

# **CENTER FOR MANAGEMENT STUDIES JAIN (DEEMED-TO-BE UNIVERSITY) Annual Report Academic Year – 2023-2024**

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**Dr. Chenraj Roychand**

**Chancellor,**

**JAIN (Deemed-to-be University), Bangalore**

Dr. Chenraj Roychand is an eminent figure in Indian education and is renowned for his multifaceted roles as an educator, innovator, investor, and philanthropist. With a remarkable career spanning over four decades, Dr. Roychand assumes the esteemed position of Chancellor at JAIN (Deemed-to-be University). His passion and pursuit of educational excellence have led to the establishment of numerous renowned educational institutions nationwide, with JAIN (Deemed-to-be University) standing prominently among them.

In addition to his commitment to quality education, Dr. Roychand is a pioneer in the field of entrepreneurship. Dr. Roychand has also initiated angel-investing firms to empower young innovators and entrepreneurs. His passionate commitment to student incubation and mentorship is reflected in the establishment of 40 incubation units at JAIN (Deemed-to-be University). Dr. Roychand's initiatives have created employment opportunities, benefiting over 3500 individuals in nine years.

At JAIN (Deemed-to-be University), he pioneered the integration of sports into the academic fabric, fostering a culture of excellence by providing comprehensive academic support to talented athletes. The University has nurtured six Olympians, one Paralympian, and over 200 national and international athletes till date. Dr. Roychand is also involved and devoted to well-planned welfare projects that target healthcare, education, sustainable livelihoods, and social

causes. His significant endeavours have certainly helped numerous people improve their quality of life.

Dr. Roychand's commitment to social responsibility has earned him various honours, such as the Rotary Award for Vocational Service, Dr. B C Roy Award from the Indian Medical Association, SEVAK Award for Service to Humanity, and others. Recognised for his outstanding contributions to education and social service, he has received honours such as the Rajasthan Youth Association Award for Service in Education Sector and the Seva Ratna Award from Centurion Trust, Chennai. Dr. Roychand has also received the prestigious Kempegowda Award for his profound influence on education. Acknowledging his remarkable contributions to social work, education, and philanthropy, Mangalore University (Karnataka) awarded him the Doctor of Literature Degree (Honoris Causa). He also serves as a governing board member of the prestigious Institute of Rural Development Management Anand (IRMA).

Driven by an unwavering dedication to fostering a culture of innovation and excellence, Dr. Roychand continues to contribute incessantly to education and entrepreneurship in India.



**Prof. Dr. Raj Singh R**

**Vice-Chancellor,**

**JAIN (Deemed-to-be University), Bangalore**

Prof. (Dr.) Raj Singh serves as the Vice-Chancellor of JAIN (Deemed-to-be University) Bangalore, bringing over 42 years of experience, including 29 years in education and 13 years as Vice-Chancellor. He has led esteemed institutions such as Amity University–Jaipur and Gwalior, G D Goenka University (Gurgaon) and served as Pro-Vice-Chancellor at Amity University NOIDA. Dr. Singh, a TEDx speaker, holds a PhD in Strategic Finance and is recognised for his innovative approach to Higher Education.

He specialises in NEP implementation and has devised unique models for universities, integrating research, projects, and industry partnerships to address global needs, including SDGs. Dr. Singh has trained over 6000 teachers and published numerous research papers. He represented India at the International Design Summit in Milan, Italy, and is a visiting Professor at IIT-Delhi and Delhi School of Economics.

Dr. Singh's educational contributions have been recognised with several awards, including the Peter Drucker Memorial Award 2020 and the LOSD Excellence Award for Educational Governance 2023. He chairs NAAC and NBA expert committees and serves on the Academic Advisory Board of L&T EduTech. Recently appointed as chairman of a task force by the Ministry of Sports and Youth Affairs, Government of India, he continues to shape the future of education in India.



**Dr. Jitendra Kumar Mishra**

**Registrar,**

**JAIN (Deemed-to-be University), Bangalore**

With over 25 years of extensive experience in diverse academic domains, Dr. Jitendra Kumar Mishra brings a wealth of expertise and knowledge to his role as Registrar at JAIN (Deemed-to-be University) in Bangalore. A Ph.D. holder in Economics, Dr. Mishra is not just a prolific researcher but also an author of management cases, monographs and books. His research articles have been published in various esteemed international and national journals and have contributed to academia.

