

Newsletter 2026

UDAAAN

Flying Higher to Achieve Dreams

Vol. No. - 3, Issue No. 2 | July 2026



Bharat LEAD Summit 2026



Int'l. Conference on Innovation and Entrepreneurship for Deep-Tech Startups: Role of Entrepreneurial Universities



Int'l. Symposium on Building a Quantum Ready Workforce for Viksit Bharat @ 2047: Challenges & Opportunities

Editor-in-Chief

Dr. K.M. Sharath Kumar

Editorial Team

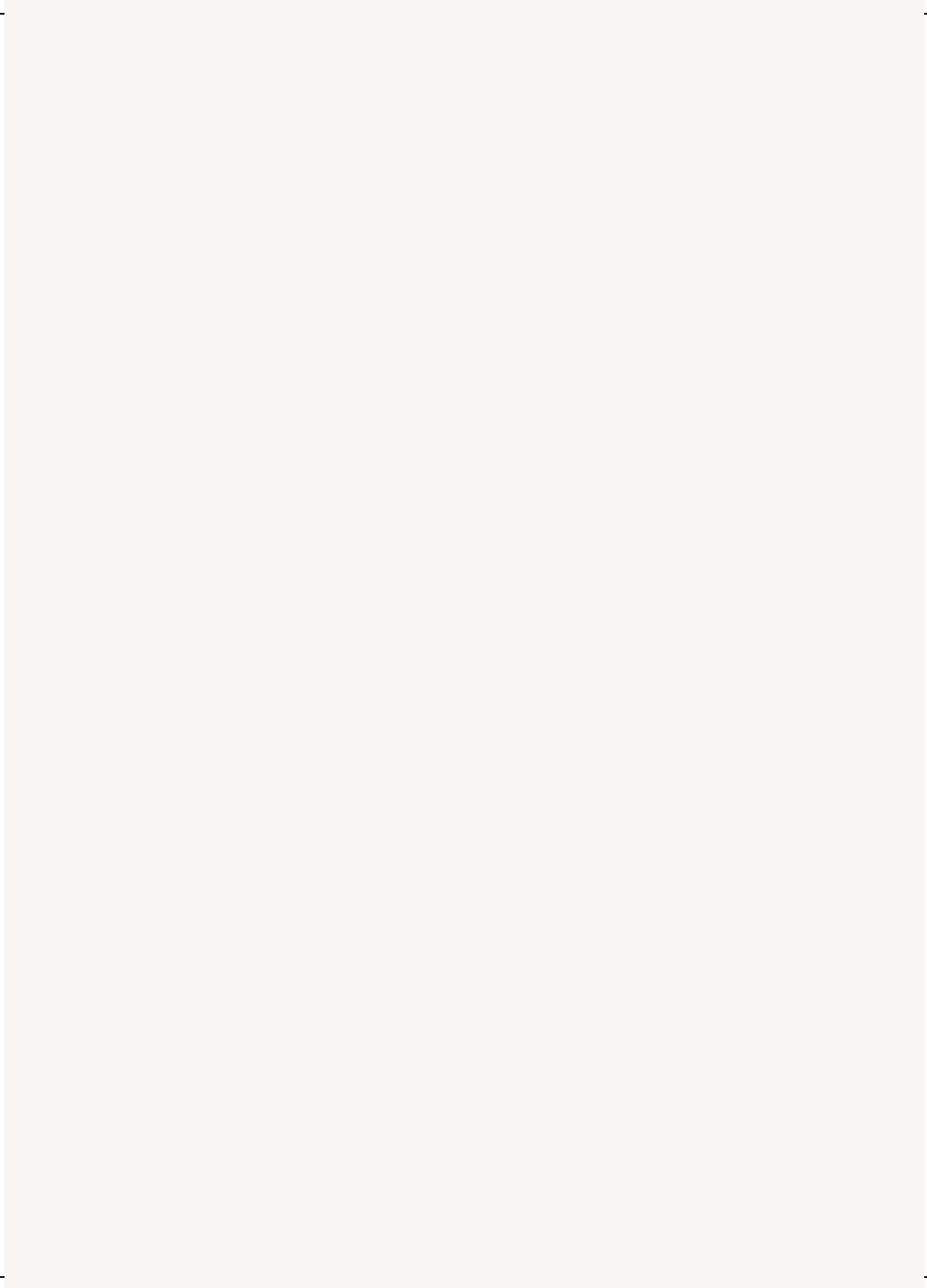
Ms. Sujata Bijwe

Dr. Subhadeep Mukherjee

Mr. Trilok Reddy

Faculty of Management and Commerce

GG Campus, Bangalore



Our Vision

To be an institute of excellence imparting Management Education for various Stakeholders to be Co-creators, Leaders and Entrepreneurs for Societal and Global Prosperity

Our Mission

- To inculcate life-long learning attribute through contemporary Pedagogical Techniques and Assessment
- To cultivate critical thinking capabilities and promote multidisciplinary research for contextual problem solving through a scientific approach
- To instill innovative Business Practices and Entrepreneurial Intentions for Sustainable Growth and Outreach
- To develop Leaders with a holistic mindset sensible to humanity and Society

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MESSAGE FROM DEAN'S DESK

Innovation, Transformation and Impact: FMC's Vision for Management Education



Dear Esteemed Peer Members,

Management education today stands at a crucial juncture, where institutions are expected not only to disseminate knowledge but also to generate meaningful value for society through innovation, leadership and impact. In this context, the address by **Prof. Havidán Rodríguez, President, University at Albany (SUNY)**, on the theme **"Innovation, Transformation and Impact"** during the launch of the Ramaiah Institute of Science and Management (RISM)—India's first distinct Greenfield

deemed-to-be University in Bengaluru—on 4th June 2026, strongly resonates with the mission of the Faculty of Management and Commerce (FMC) at RUAS.

Innovation begins with curiosity, creativity and the courage to challenge conventional thinking. At the FMC, we foster an ecosystem that encourages student and faculty members to think critically, embrace change and develop solutions to contemporary business challenges. Our efforts are reflected in the introduction of innovative programmes in business, finance and entrepreneurship with global industry relevance, the integration of digital tools and case-based pedagogy to prepare students for real-world business dynamics and the strengthening of industry partnerships that bring contemporary market perspectives into the classroom. Through these initiatives, FMC seeks to nurture innovative mind-sets capable of driving change.

Transformation requires continuous evolution of teaching practices, institutional culture and student learning experiences to meet future business challenges. FMC, is committed to reimagining management education by moving beyond traditional lecture-based instruction to embrace experiential, student-centred learning. This transformation is further supported through faculty development initiatives that promote innovative pedagogies, interdisciplinary research and the effective integration of technology into teaching and learning. By cultivating a culture of continuous improvement, our efforts are directed towards empowering learners to become agile, ethical & responsible professionals.

However, innovation and transformation acquire true significance only when they **create impact**. The ultimate measure of educational excellence lies in the positive difference it makes to individuals, businesses, economy and society at large as well as mankind. At FMC, we encourage our students and faculty to engage in research, consultancy, social outreach, sustainability initiatives and entrepreneurial ventures that generate tangible outcomes. We aspire to create graduates who contribute meaningfully to economic development, social progress and nation-building.

As we continue our journey, the principles of **Innovation, Transformation and Impact** remain central to our Vision. They guide our strategic initiatives, inspire our academic community and reinforce our commitment to developing future-ready leaders who can navigate complexity, seize opportunities and create lasting value.

As you read through the milestones, student achievements and collaborative initiatives highlighted in this issue, you will see this shared vision in action. FMC remains unwavering in its commitment to keep FMC community at the forefront of impactful management research and holistic education.

I extend my gratitude to our Leadership Group, dedicated faculty, industry partners, energetic students and distinguished alumni who work cohesively to transform these strategic ideals into actionable outcomes. Let us continue to innovate, transform and lead with purpose.

Best Regards,

Dr. K. M. Sharath Kumar

Professor and Dean

Faculty of Management and Commerce (FMC)

Ramaiah University for Applied Sciences

ACADEMICS

Bharat LEAD Summit 2026: Empowering Future Leaders for Viksit Bharat 2047



building. The summit featured inspiring **keynote addresses, expert talks, panel discussions, fireside chats and an interactive startup workshop**. Speakers emphasized responsible leadership, ethical innovation, deep technology, AI-enabled transformation, sustainable entrepreneurship, strategic CSR and industry-academia collaboration as essential drivers of India's progress towards Viksit Bharat 2047. Discussions highlighted the importance of continuous learning, adaptability, emotional intelligence and innovation in preparing future-ready leaders. **Key sessions focused on deep-tech innovation, startup ecosystems, emerging technologies, women's leadership, the future of work and strategic CSR.**



The **Centre for Leadership Empowering Attitude Development for Sustainability (LEADS NextGen Centre)**, in association with the Faculty of Management and Commerce (FMC), Ramaiah University of Applied Sciences (RUAS), successfully organized the **Bharat LEAD Summit 2026 on 10–11 April 2026 at the Ramaiah Medical College Council Hall, Bengaluru**. The two-day summit, themed **"The Stage for Sustainable Leadership & Entrepreneurship: Transforming Vision towards Viksit Bharat 2047,"** brought together eminent academicians, policymakers, industry leaders, entrepreneurs, healthcare professionals, innovators and students to deliberate on leadership, innovation, sustainability, entrepreneurship, artificial intelligence and nation -



Participants also gained practical insights into startup pitching, fundraising, business model development and leadership for sustainable growth. The summit concluded with a valedictory session that reinforced the philosophy of **"Sankalp Se Siddhi"**, encouraging students to become socially responsible, innovation-driven leaders committed to creating meaningful impact for society and the nation.

The Bharat LEAD Summit 2026 successfully **strengthened leadership consciousness, entrepreneurial thinking, industry engagement and innovation ecosystems** while reaffirming RUAS and the LEADS NextGen Centre's commitment to developing future-ready leaders for a sustainable and developed India.

FMC Co-Hosts Int'l. Conference on Innovation & Entrepreneurship for Deep-Tech Startups: Role of Entrepreneurial Universities



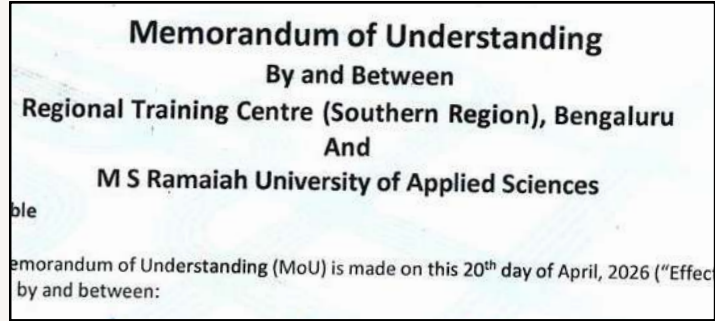
Highlighting its commitment to innovation and research, FMC, RUAS, acted as a co-host in the **International Conference on "Innovation and Entrepreneurship for Deep-Tech Startups: Role of Entrepreneurial Universities"**, held from **20–22 May 2026 at the Indian Institute of Science (IISc), Bengaluru**. The conference explored deep-tech innovation, AI, startup ecosystems and industry-academia collaboration, providing valuable insights into evolving role of entrepreneurial universities in promoting innovation, startup development and sustainable economic growth, while highlighting the importance of collaboration, translational research, & emerging technologies in shaping the future of entrepreneurship.

