

### Sangoshthi- The Expert Speak- Marketing Area

<b>Date</b>	7 <sup>th</sup> October 2023
<b>Time:</b>	11:10 am to 01:10 pm
<b>Venue:</b>	Seminar Hall- 3, CMS Business School
<b>Section/Cohort:</b>	Faculty, Research Scholars, Teaching Assistants
<b>Batch:</b>	NA
<b>Semester:</b>	NA
<b>Guest/Speaker Name:</b>	Ms. Rachel Shetty
<b>Guest/Speaker Designation</b>	Team Manager Board of Control for Cricket in India (BCCI) Administrative Head of Cricket Operations Karnataka State Cricket Association
<b>Guest/Speaker Contact No &amp; Email Id:</b>	<a href="mailto:rshetty962@gmail.com">rshetty962@gmail.com</a>
<b>Guest/Speaker Company/ Institute Name:</b>	+919880251255
<b>Faculty Coordinators Name:</b>	Dr. Kalavathy KS, Dr. Anurag Jain, Dr. Anitha Nallasivam
<b>Topic:</b>	Team Building in a Diverse Work Environment
<b>Moderator (if any)</b>	Mr. Bharath H
<b>No. of Attendees</b>	21
<b>Feedback:</b>	Yes
<b>Brochure: (if any)</b>	Yes
<b>Budget of the Program (if any):</b>	Yes
<b>Revenue Collected: (if any)</b>	NA

**1. Introduction:** Marketing Area of CMS Business School, JAIN (Deemed-to-be University) has taken initiative to launch an expert session series. *Sanghoshthi* is a Sanskrit word which captures the essence of 'masterclass / expert speak'. The intent of *Sanghoshthi* is to create a forum for experts from various facets of the society to interact with, ideate and exchange ideas with the faculty and research scholars of JAIN (Deemed-to-be University).

**2. Venue (Outside/Inside the campus):** Inside the campus

### Sangoshthi- The Expert Speak- Marketing Area

#### 3. Program Objectives:

- a. To create a forum for experts from various facets of the society to ideate and exchange ideas with Faculty and Research Scholars
- b. To facilitate open exchange of ideas on contemporary issues important for both Academia and Industry.

#### 4. 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 mindset for the establishment of sustainable businesses and societies.
PO7	Exemplify value-based leadership for excellence

**5. Activity Overview:** Team building in a diverse work environment is a crucial endeavor to foster inclusivity, improve communication, and enhance collaboration among employees from various backgrounds and perspectives. This talk was designed to promote understanding, empathy, and teamwork within a diverse workforce. The speaker spoke on managing the team, resolving conflicts, cross cultural implications in the working environment.

**6. Guest/Speakers' Profile:** Rachel Shetty is the Chairperson of Sports and Games, Rotary District 3192. Rachel was the Team Manager of the Indian under 19, Women's cricket team that won the first inaugural world cup in South Africa in January 2023. She was the administrative Head of Cricket Operations for men and women at the Karnataka State Cricket Academy. She was the assistant coach/manager of the Karnataka state women's senior cricket team. In her younger days, she represented the Indian probable's and played against England. She represented the Karnataka state women's senior cricket team, South zone team and captained the under 16 Karnataka team. On her professional front, she is a Guest lecturer of sports management at PES college Bangalore. Prior to this she was the Senior Director of American Express for 24 years. She won the Ambassador's award at American Express for her leadership and performance. She left the corporate space for her passion for women's cricket. She conducts several workshops like Campus to Corporate at different colleges.

On her educational front, she has an MBA in computer information systems from New York University, USA and MA from Bangalore University. She has a black belt in Six Sigma from the United States. She is a certified IELTS trainer from British Council. Completed the sport's essentials from Columbia University, New York.

## Sangoshthi- The Expert Speak- Marketing Area

### 7. Summary and Key Learnings of the session:

- **Understanding Diversity:** The session likely began by defining diversity, emphasizing that it goes beyond race and gender to include differences in age, culture, religion, abilities, and more. Participants learned that diversity can be a source of strength for teams when managed effectively.
- **Inclusive Leadership:** Effective team building in a diverse environment often starts with inclusive leadership. Leaders must set the tone by promoting fairness, respect, and equal opportunities for all team members. They should actively listen and encourage input from everyone.
- **Communication Skills:** Effective communication is crucial in diverse teams. Participants likely learned about the importance of clear and open communication, active listening, and adapting communication styles to accommodate different cultural norms and preferences.
- **Cultural Competence:** Cultural competence involves understanding and respecting cultural differences. Team members should be encouraged to learn about each other's cultures, traditions, and values to foster a more inclusive and respectful environment.
- **Team Building Activities:** The session might have included interactive team-building activities designed to promote inclusivity. These activities can help team members bond, develop trust, and appreciate each other's strengths.
- **Measuring Progress:** Lastly, participants likely learned the importance of measuring the progress of diversity and inclusion efforts. Metrics and feedback mechanisms can help organizations track their success and make necessary adjustments.

