

POORNAPRAJNA INSTITUTE OF MANAGEMENT, UDUPI
A POORNAPRAJNA EDUCATION CENTRE®

(Promoted and Managed by Udupi Sri Admar Mutt Education Council)

--ANNUAL REPORT OF THE INSTITUTE--

Academic Achievements:

Poornaprajna Institute of Management is awarded A+ Grade by NAAC with 3.32 CGPA out of 4. PIM is one of a few Management Institutes awarded with A+ Grade in the National level. The Institute has applied for National Institutional of Ranking Framework (NIRF) and selected as one of the Participating Institute. II MBA student Mr. Naveen R Bhat secured 3rd Rank from Mangalore University. During the year the Institute has been successful in getting approval from AICTE for the commencement **MCA Programme** and one more batch of MBA with effect from the **Academic Year 2023-24. Mangalore University LIC visited the Institute for Affiliation.**

Bhoomi Pooja for building extension in this regard was performed by H H Swamiji on 4th of March 2023 and now the construction work is complete in the Third Floor;

Research Activities

All the faculty members in the Institute are provided separate cabins and individual desktop computers with internet facility. The required books, research journals, and other study materials are made available to them for their research activities. Three members of the faculty in the Institute are actively involved in research work for the award of Ph.D. degree. Presently in the Institute, there are four faculty members with Ph.D. qualification.

Poornaprajna Center for Research and Development (PCRD):

PCRD has received Rs.4, 00,000 project grants from Karnataka Bank for conducting programs for women empowerment

Research Papers in National & International Journals

Dr. Naveen Kumar and Dr. Bharathi Karanth have published articles in the National and International Journals

Special Guest Lectures:

During the year 2022-23 a number of **Programmes, Activities, Guest Lectures, Workshops and Competitions** were conducted for the benefit of the students. Institute has invited Resource Persons from Industry and Academia as part of **Special Guest Lecture and Corporate Talk** series. Some of such activities conducted during the year include:

- **Mr. Ramani Venkat**, founder Recession Busters conducted Inbound Training Programme for the students
- Students' **Panel Discussion on Union Budget 2023** took place with **CA Prashanth Holla**, honourable Treasurer, GC PIM as the Chief Guest
- Workshop on '**Social Entrepreneurship, Sustainability and Rural Engagement**' – **Focus on Skilling for Entrepreneurship Promoting Sustainable Practices** was organised by EDP cell in association with Mahatma Gandhi National Council of Rural Education
- **Dr. Dhanya Bhaskar**, Chairperson, Centre for Policy Studies, Indian Institute of Forest Management, Bhopal delivered expert lecture on the topic '**Remaining Biodiversity Conservation for People and the Planet**'
- **Mr. B N Amin General Manager (HR), Prakash Retail Pvt. Ltd.** addressed the students on **Corporate Etiquettes**

- **Ms. Lakshmi Shetty, Campus Relationship Manager, Robosoft Technologies** delivered a guest lecture on the topic '**HR Practices in IT Company**'
- **Workshop on 'Adding Value to Your MBA'** for the students of the Institute was conducted by **Dr. Sudhir M, Professor, JKSHIMS, Nitte**
- **Mr. Sridhar, Senior Manager (Training and Human Resource), Konkan Railways** addressed the students of the Institute
- **Sri S V Manjunath, Associate Professor, APU, Bangalore** delivered expert lecture on topic '**Plan Thy Future**'
- **Rtn H N S Rao Memorial Lecture on 'Cultural Connotations of Coastal Karnataka'** was delivered by **Dr. Praveen Shetty, co-ordinator, Centre for Intercultural Studies & Dialogue, MAHE, Manipal**
- **Career Guidance Programmewas** conducted by **Mr. Darshan Patil, Director-Learning Innovation & Content, Digital Solutions, Manipal Technologies Ltd., Manipal**
- A Discourse on '**Unleashing Potential: Sharing the Entrepreneurship Journey**' was conducted with **Mrs. Vimala Chandrashekhar, CEO, Adarsha Hospital, Udupi** as the resource person
- **Entrepreneurship Development** cell of the Institute took initiative in organising '**Prajna Craft Mela**', the **National Handicrafts and Arts Demonstration, Exhibition and Sale** at the campus in December 2022
- Activity based workshop was conducted on '**Employability – Needed Traits**' with **Dr. Shubha HS, Prof. & Head, Media Studies, MIC, MAHE** and **Dr. Praveen Shetty, Assistant Professor, Dept. of Humanities & Management, MIT, MAHE**
- The three specialisation clubs of the Institute i.e. **Finance Forum, HR Forum, and Marketing Forum** conducted in-house competitions i.e. **FINS PARK 2K23, ZEST 2K23** and **MARKSPROUT 2K23**, respectively.
- Students of the Institute have also been actively engaged in the outreach activities – **HR Forum** initiated beach cleaning at **Malpe beach** followed by **Mindful Bliss Training** by **Mr. Arpith Ahuja, Fitness Trainer**; this was followed by '**Nature Connect: A Visit to Chikmagalur**'