FMC Co-Hosts International Symposium on Building Quantum Ready Workforce for Viksit Bharat @ 2047



The **International Symposium on "Building Quantum Ready Workforce for Viksit Bharat @ 2047: Challenges and Opportunities"** was held on **24 June 2026**, bringing together experts from academia, industry, research organizations, startups and National Quantum Mission ecosystem. The symposium featured distinguished speakers and a panel discussion moderated by **Prof. K. K. Raina, Vice Chancellor, RUAS**, on developing a quantum-ready workforce. With participation from over 150 delegates representing 76 institutions, the event fostered knowledge exchange and collaboration. The FMC, RUAS, actively contributed as a co-host and as part of the organizing committee.

FMC, RUAS Signs MoU with RTC, MoD (Defence)



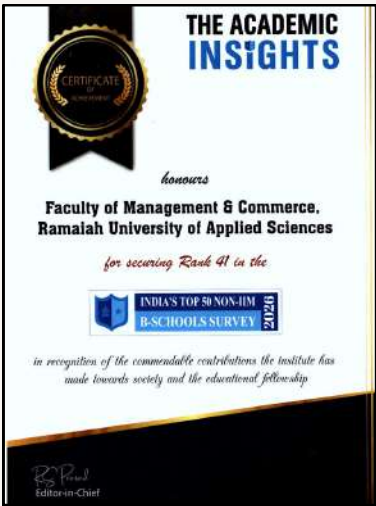
On **20 April 2026**, FMC, RUAS, signed a **MoU with the Regional Training Centre (Southern Region), Bengaluru**, under MoD (Defence), GOI. The collaboration aims to enhance **capacity building, faculty development & training effectiveness** through Faculty Development Programs & Training Needs Analysis. The partnership focuses on modern pedagogy, tech-enabled learning, research, emotional intelligence, mentoring, competency mapping and integration of Indian Knowledge Systems. It also promotes joint training, evaluation and data-driven improvements, strengthening industry-academia partnership and national-level training initiatives.

Workshop on Consumer Neuroscience



The FMC, RUAS, organized a three-day **Workshop on Consumer Neuroscience** from **6-8 April 2026**. The sessions, led by **Prof. Sahadev A. Shankarappa** and coordinated by **Dr. Anicar D. Manavi**, introduced students to the neural foundations of consumer decision-making by integrating concepts from neuroscience, psychology and marketing. The workshop enhanced participants' understanding of consumer behavior, analytical thinking and ethical marketing practices through interactive, interdisciplinary learning.

FMC RANKINGS 2026



FMC, RUAS, earned national recognition in **India Today Rankings 2026**. Ranked **44th among Top BBA Colleges in India** and **82nd among Top B.Com. Colleges in India**. Secured **16th among Emerging BBA Colleges** and **11th among Emerging B.Com. Colleges** in the country.

The FMC, RUAS, has been recognised in India's **Top 50 Non- IIM B-Schools Survey** by **The Academic Insights**



MSRUAS & its constituent faculties have earned prestigious recognition in the **Indian Institutional Ranking Framework (IIRF) Rankings 2026**. FMC's Ranking Achievements: Ranked **7th in Karnataka (Private)** and **30th Nationally among Best B-Schools (Private-Overall)**. Ranked **2nd in Karnataka, 4th in South Zone & 10th Nationally among Top 50 B-Schools**.

GUEST LECTURE / WORKSHOP @ FMC, RUAS



A guest lecture on **"AI in Entrepreneurship"** was conducted on **30 April 2026** for students of the FMC, RUAS, through Microsoft Teams. The session was delivered by **Mr. Vignesh Surana, Tech Enthusiast and Founder of VS-Projects** and explored the role of Artificial Intelligence in entrepreneurial innovation and startup development, offering students valuable insights into evolving intersection of AI and entrepreneurship. The interactive session also encouraged students to explore AI-driven business opportunities and emerging trends in the startup ecosystem.

A webinar was organised, under **Arthabodha Economics Club** of the FMC, RUAS, on **"Entrepreneurship: From Ideas to Execution."** It was conducted on **18 May 2026**, featuring **Mr. Sagar Mahapatra**, a development and entrepreneurship professional with extensive experience in sustainability, innovation and enterprise development. The session provided valuable insights into entrepreneurship, innovation, startup execution, leadership and ecosystem building. Mr. Mahapatra, who has mentored startups through E-Cells of IIT Bombay and IIT Madras, shared practical perspectives on transforming ideas into impactful ventures.



Two webinars on entrepreneurship were conducted for students of FMC, RUAS, under **Arthabodha Economics Club** by **Mr. Bruce Koerber**, author and economist, on **7 April 2026 and 14 May 2026**. The sessions, **"The Heart of an Entrepreneur"** and **"Everyone's Spiritual Entrepreneurship"**, explored entrepreneurship as a blend of creativity, ethics and decision-making, integrating economic thinking with both human values and awareness. Both webinars provided students with a holistic perspective on entrepreneurship, emphasizing purpose-driven and responsible value creation.



FMC, RUAS, conducted a guest lecture titled **"Behind the Curtain: A Startup's Journey"**, delivered by **Deepak Ramchandran and Ujjwal Kumar**. The session provided insights into the **entrepreneurial journey, startup challenges and innovation in business**. The program was held on **24th April 2026**. The event was Successfully coordinated by Ms. Rashmi R, Assistant Professor, FMC.



A guest lecture on **"Sales Territories and Sales Quotas"** was conducted on **29 April 2026** for students of the FMC, RUAS. The session was delivered by **Mr. Guruprasad H. S., Regional Manager, CNC Machines, LK Machinery (Taiwan)**, who shared practical insights into sales territory planning, quota setting and effective sales management practices. The lecture provided students with valuable industry perspectives on strategic sales management.



The **Arthabodha Economics Club** of the FMC, RUAS, organized a workshop on **"Intro to Python"** on **17 April 2026**. The session, led by **Ms. Thrisha V. C.**, introduced students to Python programming and its applications in economics, finance and research. Through conceptual discussions, live coding demonstrations and hands-on exercises, participants gained practical exposure to Python

fundamentals and learned how the language can be used for data analysis, process automation and research, making it a valuable analytical tool beyond traditional spreadsheets.

FMC, RUAS, in association with Research Heights Foundation and Environment Protection Training & Research Institute (EPTRI), conducted a workshop titled **"HEAL – Sustainable Living, Simple Living"** as a part of the **Bharat Environment Program**. The session was delivered by **Mr. Mallinath Hemadi** and included interactive and hands-on workshop sessions focused on sustainable living and environmental awareness. The program was organized by Rotaract RUAS and NSS RUAS for students of the Faculty of Management and Commerce and held on **24th April 2026**.



A guest lecture on **"Building Customer-Centric Marketing in the Age of AI"** was conducted on **6 April 2026** by **Mr. Vinod Kumar M, Senior Vice President & Global Head of Marketing, [24]7.ai India**. The session covered innovative marketing strategies, real-world industry insights, customer engagement and personalization and career opportunities in marketing.

The interactive session provided students with valuable insights into AI-driven marketing and its applications in the corporate world.



FMC, RUAS, in association with **Center for Professional Development**, conducted a guest lecture titled **"Unleashing Creative Potential of Youth; HBNCRRIA Platform for Grassroots Innovations & Entrepreneurship"**, delivered by **Prof. Anil K. Gupta**, CSIR Bhatnagar Fellow (2018–21) and Founder of Honey Bee Network, SRISTI, GIAN and NIF. The session was organized on **24th April 2026**.



FMC, RUAS, in association with **Institution's Innovation Council (IIC)**, conducted a guest lecture on **"Direct Tax & International Taxation"** with the topic highlight **"Taxing Across Borders: Residency & Permanent Establishment"**. Delivered by **CA Ankit Marlecha** on 16 April 2026, focused on DTAA concepts, international tax planning, case studies, practical insights and interactive discussions aimed at enhancing students' understanding of cross-border taxation concepts.

Faculty Achievements

Congratulations Faculty Members!

Dr. K. M. Sharath Kumar, Professor & Dean, FMC, RUAS, was featured in **Higher Education Review Magazine** under the title **"Bringing an Industry-First Approach to Commerce Education."** The feature highlights FMC's application-oriented approach to commerce education through industry-integrated learning, ACCA-aligned curriculum, technology-enabled teaching, experiential learning, professional certifications, leadership development and global outlook. It also showcases the Faculty's commitment to preparing industry-ready, socially responsible and future-focused commerce professionals, reinforcing RUAS's position as a leader in innovative business education.



Dr. Uday Kumar Jagannathan, Associate Professor, FMC, was invited to serve on the **Board of Studies (BoS)** for the **MBA Program at GM Business School (GMBS), G M University**. During the BoS meeting held on **8 June 2026**, he contributed to discussions on introducing a modular MBA curriculum from 2026-27, aimed at enhancing learning through sequential course delivery while maintaining the program's duration and credit requirements.



Dr. Anicar D. Manavi, Associate Professor, FMC, RUAS, served as a Resource Person for two academic initiatives at RUAS during **May 2026**. She delivered sessions in on **"Building Your Digital Presence: Personal Branding for Educators"**, organized by the Centre for Professional Development (**4-14 May 2026**) and the Value-Added Course on **"Supply Chain Mgmt for Pharmaceuticals (CRM)"**, organized by the Faculty of Pharmacy (**7-19 May 2026**). Her contributions reflected FMC's interdisciplinary engagement in faculty development and industry-oriented education.



Dr. Padmavathi Koride, Professor, FMC, delivered expert lectures on **"Leadership Styles and Indian Knowledge System (IKS)"** for **senior officials of the Defence Research and Development Organisation (DRDO)**. The sessions were conducted on **20 April 2026** at RTC-DRDO, Bengaluru, for Senior Accounts Officers and on **7 May 2026** in online mode for newly promoted Senior Accounts Officers from DRDO. The lectures contributed to leadership development through perspectives from the Indian Knowledge System.



Dr. Vanishree K., Assistant Professor, FMC has successfully authored the textbook **"Financial Management"** aligned with the **Bengaluru City University B.B.A. Fourth Semester (S.E.P.)** syllabus. The book serves as an academic resource for undergraduate management students, supporting effective learning of key concepts and practices in financial management. This accomplishment reflects her commitment to quality academic contributions and strengthening management education through her expertise.



Ms. G. V. Sobha, Assistant Professor, FMC, successfully defended her doctoral thesis, **"A Multi-Perspective Approach to Fake News Detection and Prevention in Social Media,"** on **6 May 2026** at the **National Institute of Technology, Tiruchirappalli**, under the guidance of **Dr. P. Sridevi**. Her research has adopted the Stimuli-Organism-Response (SOR) Framework to examine misinformation from user, content & platform perspectives, offering valuable insights into the detection and prevention of fake news on social media.



