



# MIM NEWSLETTER

## VISION

To be a highly respected B-School in South India.

## MISSION

We will achieve our Vision through

- Outcome driven management education to produce competent managers for meeting the industry requirement;
- Faculty and student research that impacts domain knowledge and practice;
- Providing training, consultation and expertise for community development.

## PROGRAM EDUCATIONAL OBJECTIVES (PEO)

PEO1. The graduates will be able to take up managerial roles adding value in organizations operating in a dynamic environment.

PEO2. Graduates will be able to provide solutions to organizations by applying analytical and critical thinking.

PEO3. Graduates will appreciate the need for ethical conduct and social responsiveness in their professional career and life.

PEO4. Graduates will be able to communicate effectively and to work as a valuable team player.

## FACULTY ENGAGEMENT

### Dr Swathi KS

Delivered a session on "Healthcare Industry: Perspectives and Challenges" in a Faculty Development Program on Entrepreneurship organized by Manipal Universal Technology Business Incubator (MUTBI) and Manipal College of Health Professions (MCHP) on December 5, 2019. She discussed the various perspective and challenges of the Healthcare Industry. More than 20 faculty participants from different backgrounds such as Medical, Dental, Engineering, Commerce and Hospitality sectors had attended the session.



### Dr. Rajasekharan Pillai K

Invited to moderate a session titled Comprehensive Strategy v/s Incremental Strategy in Knowledge Management at the Two-day International seminar held at Justice K S Hegde Institute of Management, NITTE on Managing Knowledge for All-Round Well Being: Realising the Promise in a Knowledge Society on December 29 and 30, 2019.





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## INTERNATIONAL INTERACTION

A short term immersion program was organized for the students of Manipal International University (MIU) Malaysia by Manipal Institute of Management from December 9 to 11, 2019. The students were engaged with a blend of classroom discussions and on-site visits. Discussions on Foreign Exchange Rate Determination and Corporate Strategy were scheduled in addition to a workshop on team effectiveness and interpersonal skill conducted by Dr.Suhan Mendon and Dr.Smitha Nayak, Associate Professor, Manipal Institute of Management. The students of MIU also visited the NABARD (National Bank for Agriculture and Rural Development) funded project on 'farm-to-table project' of the Centre for Social Entrepreneurship on MAHE located near Udupi. Dr.Harish Joshi, the coordinator of the Center, exposed the students to the process as systems implemented.



## PLACEMENT

Heartiest congratulations to the following students for being selected in E&Y through campus placement:

Akshath Rao  
Ananya A  
Ankita  
Errol Ikon Quadras  
Nithin Bhat  
Pranathi S  
Rashmitha  
Sahana Pai  
Sanjana A S  
Shetty Ashwita Ashok  
Stelvin Jaison Sequeira

## RANKING

Manipal Institute of Management, MAHE has been placed in the 16th position in the Indian Institutional Ranking Framework (IIRF-2020) conducted by the Education Post Magazine.



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## STUDENT ACHIEVEMENTS

The following students from MIM have been selected to represent MAHE in the All India/ South Zone Inter-University Tournament in various Sports & Games event.

S.NO	NAME	EVENT	Tournament
1	Mr.Deviprasad Shetty	Athletic	All India
2	Mr. Nithin M.B	Cricket	South Zone
3	Mr. Vachan V Acharya	Cricket	South Zone
4	Mr. Varun B Shetty	Hand Ball	South Zone
5	Mr. Nithin M	Hand Ball	South Zone
6	Mr. Preetesh M Tholar	Hand Ball	South Zone
7	Mr. Nagaprasad	Hand Ball	South Zone
8	Mr. Saajan S Kundar	Hand Ball	South Zone
9	Mr.Nagaprasad	Basketball	South Zone
10	Miss. Trinetra G R	Chess(W)	South Zone
11	Mr Hemanth H B	Boxing	All India

## SOCIAL ENTREPRENEURSHIP SUPPORT

### Mattu Gulla set to sail abroad next year

Export network to UAE planned



Mattu Gulla is grown in select villages in Udupi district.

