


SOLS CLUB ACTIVITY

Report on - - CHANNELTECT –SOLS Club Activity

Date	20 th April 2023
Time:	09:30 to 12:30 PM
Venue:	Seminar hall 5, 5 th floor
Section:	180 minutes –SOLS-LSCM
Batch:	2022-24
Semester:	II
Guest/Speaker Name:	NA
Guest/Speaker Designation	NA
Guest/Speaker Contact No & Email Id:	NA
Guest/Speaker Company/ Institute Name:	NA
Faculty Coordinators Name:	Dr.Ravishankar Ulla Dr. Vinoth Kumar V Dr. Yoganathan S
Topic:	SOLS CLUB ACTIVITY- CHANNELTECT
Moderator (if any)	NA
No. of Attendees	86
Feedback:	

SOLS CLUB ACTIVITY

<p>Brochure: (if any)</p>	
<p>Budget of the Program (if any):</p>	<p>Rs.500</p>
<p>Revenue Collected: (if any)</p>	

- 1. Introduction:** The goal of this initiative is to create and refine a channel network that includes a diverse group of channel partners and an effective distribution strategy for the selected product range. The resulting framework will enable the organization to attain its distribution objectives and meet its goals, paving the way for a robust organizational infrastructure that can manage resources, inventory, volume, storage, and order processing in real-time.
- 2. Venue (Outside/Inside the campus):** Inside the campus-Seminar Hall -1/2

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3. Program Objectives:

1. To implement the principles of channel management and operations management in a given situation.
2. To utilize the concepts of channel management and operations management to address a particular scenario.
3. To apply channel management and operations management strategies in a real-world context.

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

SOLS CLUB ACTIVITY

5. Activity Overview:

The objective of this exercise is to create and implement a channel network for a selected product portfolio, using appropriate distribution methods. The resulting plan will enable the organization to meet its distribution goals and effectively manage its infrastructure, capacity, resources, volume, storage, and order processing in real-time.

Task Breakdown:

1. Select a product portfolio and design a channel network to reach customers, tailored to the specific requirements of the product portfolio.
2. Determine ownership models and profit considerations, such as owning the distribution channels, franchising, strategic alliances, or joint ventures, and document them on the provided sheet.
3. Choose appropriate distribution methods based on the selected product.
4. Plan the channel network, including capacity, financial and resource requirements, volume, storage, order delivery, and order frequency.

6. Guest/Speakers' Profile: NA

7. Summary and Key Learnings of the session:

To apply the concepts of Channel Management and Operations Management, one must have a solid understanding of the principles and practices involved in managing channels of distribution and the various operational processes that are necessary for successful channel management.

Channel management involves creating and maintaining effective relationships with a network of partners who distribute products and services on behalf of a company. This includes managing the flow of goods and services, ensuring timely delivery, managing inventory, and resolving disputes.

Operations management involves managing the various processes that are necessary for the production and delivery of goods and services. This includes managing inventory, supply chain logistics, quality control, and production processes.

In a given scenario, applying the concepts of Channel Management and Operations Management requires understanding the specific challenges and opportunities involved in managing a particular product or service. This includes identifying the key partners involved in the distribution process, understanding their needs and expectations, and creating effective communication channels to ensure smooth collaboration.

SOLS CLUB ACTIVITY

In addition, emerging challenges in channel management and operations management can arise due to changes in market conditions, new competitors, or changes in customer needs and preferences. To address these challenges, one must analyze the situation and develop effective solutions that take into account the specific needs and requirements of the partners involved in the distribution process. This may involve developing new strategies for managing inventory, implementing new communication channels, or redefining the roles and responsibilities of various partners in the distribution process.

Overall, the ability to apply the concepts of Channel Management and Operations Management and analyze emerging challenges is essential for successful distribution and operations in any business scenario.

- 8. Participant details: 86**
- 9. Details of Winners (if applicable): - NA**
- 10. Details of the judges (if applicable): - Dr. Jaykumar Padmanaban**
- 11. Attendance records:**

LSCM1:

Sl.	USN	Name	20-Apr
1	22MBAR0111	AAYUSH GOYAL	TRUE
2	22MBAR0486	AKARSH S M	TRUE
3	22MBAR0364	AKSHANSH KUMAR	TRUE
4	22MBAR0328	AMILINENI GOUTHAMI	TRUE
5	22MBAR0373	AMITH V GOWDA	TRUE
6	22MBAR0502	ARAVINDH K	TRUE
7	22MBAR0367	ASHIF M S	TRUE
8	22MBAR0543	AVELIN A	TRUE
9	22MBAR0711	BOSEWIN DIRAVIAM A	TRUE
10	22MBAR0677	DANIELA E	TRUE
11	22MBAR0602	DECHAMMA K B	TRUE
12	22MBAR0122	DHANUSH ADHITHYAN K V	TRUE
13	22MBAR0354	DRUSTI A R	TRUE
14	22MBAR0355	DWITIN G SHETTY	TRUE
15	22MBAR0498	FREESTLIN THOMAS S	TRUE
16	22MBAR0962	HARIHARAN M	TRUE
17	22MBAR0667	HARISH N	TRUE
18	22MBAR0793	INDURTI VENKATA RISHITH	TRUE
19	22MBAR0450	K SHARUBINI	TRUE
20	22MBAR0716	KAVIYA SHREE T A	TRUE
21	22MBAR0358	LEO STEEBAN A	TRUE

SOLS CLUB ACTIVITY

22	22MBAR0838	LEON MATHEWS ABRAHAM	FALSE
23	22MBAR0763	MADHUSUDHAN L R	TRUE
24	22MBAR0604	MALIREDDY PAUL VARUN CHOWDARY	FALSE
25	22MBAR0830	MANOJ P	TRUE
26	22MBAR0146	MEGHA VIJAY	TRUE
27	22MBAR0611	NISHTHA KHATER	TRUE
28	22MBAR0919	NITHESH E	TRUE
29	22MBAR0782	PONN RAKUL B	FALSE
30	22MBAR0976	RAJ PUSHILAL	FALSE
31	22MBAR0636	RAJKANNA K S	TRUE
32	22MBAR0865	RIYA SUSAN BIJU	TRUE
33	22MBAR0457	RONGALI MANIKANTA	TRUE
34	22MBAR0360	ROSHAN G	TRUE
35	22MBAR0727	ROSHAN KUMAR R	FALSE
36	22MBAR0372	SANDEEP K M	TRUE
37	22MBAR0369	SANGEETH R	TRUE
38	22MBAR0361	SANJAY K	FALSE
39	22MBAR0087	SHARUN K SABU	TRUE
40	22MBAR0362	SHUSHANTH S	TRUE
41	22MBAR0964	SIVA SUNDAR B	TRUE
42	22MBAR0591	SOVEET MAHESHWARI	TRUE
43	22MBAR0613	SREENANDH A K	TRUE
44	22MBAR0110	V M SHREYA	TRUE
45	22MBAR0494	V R RITUPARNA	TRUE
46	22MBAR0707	VARUN M SHETTY	TRUE

LSCM 2

Sl.	USN	Name	20-Apr
1	22MBAR0796	AKHIL K C	TRUE
2	22MBAR0350	ANIMESH HARSH	TRUE
3	22MBAR0370	ANUSH S SHETTY	TRUE
4	22MBAR0703	ANUSHA V RAI	FALSE
5	22MBAR0351	ASHWIN S PRABHU	TRUE
6	22MBAR0352	ASWIN K	TRUE
7	22MBAR0419	B K HEMSAGAR	TRUE
8	22MBAR0881	BALA KRISHNA C P	FALSE
9	22MBAR0327	BHARATH S	TRUE
10	22MBAR0353	C ABHILASH PISUPATI	TRUE
11	22MBAR0671	DEEPAK HARIHARAN N	FALSE
12	22MBAR0835	DEVI PRIYA M	TRUE
13	22MBAR0305	DEVIKA K K	TRUE
14	22MBAR0776	DHEERAJ U	TRUE

SOLS CLUB ACTIVITY

15	22MBAR0356	GLEESON LEWIS	TRUE
16	22MBAR0441	GOBINATHAN S S	FALSE
17	22MBAR0704	GOPINATH G	TRUE
18	22MBAR0371	GOUTHEM S PETER	TRUE
19	22MBAR0287	H VIGNESH	TRUE
20	22MBAR0366	HAIRUL FARIJA N	TRUE
21	22MBAR0803	HARIBALAGURUNATH K	TRUE
22	22MBAR0952	HARIPRASAD P	FALSE
23	22MBAR0057	HEGDE MAHIMA M	TRUE
24	22MBAR0702	HEMAPRIYA C	FALSE
25	22MBAR0846	KARTHI S J	FALSE
26	22MBAR0374	KARTHIK SREEKUMAR	FALSE
27	22MBAR0908	LOHADE RISHABH NITIN	TRUE
28	22MBAR0490	MAHIMA M H	TRUE
29	22MBAR0091	MONIKA B	TRUE
30	22MBAR0100	MUKIL NILAVAN R	FALSE
31	22MBAR0883	MUTHUVIGNESH V	FALSE
32	22MBAR0511	NARESH KUMAR V	TRUE
33	22MBAR0525	NELSON JOSY X	TRUE
34	22MBAR0375	PENUGONDA ROHITH	FALSE
35	22MBAR0839	PRADEEP N	TRUE
36	22MBAR0359	RAHUL	FALSE
37	22MBAR0945	RIYAZ AHMED	TRUE
38	22MBAR0398	S NIVETHA	TRUE
39	22MBAR0864	SATHYAPRAKASH S	FALSE
41	22MBAR0376	SNEHA JAIN A	TRUE
42	22MBAR0349	SREELAKSHMI C	TRUE
43	22MBAR0831	SUDESH K	FALSE
44	22MBAR0832	TUMMALA SAI ESHWAR CHOWADARY	FALSE
45	22MBAR0395	VEEKSHA J SHETTY	TRUE
46	22MBAR0742	YADHU KRISHNAN P	TRUE