### 8. Participant details: Faculty, Research Scholars, Teaching Assistants

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

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

**Sangoshthi- The Expert Speak- Marketing Area**

**11. Attendance records:**

Sangoshthi			
			Date: 7th October 2023
Sl.No	Title	Name	Signature
1	Dr.	Anantha Subramanya Iyer K N	
2	Dr.	Anitha Nallasivam	
3	Dr.	Anurag Jain	
4	Dr.	Hemanth Kumar S (Marketing)	
5	Dr.	Kalavathy K S	
6	Dr.	Krishna Koppa	
7	Dr.	M Govindaraj	
8	Dr.	M H ShariEFF	
9	Dr.	Mahalakshmi S	
10	Mr.	Rahul Gupta	
11	Dr.	Raja Sankaran	
12	Dr.	Sangeeta Devanathan	
13	Dr.	Sanjana Samaddar	
14	Mr.	Sanjiv Mathur	
15	Dr.	Satish Kumar R	
16	Dr.	Saurabh Srivastava	
17	Dr.	Sharat Kumar	
18	Dr.	Smita M Gaikwad	
19	Ms.	Suparna Ghosal	
20	Dr.	Trupti Dandekar Humnekar	
21	Dr.	Umesh Chandra	
22	Dr.	Vishal Soodan	
23	Mr.	Bharath H	
24	Ms.	Keerthana A R	



## Sangoshthi- The Expert Speak- Marketing Area

### 13. Proposal for the Event:

#### Proposal for Sangoshthi

Date: 20 Sep 2023

To,  
The Area Head for kind approval,  
**Sub:** Organizing a Sangoshthi-The Expert Speak event

The intent of *Sanghoshthi* is to create a forum for experts from various facets of the society to interact with, ideate and exchange ideas with the faculty and research scholars of JAIN (Deemed-to-be University).

Respected Area Head 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 Head  
Approval Authority  
Signature

## Sangoshthi- The Expert Speak- Marketing Area

### 14. Minutes of Meetings:

<b>Meeting Title</b>	Sangoshthi	
<b>Date of Meeting</b>	20 <sup>th</sup> -Sep-23	
<b>Meeting Venue</b>	LH 301 (Marketing Lab)	
<b>Meeting Agenda</b>	Sangoshthi –An Expert Speak	
<b>In Attendance</b>	<b>Name</b>	<b>Title/Department/Organization</b>
1	Dr. Sangeeta Devanathan	Area Head, Marketing
2	Dr. Anurag Jain	Assistant Professor, Marketing
3	Dr. Anitha Nallasivam	Professor, Marketing
	Dr. Kalavathy KS	Associate Professor, Marketing
	Dr. Vishal Soodan	Assistant Professor, Marketing
	Dr. Raja Sankaran	Associate Professor, Marketing
	Dr. Mahalakshmi S	Assistant Professor, Marketing
	Mr. Harsha S	Manager, CMS Business School
<b>Key Meeting Outcomes</b>		
	<ul style="list-style-type: none"> <li>• The topic of session has been finalized as “Team Building in a Diverse Work Environment”.</li> <li>• Dr. Kalavathy KS has recommended the name of Ms. Rachel Shetty</li> <li>• Dr. Anurag Jain has to initiate the organizing of event.</li> </ul>	
<b>Action Plans, if any (along with the First Person Responsible)</b>		
	<ul style="list-style-type: none"> <li>• Dr. Kalavathy KS need to connect with Ms. Rachel Shetty to discuss the session details</li> <li>• Dr. Anurag Jain has to book the Seminar Hall and get designed the poster of event.</li> <li>• Dr. Anitha Nallasivam has to share invite with participants of JAIN University.</li> <li>• Other necessary arrangements to be made for the session</li> </ul>	

## Sangoshthi- The Expert Speak- Marketing Area

**15. Budget: -**

To,

The Directors/ Dean for kind approval

**Sub:** Budget for ‘Sangoshthi’

The **Marketing Area** is organizing **Sangoshthi-The Expert Speak** on **7<sup>th</sup> October 2023**, in Seminar Hall- 2, Faculty of Management Studies, CMS Business School, JAIN (Deemed-to-be University), Bengaluru

The following are the requirements for the same:

Sl. No.	Details	Units	Amount (₹)
1	Honorarium of Speaker	1	4000
2	Memento and Bouquet	1	500
3	Refreshments	25	500
		TOTAL	5000

Total in Words: Rupees Five Thousand only.