Dr. Bindu Nambiar, Associate Professor, FMC, served as a **Domain Expert** on the **Research Advisory Council** at **Visvesvaraya Technological University** on **6 May 2026**. She reviewed a research project as part of the Council's academic evaluation process, contributing her expertise to promote high-quality research. This engagement reflects her growing academic recognition and commitment to research excellence and inter-institutional collaboration.



Dr. Chandra Sen Mazumdar and **Dr. S. Ajitha** (in absentia) presented two teaching cases at the **6th AIMA-ICRC Case Writing Competition & Conference 2026**, organized by AIMA, New Delhi, on **14-15 May 2026**. Their case, **"Healing Beyond Borders: Scaling a Purpose-Driven Healthcare Venture: A Case Study of Smiles Institute of Gastroenterology,"** was awarded a Certificate of Merit. Additionally, both case studies have been selected for publication by the India Case Research Centre, marking a significant academic achievement for FMC.



Dr. Bhanu Pratap, Assistant Professor, FMC, has authored a book chapter, titled **"Advancements in Artificial Intelligence for Healthcare Improvement,"** in the Elsevier book **'Artificial Intelligence Interventions in Agriculture, Food and Health Sectors'**. The chapter explores transformative role of AI in healthcare, highlighting its applications in disease diagnosis, medical imaging, drug discovery, precision surgery & personalized patient care, while also discussing ethical, regulatory & transparency challenges associated with AI adoption.



Dr. Subhadeep Mukherjee, Associate Professor, FMC, along with four co-inventors, has been **granted a Design Patent for "Digital E-Commerce Customization and Processing Device,"** issued on **17 June 2026**. The patented design focuses on advancing digital commerce through innovative customization and processing solutions. This achievement reflects his commitment to promoting research, innovation and intellectual property creation in emerging technology domains.



Dr. Shilpa R. G., Senior Assistant Professor, FMC, was **felicitated by the Hon'ble Vice Chancellor, Dr. Kuldeep K. Raina**, during the **World IP Day 2026** celebrations held on **21 May 2026**. The recognition was conferred for her patented invention titled **"A System and Method of Risk Prioritization of Penetration Tests."** This achievement highlights her true commitment towards fostering innovation, intellectual property creation and impactful research contributions.



Mrs. Usha J. C., Assistant Professor, FMC successfully defended her doctoral thesis, **"The Factors Influencing the Emergence of Tech Startups in India,"** on **27 April 2026** at **Ramaiah University of Applied Sciences, Bengaluru**, under the guidance of **Dr. Srikantha Dath T. N. and Dr. Ganesaraman**. Her research examines the key factors driving the growth of India's technology startup ecosystem and provides insights into fostering entrepreneurial development.



Mr. Ajay R, Assistant Professor, FMC, successfully defended his doctoral thesis, **"Exploring Adaptive Market Hypothesis in Indian Stock Market: Analysing Evolving Market Efficiency, Trading Strategies and Associated Sensitivity Analysis,"** on **15 June 2026** at **Ramaiah University of Applied Sciences, Bengaluru**, under the guidance of **Dr. Uday Kumar Jagannathan and Dr. Triveni P.** His research contributes to understanding evolving market efficiency and trading strategies in the Indian stock market.



Dr. Jitendra Kumar, Professor, FMC, served as an **External Examiner** for the **School Research Committee (SRC)** meeting at **Woxsen University** in virtual mode on **26 May 2026**. He evaluated a PhD scholar's synopsis presentation, reflecting his active contribution to academic research, doctoral evaluation and scholarly excellence. His participation underscores the recognition of FMC faculty for their academic expertise by leading higher education institutions. Such engagements strengthen inter-institutional collaboration and uphold high standards in doctoral research evaluation.



FACULTY SPEAK.....

Empowering Minds, Enriching Lives: My Journey at RUAS



My journey at the Faculty of Management & Commerce (FMC), Ramaiah University of Applied Sciences (RUAS) has been one of continuous learning, meaningful contributions and immense personal and professional fulfilment. Having spent several years in industry, RUAS offered me my first academic position after completing my PhD. Joining as an Assistant Professor,

I entered academia with enthusiasm and a desire to make a difference, while also recognizing the steep learning curve that lay ahead. The transition from industry to academia was both challenging and rewarding. I was fortunate to be surrounded by highly supportive colleagues and encouraging leaders who guided and inspired me at every stage. Their mentorship played a significant role in helping me adapt, grow and thrive in an academic environment.

My teaching journey began with Operations Management, a subject that has always been close to my heart and aligns with my core area of expertise. Engaging with students in the classroom and witnessing their growth became one of the most rewarding aspects of my career. Over time, I earned their trust, respect and affection and forged relationships that continue to be a source of pride and motivation.

The first complete MBA batch I taught graduated in 2019 and I am delighted to remain in touch with many of those alumni even today. One particularly memorable achievement was the growing interest in Operations Management as a specialization. While the previous batch had only five students opting for the specialization, the 2017 batch saw that number rise to 26, marking the first time the count had entered double digits.

As my experience grew, so did my responsibilities. In 2018, I was entrusted with chairing the Operations Management specialization. In 2019, I had the opportunity to contribute to the design and development of the Business

Analytics specialization curriculum, working closely with esteemed colleagues and industry experts to ensure the program remained relevant and future-focused.

A significant milestone came in 2020 when I spearheaded the signing of the FMC's first International MoU with the Massachusetts Institute of Technology (MIT) for the MITx MicroMasters Program in Supply Chain Management. This initiative expanded global learning opportunities for our students and strengthened RUAS's international academic collaborations. Beyond teaching and academic administration, I served as Associate Editor of the bi-annual UAS Journal of Management and Commerce from July 2017 to August 2021. Simultaneously, since 2016, I have had the privilege of guiding MBA dissertation projects and mentoring four PhD scholars, helping them navigate their research journeys and achieve their academic goals.

I remain deeply grateful to the Dean and the leadership team for their unwavering support toward faculty development. Their encouragement enabled me to participate in Faculty Development Programs (FDPs) and Leadership Development Programs (LDPs), as well as design and deliver sessions in FDPs and Management Development Programs (MDPs). The institution also supported my efforts in developing a MOOC course for delivery on the SWAYAM platform, further extending the reach of quality education.

Research has remained an integral part of my academic journey, resulting in several publications in peer-reviewed journals and presentations at national and international conferences. I am humbled to have been recognized by the University as the "Outstanding Professor of RUAS" in 2020 and the "Annual Exemplary Faculty" in 2021.

Dr. Chandra Sen Mazumdar

Associate Professor, Department of Management Studies, FMC, RUAS

EVENTS @ RESEARCH CAFE

Research Café Event - 10 : Workshop on Research Methodology



The FMC, RUAS, in association with the Institution's Innovation Council (IIC), successfully conducted a Three-Day Online Workshop on **Research Methodology: Systematic Literature Review, Meta-Analysis and Qualitative Research** from **7-9 May 2026**. The workshop was facilitated by **Dr. Jaspreet Kaur, Professor at Delhi School of Business and an EFPM Scholar at IIM Lucknow**.

Designed for faculty members, doctoral scholars, students and industry professionals, the sessions provided comprehensive insights into contemporary research methodologies, publication standards and practical approaches to research design and execution.

The interactive workshop enhanced participants' research competencies through methodological discussions, hands-on learning and scholarly engagement, reinforcing FMC's commitment to fostering a strong research culture and academic excellence.

Research Café Event - 12 : Library E Resource



The Faculty of Management and Commerce (FMC), RUAS, organized a **Research Café Faculty Development Programme (FDP)** on **23 May 2026** at **11:00 AM** titled **"Best Library Practices for Strengthening the Research Ecosystem."** The session was conducted by **Dr. Avinash D. Chinchure, National Centre for Biological Sciences (NCBS)**,

Tata Institute of Fundamental Research (TIFR).

The programme was organized for PhD scholars, faculty members and members of the FMC Library Committee with the objective of strengthening the research support ecosystem through effective library resource management and evidence-based subscription planning. The session aimed to provide strategic insights into building a high-quality, cost-effective research infrastructure that enhances research productivity and academic excellence.

Research Café Event - 11: Harvard Business Impact Resources

The FMC, RUAS, organized a faculty development session on **"Harvard Business Impact Resources"** on **25 April 2026**. The session was conducted by **Mr. Rahul Roy, Strategic Relationship Manager, Harvard Business Impact**, for faculty members and PhD scholars.

The interactive session introduced participants to Harvard Business Impact's repository of case studies, academic articles, simulations and teaching resources, with practical guidance on integrating these materials into teaching, research and case-based learning. It also highlighted best practices for maximizing the use of the institution's subscribed academic resources. Participants gained valuable insights into advanced search features and content curation to enhance classroom engagement and research quality. Session ended with an interactive Q&A, encouraging faculties to leverage Harvard Business Impact resources in academic and research activities.



BSmart Brand Canvas – Campus Tour



On **24 April 2026**, FMC, RUAS, in collaboration with **BSmart by Business Standard**, hosted the **BSmart Brand Canvas – Campus Tour** at the university campus which provided students an experiential platform to create 30-second ad films for leading brands, including UTI Mutual Fund and MilkyMist Capella. Teams from MSRUAS and other institutions participated, showcasing creativity and marketing communication skills.

FACULTY RESEARCH, PUBLICATIONS & PARTICIPATION

FDP / MDP / Academic Program Attended by Faculty Members (Outside RUAS)

- **Reddy, T. (2026).** Attended the Faculty Development Programme on Digital Transformation and Marketing Innovation, organized by the Department of Commerce & Management, Vijaya Vittala Institute of Management and Science, Bengaluru, held on 17 April 2026.
- **Reddy, T. (2026).** Attended the Faculty Development Programme on Mastering Research Methodology & Academic Writing, organized by the Department of Commerce & Management, VEIT Degree College, Vijaya Group of Institutions, Bengaluru, held on 18 April 2026.
- **Reddy, T. (2026).** Attended the Faculty Development Programme on AI Enhanced Educational Technologies, organized by the Department of Computer Applications, HKBK Degree College, Bengaluru, in association with Pencilbitz, held on 25 April 2026.
- **Reddy, T. (2026).** Attended the Faculty Development Programme on Emerging Trends in Global Logistics and Multimodal Transportation, organized by the Department of Commerce & Management, Vijaya Vittala Institute of Management and Science, Bengaluru, held on 18 May 2026.
- **Shilpa, R. G. (2026).** Attended the Faculty Development Programme (FDP) on "VECTIS" (Venturing into Entrepreneurial Culture, Technical Innovation and Startup Ecosystem), organized by Nitte (Deemed to be University) in collaboration with the Association of Indian Universities (AIU) – Academic and Administrative Development Center (AADC), conducted online from 18–22 May 2026.
- **Borah, N. (2026).** Attended the Faculty Development Programme on "NEP 2020 Orientation & Sensitization Programme", organized by the UGC Centre, Malaviya Mission Teacher Training Centre (MMTTC), Gauhati University, held in Assam from 18–26 May 2026.
- **Sahoo, T. K. (2026).** Attended the Faculty Development Programme on "UGC NEP 2020 Orientation & Sensitization Programme (Equivalent to Two-Week MMTTC Programme)", organized by the Malaviya Mission Teacher Training Centre (MMTTC), Gauhati University, conducted online, held from 18–26 May 2026.
- **Sahoo, T. K. (2026).** Attended the Faculty Development Programme on "Guru-Dakshita Faculty Induction Programme (Equivalent to One-Month MMTTC/Faculty Induction Programme)", organized by the Malaviya Mission Teacher Training Centre (MMTTC), Gauhati University, conducted online, held from 1 June–2 July 2026.
- **Kumar, J. (2026).** Attended the online 8th Summer School on Sustainable Finance, organized by the Joint Research Centre (JRC), European Commission (EC), conducted online on 25–26 June 2026.