During the year students visited many factories and observed how organisations function in reality.

Some of the organisations our students visited include – '**Clay Kart**' at Perdoor, **Manipal Technologies Ltd** and **Udaya Aluminium Industries** at Manipal

During the year faculty members of the Institute visited other organisations as resource persons and delivered guest lectures or took training sessions for the employees of other organisations

Library:

The Institute has a well stacked Library with standard titles, journals, CD-ROMs, Xerox machine, Scanner, computers with internet facility and printing facility etc. As on 31st March, 2023 the books in the Library totaled to 6151 including 81 books added during the year 2022-'23. The Institute's Library is subscribing to 12 National & International Journals & periodicals. Further, the Institute's Library has Library Database-Easylib and Bar Coding and Digital Library facilities (DELNET E-resources)

Sports:

Annual sports meet organized to MBA students in the month of May 2023

Other Activities:

Students of the Institute participated in the management fests organised by other institutes and even won prizes and brought laurels to the Institute. Second year students participated in the management fest

'INSIGNIA 2023' conducted by St Aloysius Institute of Management and Information Technology at Mangalore and won the **Overall Championship**. Our students have also won prizes at the fests conducted by **A J Institute of Management**, Mangalore and by the **Dept. of PG Studies in Commerce Manjunath Pai Memorial College, Karkala**.

The Institute offers dual specialization papers to the students in their third and fourth semesters as a Certificate Course in addition to the papers prescribed by Mangalore University. The Institute also offers 2 more Certificate Courses in "Computer Application", and "Yoga for Stress Management".

Apart from 5 hours of teaching per day for covering the syllabi prescribed by Mangalore University, two classes of one hour each are engaged everyday from Monday to Friday to impart essential skills like Computer Skill, Communication Skill and a variety of Management Skills. Regular competitions organized in the areas of Business & Management for the enhancement of management skills, Reputed Companies have visited as well as calling our students for placements. Industrial visits arranged for the exposure and interaction. The in-house group competition Prajna Vaibhavam was conducted for the benefit of students. Three different events- Company Presentation, Debate and Business Plan Presentation are held.

During the year, **Training and Placement Cell** of the Institute '**Poornakash**' took enough initiative in arranging for the **Students' Internship** as well as placement activities. The first year students interned with HARSHA Retail Stores during HARSHOTSAVA 2023 at their Udupi, Brahmavara and Shivamogga stores. Placement activities have already begun for the second year students and is going on in full swing

The Weekly Newsletter, 'ARTHAPRAJNA' and 'ETICA' sent electronically to all the Present and Old Students of the Institute, has created an opportunity for the students for disseminating their views and ideas in different facets of knowledge.

Class-wise Strength of Students in the Academic Year 2022-'23

Class	Boys	Girls	Total Students
I Year MBA	19	41	60
II Year MBA	28	32	60
TOTALS	47	73	120



Director

Poornaprajna Institute of Management
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