Director/Dean, kind approval is requested for conducting the ‘Sangoshthi’, and incurring the expenses Rupees Five thousand rupees only towards the same.

The Dean has recommended this proposal.

Kind Regards

Faculty Coordinator  
Marketing Area  
Signature

Dean  
Approval Authority  
Signature



## Sangoshthi- The Expert Speak- Marketing Area

### 16. Trailing Emails/communications:

[CMSBS Faculty Members:946] Invitation to Sangoshthi - The Expert Speak Inbox x Print Share

**CMS Business School**  
to CMSBS, CMSBS-RA

Oct 6, 2023, 9:08 AM (5 days ago) Star Reply More

Dear Colleagues,

You are cordially invited to the 'Sangoshthi - The Expert Speak'. Sangoshthi is a Sanskrit word which captures the essence of 'masterclass / expert speak'. The intent of Sangoshthi is to create a forum for experts from various facets of the society to interact with, ideate and exchange ideas with the faculty and research scholars of JAIN (Deemed-to-be University).

It is our pleasure to host Ms. Rachel Shetty, Team Manager Board of Control for Cricket in India (BCCI), Administrative Head of Cricket Operations Karnataka State Cricket Association - a renowned speaker addressing on the topic "Team Building in a diverse work environment"

**Date & Day:** October 7, 2023, Saturday  
**Time:** 11:10 AM to 01:10 PM  
**Venue:** Seminar Hall 3, CMS Business School

Please find attached the poster with details for your reference

Warm Regards,

Marketing Area  
JAIN (Deemed-to-be University)  
CMS Business School.

### 16. Any other related details: - Poster of the Event

**JGI JAIN** DEEMED-TO-BE UNIVERSITY | CMS BUSINESS SCHOOL

# शंगोश्ठी

The Expert Speak

**Ms. Rachel Shetty**  
Team Manager  
Board of Control for Cricket in India (BCCI)  
Administrative Head of Cricket Operations  
Karnataka State Cricket Association

October 7<sup>th</sup>, 2023 | 11:10 AM - 01:10 PM | Seminar Hall - 3  
CMS Business School  
JAIN (Deemed-to-be University)

**Team Building in a Diverse Work Environment**

**Highlights of the session:**

- How to build effective teams in a diverse work environment
- Takeaways of Team-Building from sports to academia

**Organized by**  
Marketing Area, Faculty of Management Studies, CMS Business School  
JAIN (Deemed-to-be University), Bengaluru