FDP Attended by Faculty Members (Inside RUAS)

- **Shilpa, R. G., Agarwal, S., Kavitha, K., & Mund, P. (2026).** Attended the Ten-Day Faculty Development Programme (FDP) on "Building Your Digital Presence: Personal Branding for Educators," organized by the Faculty of Management and Commerce in collaboration with the Centre for Professional Development, M. S. Ramaiah University of Applied Sciences (RUAS), Bengaluru. The programme was conducted online from 4–14 May 2026.
- **Manavi, A. D. (2026).** Attended the workshop on "Intimate Partner Violence: Community Intervention through Awareness, Advocacy and Action," organized by the School of Law, M. S. Ramaiah University of Applied Sciences (MSRUAS), held on 10 April 2026.
- **Manavi, A. D. (2026).** Attended the workshop on "Integrity by Design: Integrating Ethics and Good Clinical Practices into Biomedical Project Development," organized by the Office of Research and Innovation (ORI), M. S. Ramaiah University of Applied Sciences (RUAS), held at RMC, Bengaluru on 4 May 2026.
- **Narayana, B., Reddy, T., Mund, P., Payal, S. S., Hiremath, C. V., Shilpa, R. G., Kavitha, K., & Agarwal, S. (2026).** Attended the Three-Day Online Research Methodology Workshop on "Systematic Literature Review, Meta-Analysis and Qualitative Research," organized by the Faculty of Management and Commerce, M. S. Ramaiah University of Applied Sciences (RUAS), Bengaluru, conducted online from 7–9 May 2026.
- **Manavi, A. D., Reddy, T., & Narayana, B. (2026).** Attended the Faculty Development Programme (FDP) on "Research, Innovation and Social Responsibility in Higher Education," organized by the Centre for Professional Development (CPD), M. S. Ramaiah University of Applied Sciences (MSRUAS) in collaboration with the Association of Indian Universities (AIU), held at M. S. Ramaiah University of Applied Sciences (MSRUAS) from 15–19 June 2026.

Faculty Publications: Scopus Indexed / ABDC / UGC Care Publication:

- **Ranjan, K. R., Rohit, S., Ramachandran, R., & Manavi, A. D. (2026).** Comparative meta-analysis of the effectiveness of inorganic and organic marketing communications. *European Journal of Marketing*, pp. 1–37. Available at: <https://doi.org/10.1108/EJM-11-2022-0806>. (ABDC A*; Q1) April 2026
- **Reddy, T. (2026).** Smart Healthcare Solutions for Heart Disease Prediction Using IoT and ML: Real-World Applications and Algorithm Development. *International Journal of Drug Delivery Technology*, 16(18s), p. 620. Available at: <https://ijddt.com/volume16issue18s/>. (Q3)
- **Chandrakala D. P. (2026).** Strategic Alignment between Accounting Practices and Supply Chain Efficiency: A Multi-Disciplinary Approach. *Scientific Culture*, 12(4), pp. 7478–7487. Available at: <https://doi.org/10.5281/zenodo.12426756>. (Q1 journal; UGC CARE Group II)
- **Kumar, C., Mohanty, A., George, T., Pooja, K., & Kamath, G. B. (2026).** The psychological journey: Interplay of brand awareness, perceived quality and brand trust in shaping consumers' intention to buy gaming mobiles. Published in *Acta Psychologica* 267, 107056. <https://doi.org/10.1016/j.actpsy.2026.107056> (ABDC A; Scopus Q1).
- **Payal, S. S., & Srivatsa, H. S. (2026).** A comprehensive empirical validation of employee engagement antecedents and consequences among Generation Y in Indian public sector banks: A gender-moderated analysis. Published in *Banks and Bank Systems*, 21(2), 13–35. *Business Perspectives*. [https://doi.org/10.21511/bbs.21\(2\).2026.02](https://doi.org/10.21511/bbs.21(2).2026.02)
- **Antwi-Boasiako, S., Jamgade, S., & Manavi, A. D. (2026).** Functional cereal innovation with indigenous grains: Nutritional and sensory acceptability index of optimized Fonio-based breakfast mixture. *Multidisciplinary Science Journal*, 8(11), 2026706. <https://doi.org/10.31893/multiscience.2026706> (Scopus Q3)
- **Joe, P., & Ganesraman, K. (2026).** Financial antecedents and retail investor's intention towards exchange traded funds: An empirical investigation from India. *International Journal of Computer Information Systems and Industrial Management Applications*, 18(5s), pp. 101–109. Available at: <https://doi.org/10.70917/ijcisim-2026-2678>
- **Kafley, G.S., Sahoo, T.K., Faiyyaz, A.G., & Giri, G. (2026).** Adoption of electronic payment systems in an emerging urban economy: A technology acceptance model perspective. *International Journal of Economics, Finance and Management Sciences*, 14(2), pp. 173–183. Available at: <https://doi.org/10.11648/j.ijefm.2026140216>
- **Chandrakala, D.P., & Rajan, S. (2026).** Behavioural, risk and environmental determinants of investment decisions and performance in the hospitality sector. *MSW Management – Multidisciplinary, Scientific Work and Management Journal*, 36(1), pp. 6579–6584. Available at: <https://doi.org/10.7492/yw67wk02>

Book Chapter Publication:

- **Mund, P., & Mishra, M. (2026).** Human Resources Analytics: A Holistic Review. In *Business Diplomacy, Global Trade and Economic Growth*. Cham: Springer (Palgrave Macmillan). Available at: https://doi.org/10.1007/978-3-032-09791-0_21. Print ISBN: 978-3-032-09790-3; Online ISBN: 978-3-032-09791-0.
- **Pratap, B. (2026).** Advancements in artificial intelligence for healthcare improvement. In *Artificial Intelligence Interventions in Agriculture, Food and Health Sectors* (Chapter 16, pp. 449–464). Academic Press (Elsevier). <https://doi.org/10.1016/C2024-0-03211-0>. ISBN: 978-0-443-40501-3.
- **Sahoo, T.K., Kafley, G., & Tamang, S. (2026).** Entrepreneurship and Innovation for Sustainable Development: An evidence from emerging start-up ecosystem in India. *Viksit Bharat @ 2047: Transformative Role of Commerce, Management and Technology* (Edition III). Jaipur-Delhi: MGM Publishing House, pp. 80–96. Available at: <https://doi.org/10.62823/MGM/2026/III/9789349468061/0>

Textbook Publication:

- **Vanishree, K., & Deepa, T. M. (2026).** Co-authored the textbook "Financial Management" (Fourth Semester B.B.A., as per the S.E.P. Syllabus for Bengaluru City University)

FACULTY RESEARCH, PUBLICATIONS & PARTICIPATION

Conference/Symposium Faculty Paper Presentations (Outside RUAS)

- **Narayana, B. (2026).** Presented a paper titled "Effect of Internal Curing Compound on Strength and Durability of Concrete – An Effort towards Sustainability of Concrete" at the International Conference on Urban Built Environment, organized by NICMAR University, held at Delhi (March 27–28, 2026).
- **Niranjan, L. R., & Rajan, S. (2026).** Presented a paper titled "Bridging the ESG disclosure gap: GAED framework, a conceptual model" at the International Conference on Sciences, Methods and Technologies for Sustainable Development (SciMeTech-SD-26), Essaouira, Morocco (May 17–19, 2026).
- **Mazumdar, C. S., Ajitha, S., Reshma, K. J., & Francis, N. (2026).** Presented a paper titled "From exhibition stalls to algorithms: Leadership and digital transformation at Indiehaat" at the 6th AIMA-ICRC Case Competition and Conference, organized by AIMA, New Delhi (May 14–15, 2026).
- **Mazumdar, C. S., Ajitha, S., Reshma, K. J., & Francis, N. (2026).** Presented a paper titled "Healing beyond borders: Scaling a purpose-driven healthcare venture: A case study of Smiles Institute of Gastroenterology" at the 6th AIMA-ICRC Case Competition and Conference, organized by AIMA, New Delhi (May 14–15, 2026).
- **Sushma, B. S., & Mazumdar, C. S. (2026).** Presented a paper titled "Startup dreams: What drives Gen Z and Millennials towards Entrepreneurship?" at International Conference on Innovation and Entrepreneurship for Deep-Tech Startups, organized by IISc and The University of Adelaide, co-hosted by FMC, RUAS, held at IISc Bangalore (May 20–22, 2026).
- **Mamatha, A., & Mazumdar, C. S. (2026).** Presented a paper titled "The mediating role of Big Five personality traits in the growth and success of social entrepreneurship" at the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups, organized by IISc and The University of Adelaide, co-hosted by FMC, RUAS, held at IISc Bangalore (May 20–22, 2026).
- **Vanishree, K., & Kavitha (2026).** Presented a paper titled "Entrepreneurial dreams falter: Examining the role of financial literacy and investment behaviour in career shifts towards employment" at the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups, organized by IISc and The University of Adelaide, co-hosted by FMC, RUAS, held at IISc Bangalore (May 20–22, 2026).
- **Bopaiah, V. G., Hiremath, C. V., Phatak, G., & Fernandes, A. (2026).** Presented a paper titled "Thematic analysis of entrepreneurial behaviour and sustainability among MSMEs in Karnataka's industrial clusters" at the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups, organized by IISc and The University of Adelaide, co-hosted by FMC, RUAS, held at IISc Bangalore (May 20–22, 2026).
- **Soumya, M., Yadunandan, N. S., Agarwal, S., & Ajitha, S. (2026).** Presented a paper titled "Factors influencing sustainable entrepreneurial intention among students: the mediating role of entrepreneurial education" at the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups, organized by IISc and The University of Adelaide, co-hosted by FMC, RUAS, held at IISc Bangalore (May 20–22, 2026). ISBN: 978-93-49832-79-4.
- **Manavi, A. D., & Mund, P. (2026).** Presented a paper titled "Bridging gaps in assistive technology market: Entrepreneurial challenges and sustainable business models" at the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups, organized by IISc and The University of Adelaide, co-hosted by FMC, RUAS, held at IISc Bangalore (May 20–22, 2026). ISBN: 978-93-49832-79-4.
- **Mukherjee, S., Borah, N., Kumar, J., Mund, P., & Sharath Kumar, K. M. (2026).** Presented a paper titled "Deep Tech adoption and financial risk management in Indian new age startups: The mediating role of digital operational resilience" at the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups, organized by IISc and The University of Adelaide, co-hosted by FMC, RUAS, held at IISc Bangalore (May 20–22, 2026). ISBN: 978-93-49832-79-4.
- **Nikita, A., & Sharath Kumar, K. M. (2026).** Presented a paper titled "Cognitive determinants of entrepreneurial success: Evidence from bootstrapped startups" at the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups, organized by IISc and The University of Adelaide, co-hosted by FMC, RUAS, held at IISc Bangalore (May 20–22, 2026). ISBN: 978-93-49832-79-4.
- **Usha, J. C. (2026).** Presented a paper titled "Internal and external determinants of new venture emergence: A structural mediation analysis of prototype development" at the International Conference on

Innovation and Entrepreneurship for Deep-Tech Startups, organized by IISc, in collaboration with The University of Adelaide, co-hosted by FMC, RUAS, held at IISc Bangalore (May 20–22, 2026).