SOM:

Sl.	USN	Name	20-Apr
1	22MBAR0651	AKULA AMRUTA RAO	TRUE
2	22MBAR0802	ATHUL AYILLIATH	TRUE
3	22MBAR0709	H N MONIKA SHREE	TRUE
4	22MBAR0320	K S ANIRUDH THIMMAIAH	TRUE

SOLS CLUB ACTIVITY

5	22MBAR0321	KOLAPPAN T	TRUE
6	22MBAR0909	MAHEK KEDIA	TRUE
7	22MBAR0603	MAHIMA RAJ	TRUE
8	22MBAR0972	MAMATA RAUNIYAR	TRUE
9	22MBAR0612	RAHUL BORAH	TRUE
10	22MBAR0607	SHIVANI SWAIN	TRUE
11	22MBAR0496	TULIKA KANAUIA	TRUE
12	22MBAR0950	VIKAS K	FALSE
14	22MBAR0852	VISHNU VARDHAN D	TRUE

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

		Feedback				
Score	5	4	3	2	1	Total
Q1	32	32	22	0	0	86
Q2	25	33	28	0	0	86
Q3	30	28	28	0	0	86

	Wt Score	5	4	3	2	1			
Questions to Map Pos	List of Pos & PSOs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Wt. Score	Max score	%age
The program/activity was relevant to my area of specialisation	PO1 PO2 PO3 PO4 PO5 PO1 PO2 PO3 PO4 PO5	42	23	19	0	0	359	420	85%
The program/activity enabled me to understand application of concept(s)	PO1 PO2 PO3 PO4 PO5 PO1 PO2 PO3 PO4 PO5	40	26	20	0	0	364	430	85%
The program/activity provided an opportunity to apply my skill set	PO1 PO2 PO3 PO4 PO5 PO1 PO2 PO3 PO4 PO5	54	27	5	0	0	393	430	91%

SOLS CLUB ACTIVITY

POs	Q1	Q2	Q3	Captured By	Total Attainment Score	Level Achieved
PO1	85%	85%	91%	Q1 Q2 Q3	87%	3
PO2	85%	85%	91%	Q1 Q2 Q3	87%	3
PO3	85%	85%	91%	Q1 Q2 Q3	87%	3
PO4	85%	85%	91%	Q1 Q2 Q3	87%	3
PO5	85%	85%	91%	Q1 Q2 Q3	87%	3
PO6	85%	85%	91%	Q1 Q2 Q3	87%	3
PO7	85%	85%	91%	Q1 Q2 Q3	87%	3
PSO1	85%	85%	91%	Q1 Q2 Q3	87%	3
PSO2	85%	85%	91%	Q1 Q2 Q3	87%	3
PSO3	85%	85%	91%	Q1 Q2 Q3	87%	3

13. Proposals for the Event/Programme:

To,

The Programme Coordinator for kind approval,

Sub: SOLS CLUB ACTIVITY – CHANNELTECT

The purpose of the guest lecture is to provide specific inputs and exposure from a practitioner’s perspective on select concepts in Group activity students. The Activity has been planned for two hours. The planned program duration will be during 9.30 am to 12.30 pm on 20th April 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
SOLS Club Committee
Signature

Programe Coordiantor
Approval Authority
Signature

SOLS CLUB ACTIVITY

14. Minutes of Meetings:

Meeting Title	SOLS CLUB ACTIVITY – CHANNELTECT	
Date of Meeting	20 th april 2023	
Meeting Venue	509, 5 th floor	
Meeting Agenda	SOIS Club Activity – CHANNELTECT	
In Attendance	Name	Title/Department/Organization
	Dr. Jaykumar Padmanabhan	
	Dr.Navaneeth kumar	
	Dr.G S Vijaya	
	Dr. Srinivasa Rao	
	Dr. Yavana Rani	
	Dr. Yoganathan S	
	Dr. Vinoth kumar	
	Dr. Abhinay Tiwary	
	Dr. Ravishankar Ulle	
	Dr. Rupesh kumar Sinha	
	Mr.Thilak Reddy	
Key Meeting Outcomes		
	<ul style="list-style-type: none"> • Sharing information, ideas, and feedback among participants • Clarifying roles, responsibilities, and expectations among participants 	
Action Plans, if any (along with the First Person Responsible)		