**GANESH PRABHU**  
 says

People from the coastal districts of Karnataka who are settled in the Middle East now, in the coming year, be able to enjoy dishes of the famed Mattu Gulla, a variety of brinjal that has Geographical Indication (GI) tag.

Though a consignment of the vegetable was sent to Kuwait from Mattu village December last through an agency, a formal export network has not been established.

Known for its unique taste, Mattu Gulla is grown in Mattu, Kappunji and Uliyargol villages of Udupi district. About 200 farmers cultivate this rare variety of brinjal on about 120 acres of land from October to June. These farmers have formed a collective called Mattu Gulla Belegana Sangha.

Besides, the National Bank for Agriculture and Rural Development (NABARD) sanctioned the Mattu Gulla Farmer Producers' Organisation (FPO) in 2016. In an effort to expand the market for this vegetable, Harish Jishi, professor at Manipal Institute of Management and NABARD project coordinator for Mattu Gulla, has been in touch with three firms in the United Arab Emirates run by people from Udupi district for exporting Mattu Gulla from here. They have agreed to it. "We could not do much

this year because a lot of the Mattu Gulla crop was destroyed during the heavy rains. The current produce will be needed to meet the local demand. Hence, we will take up exports next season. This will also give the firms time to study and meet the import requirements of the UAE," he said.

Lakshman Mattu, president of the Mattu Gulla Belegana Sangha, said the production of Mattu Gulla fell by about 70% because of the rains this year. "We sent 500 kg of Mattu Gulla to Kuwait last December; if Mattu Gulla is exported, the demand for it will increase and farmers will get good prices for it. But maintaining quality will sometimes be a challenge. This is because the quality of crop is affected by rains," he said.

Legend has it that over 400 years ago, Sri Vadiraja (1480-1600) of Sode Mattu, one of the Ashra Mattu of Udupi, gave the seeds of this special brinjal to the farmers of Mattu to cultivate. The speciality of Mattu Gulla, besides its taste, is that it has less seed and more pulp.

This vegetable has a special relationship with the biennial Parayasa festival held in Udupi as the farmers offer the crop to the 800-year-old Sri Krishna Mantu Temple for the festival. A dish is prepared using it and served to devotees.



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## FACULTY PUBLICATIONS

### Dr Smitha Nayak

Published her research paper co-authored with Shaon Sen titled **Influence of Materialism on Impulse Buying among Indian Millennials: Does Income Matter** in the Indian Journal of Marketing Vol 29 (12). This Q3 journal is indexed in Scopus.

### Dr Navin Kumar K (lead author), Dr Suraj F. Noronha, and Prof. Raveendra Rao

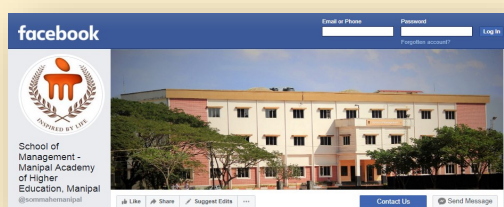
Published their joint paper entitled **Role of Procedural Justice and Organizational Trust on Organizational Citizenship Behavior among IT Employees** in the International Journal of Advanced Science and Technology, Vol 28, Issue 20. This Q3 journal is indexed in Scopus.

## DIRECTOR'S MESSAGE

Our Vision Statement of "To be a highly respected B-School in South India" has inspired us ever since we wrote it, and has been guiding us in our choice and decisions. Further down, our 3 Mission Statements clearly articulate the ways we can attain our Vision. They show that we're focusing on teaching and learning, research, and service. Are they not every B-School doing? How are we different from others? In our Mission statements, we see clear guidance on how we can differentiate our activities, and on how they make us stand apart and be ahead. Therefore, our Vision and Mission statements, which are our key resources, have so far been our guiding lights and, in our business made us a unique B-School.



**Dr Raveendranath Nayak**  
Director



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