

--ANNUAL REPORT OF THE INSTITUTE--2024

Academic Achievements:

The academic year 2023-24 has marked the beginning of MCA programme and additional batch of MBA at PIM. During the academic year 2023-24, the students of the Institute have launched the intercollegiate fest as an annual event involving management, IT and cultural competitions for the undergraduate colleges. The first ever fest of this series ADVAITA 2K24 was held on August 28, 2024 and I am happy to announce that 17 undergraduate colleges had participated in different events of this fest.

Mrs. Shruthi Raj of the 2021-23 batch was awarded the 'Certificate of Appreciation' in recognition for her outstanding achievement for having secured **3rd rank and Gold Medal for highest CGPA with Marketing specialisation in Mangalore University MBA Examinations held in August 2023**

The 2021-23 batch of MBA has registered 100 percent results in the fourth semester MBA examinations conducted by Mangalore University in August 2023; the 2022-24 batch of MBA has also achieved 100 percent results in second and third semester examinations. The first semester MCA students have also registered 100 percent results in the first semester MCA examinations conducted by Mangalore University in June 2023

Extension of Institute Building

During the year 2023-24 additional batch of MBA and new MCA course have been started, hence 3rd Floor added to the existing building which include 4 classrooms, one reading room, faculty cabins and one computer la. Existing computer lab also modified to accommodate MBA and MCA students.

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.

Conference

National level Research conference on the subject Management and IT organized during the year i.e. on June 29th, 2024. The conference received 64 scholarly articles and about 30 papers presented on that day.

Special Guest Lectures:

- PIM in association with District Administration, Zilla Panchayat, and Dept. of Broadcasting has celebrated 'Alcohol and Drug-Free' awareness programme on the occasion of birth anniversary of Dr. MahanteshaShivayogi; Dr. P V Bhandary was the resource person giving talk creating awareness about evils of alcohol and drugs, especially among youngsters
- PIM in association with ICAI, Udupi branch and Dept. of Post Graduate Studies in Commerce (MCom) organised a programme on creating awareness about 'Financial Tax Literacy'
- ED cell of the Institute has organised 'Entrepreneurship-focused Program' with Mr. Purushottam Adve and Mr. Manjunath Kamath as resource persons
- PIM in association with Nehru Yuva Kendra and PPC celebrated 'National Youth Day'
- PIM in association with Prachi Foundation, Udupi organised four days 'Prajna Handicraft Mela 2024' at PPC campus during January 2024
- CSR Club in association with Udupi Insurance Institute organised a seminar on 'Career Opportunities in Insurance Sector' for MBA and MCA students of PIM; CSR

Club and Entrepreneurship Cell, in association with Ministry of MSME, GOI has organised one day 'Entrepreneurship Awareness Programme' for the students of PIM; Mr. Sundar, Assistant Director, MSME Development & Facilitation Office, Mangalore Branch & Mr. Nitesh Kumar, Founder & CEO, Taxmaster were the resource persons

- Women Empowerment Cell, in association with PCRD & Karnataka Bank organised 'International Women's Day'; Mrs. Poornima, Assistant Director, Department of Kannada & Culture, GOK was the guest of honour
- IPR cell organised a workshop on 'IPR Practices and Management' with Dr. Santhosh Prabhu, Assistant Professor, SDM Law College and Centre for PG Studies and Research in Law, Mangalore as the resource person
- Human Rights Cell organised 'Management Role Play' with the theme 'Group Dynamics in the Workplace' in two sessions; Dr. Sukanya Martis, Principal, SPEC was the Guest of Honour for the first session and Mr. Anil Kumar V, Theatre Artist and Poet was the Guest of Honour for the second session
- Conclave on Roadmap to Poornaprajna Institutions 'VISION-2035', was presented by Dr. P. Sreeramana Aithal in the presence of HH Shree Eeshapriyatheertha Swamiji and other esteemed management members on May 8, 2024
- Alumni Association along with Training & Placement Cell jointly organised an interactive session with second MBA students 'Practical Skills for Corporate Success: Insight from an Experienced Professional' with Mr. Sanjay Shet, manager, Commercial & Pricing Mphasis, Bangalore as the resource person; the Association organised an Interactive Session on 'Level up Your MBA with AI' with Dr. Vrinda Acharya, Assistant Professor, MAHE as resource person. Resource persons of both these programmes are the alumni of PIM
- Four Days Hands on Workshop on 'Web Development' for second semester MCA students was organised from July 9 to 12 by the Dept. of MCA, PIM with Mr. Abhishek Kunder, Software Engineer, Prolake Technologies, Udupi as resource person
- All the MCA students have completed Infosys Springboard Certification program on PHP programming
- The Dept. of Computer Application has organised a guest talk on 'Unit Testing using Junit' with Dr. Sudarshan Murthy, Principal Researcher, The Else Institute, USA as resource person
- Mr. Anish Puthran, founder, Eaeor Technologies Pvt. Ltd engaged the students of MCA on exploring various open source video editing tools
- H R Forum in association with others has conducted the following major programmes/activities during the academic year:
- HR Forum, in association with Poornaprajna Rotary-Manipal Centre for Social Empowerment, Karnataka Bank and Dr. A V Baliga Memorial Hospital Udupi jointly organised a Colloquium on 'Know Thyself-Mind Matters' with Dr. P V Bhandary and Dr. Virupaksha Devaramane as resource persons;
- It organised 'HR Adventure-Campus Discovery' i.e. Treasure Hunt
- The forum in association with Les Saveurs Organised 'Euphoria H R Week'; conducted various competitions from July 29 to August 2nd, 2024
- Some of the major programmes and activities organised by Marketing Forum during the year include:
- The forum has conducted a competition 'Ad Creation' for the students of the Institute
- Organised a guest talk on 'Brand Management' with Prof. Ankith J, Senior Marketing Professional as the resource person
- The forum in association with Harsha conducted competitions 'Marketing Mistique' for the students of the Institute between August 5 and 8, 2024;

