

MAJOR EVENTS (INTERNATIONAL /NATIONAL LEVEL)

International Conference on Engineering, Technology & Management in the Digital Era 2019 (ICETMDE-2019) was organized between 25th to 27th February 2019, at the Seminar hall, M block, DSATM in association with Lifeway Tech India Pvt. Ltd.



The chief guest for inauguration was Sri. Satish Vishwanathan, Chief Product Manager, NxtGen Data centre and Cloud Technologies, Dr. Mani Murali R Senior Scientist, NIO, Goa, India was the guest of honour, in the presence of- Mr. Sunil Kumar, CEO and Director LWT India, Dr. Niranjana Lal, Mody University, Dr. Lakshmi Kantha B R, Principal, DSATM, Dr. C. Nandini-Vice Principal, Dr. Sumithra Devi, Dean –Academics & Dr. Geetha R, HOD- MBA.

The key note speakers at the conference were of high calibre and learned name from both industry and academia like, Dr. Senthil Kumar, Principal Scientist, CSIR, Mr. Vishnu Dutt, Cisco Systems, Dr. S C Sharma, Professor, IIT – Roorkee, Dr. Shamimul Qamar, Professor, CNCE, King Khalid University, Saudi Arabia, who delivered the key note through SKYPE. The conference had three technical sessions each one dedicated to Technology oriented papers, Management papers and one exclusive session through SKYPE, which reflected the true nature of the conference as in the Digital era. The conference also witnessed the release of the Souvenir by the dignitaries.

Three-Day National Management Conclave on 25th, 26th and 27th October, 2018





Three day National level Management conclave on “Technovations in Business Ecosystem” was organised between 25th and 27th October 2018, in which many resource persons including Shri. Acharya Ajit Kumar, Chairman-VDM, India on the Move, Mr. Hari K Gandamneni from Venu Solutions, Mr. Pranav Kathale, Director-Risk Consulting, KPMG, Mr. Sunil Shah, CEO, SG Global solutions, Centre-India & European services, Romania, Ms. Uma Ravi Shankar & Ms. Savitha Subbaraya, Co-Founders, Evoluer Consulting Services, Mr. Abid Hussain, VP-Sales, Star Sports and Mr. Venkat Pochiraju, Regional VP-Sales RED FM India.

Fourth National Conference On Convergence Of Science, Technology And Management NCCSTM-2018 3rd May,2018



The 4th National conference on Convergence of Science Technology and Management was also organized in the same way at DSATM Campus on 3rd may 2018 in association with IEEE under the chairmanship of Dr. B. R. Lakshmikantha the principal of DSATM, Dr. C Nandini the Co-Chairman and the Vice principal, with Dr. Sumithradevi KA Dean & HOD of ISE, Dr.KN. Vishwanath Professor & HOD of Civil Engineering Dept., Dr. R. Manjunath Prasad Professor & HOD of Electronics Dept. as the Conveners of the Conference. The Department of Management Studies coordinated management track consisting of 44 papers which were presented in 2 tracks chaired by Dr. R Kiran, Principal, Hindustan Business School and Aviation Academy and Dr. Veena K N, Dean, Dayananda Sagar Business Academy. Organizing committee comprised of the faculty team of MBA Department, DSATM and the Conference Coordinator was Dr. M D Sai Baba, Professor, MBA Department.

National Level Inter-Collegiate Management & Cultural Fest: was Held on 19th& 20th April, 2018



Shri Acharya Ajit Kumar, Chairman VDM-Indian on the Move and MR. Karthikeyan, PM, Cisco Systems were the Guests of Inaugural and Valedictory Functions Respectively.



Around 320 Participants from 20 Colleges participated in the event and was an overwhelming success Vljaya Vani and Digvijaya were the media partners for the event



The Department of Management Studies, DSATM organized a Two – Day National Level Management Fest “Aavartan’18” on 19th and 20th of April 2018. Aavartan – a Sanskrit word which means to churn, whirl and bring out something new – was the name selected after a careful thought process which truly reflected the event in total. All the efforts were initiated before a month and a half which included a huge brainstorming from various stakeholders. Several rounds of meetings were conducted to formulate the various committees and their corresponding roles and responsibilities, event schedules with regulations and conduct details and the people in-charge for the same, budget related details for all the activities and so on.

The fest promotions activities were taken up by the students with wholesome enthusiasm and the communications were spread to various institutions for participations and organizations for sponsorships. A massive and intensified drive, which ran for nearly a month, resulted in whooping response of close to 300 registrations and large sponsorships.

The Fest witnessed five technical rounds – marketing, human resources, finance, business quiz and best manager events, several experience based activities rounds – photography, social media contest, treasure hunt, food panda, and dub smash, and a scintillating range of cultural events like solo singing, solo dance and group dance. Most events had 4-5 rounds spread over two days and the cultural events were held on the evening of first day.

The fest inauguration was graced by the chief guest Sri. Acharya Ajit Kumar, Founder Chairman, VDM-India on the Move who gave an exemplary key note address motivating students which created an indelible impact on the minds of the participants and also which reflected his four decades of managerial and entrepreneurial experience. The inauguration was presided over by Sri. Galiswamy, Secretary – DSI and Dr. B R Lakshmikantha, Principal, DSATM, Dr. C Nandini, Vice-Principal & HOD – CSE, DSATM, Dr. Sumithradevi K A, and Dean – Academics & HOD – ISE, Dr. Geetha R, Professor and Head, MBA Department, DSATM shared the dais.

The events started after the inaugural observance and the event coordinators took over the charge to guide the participants to the various pre-decided venues and a very smooth conduct of the events were observed with eminent personalities both from academia and industry gracing the adjudication panel.

The fest valedictory ceremony on the second day was graced by the chief guest Sri. Karthikeyan Project Manager from , Cisco India Systems(P) Ltd. who made a short but highly impactful speech addressing the key performance

issues related to the participants. The valediction witnessed Principal, Vice Principal, Dean Academics and HOD-MBA on the stage. Trophies, cash prizes, certificates and the championship trophies were distributed to the winners and participants.

Kristu Jayanthi Institute of Management won the grand championship by winning in majority of the events.

Both the days the participants and the hosts were provided with pleasant food and all the participants were provided with fest registration kits. It was observed the students had taken enormous amount of pains to decorate the event venues to create the necessary ambience for the conduct.

All these would not have happened without the support of the Honorable Management of DSI – Respected Members of Mahatma Gandhi Vidya Peetha Trust, Principal – Dr. B R Lakshmikantha, Vice Principal, Dean Academics, Various Faculty who shouldered the responsibilities of various committees like Registration, Events coordination, food, stage, cultural, fest promotions, sponsorships, technical and so on, various student coordinators and volunteers from both the classes.

Another worth mentioning record related to the fest is regarding sponsorships – the back bone of the entire extravaganza. The gala event of this magnitude was unimaginable without the involvement and support of sponsors for the fest. United Precision Plastics, Yume Tools, CNC-India Ltd, Salvin Infotech, Shri Ram Properties, Bal Pharma, Fun World and Resorts India Pvt. Ltd, Travels World Pvt. Ltd, Café Coffee Day, Talent Avenues were the major sponsors for the events.

Digvijaya News Channel and Vijayavani – Kannada Daily were the Media partners for the event.

The entire range of activities were conceptualized, organized and conducted by Dr. Geetha, Professor and Head, MBA Department, DSATM, ably supported by the fest coordinator Prof. V K Srirama and all other faculty, non-teaching staff and students of the Department.

- ***Report by Mr. V K Srirama***