Dr. Mishra's influence extends beyond research as he actively mentors Ph.D. candidates. He has held leadership positions in renowned management institutions across the country. His strategic leadership has played a pivotal role in the growth of the institutions he has served. His prior roles as Dean and Director at various esteemed institutions (S. P. Mandali's Prin. L. N. Welingkar Institute of Management Development and Research, Mumbai, Director, Jaipuria School of Business, Ghaziabad, and Director, MATS Institute of Management and Entrepreneurship, Bangalore) witness the same.

Engaged in academia beyond his institutional roles, Dr. Mishra has been actively involved in professional bodies such as the Association of Indian Management Schools (AIMS) and the Centre for Education Growth and Research (CEGR). He has served on the Executive Board of AIMS and held the position of Regional Vice President for the Southern Region. Dr. Mishra

has also contributed to policy advocacy, being nominated as an expert by the Chairman of the University Grants Commission (UGC) for drafting subject-specific templates for curriculum frameworks and serving on committees coordinating with AICTE for the implementation of NEPs



**Dr. Dinesh Nilkant**

**Professor and Pro-Vice Chancellor**

**JAIN (Deemed-to-be University), Bangalore**

Dr. Dinesh Nilkant is a visionary leader in education and management. He emerges as a trailblazer, reshaping the landscape with his visionary leadership and transformative initiatives. With over two and a half decades of experience, Dr. Nilkant's journey is a testament to unwavering commitment and unparalleled dedication to excellence.

#### **Educational Background**

Dr. Nilkant's academic journey began with a PhD from Vinayaka Missions University, exploring teenage consumer behaviour. He further honed his skills with a Postgraduate Diploma in Marketing Management from Indira Gandhi National Open University and a Diploma in Export Management from the Indian Institute of Export Management. His academic prowess extends to an M.Com in Management and Finance from the University of Bombay and a B.Com from the same institution, laying the foundation for his illustrious career.



## A Career of Transformation

Dr. Nilkant's career spans various leadership roles, from Head of the Department of Management at Shri Bhagwan Mahaveer Jain College to Principal of the Center for Management Studies at Bangalore University. As the Dean and Director of the Faculty of Management at JAIN (Deemed-to-be-University), he orchestrated an academic renaissance, earning accolades including a place in the Limca Book of Records.

## Accolades and Achievements

Dr. Nilkant's visionary models and initiatives have empowered students and reshaped institutions into centres of excellence. Notable accomplishments include the establishment of the "21 Steps - Entrepreneurship Model," "studentnirbar.com" E-Commerce Platform, and "Eye" academic monitoring software. His leadership has earned coveted awards such as the "CSR Eminent Director of Leading Institute Award" and recognition from organisations like Toastmasters International and the Chartered Institute for Securities and Investment (CISI), London.

Dr. Dinesh Nilkant's legacy in education and management shines as a symbol of dedication and innovation. He leads with unwavering commitment, constantly pushing boundaries and embracing change. Dr. Nilkant continues to pave the way for new horizons, where innovation and excellence intertwine seamlessly.



**Dr. J. Letha**

**Pro Vice-Chancellor,**

**JAIN (Deemed-to-be University) - Kochi**

Dr. J. Letha, a respected academician in the higher education segment of Kerala, has made significant contributions to technology and the environment. Her expertise is evident in her roles as the Director of Technical Education in the State, Vice Chancellor of Cochin University of Science and Technology, and as a Board of Governors of IIT, Chennai member. She has also been a member of the Senate of the University of Kerala. Her knowledge and insights are further demonstrated through her numerous publications in National and International Journals and presentations at various international seminars.

## **JAIN (Deemed-to-be University)**



Ranked among the top universities in India and considered a cerebral destination for students across the world and Bangalore in particular, for its illustrious history of developing talent, JAIN (Deemed-to-be University) is a hub for learning in every sense of the word.

