHANI	<i>S madhivathani</i>	R
29	22MBAR0970	S RISHI PRIYAN		
30	22MBAR0902	SANKARA KRISHNASRI		
31	22MBAR0820	SANTHOSH V	<i>Santhosh</i>	R
32	22MBAR0721	SKANDA S A		
33	22MBAR0428	THARUNSELVAN S (PA)		
34	22MBAR0957	TUSHAR SHARMA (PA)		
35	22MBAR0691	VIKAS T		
36	22MBAR0198	VISHNU MANIY R V		

Feedback, Feedback Analysis, and Attainment Calculation:

Q+B19:I24questions to Map Pos	List of Pos & PSOs	Wt Score					Wt. Score				Max score	%age
		5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree						
The Workshop helped me to learn new / Improve new skill and competency	PO1 PO7 PSO1PSO2PSO3	35	15	6	3	2	261				305	86%
The workshops objectives wre clearly stated and achieved	PO1 PO3 PO4 PO5 PSO2PSO3	21	11	1	3	0	158				180	88%
The workshops content & coverage was relevant	PO1 PO3 PSO2PSO3	38	17	3	3	0	273				305	90%
The time was well managed during the workshops	PO1 PO3	35	16	6	0	1	258				290	89%
The facilitator of the workshop was knowledgabel & resourceful	PO1 PO3	39	17	5	0	0	278				305	91%

POs	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Captured By	Total Attainment Score	Level Achieved
PO1	86%	88%	90%	89%	91%						Q1 Q2 Q3 Q4 Q5	89%	3
PO2													
PO3		88%	90%	89%	91%						Q2 Q3 Q4 Q5	89%	3
PO4		88%									Q2	88%	3
PO5		88%									Q2	88%	3
PO6													
PO7	86%										Q1	86%	3
PSO1	86%										Q1	86%	3
PSO2	86%	88%	90%								Q1 Q2 Q3	88%	3
PSO3	86%	88%	90%								Q1 Q2 Q3	88%	3

10. Proposals for the Event/Programme:

To,

The Area Chair for kind approval,

Sub: Marketing Career Cross Roads

The purpose of the guest lecture is to provide specific inputs and exposure from a practitioner’s perspective Careers in Marketing. The lecture has been planned for two hours. The planned program duration will be during 02:00 PM - 04:30 PM on 5th October 2023.

Respected Area Chair your kind approval is requested for the conduct of the same.

The Dean has recommended this proposal.

Kind Regards,

Faculty Coordinator
Marketing Area
Signature

Area Chair
Approval Authority
Signature

11. Minutes of Meetings:

Meeting Title	Marketing Career Cross Roads	
Date of Meeting	25 th September 2023	
Meeting Venue	314	
Meeting Agenda	Conducting Marketing Career Cross Roads event for marketing students	
In Attendance	Name	Title/Department/Organization
1	Sanjiv Mathur	Adjunct Faculty
2	Dr.Sangeetha Devanathan	Associate Professor- Area Chair
3		
Key Meeting Outcomes		
	<ul style="list-style-type: none"> It was decided that Kiran Veigas, Gowthaman S, Sanjeev Singh, Sunil Ravish , Leena Pirgal to be invited as a speakers. 	
Action Plans, if any (along with the First Person Responsible)		
	<ul style="list-style-type: none"> 	

12. Budget: -

To,

The Directors/ Dean for kind approval

Sub: Budget “Marketing Careers Cross Roads”

The **Marketing Area** is organizing **Marketing Careers Cross Roads** on **5th October 2023**, in Seminar Hall 5, 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 Invitation	NA	NA
2	Designing and printing Thank You Cards for the Faculty		
3	Bouquet and mementos for all the Speakers	5	400
4	Refreshments		
		TOTAL	2000

Total in Words: Rupees Two Thousand Rupees only

Director/Dean, kind approval is requested for conducting the ‘Marketing Career Cross Roads’, and incurring the expenses ... Rupees Two Thousand rupees only 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

13. Brochure/Poster: –

MARKETING AREA

presents

**MARKETING CAREER
CROSSROADS**



Kiran Veigas

General Manager & Head
Corporate Marketing &
Communications
Happiest Mind Technologies Ltd.



Gowthaman S

Senior Vice President
Corporate Group Solution
SBI Life Insurance Co Ltd



Sanjeev Singh

Heading Retail and
Promoters Management
A. O. Smith Corporation



Leena Pirgal

Director of Business & Strategy
Metropol9



Sunil Ravish

Director - Marketing
KPIT Technologies



Suparna Ghosal

Adjunct Faculty
JAIN (Deemed-to-be University)
CMS Business School

Moderator



Date: 5th
October 2023



02:00 PM



Seminar Hall - 4

Cohorts: CM1, CM2, CM3 & CM4

Faculty Facilitators:

Marketing Area | Prof. Sanjiv Mathur
Faculty Advisor Placement

14. Pictures for the Event: (Geo-Tag format only)

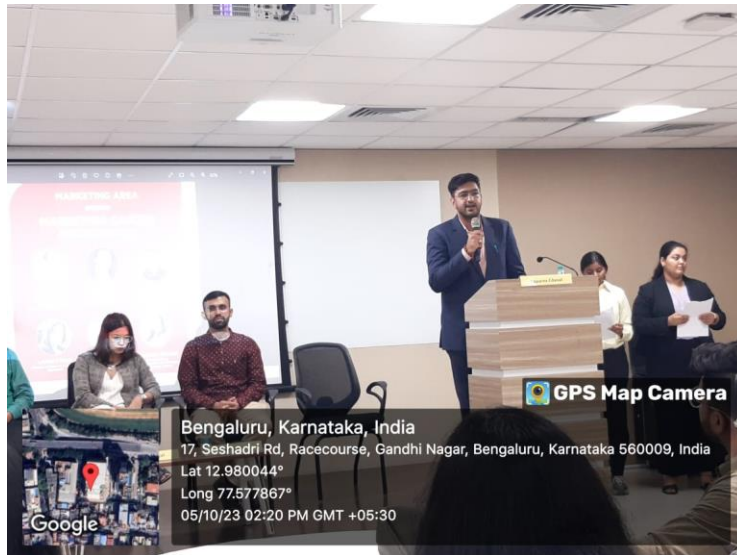


Fig1:- Student of CM2 introducing panellist to the faculties and audience.



Fig 2:- Mr. Kiran Veigas General Manager & Head - Corporate Marketing & Communications addressing the crowd

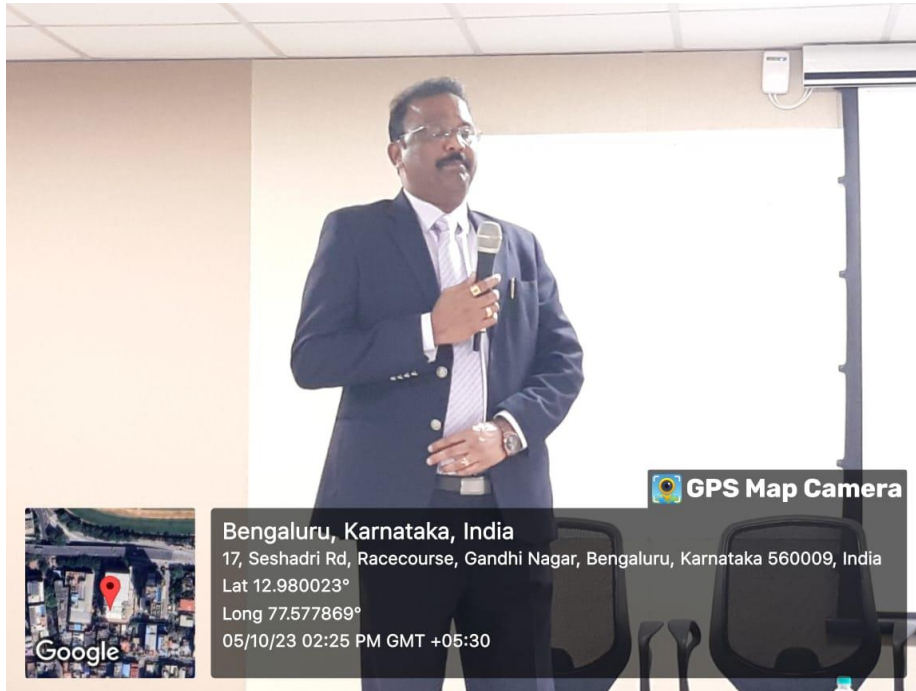


Fig 3:- Mr. Gowthaman S Senior Vice President - Corporate Group Solution Sharing his insights with the students.



Fig 5:- Panellist for the event from right Gowthaman S, Kiran Veigas, Leena Pirgal, Sunil Ravish

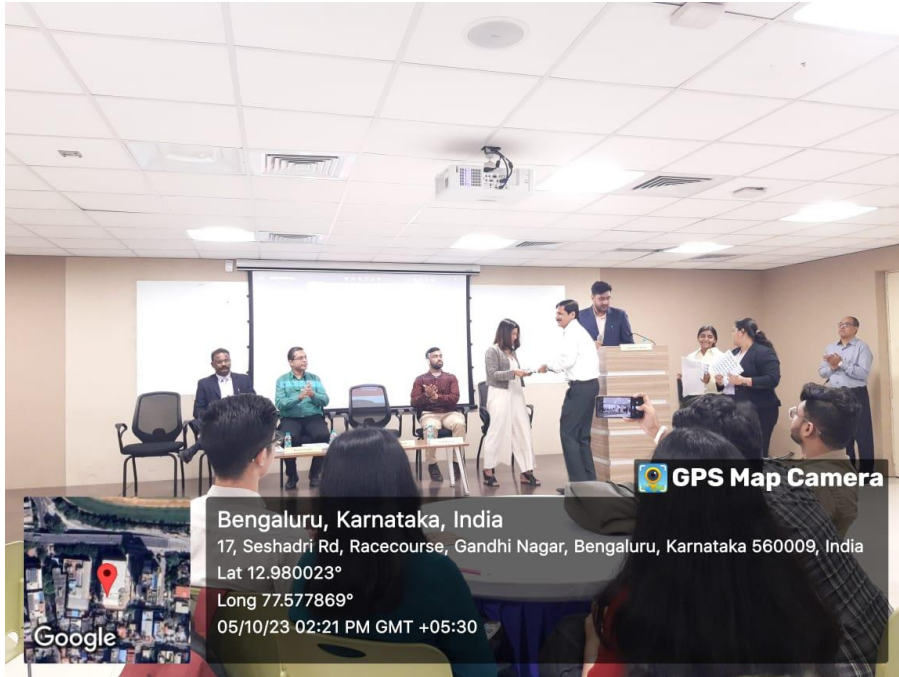


Fig 5:- DR Satish Kumar handing over memento to Leena Pirgal