- Some of the major programmes or activities organised by Finance Forum during the academic year include:
- It organised a workshop on 'Fundamental Analysis and Using Screener for Stock Selection' for the finance students with Mr. Harish B, Proprietor, Premier Investments, Udupi as resource person
- A Financial Awareness Programme organised by Second MBA Finance-specialisation students addressing MCA & First MBA students
- The forum organised 'Yuva Prajna 2024: Youth Voice of PIM' Union Budget Analysis 2024 with Dr. Vijayendra Rao, BOD, Udupi Chamber of Commerce and Industry, CA Lokesh Shetty, Mr. S G Kurya, Principal Correspondent, Vijaya Karnataka, Mr. Lakshman Shenoy, Advocate, and Dr. Vinay Prabhu Emeritus Professor, PIM as resource persons
- It organised a webinar on the topic 'Personal Finance' by Mr. Salman Qurashi, in charge of Sales Operations at Zerodha
- Finance forum in association with KMV Consulting organised an expert talk on 'Starting Steps for an Entrepreneur' with CA M Sridhar Kamath, Partner, Kamath & Co, Chartered Accountants, Udupi as resource person; also, the Valedictory Ceremony of various competitions conducted for the students of the Institute by 'FINSPARK 2K24' was held on August 14, 2024 with CA M Sridhar Kamath as guest of honour
- Poornakash, the Training & Placement Cell has organised a series of programmes, seminar, industry interaction and industrial visits during the academic year to enhance the employability of the students. Some of these are:
- The cell in association with CSR Club of PIM jointly organised a factory visit by second MBA students to Udaya Aluminium, Shivalli Industrial Estate Manipal on January 27, 2024; later the second MBA students visited CAMPCO chocolate factory, Puttur on 1st of June 2024
- A seminar on 'Japanese Management Styles and Career Opportunities in Japan' was organised with Prof. Harikrishna Bhat, Prof. & Director, International Collaborations of Nitte University & of Nitte Education Trust as the resource person
- An interactive session on 'Recruitment & Selection Process in IT Firms for Support Functions' with Mrs Laxmi Shetty, Associate Manager - Talent Acquisition, Robosoft Technologies Pvt. Ltd. as the resource person
- Organised Pre-placement Talk by KMV Financials Bengaluru with Mr. Raghavendran Chandran, GM, Ford Motor Company & Mr. Raghuttama Acharya, Partner, KMV Financials as Resource Persons
- Organised an interactive session on the topic 'Career Opportunities for Management Students in IT Industry and their Prerequisites' by Ms. Shipra Rai, Vice President, People Operations, Niveus Solutions, Udupi

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, 2024 the books in the Library totaled to 6411. 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)

Dept. of Library and Information Centre has organised library orientation for first year MBA and MCA students; later, on August 12, the Dept. also organised 'Librarian's Day' & 'Launching of Poornaprajna Digital Library with Dr. Mallikarjun Angadi as resource person

Sports:

Annual Sports Meet was held for the students of the Institute on March 28 and April 8, 2024; various Indoors Sports events were held between August 5 and 10, 2024; Sports Club, in association with Ministry of Ayush, GOI, organised International Yoga Day on June 21, 2024

Other Activities:

- 14 Students of PIM, both MBA and MCA, have given talk on various current and relevant topics on Akashavani Mangalore under the platform 'Yuva Dhvani'
- PIM in association with Prachi Foundation, Udupi organised four days 'Prajna Handicraft Mela 2024' at PPC campus during January 2024
- Literary club conducted Elocution competition on the occasion of 'Matribhasha Diwas'
- MBA students have participated in INSIGNIA 2024 management fest organised by the Dept. of Business Administration, AIMIT Mangalore and ELIXIR 2024 organised by A J Institute of Management, Mangalore; won runners in finance event at ELIXIR 2024
- 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 2023-'24

Class	Boys	Girls	Total Students
I Year MBA	48	58	106
I MCA	13	17	30
II Year MBA	19	41	60
TOTALS	80	116	196