Promoted by JAIN Trust (JAIN University Trust), the University which is based in Bangalore – the Silicon Valley of India, offers a conducive environment for learning, be it academically or extracurricular activities. Known for its emphasis on education, entrepreneurship, research and sports, JAIN (Deemed-to-be University) has some of the best minds in the educational and research fields, and centers that inspire entrepreneurship and groundbreaking work to simplify and manage life better.

What makes JAIN (Deemed-to-be University) different is its outlook towards life, its values and beliefs. Its ever-evolving and open-minded system and quest for continued success and resilience, has made it one of the top universities in India.

## Brand JAIN

### Logo Interpretation



JAIN (Deemed-to-be University) represents dynamism, innovation, inquisitiveness, and creativity. The logo reflects simplicity, clarity, and focus in its vision of providing quality education, research, and entrepreneurial development through various schools and centers.

The word 'JAIN' is in bold and black. Black is an elegant color that absorbs all the colors of the spectrum, symbolizing the acceptance of students and staff from all backgrounds, nationalities, languages, religions, and talent. The bold, capital font signifies the confidence, leadership, and autonomy that JAIN proudly represents in the education sector. The bold black line before the subline emphasizes the letter J and consistently represents the university's growth since its inception.



**NIRF Ranking (2024)** - JAIN (Deemed-to-be University) ranks 65<sup>th</sup>, The Faculty of Engineering and Technology secures 95<sup>th</sup>, and CMS Business School secures 77<sup>th</sup> position in India

## Our Brand Values

JAIN (Deemed-to-be University) is built on the belief that for a nation to grow, quality education is a must. What is also vital is that we put education to good use. There are 7 values that the Institution is founded on.

-  Credibility

The activities we have taken up and pursue, programs that we introduce, and recognition bestowed on us makes JAIN (Deemed-to-be University) a force to reckon with in terms of credibility.

-  Commitment

We are steadfast in our commitment to offer our stakeholders the best be it education, facilities, or assistance.

-  Consistency

JAIN (Deemed-to-be University) has been consistent in the quality of service that it offers.

-  Creativity

The University encourages creativity in the approach to learning and teaching, and activities

organized to provide students a platform to experience, grow, and value these opportunities.

-  Conviction

We believe that good education and entrepreneurship are stepping stones to success, for an individual and the nation, and are firm in our resolve to provide access to and support for the same to the best of our ability.

-  Innovation

The University is known for its innovativeness in terms of programs and pedagogy.

-  Reliability

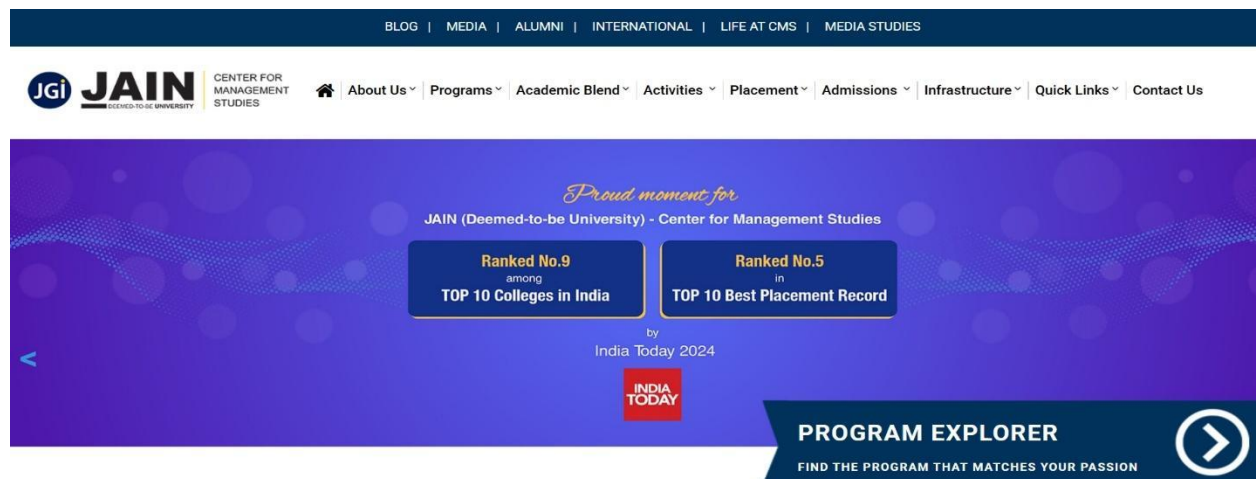
Among the many qualities that we have, one of them is reliability. We are committed to bringing freshness to academic pursuits, methods, and programmes that are important for students and staff to succeed on any level.