SOLS CLUB ACTIVITY

15. Budget: -

To,

The program Coordinator/ Dean for kind approval

Sub: Budget for “SOLS Club activity”

The **SOLS Club Committee** is organizing on **20th April 2023**, in Seminar Hall, Faculty of Management Studies, JAIN (Deemed-to-be University), Bengaluru

The following are the requirements for the same:

Sl. No.	Details	Units	Amount (₹)
1	Printing Certificate's	25	500
		TOTAL	500

Total in Words: Rupees - Five Hundred Rupees only

Program Coordinator/ Dean, kind approval is requested for conducting the 'CHANNELTECT', and incurring the expenses **500** Only towards the same.

The Dean has recommended this proposal.

Kind Regards,

Faculty Coordinator
Decision Science
Signature

Program Coordinator
Approval Authority
Signature

Dean
Approval Authority
Signature

16. Trailing Emails/communications:

Request to book seminar hall 1 for SOLS club activity Inbox x



Dr. Ravishankar S Ulle

to charan, Navaneetha, G.S., Jaykumar, Yavana, S, Vinoth, Rupesh, me, Abhinav, Srinivasa

Thu, Apr 20, 1:11PM (5 days ago)



Dear Charan,

Kindly book seminar hall 1 for SOLS CLUB ACTIVITY Channeltect Presentations for LSCM and SOM students of 2 semester - 100 students@ 2pm to 4pm

Thanks and regards

Dr Ravishankar S Ulle

SOLS CLUB ACTIVITY

16. Any other related details: -NA

17. Pictures for the Event:



Fig : 1.1 Sols club activity – CHANNEL TECT held on 20th April 2023 (Batch and Event: 2022-2024 batch participating in the event.

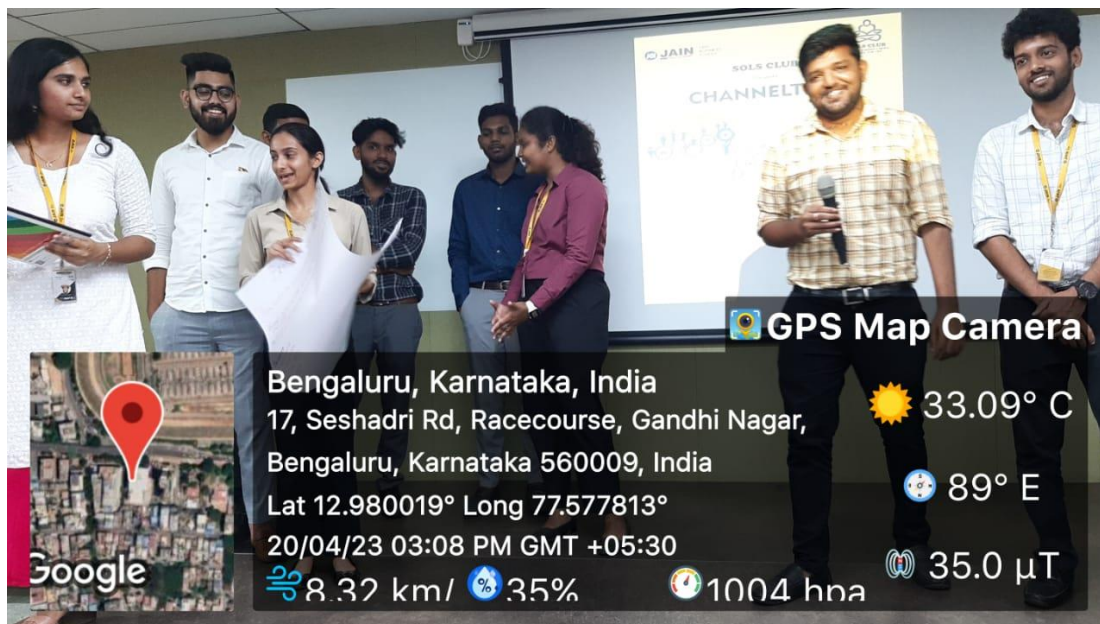


Fig : 1.2 Sols club activity – CHANNEL TECT held on 20th April 2023 (Batch and Event: 2022-2024 batch performing in the event.

SOLS CLUB ACTIVITY



Fig : 1.3 Sols club activity – CHANNEL TECT held on 20th April 2023 (Batch and Event: 2022-2024 batch Dr. Jaykumar Padmanaban issuing certificates to the winners).