- **Nambiar, B., & Velpula, S. (2026).** Presented a paper titled "Financial dynamics of IT startups in Bhubaneswar" at the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups, organized by IISc, in collaboration with The University of Adelaide, co-hosted by FMC, RUAS, held at IISc Bangalore (May 20–22, 2026).
- **Ramesan, R., Nambiar, B., Rohit, A., & Varsha, T. (2026).** Presented a paper titled "Sustainable finance and their accessibility to MSMEs across Bangalore" at the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups, organized by IISc, in collaboration with The University of Adelaide, co-hosted by FMC, RUAS, held at IISc Bangalore (May 20–22, 2026).
- **Sahoo, T. K., Borah, N., Gauchiwo, H., & Yarso, A. S. (2026).** Presented the paper "Fintech-Driven Financial Inclusion and the Sustainability of Micro-Enterprises: Empirical Evidence from India" at the 5th International Conference on Micro Enterprises at the Core: Innovation, Inclusion and Sustainability for Grassroots, organized by the Global Association for MSMEs and SDGs Research in Developing Countries, held in Malaysia on 27 June 2026.

Conference / Seminar Student & Faculty Paper Presentation:

- **Usha, J. C., & Suchitra, T. (2026).** Presented a paper titled "Revealing the constraints of green finance accessibility and sustainability in non-metro India" at the Conference on Innovation, Resilience and Sustainability of Business for Viksit Bharat @2047, organized by the Department of Commerce, Mangalore University, Mangalore (April 23–24, 2026).
- **Usha, J. C., Suraj, N., & Manavi, A. D. (2026).** Presented a paper titled "Examining the impact of the business resilience model on the firm performance of deep-tech startups" at the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups, organized by the Department of Management Studies, IISc, in collaboration with The University of Adelaide, co-hosted by FMC, RUAS, held at IISc Bangalore (May 20–22, 2026).

FMC Faculty Member as Moderator/ Panelist / Session Chair/ Editor / Reviewer/ Resource Person

- **Dr. Pallabi Mund and Dr. Subhadeep Mukherjee** coordinated Bharat Lead Summit 2026 on April 10–11, 2026.
- **Dr. Subhadeep Mukherjee** was invited as External Expert / Board of Examiners (BOE) Member by the Department of OB & HR for evaluation of MBA specialization courses on 15 April 2026. Contributed expert evaluation for courses in HR Specialization (Learning & Development, Talent Management, Performance & Compensation Management, Strategic Staffing) and Entrepreneurship Specialization (Innovation & Design Thinking, Lean Startup & Customer Discovery).
- **Mr. Trilok Reddy** served as valued reviewer manuscript titled "AgroAeroVision: Drone-Assisted Sugarcane Leaf Disease Monitoring Using Deep Learning" in the Research & Reviews: Journal of Food Science & Technology on April 18, 2026.
- **Dr. Bindu Nambiar** became a Certified Trainer under the Climate Fresh Programme (2nd Generation – Original Cards, Adult Version) on April 18–19, 2026.
- **Dr. Shilpa R. G.** served as Organiser and Resource Person for the "Ramaiah Summer Program 2026," held at the Heritage Building, School of Social Sciences, RUAS, Bengaluru from April 20 – 24, 2026. She delivered a session titled "The Engine – Excel for Basic Budgeting."
- **Dr. Chandra Sen Mazumdar** attended the 66th ACM Meeting of S-VYASA University (Deemed to be University) as an Academic Council Member (External), held on 23 April 2026.
- **Mr. Trilok Reddy** served as a Panellist as well as a Session Chair at the 15th International Conference on Recent Challenges in Engineering and Technology, organized by IFERP Academy and Primus School of Management Studies, Bengaluru, on April 23–24, 2026.
- **Dr. Shilpa R. G.** was felicitated by the Hon'ble Vice Chancellor, Dr. Kuldeep K. Raina, during the World IP Day 2026 celebrations on April 26 2026 for her patent invention titled A System and Method of Risk Prioritization of Penetration Tests.

FACULTY RESEARCH, PUBLICATIONS & PARTICIPATION

FMC Faculty Member as Moderator/ Panelist / Session Chair/ Editor / Reviewer/ Resource Person

- **Dr. Bindu Nambiar** was certified as an Independent Director by the Ministry of Corporate Affairs in April 2026.
- **Dr. Bindu Nambiar** delivered training workshops on Professional Communication Skills for Ramaiah Academy in April 2026.
- **Mr. Trilok Reddy** and was invited as a Guest Speaker on "Food Business Management" at the Faculty of Life & Allied Sciences, RUAS, on April 2026.
- **Mr. Trilok Reddy** successfully completed the eight-week NPTEL course Nanotechnology in Agriculture and was awarded a Silver Medal in April 2026 by the Indian Institute of Technology, Kanpur.
- **Dr. Bindu Nambiar** served as Domain Expert on Research Advisory Council, Visvesvaraya Technological University, for the research project titled Beyond Green Marketing: How Service Provider Activism, Communitarianism and Environmental Concern Drive Sustainable Tourist Behavior through Marketing Practices, on 6 May 2026.
- **Dr. Padmavathi Koride** served as a Member of the Domain Advisory Board (DAB) for the General Management programme at Xavier Institute of Management and Entrepreneurship (XIME). She participated in the virtual DAB meeting held on 8 May 2026, contributing to curriculum review and providing recommendations for strengthening the academic programme.
- **Dr. Bindu Nambiar** served as a Session Chair at the Student Research Symposium – ANVESHAN 2026, organized by RV Institute of Management, Bengaluru, on May 9, 2026.
- **Mr. Trilok Reddy** served as reviewer of manuscript titled "Enhancing the Bioavailability of Polyphenols: A Comprehensive Review" in the Research & Reviews: Journal of Food Science & Technology on May 12, 2026.
- **Dr. Chandra Sen Mazumdar** served as a Resource Person for the Value-Added Course on Supply Chain Management in Pharmaceuticals, conducted by the Faculty of Pharmacy, RUAS, Bengaluru from May 7–19, 2026.
- **Dr. Bindu Nambiar** attended Board of Studies Meeting of Department of Computer Science and Engineering, Ramaiah University of Applied Sciences (RUAS), held at the Peenya Campus on May 13, 2026.
- **Dr. Pallabi Mund and Dr. Subhadeep Mukherjee** coordinated the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups: Role of Entrepreneurial Universities, held at IISc Bengaluru from May 20–22, 2026.
- **Dr. Anicar D. Manavi** served as a Rapporteur at the International Conference on "Innovation and Entrepreneurship for Deep-Tech Startups: Role of Entrepreneurial Universities", organized by the Indian Institute of Science (IISc). The conference was held at IISc, Bengaluru, from 20th–22nd May 2026, with support from PhD Scholars Ms. Likitha, Ms. Phalguni, Ms. Anupama and Mr. Raja.
- **Dr. Jitendra Kumar** served as Co-Chair for technical session on Financing of Startups and MSMEs at the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups: Role of Entrepreneurial Universities, held at IISc Bengaluru from May 20–22, 2026.
- **Dr. Bindu Nambiar** served as a Session Co-chair at the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups: Role of Entrepreneurial Universities, held at IISc Bengaluru from May 20–22, 2026.
- **Dr. S. Ajitha** was recognized as a member of the Editorial Committee for the International Conference on "Innovation and Entrepreneurship for Deep-Tech Startups: Role of Entrepreneurial Universities", held at IISc Bengaluru from May 20–22, 2026.
- **Dr. Somya Agarwal** served as Emcee for the panel discussion on Financing of Deep Tech Startups during the International Conference on Innovation and Entrepreneurship for Deep-Tech Startups: Role of Entrepreneurial Universities, held from May 20–22, 2026.
- **Dr. Jitendra Kumar** served as an External Examiner for the School Research Committee (SRC) meeting at Woxsen University in virtual mode on 26 May 2026. He evaluated the PhD scholar's synopsis presentation titled Integrated Predictive Modelling of Volatility Dynamics: A Case of Large-Cap Cryptocurrencies.
- **Dr. Bindu Nambiar** was invited as a Guest Speaker at Sri Sathya Sai University for Human Excellence, Sri Sathya Sai Grama, Muddenahalli, to deliver a session on Transitioning Communications – Switching from Student Role to Interpersonal Communication on 27 May 2026.
- **Dr. Bindu Nambiar** launched the book Mithu and the Mysterious Forest, published on Kindle and Amazon, in May 2026.
- **Dr. Narayana B.** served as a Member of the Board of Examiners (BOE) at Koshy's Institute of Management Studies (Autonomous) 19 May 2026.
- **Mr. Trilok Reddy** inducted as a professional member of ISPOR (The Professional Society for Health Economics and Outcomes Research) in May 2026 to contribute to global conversations on health economics, outcomes research and healthcare policy.
- **Dr. Usha J.C.** successfully carried out the scrutiny of question paper sets on 2 June 2026 at the Office of the Controller of Examinations, Innovation Campus, Dayanand Sagar University, Bengaluru.
- **Mr. Trilok Reddy** served as the Organizing Secretary for the International Conference on Environmental Research, Climate Action & Sustainable Development 2026, organized by the 360 Research Foundation and Central Agricultural University at Valmiki Tiger Reserve, Bihar (June 5–7, 2026).
- **Dr. Bindu Nambiar** was invited as a Guest Speaker at NITTE International School to deliver a session on Indian Economy & Economic Policies on June 16, 2026.
- **Dr. Subhadeep Mukherjee** was appointed as External Evaluator for VIVA-VOCE (Semester IV MBA, Batch 2024–2026) at Dayananda Sagar University, SCMS-PG, Kudlu Gate Campus 3, Bengaluru, conducted on 15 June 15, 2026.
- **Mr. Trilok Reddy** was invited as a Session Chair for the International Conference on Interdisciplinary Innovations: Art, Education, Business & Technology" conducted on June 26 & June 27 at Baku, Azerbaijan.
- **Dr. S. Ajitha** developed a SWAYAM MOOC course titled The Art of Resume Writing and Job Interviews to enhance learners' employability skills and career readiness.
- **Dr. Shilpa R. G.** served as an External Examiner for the Advanced Excel course for the B.Sc. (Hons.) Data Sciences and Analytics programme at School of Social Sciences, Ramaiah University of Applied Sciences, Bengaluru.
- **Dr. Somya Agarwal** served as a Reviewer for the Journal of Marketing Communications (Q1 Journal; H-index: 70; published by Taylor & Francis/Routledge) in June 2026.
- **Dr. Karanam Kavitha** served as Board of Examiners (BOE) Member for M.Com and MBA at M. S. Ramaiah College of Arts, Science and Commerce (MSRCASC), Bengaluru in June 2026.
- **Dr. Karanam Kavitha** served as Board of Examiners (BOE) Member for the MBA programme at Acharya Bangalore B-School (ABBS), Bengaluru in June 2026.
- **Dr. Narayana B.** served as an External Examiner at M. S. Ramaiah College of Arts, Science and Commerce (MSRCASC).
- **Dr. Shilpa R. G.** received a Certificate of Appreciation from the Department of MBA, Atria Institute of Technology in June 2026 for reviewing the MBA curriculum and providing expert recommendations to enhance academic quality, industry alignment and student learning outcomes.