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College Website [www.cms.ac.in](http://www.cms.ac.in)

## Overview of the Website

*Center for Management Studies, JAIN (Deemed-to-be University)*



The Center for Management Studies (CMS) at JAIN (Deemed-to-be University) is dedicated to shaping future business leaders by integrating academic knowledge with practical exposure. The institution aims to prepare students for global career opportunities through innovative teaching methodologies and industry-driven curricula. CMS offers a diverse range of undergraduate and postgraduate programs. The undergraduate programs include the Bachelor of Business Administration (BBA) with specialisations in Corporate BBA, Entrepreneurship, Sports Management, Branding and Advertising, and Events, Entertainment, and Media Management. Additionally, CMS provides globally recognised BBA qualifications such as BBA Finance & Accounting integrated with ACCA-UK and BBA Strategic Finance with US Certified Management Accountant (US CMA). The institution also offers a Bachelor of Arts in Journalism and Mass Communication and a Master of Arts in Journalism and Mass Communication as part of its postgraduate offerings.

## Academic Achievements

CMS prides itself on its faculty excellence, with distinguished academicians and industry professionals contributing significantly to research and knowledge dissemination. The faculty members actively engage in research publications, attend prestigious conferences, and lead workshops and seminars. Their contributions enhance the institution's academic standards, ensuring that students receive the highest quality of education. CMS fosters a strong research culture, motivating faculty and students to engage in intellectual exploration and innovation.

## Student Development and Support

At CMS, student development extends beyond academics. The Entrepreneurship Cell is a vital initiative that nurtures budding entrepreneurs by providing mentorship, resources, and real-

world exposure. Regular workshops and seminars are conducted to equip students with essential industry skills, bridging the gap between academic learning and corporate expectations. The dedicated placement cell at CMS collaborates with industry leaders to facilitate placements and internships, ensuring students are well-prepared for the workforce. The institution maintains robust relationships with recruiters, leading to consistent and commendable placement records across various disciplines.

### **Research and Innovation**

CMS is committed to fostering a strong research ecosystem. The Faculty Research Cell, *Gyanidhi*, supports faculty members in innovative research projects that contribute to their respective fields. Simultaneously, the Student Research Development Cell, *Vidhyanidhi*, encourages student-led research initiatives, allowing young scholars to develop critical thinking and analytical skills. These research endeavors ensure that CMS remains at the forefront of academic excellence and knowledge creation.

### **Community Engagement**

CMS actively participates in community engagement through various events and webinars. The *GrahaQ-Series* webinars are a key initiative that brings together industry experts, academicians, and students to discuss contemporary business and management trends. These events provide a platform for knowledge exchange and foster meaningful collaborations between CMS and the broader professional community.

### **Infrastructure and Resources**

The CMS campus has state-of-the-art infrastructure to facilitate an enriching learning experience. The institution offers modern classrooms, an extensive library, and well-equipped media labs to support journalism and mass communication students. The advanced Media Lab provides students with cutting-edge technology, enabling hands-on learning and practical skill development. CMS continually invests in upgrading its facilities to ensure students have access to the best possible learning resources.

### **Future Plans**

Looking ahead, CMS aims to expand its academic programs by introducing new specialisations and courses that align with evolving industry demands. The institution is committed to strengthening its collaborations with industry partners to enhance practical learning opportunities and improve placement prospects. CMS also further seeks to integrate technology into its teaching methodologies, ensuring students have the skills to thrive in the digital era. By focusing on continuous growth and innovation, CMS remains dedicated to providing high-quality education and fostering holistic student development.