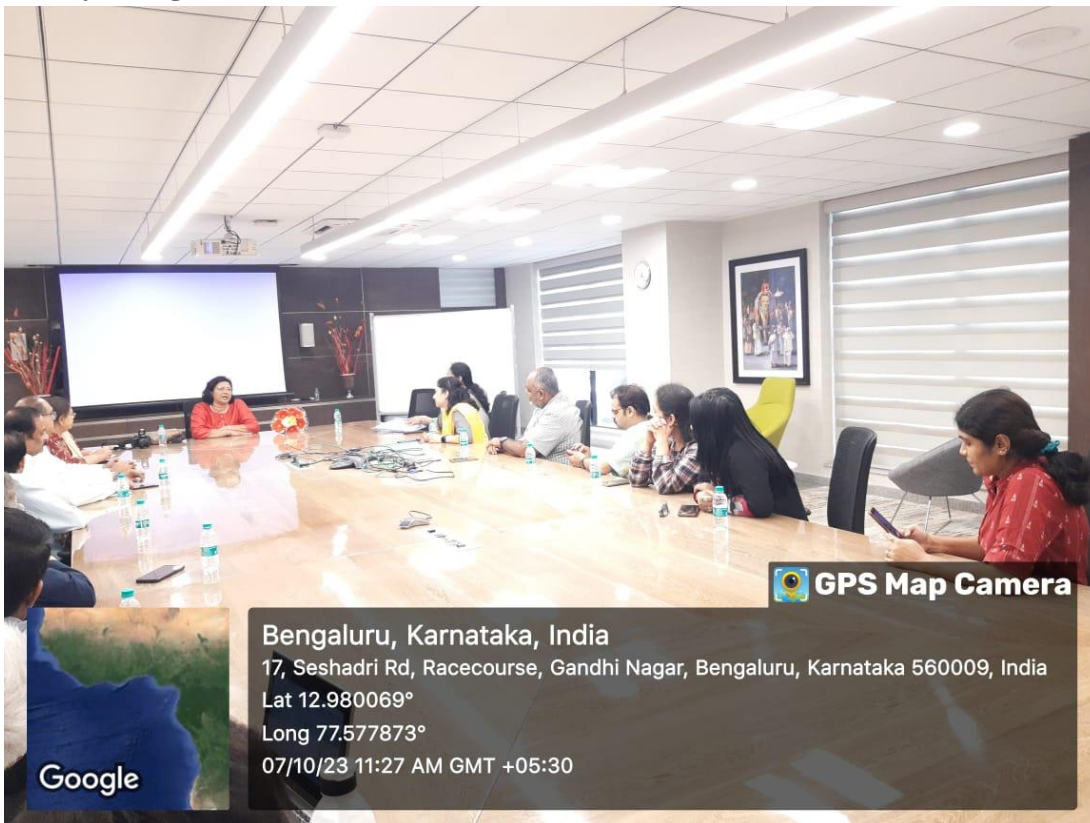
bschool.cms.ac.in

### 17. Pictures for the Event:

## Sangoshthi- The Expert Speak- Marketing Area

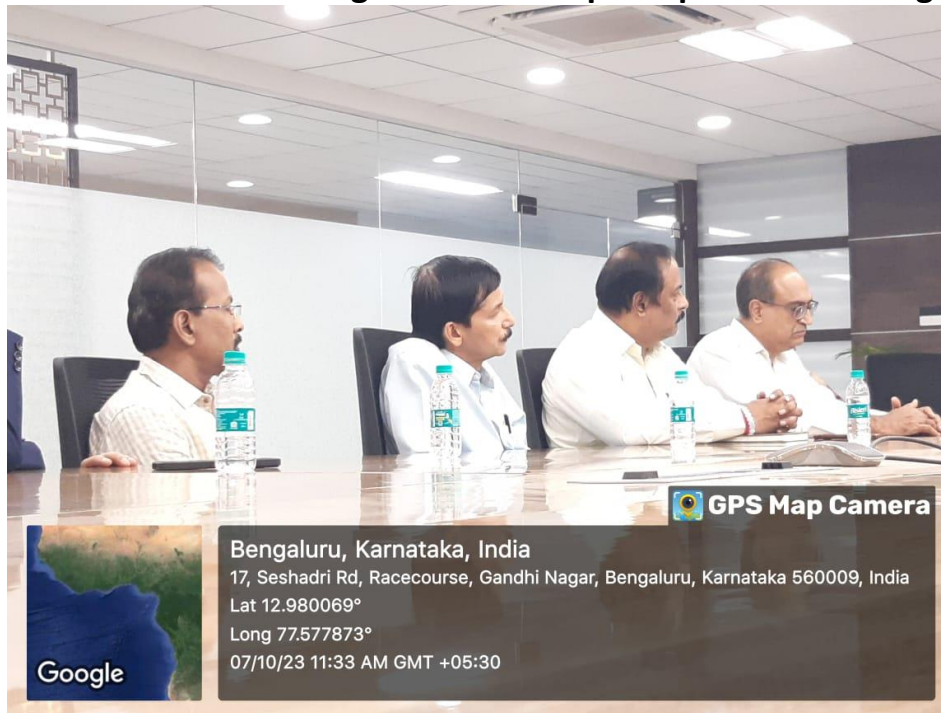


**Fig 1. Dr. Rajashankaran welcomed guest speaker Ms. Rachel Shetty on behalf of all the faculty colleagues of CMS Business School.**



**Fig 2. Faculty members of Marketing department interacting with guest speaker during the session.**

### Sangoshthi- The Expert Speak- Marketing Area



**Fig 3. From left DR. Govindaraj, Dr Satish Kumar, Dr. Anantha Subramanya Iyer and Dr. Raja Shankaran during the session.**



**Fig 4. Dr. Kalavathya KS introducing guest speaker Ms. Rachel Shetty to the audience.**