Industrial Training



Dr. Chanchala successfully completed a two-week Industrial Training Programme titled "**The Impact of New Labour Codes on Public Sector Undertakings (PSUs)**" at **Heavy Engineering Corporation Limited (HEC)**, a premier Public Sector Undertaking (PSU) located at Dhurwa, Ranchi, from **16th to 30th June 2026**. The knowledge and experience gained through

the program are expected to contribute significantly to academic enrichment and future research in the fields of labour laws, human resource management and industrial relations.

Industrial Visit:

- **Dr. Shilpa R. G.** attended the industrial visit to the Artificial Intelligence and Robotics Technology Park, Indian Institute of Science (IISc), Bengaluru, organized by the Institution's Innovation Council (IIC), M. S. Ramaiah University of Applied Sciences (RUAS), on 13 May 2026.
- **Dr. Shilpa R. G. and Mr. Trilok Reddy** accompanied MBA students on an industrial visit to the Hydroponics Plant, National Seed Project and Agri-Engineering (Drone Lab) at the University of Agricultural Sciences, GKVK, Bengaluru, as part of the Group Project activity.

STUDENT ACTIVITIES

Management Club Activity @ FMC during April to June 2026



Sell - O - Meter: Learn to Sell, Close the Deal, MBA Section A
(5th June 2026)



Startup Gone Wrong, MBA Section C & D
(5th June 2026)



UTOPIA vs DYSTOPIA, MBA Section B (8th May 2026)



Idea to Impact, MBA Section C (8th May 2026)



The Astute Accountant, MBA Section A (15th May 2026)



Creation of ERP System and Dashboard using Microsoft Excel,
MBA Section D (8th May 2026)



Crisis Command, MBA Section A (22nd May 2026)



The Jargon Jam, MBA Section B (5th June 2026)



From Bearish to BALLOONISH, MBA Section D (15 May 2026)



Scavenger Hunt, MBA Section D (22nd May 2026)

Life @ FMC.....



I joined the Faculty of Management & Commerce (FMC), Ramaiah University of Applied Sciences (RUAS) at the end of October 2025, after a pretty long break from academics and I will admit — I was bracing for the adjustment to be hard. It wasn't. Induction introduced us to our course leaders and the class itself turned out to be full

of people from all over India, with backgrounds different enough that I learned as much from classmates as I did from lectures. The professors helped me a lot too. Prof. Uday Kumar Jagannathan's classes, Prof. Ravi Bhandari's economics and social sessions, Prof. Chandra Sen ma'am teaching Operations to someone like me coming from a technical side - there were days you would look at the clock and an hour had just disappeared.

The real shift happened at a seminar called Catalyst 4.0. It hit me that sitting in class learning concepts doesn't mean much without actually talking to people in the field and seeing how things work outside a textbook. That's what got me to apply to the LEADS Next

Gen Centre. Getting in as a Training Associate under Prof. Shubhdeep Mukherjee and Prof. Pallabi Mund ended up being the turning point of my time here, though I didn't know it yet. The 5 Ps of marketing stopped being a slide once I was doing them for an actual event. HR ideas like benchmarking and job analysis made a lot more sense after an NHRD event than they ever did in a lecture. A few months later, the Placement Cell under Prof. Jitendra Kumar gave me a real look at the job market — not the version you get from a handout.

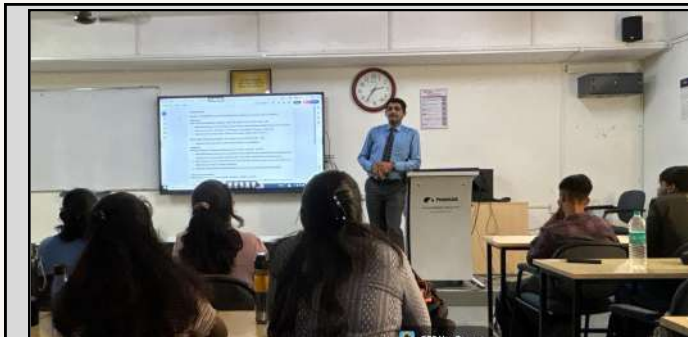
I don't think this is really my story to take credit for. It is the professors and mentors — Prof. Mukherjee, Prof. Pallabi, Prof. Jitendra and Prof. Uday and Prof. Chandra Sen Mazumder and honestly everyone who made a concept feel real instead of just written down — who I have to thank for most of it.

Kayomarz M Pavri,

MBA – Sem II, First Year, FMC, RUAS

PRE-PLACEMENT TRAINING PROGRAMS @ FMC

Pre-Placement Training on “Professional and Employability Skills



The training was delivered by **Dr. Girish R, Dr. Ashwini G. Raju, Prof. S. Srikanth Payal, Dr. Anicar D. Manavi, Dr. Subhadeep Mukherjee, Dr. Pallabi Mund, Mr. Rajeev Prasad and Dr. Chanchala**, who combined interactive learning with mock recruitment exercises and practical mentoring. Students actively participated in hands-on activities, receiving valuable feedback that helped refine their communication, problem-solving and professional presentation skills. The initiative significantly enhanced students' employability, professional confidence and preparedness for campus placements and successful corporate careers.

The FMC, RUAS, successfully conducted a 32-hour, one-month Pre-Placement Training Programme on **“Professional and Employability Skills” for the MBA 2025–2027 batch from April to June 2026**. The programme featured sessions on professional branding, resume building, LinkedIn optimization, business communication, corporate etiquette, grooming, group discussions, personal interviews, teamwork, conflict resolution and workplace ethics. Designed to bridge the gap between academic learning and industry expectations, the programme provided students with a comprehensive understanding of the competencies sought by leading recruiters.



From Campus to Corporate: Soft Skills that Get You Hired



The FMC, RUAS, organized a pre-placement training programme, **“From Campus to Corporate: Soft Skills that Get You Hired,”** for 3rd Semester MBA students on **25 April 2026**. Led by **Dr. M. Devendra**, the interactive session focused on professional etiquette, communication, adaptability, critical thinking and workplace readiness, equipping students with the essential soft skills needed to excel in campus placements and corporate careers.

Pre-Placement Training on Aptitude and Reasoning



The Placement Cell, FMC, organized a One-Day Pre-Placement Training on **Aptitude and Reasoning** for MBA 2025–2027 batch on **27 June 2026**. Conducted by **Ms. Neeraja Anand V and Mr. Dhanush K. H**, Professional Aptitude Trainers from **10 Seconds**, the program equipped students with quantitative aptitude & logical reasoning skills, enhancing their confidence and preparedness for placement opportunities.

EVENTS @ LEADS NEXT GEN CENTRE

Catalysing Innovation & Leadership for Viksit Bharat



The LEADS Next Gen Centre, in collaboration with IEEE Bangalore Sec. and IEEE SB RUAS, organized **Catalyst Leadership Talk Series 7.0**, held on **8 May 2026** at RTC Campus, RUAS. Featuring **Prof. Udaya Raghunath Birje**, academican and visionary speaker, who delivered an inspiring talk on **"Catalysing Innovation and Leadership for Viksit Bharat."** focusing on innovation, entrepreneurship, emerging technologies and leadership development for a self-reliant India.

BCIC's Roundtable Discussion on Generative Economy



The LEADS Next Gen Centre participated in exclusive roundtable discussion on **"Generative Economy – Ushering the AI-Driven Industrial Era"** organized by the BCIC on **24 April 2026** and hosted by **Dassault Systèmes India**. The event brought together industry leaders, technology experts and MSME representatives to discuss transformative role of Artificial Intelligence, digital twins and Industry 4.0 technologies in shaping future industrial ecosystems.

BCIC EHS & Sustainability Awards - 3rd Edition



Team LEADS Next Gen Centre participated in **BCIC EHS and Sustainability Awards**, held on **14th May 2026**, bringing together industry leaders, sustainability practitioners, academics and policymakers to recognize exemplary sustainability practices. Event provided valuable insights into ESG frameworks, BRSR reporting, circular economy practices & corporate sustainability strategies.

NHRD Bangalore Chapter - Thought Leadership Meet



The LEADS Next Gen Centre facilitated student participation from FMC in the **NHRD Bangalore Chapter's Thought Leadership Meet** held on **30 April 2026** at **St. Joseph's Institute of Management (SJIM), Bengaluru**. The session on **"Getting Market Benchmarking Right: What Works, What Fails, What Matters"** provided students with valuable insights into compensation strategy, HR practices and industry perspectives from experienced professionals.

AI in Healthcare Marketing



The LEADS Next Gen Centre organized the **Catalyst Insights Leadership Talk Series 8.0** on **25 June 2026**. The session featured **Mr. Siddhartha Saha, Co-Founder, DocFyn**, who delivered an insightful talk on **"AI in Healthcare Marketing."** He shared perspectives on the role of Artificial Intelligence in transforming healthcare marketing through data-driven strategies, personalized engagement, predictive analytics and digital innovation.

FKCCI GLOBAL MSME CONCLAVE 2026



The LEADS Next Gen Centre participated in the **FKCCI Global MSME Conclave 2026** held from **29–31 May 2026**, organized by FKCCI & Peenya Industries Association. Conclave provided students and team members with valuable exposure to entrepreneurship, MSME development, technology adoption and business growth strategies. The participation reflects LEADS Next Gen Centre's commitment nurturing future-ready professionals with entrepreneurial capabilities.