This annual report encapsulates CMS's commitment to excellence in education, research, and industry collaboration. The institution continues to set benchmarks in academic excellence, ensuring that its students are well-prepared to excel in their chosen careers and contribute meaningfully to society.



### JAIN (Deemed-to-be University) Members of Executive Council

Sl.	Name & Designation of Members of Executive Council	Position in AC
1	Dr. Raj Singh, Vice Chancellor	The Vice Chancellor-Chairperson
2	Dr. Dinesh N., Pro Vice Chancellor	The Pro Vice Chancellor
3	Dr. S.A. Hariprasad, Dean, Academics	Members from amongst the Deans of the School of Studies
4	Dr. Harold Andrew Patrick, Dean, CMS B-School	
5	Dr. Thahiya Afzal, Professor, Faculty of Arts, Humanities and Social Sciences	Professor, appointed by the Vice Chancellor.
6	Dr. Ashwini N, Associate Professor, Faculty of Basic and Applied Sciences	Associate Professor, appointed by the Vice Chancellor
7	Dr. Sheetal V. Hukkeri, Assistant Professor, Faculty of Commerce	Assistant Professor, appointed by the Vice Chancellor
8	Prof. Rajkishore Sharma, Department of Chemistry, University of Delhi, Delhi – 110007	A representative nominated by the UGC
9	Prof. S. Sadagopan, Former Director, IIIT-B, Chief Strategic Advisor, JGI	Up to Four (04) nominees of the Sponsoring body
10	Dr. R.S. Deshpande,	Former Director, <b>Institute for Social and Economic Change (ISEC)</b>
11	Prof. E.S. Dwarakadasa,	Chairman, Karnataka Hybrid Micro Devices Ltd. & Retd. Professor of IISc
12	Dr. Sudhir Pai,	Senior Consultant Neurosurgeon, Apollo Hospital
13	Dr. Jitendra Kumar Mishra, Registrar	The Registrar, ex-officio Secretary of

Sl.	Name & Designation of Members of Executive Council	Position in AC
		the Executive Council
	<b>Permanent Invitees</b>	
14	Dr. N. Sundararajan, Advisor,	Steering Committee Board, JGI
15	Dr. Easwaran Iyer, Advisor,	Chancellor Advisory Board
16	Dr. N V H Krishnan, Advisor,	Chancellor Advisory Board
17	Dr. K R Sridhara Murthi, Advisor,	Chancellor Advisory Board
18	Shri. Ravindra Bhandary,	Vice President, JGI
19	Shri. M.S. Parswanath, Director,	Projects & Facilities, JGI
20	Ms. Aparna Prasad, Director,	Office of Communications and Human Resources
21	Shri. M S Santhosh,	Joint Registrar
	<b>Invited Members</b>	
22	Dr. Shradha Kanwar,	Chief Academic Officer
23	Dr. S. Srikanta Swamy,)	Director, Centre for Researcher Training and Administration (CRTA
24	Prof. N S Manjunath,	Controller of Examinations
25	Dr. Asha Rajiv,	Director, IQAC
26	Dr. J. Letha,	Pro Vice Chancellor
27	Dr. K. Madhukumar,	Joint Controller of Examinations

#### **JAIN (Deemed-to-be University) Academic Council Members**

Name	Designation	Position in Academic Council
Dr. Prot Ral Singh	Vice Chancellor	Chairperson

Dr. Dinesh N.	Pro Vice-Chancellor	Member
Dr. Harold Andrew Patrick	Dean, CMS Business School	Member
Dr. S.A. Hariprasad	Dean, Academics	Member
Dr. Rajani Jairam	Dean, Student Affairs	Member
Dr. Antonio Davis	Director in Charge, School of CS & IT	Member
Dr. G. Geetha	Director, School of Sciences	Member
Dr. Srividya Shivakumar	Director, School of Allied Healthcare Sciences	Member
Dr. Pritha Chakraborty	Area Head & Assistant Professor, Medical Imaging	Member
Dr. Nelson Mandela S.	HOD & Assistant Professor, Animation & Virtual Reality	Member
Dr. R. N. Iyengar	Director, Centre for Ancient History & Culture	Member
Dr. Ananta Ojha	Deputy Director, School of CS & IT	Member
Dr. Avinash Kate	Dean, Art & Design / Shantamani Kala Kendra	Member
Dr. H. Muralicharan	Director, Center for Distance and Online Education (CDOE)	Member
Dr. Chetan Nag K.S.	Deputy Director, Center for Urban Ecology, Biodiversity, Evolution, and Climate Change (CUBEC)	Member
Mr. Nayaz Ahmed	Chief Executive Officer, University Incubation Centre	Member
Dr. Sudarshan Sheshanna	Head, Sree Kutumb	Member
Dr. Shradha Kanwar	Chief Academic Officer	Member
Dr. C.A. Gurudath	Director, School of Law	Member
Dr. Trapti Jain	Centre Head & Associate Professor, Jain Philosophy	Member
Dr. Nesta Chaudhry	Dy. Director (In-Charge), School of Commerce	Member
Capt. Vaibhav	Deputy Director (In-Charge), School for Aviation	Member

Goutham Suresh	& Aerospace Management (SAAN)	
Dr. Umakanth S.	HOD & Professor, Department of Management	Member
Dr. Arati Sudarshan	Professor and Area Head - Data Analytics & Mathematical Sciences	Member
Dr. Venaka Prasad	Professor in Chemistry, Basic Science, School of Engineering & Technology	Member
Dr. B.B. Rao	Professor, CHS B School	Member
Dr. K.V. Ramesh	Professor and HOD, Dept. of Biotechnology and Genetics	Member
Dr. Beemkumar N.	Professor, Mechanical Engineering, Faculty of Engineering & Technology	Member
Dr. E. Emilarasan	HOD & Professor, Department of EEE, Faculty of Engineering and Technology	Member
Prof. N.S. Manjunath	Controller of Examinations	Permanent Invitee
Dr. Parthasarathi	Dy. Controller of Examinations	Permanent Invitee
Dr. K. Gopala Krishna	Dy. Controller of Examinations	Permanent Invitee
Dr. Aravind Kumar	Dy. Controller of Examinations	Permanent Invitee
Mr. H.T. Manjunath	Chief Librarian	Librarian Member
Dr. N. Meeramani	Librarian, JGI Knowledge Campus	Librarian Member
Dr. N. Sundararajan	Former Vice Chancellor	Invited Member
Shri M.S. Santhosh	Joint Registrar	Invited Member
Dr. K. Madhukumar	Joint Controller of Examinations	Invited Member

## ABOUT THE CENTRE FOR MANAGEMENT STUDIES



CMS is the ultimate destination for students, where they can find new routes to fulfill their dreams. It is one of the top management centres with best facilities in the Centre for Management Studies (CMS), which is an integral part of JAIN (Deemed-to-be University). It is an institute that harnesses an international outlook with the commitment to create top-notch business leaders of the corporate world.

Bengaluru, and the programs offered for bachelor and postgraduate degrees are designed to introduce students to the basics of business and communication. The entrepreneurship program has been designed to ignite creativity in students and encourage their problem-solving skills to pursue their ideas. Our academic practices empower our students to redefine conventional wisdom and business perspectives. Students are prepared for successful careers in management, finance and communication and can pursue extracurricular activities. CMS is committed to training budding business leaders and aspiring media professionals. At CMS, we provide all the essential facilities to students that will fulfil their academic goals and transform them into extraordinary personalities.

## **VISION, MISSION, AND OBJECTIVES**

### Vision of the university

To foster human development through excellence in Quality Education, Research and Entrepreneurial Development.

### Vision of the department

To advance and apply Management Education, Research & Entrepreneurial Spirit amongst the Students.