Students from LEADS Organising Team Recognised @ IISC



Students from the LEADS Next Gen Centre Organising Team were felicitated at the International Conference on **"Innovation and Entrepreneurship for Deep-Tech Startups: Role of Entrepreneurial Universities"** held at the Indian Institute of Science (IISc), Bengaluru from **20–22 May 2026**. The recognition reflects the students' contribution to fostering innovation-driven initiatives.

LEADS Organising Team @ Bharat LEADS Summit 2026



Students from the LEADS Next Gen Centre Organising Team were felicitated for their valuable contribution to the successful organization of the **Bharat LEADS Summit 2026** held on **10–11 April 2026** at Ramaiah Medical College Council Hall, Bengaluru. The recognition highlights students' teamwork and leadership skills while reflecting LEADS Next Gen Centre's commitment to nurturing future-ready leaders.

VALUABLE INSIGHTS TO FMC STUDENTS : INDUSTRY CONNECT

Visit to Bühler India, Bengaluru



The MBA Second Year (Marketing) students and faculty members of FMC-RUAS had the opportunity to participate in an enriching industrial visit to **Bühler India** on **30th April 2026**. The program included insightful sessions on an overview of Bühler India and the Academy, practical insights into B2B marketing strategies, Environment, Health and Safety (EHS), as well as guided tours of the factory, analytical laboratory, the Application & Training Centre (ATC). These sessions provided students with valuable industry exposure and practical learning experiences.

The visit was organized by Ms. Sujata Bijwe and Dr. Anicar D Manavi and provided twenty-one students with valuable industry exposure and practical learning experiences

Industrial Visit to United Industries, Bengaluru

The FMC, RUAS, organized an industrial visit to **United Industries (Mallar Group)** on **4 May 2026**, providing MBA students with valuable exposure to high-precision heavy engineering and customized manufacturing. Students observed advanced machining processes, including CNC operations, hydraulic presses, radial drilling and lathe machining, while gaining insights into the company's quality-driven production practices and ISO 9001 standards. The visit highlighted the organization's customization-focused piece production model, global export operations and the critical role of skilled manpower in precision engineering. The experience enabled students to connect classroom concepts in operations and production management with real-world industrial practices, enhancing their understanding of manufacturing excellence and global supply chain operations.



Industrial Visit to National Seed Project, Hydroponics Plant, University of Agricultural Sciences, GKVK, Bengaluru



The FMC, RUAS, organized an industrial visit to the Hydroponics Plant at the **National Seed Project and the Agri Engineering (Drone Lab)** at UAS, GKVK, Bengaluru, on **11 June 2026**. Accompanied by two faculties, MBA students gained firsthand exposure to hydroponic farming, protected cultivation, precision agriculture and drone-enabled smart farming technologies. The visit showcased innovative practices in nutrient management, water conservation, automated pesticide application and real-time crop monitoring. Through interactive demonstrations and guidance, students developed an understanding of modern agri-tech solutions and their applications in sustainable agriculture and agribusiness. Visit also highlighted emerging entrepreneurial opportunities in precision farming, reinforcing the importance of data-driven, technology-enabled agricultural practices in building climate-resilient and commercially viable farming systems.

Marketing Students Engage with BMTC for Consultancy Project 2026

As part of the **Consultancy Project** titled "**Study on the Commercial Utilization of TTMC Properties for BMTC,**" undertaken by **Dr. Anicar D. Manavi** in collaboration with **Dr. Meghna Verma** of Ramaiah Institute of Management, MBA-Marketing students **Mr. Tarun R** and **Mr. Yathish U** met **Ms. Ashalath, Divisional Controller, South Zone, Bangalore Metropolitan Transport Corporation**, on **3 June 2026**.

The interaction formed part of the fieldwork and stakeholder engagement activities associated with the project, which focuses on exploring opportunities for the effective commercial utilization of BMTC's Transit Traffic Management Centre (TTMC) properties. Other student members contributing to the project include **Mr. Debanjan Roy** and **Mr. Anushk Gaikwad**.



STUDENT ACHIEVEMENTS



Mr. Nagarjuna P (MBA) represented FMC, RUAS, at the **Bengaluru Student Youth Parliament** & secured title of **"Best Youth Parliamentarian"** along with **1st Place Shield** among participants from multiple institutions. He was also **elected as the Hon. Speaker of the House** through a majority vote.



Mr. Prakash Shah, a BBA VI Semester student of FMC, RUAS, secured the **First Position** in the event **"Vaidranti"** at **Invincia 2026**, hosted by **Presidency University, Bengaluru**, on **10–11 April 2026**. His achievement reflects the spirit of excellence, innovation and competitive enthusiasm fostered at FMC.



Demonstrating exceptional business acumen & analytical skills, **Mr. Srijan A. H.** and **Mr. Arshay Joshi**, MBA II Semester, secured **First Prize** in the **Business Quiz** competition at **INFINITO 2026**, hosted by **Presidency Business School, Bengaluru**, on **19 June 2026**. This outstanding achievement reflects the students' strong knowledge, teamwork and competitive spirit.



MBA students **Md Adil Attar** (MBA I Year, Section A) and **Ms. Lakshmi Rajput** (MBA I Year, Section D) secured **Winner position** in Finance event **"Kautilya"** at **Gestione 2026**, organized by **RNS MBA College**, held from **21–23 May 2026**. Their achievement reflects their dedication, teamwork and strong analytical skills, bringing laurels to FMC, RUAS.



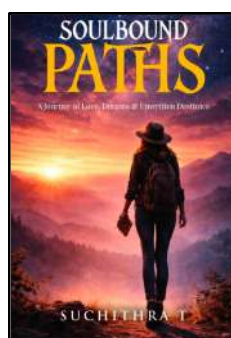
MBA II Semester students **Ms. K. Mercy Shyamala** and **Mr. Arshay Joshi** secured the **Second Prize** in the **"Shark Tank"** event held at **MLA Academy of Higher Learning, Bengaluru**, on **15 May 2026**. Their achievement reflects their entrepreneurial thinking, creativity & innovative approach. FMC congratulates them for their commendable performance.



Ms. Varsha Vajja, MBA Semester II (Sec.D), secured **Runner-Up position** in **Badminton Singles (Women)** event at **Aarnav 2K26**, organized by **SJBIT, Bengaluru**, held on **29–30 May 2026**. FMC congratulates Varsha on this commendable achievement and appreciates her dedication, sportsmanship and commitment to excellence beyond academics.



MBA students **Md Adil Attar** (MBA I Year, Section A) and **Ms. Lakshmi Rajput** (MBA I Year, Section D) secured **First Position** in the Finance Event at **Exuberance 5.0**, a management fest organized by **Acharya Institute**, held on **18 June 2026**. Their good performance reflects their financial acumen, teamwork & competitive spirit, bringing pride to FMC, RUAS.



Ms. Suchithra T, VI Sem B.Com student of FMC has published her book **Soulbound Paths: A Journey of Love, Dreams & Unwritten Destinities**. Through a collection of prose, poetry and reflections, the book explores themes of love, resilience, relationships and self-discovery. This literary accomplishment showcases her creative talent.

FMC Students Shining @ Akaira 2026



The **FMC Fashion Show Team**, led by **Ms. Manvitha**, secured **Second Prize** in the **Intra Fashion Show Competition** for their creative presentation on the theme "Hell" at AKAIRA 2026.



Void XI, the FMC Dance Team led by **Mr. Shamanth**, won **Third Prize** in the Intra **Western Group Dance Competition** at AKAIRA 2026, showcasing outstanding teamwork and performance.



Mr. Gowrav and his team secured **Second Prize** in the **Battleship** event at AKAIRA 2026, demonstrating strategic thinking and collaborative excellence.



Mr. Venkatesh and his team secured **First Prize** in the **Short Film Competition** at AKAIRA 2026, earning recognition for their creativity and storytelling.



Mr. Kayomarz Pavri and his team secured **First Prize** in the **Murder Mystery Competition** at AKAIRA 2026, showcasing exceptional teamwork, analytical thinking and problem-solving skills.



Ms. Rohini and **Mr. Bheeru** won **Second Prize** in the **Doodle Relay** event, at AKAIRA 2026, adding to FMC's impressive performance at the festival.



Mr. Gowrav won **Second Prize** in the **Minute to Win It** event at AKAIRA 2026, demonstrating quick thinking, agility and competitive spirit.

Students' KSCST Project selected for Poster Presentation



The student project by **Ms. Harshitha J.**, **Mr. R. Kaushik**, **Ms. Chandana P.** and **Ms. Nikitha L.** has been selected for **State-Level Exhibition & Poster Presentation under KSCST 49th Series of Student Project Programme (SPP) 2025-26**. This achievement recognizes the team's innovative work.

FMC ALUMNI CORNER



My name is Aaradhana Renjith and I began my academic journey at MS Ramaiah University of Applied Sciences in 2022 as a Bachelor of Business Administration (BBA) student. Having been born and brought up in Bahrain, moving to India for higher education was a completely new experience for me. Like any student stepping into an unfamiliar environment, I was excited, nervous and filled with

questions about the years ahead. I still vividly remember my very first day on campus. Everything felt new and I was quite overwhelmed. Coincidentally, it was during the celebration of Ganesh Chaturthi and the campus was filled with festive spirit, colors and enthusiasm. Looking back, I feel fortunate that my first experience at the university was amidst such a vibrant cultural celebration, which gave me a warm welcome into a new chapter of life. As days passed, I gradually started meeting classmates, interacting with faculty members and becoming familiar with campus life. What initially felt unfamiliar soon began to feel like a second home. A major reason for this smooth transition was the support I received from the faculty and administration.

A special mention goes to our Batch Coordinator, Shilpa Ma'am, who was always approachable, supportive and patient in guiding me through academics and university procedures. I would also like to express my gratitude to our Dean and Head of Department, Sharath Sir, whose humble and approachable nature created an encouraging environment for students. Throughout my three years at Ramaiah University, I learned from dedicated professors and built meaningful friendships. Beyond academics, cultural events, volunteering activities and student engagements helped me develop confidence, communication skills, teamwork and leadership qualities.

In my final year, the Placement Cell supported us in preparing for recruitment and transitioning into professional life. During this time, I also formed a strong bond with a classmate and together we supported each other through interviews and career preparations, eventually stepping into the corporate world side by side.

My professional journey began in the EdTech industry, where I gained valuable experience. This later inspired me to explore opportunities in the education sector, leading me to apply for the role of Counsellor at Ramaiah Institute of Sciences and Management. Returning to the Ramaiah ecosystem as a professional after being a student has been a deeply fulfilling experience. Today, I have the privilege of guiding aspiring students and parents, participating in educational expos and contributing to the institution that once shaped me. It is truly inspiring to return to the same place that nurtured my growth and now help others build their future.

Looking back, my journey at MS Ramaiah University of Applied Sciences has been truly transformative. It provided me not only with a degree but also with experiences, friendships, mentors and life lessons that shaped me personally and professionally. I will always remain grateful for the memories, guidance and opportunities that the Ramaiah family has given me. Thank you, Ramaiah, for being the foundation of my growth, learning and success.

Ms. Aaradhana Renjith (22MCMS017001)
(BBA 2022-2025)

My I am proud to be an alumnus of the M. S. Ramaiah University of Applied Sciences (Faculty of Management and Commerce). The institution played a significant role in shaping my professional journey by providing a strong foundation in management principles, analytical thinking and leadership skills. The practical learning approach, industry exposure and guidance from faculty members



leadership skills. The practical learning approach, industry exposure and guidance from the faculty members helped me develop the confidence and expertise needed to excel in my career. Today, as the Finance Manager at Six Cricket Academy, located at Dravid Centre for Sports Excellence, I continue to apply the knowledge, skills and values I gained during my time at the university. I remain deeply grateful for the opportunities, mentorship and experiences that have contributed to my personal and professional growth and success.

-Niraj Nitin Oak
(MBA 2019-2021)

FMC Alumni Delivered Session for Students



The FMC, RUAS, organized an **Alumna Speaks** session titled "**Pharma Industry Insights: Exploring Career Pathways for MBA Graduates**" on **29 April 2026**. The session was delivered by **Ms. Harshitha Narayan, Business Development Executive, API Division, Bal Pharma Limited** and an alumna of FMC. Ms. Harshitha shared valuable insights into the pharmaceutical industry, emerging career opportunities and the competencies required for management professionals.



The FMC, RUAS, organized an **Alumna Speaks** session on "**Income from House Property**" for first-year B.Com students on **9 April 2026**. The session conducted by **Ms. Sharvani**, an alumna of RUAS. Ms. Sharvani explained the key concepts of income from house property, including annual value, different types of house property and the related tax implications, with practical examples.

The interactive session enhanced students' understanding of the topic and was well received for its clarity, relevance and engaging approach.



The FMC, RUAS, organized an **Alumna Speaks** session on "**Transforming Payroll through Analytics and AI: Enhancing Accuracy, Compliance and Efficiency at Tesco**" on **2 April 2026**. The session was delivered by **Ms. Niba Fathima, MBA (FT) 2023 alumna**. Drawing from her professional experience, Ms. Niba highlighted the role of analytics and artificial intelligence in

transforming payroll processes by improving accuracy, ensuring compliance and enhancing operational efficiency.

Alumni Achievements



MBA alumna Geethika Baratam (FT2023)
Ms. Lakshmi Geethika Baratam secured 2nd and 3rd place in the **Machine Safety & Static Electricity Quiz** conducted by Granules India. Congratulations on this remarkable achievement and best wishes for continued success!



BBA alumnus Mr. Sushil Gujar (FT2023)
Mr. Sushil Gujar has been promoted to Senior Business Growth Lead at Collective Minds. In his role, he drives Enterprise Sales initiatives, enabling organizations to modernize their Data, AI, Analytics and Automation capabilities through leading solutions such as Databricks and UiPath.



MBA alumnus Mr. Akshay Kittur (FT2019)
Mr. Akshay Kittur, currently working at Expleo as an SAP Tester, has been promoted in January to Associate Lead Software Engineer. He now successfully leads a team of five members. Congratulations on this well-earned achievement and wishing him continued success!



MBA alumna Harika U. (FT 2023)
Ms. Harika U., Finance Management Trainee at Hilton & Hilton Garden Inn, Bengaluru (Embassy Manyata Tech Park), has been recognised with the **Best Performer Award** at her organisation. Congratulations on this outstanding achievement and best wishes for continued success!



MBA alumnus Harshit Kesarkar (FT 2023)
Mr. Harshit Kesarkar, Management Trainee, Hilton Group of Hotels, Gurgaon, has been recognised with the "**Outstanding Leadership Excellence Award**" at his organisation. Congratulations & best wishes for continued success!

PLACEMENT ACTIVITY

Placements during April to June 2026

RAMAIAH UNIVERSITY OF APPLIED SCIENCES
FACULTY OF MANAGEMENT & COMMERCE

Congratulations!
on getting placed at
CARE HEALTH INSURANCE - 6.5 LPA

MBA 2024 - 2026 BATCH

Soumya M
MBA - FINANCE

Yathish U
MBA - MARKETING

RAMAIAH UNIVERSITY OF APPLIED SCIENCES
FACULTY OF MANAGEMENT & COMMERCE

Congratulations!
on getting placed at
MUTHOOT FINANCE - CTC 8 LPA

Muthoot Finance
MBA 2024 - 2026 BATCH

Yathish U
MBA - MARKETING

RAMAIAH UNIVERSITY OF APPLIED SCIENCES
FACULTY OF MANAGEMENT & COMMERCE

Congratulations!
on getting placed at
KEERTANA FINSERV - CTC 5 LPA

Keertana
MBA 2024 - 2026 BATCH

Srinivas H V
MBA - MARKETING

Jhansi N
MBA - HUMAN RESOURCE

Fazil Khan
MBA - FINANCE

RAMAIAH UNIVERSITY OF APPLIED SCIENCES
FACULTY OF MANAGEMENT & COMMERCE

Congratulations!
on getting placed at
NJ INDIA INVEST PVT LTD - 6.72 LPA

NJ WEALTH
MBA 2024 - 2026 BATCH

Srinidhi K S
MBA - FINANCE

Varsha T
MBA - FINANCE

RAMAIAH UNIVERSITY OF APPLIED SCIENCES
FACULTY OF MANAGEMENT & COMMERCE

Congratulations!
on getting placed at
VIVAMONEY UPTO 12 LPA

viva
MBA 2024 - 2026 BATCH

Aditi Shukla
MBA FINANCE & OPERATIONS

Bhuvan Ponnamma S N
MBA BA & MARKETING

Rohit Venkatesh Allu
MBA BA & FINANCE

Yashwanth N R
MBA BA & FINANCE

RAMAIAH UNIVERSITY OF APPLIED SCIENCES
FACULTY OF MANAGEMENT & COMMERCE

Congratulations!
on getting placed at
STANZA LIVING -4.5 LPA

stanza living
MBA 2024 - 2026 BATCH

Varshini V
MBA OPERATIONS & HR

Sindhu S
MBA FINANCE & MARKETING

RAMAIAH UNIVERSITY OF APPLIED SCIENCES
FACULTY OF MANAGEMENT & COMMERCE

Congratulations!
on getting placed at
TTK SERVICES -3.5 LPA

TTK
MBA 2024 - 2026 BATCH

Abhilash N G
MBA FINANCE & OPERATIONS

Press Release.....

Business Standard : Campus Talk

Business Standard
CAMPUS TALK

5th April 2026
GST Reforms 2.0

FMC OF RAMAIAH UNIVERSITY OF APPLIED SCIENCES HOSTS 2 DAY NATIONAL CONFERENCE

The Faculty of Management and Commerce (FMC), Ramaiah University of Applied Sciences, successfully organized a Two-Day National Conference in collaboration with the Indian Council for Social Science Research (ICSSR) on "Next-Generation GST Reforms 2.0 - A Way Towards Viksit Bharat 2047" on 13th and 14th March 2026. The conference brought together Policy Makers, GST Commissioners, Industry Leaders, Academicians, Tax Professionals, Research Scholars, and Students to deliberate on the evolving GST 2.0 framework and its role in India's economic transformation.

The inaugural session featured Smt Kajal Singh, IRS (Chief Commissioner of Central Tax, Bangalore Zone), as the Chief Guest, who highlighted the transformative role of GST in strengthening India's fiscal architecture. Mr Prashant Gokhale (President, BCIC) - Guest of Honour shared industry perspectives on compliance simplification and moving investment sentiment. Prof K K Raina, Vice-Chancellor, RUAS, emphasized the role of education and research in supporting economic reforms during his Presidential Address.

The conference included Plenary Talks by senior tax administrators and experts, a Policy-Oriented Panel Discussion on GST 2.0 reforms, and Technical Sessions across multiple thematic tracks such as structural re-engineering of GST, fiscal federalism, and global competitiveness. Out of 140 research papers received nationwide, 78 papers were shortlisted for presentation, generating rich academic dialogue and policy insights. The conference concluded with a shared commitment toward simplifying taxation, strengthening compliance systems, and advancing GST reforms aligned with the vision of Viksit Bharat 2047.

Business Standard
CAMPUS TALK

May 2026
Bharat LEAD Summit

BHARAT LEAD SUMMIT 2026

In a significant step towards strengthening India's leadership and entrepreneurial ecosystem, the Bharat Lead Summit 2026 has been hosted by the LEADS Next Gen Centre -RUAS in collaboration with the Faculty of Management and Commerce & Ramaiah University of Applied Sciences, held on 10th and 11th April 2026. The summit witnessed the presence of distinguished national leaders like Dr CN Manjunath, Member of Parliament, Bangalore Rural, as the Chief Guest, and Dr Ramanathan Ramanathan, Founding Director, Atal Innovation Mission and Former Add. Secretary, NITI Aayog, as the Guest of Honour and 24+ CEOs and Founders from diverse industries, with 250+ participants.

With India emerging as a global hub for innovation and start-ups, the summit was designed as a platform to explore new-age leadership models, AI-driven transformation, and sustainable entrepreneurship. The summit featured keynote sessions, panel discussions, and fireside talks - creating opportunities for knowledge exchange and collaboration.

Prof (Dr) Kulkarni P Raina, Vice Chancellor, RUAS, stated that the initiative is focused on bridging the gap between academic learning and real-world innovation ecosystems. He emphasized that the summit would empower students and young entrepreneurs to translate ideas into scalable ventures aligned with India's global growth trajectory.

A key highlight of the summit was its focus on leadership trade-offs and success thereafter reflecting the growing role of start-ups as catalysts for entrepreneurial development. The platform also facilitated engagement with investors and industry leaders, offering participants exposure to funding opportunities and mentorship networks.

By integrating themes of technology, sustainability and leadership, the Bharat Lead Summit 2026 is expected to position itself as a flagship campus-driven initiative contributing to India's innovation-led growth narrative.

The event attracted wide participation from institutions and industries from diverse sectors reinforcing the role of higher education in shaping future-ready leaders and driving the nation's entrepreneurial and leadership momentum.

Vijaya Vani (3 July 2026)

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Symposium on Building Quantum Ready Workforce

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Service to Society : Student Visit to Janadhwani Seva Trust, Bengaluru



FMC organized a Community Outreach Program at **Janadhwani Seva Trust, Bengaluru**, under the guidance of faculty coordinators **Dr. Chetan V. Hiremath, Dr. Chethan Kumar and Dr. Sobha G. V.** The initiative aimed at promoting social responsibility, empathy and community engagement. Students interacted with elderly beneficiaries and caregivers and contributed essential items, fruits and nutritional resources to support the well-being of the residents. The initiative provided students with a meaningful opportunity to develop compassion, communication skills, teamwork and a deeper understanding of humanitarian service.



Connect with us



Ramaiah University of Applied Sciences
University House, Gnanagangothri Campus
New BEL Road, M S Ramaiah Nagar, Bangalore
Karnataka, INDIA - 560 054

Email & Online



Email: sujatabijwe.mc@msruas.ac.in
Web: www.msruas.ac.in