### Mission of the University

- To provide Quality Education, creating human assets/human resources and intellectual capital
- To enhance Research and Development in different disciplines
- To develop New Generation Entrepreneurs who will be instrumental in fueling economic growth
- To create able Leaders, Managers and Technocrats
- To foster an Ethical Environment founded on Human Values in which both spirit and skill will thrive to enrich the quality of life

### Mission of the Department

- To offer relevant Management Education through innovative teaching-learning practices
- To equip human capital with Skills relevant for industry and society while fostering a Research culture
- To encourage Entrepreneurial Mindset for developing ethical and socially-responsible leaders

## **HON'BLE CHAIRPERSONS, GOVERNING BODY MEMBERS SINCE ESTABLISHMENT OF THE UNIVERSITY**

### *Governing board members*

1. Dr. S. Sadagopan, Director, International Institute of Information Technology (IIIT-B)
2. Dr. G.S.D. Babu, Former Director, M.P. Birla Institute of Fundamental Research
3. Prof. E S Dwarakadasa, Chairman, Karnataka Hybrid Micro Devices Ltd. & Retd. Prof. IISc
4. Dr. Sudhir Pai, Senior Consultant Neurosurgeon, Aster RV Hospital
5. Dr. R. S. Deshpande, Former Director, Institute for Social and Economic Change (ISEC)
6. Dr. R. Natarajan, Former Chairman, AICTE and Former Director, IIT-M
7. Mr. A.K. Vora, Chairman, TATADLT, Pune & Former Director, Tata Consulting Engineers Ltd.
8. Dr. J Gururaja, Former Adviser, Ministry of New and Renewable Energy, GOI and Former Senior Adviser, United Nations, New York
9. Dr. M.J. Vinod, Professor, Department of Political Science, Bangalore University
10. Dr. Mithileshwar Jha, Professor IIM-L

#### *Academic Advisory Board*

1. Mr. Vish Iyer - Vice President and Global Head - Legal & Corporate Affairs, TCS.
2. Ajoy Chawla - CEO, Jewellery Design, Titan
3. Mr. Kiriti. R – Chief Media Operations, LinkedIn.
4. Mr. Nitin Shah – Vice President, Goldman Sachs.
5. Mr. Siddharth Mehta – Chief Strategist, Rajesh Exports Limited.
6. Mr. Uday Dhoot – Director, Oye Paisa.
7. Mr. Hiralal B – Director, Badera Jewellers Private Limited
8. Prof. Raghu. V.N – Director, Mount Carmel College - Bangalore
9. Dr. Nagaraj. H – HOD, St. Joseph College, Bangalore
10. Ms. Arpita Khadaria – CEO, Barefoot Consultancy

## **ABOUT IQAC**

Internal Quality Assurance Cell (IQAC) at CMS has been established as a post-accreditation quality sustenance measure that includes performance review, assessment, accreditation, and quality upgradation of higher education institutions. The National Assessment and Accreditation Council (NAAC) recommends that all accredited higher education institutions create an IQAC for quality maintenance. The primary role of IQAC is quality improvement



and maintenance. It ensures the efficiency and efficacy of high-quality education techniques and evaluates task completion. The IQAC will join the institution's system to achieve quality enhancement and sustenance goals since quality enhancement is a continual process.

IQAC has contributed significantly for institutionalizing the quality assurance strategies and processes by constantly reviewing the teaching-learning process, structures & methodologies of operations and learning outcomes at periodic intervals

In pursuing its objectives and initiatives, IQAC at CMS has institutionalised many strategies and processes for boosting the quality of outcomes. Two examples of practices described here are Enhanced experiential learning and Integrated performance metrics. Enhanced experiential learning practice initiated by the IQAC provides a menu of experiential learning modes that can cater to the diversity of programs and learner capacities. Experiential learning is institutionalised by incorporating one or more pedagogical practices reflected in the Teaching Learning and Evaluation Plan prepared by faculty members and peer-reviewed in the departments. Thus, faculty deliberately create experiential learning opportunities to develop application skills, achieve greater student engagement, and achieve higher-order learning outcomes since real-life problems and experiences are inherently multi-disciplinary.

**Integrated Performance Metrics:** This is a framework tool based on the experience gained by IQAC to guide faculty members in their planning, target setting, learning, and performance improvement. It has the following areas that influence performance outcomes with the teaching and learning process, digital learning enablement, assessments, evaluation, research and scholarship. Faculty members are initiated through FDPs and advised on the data frequency to be compiled.

## **HONOR, ACCREDITATION, RECOGNITION & AWARDS**

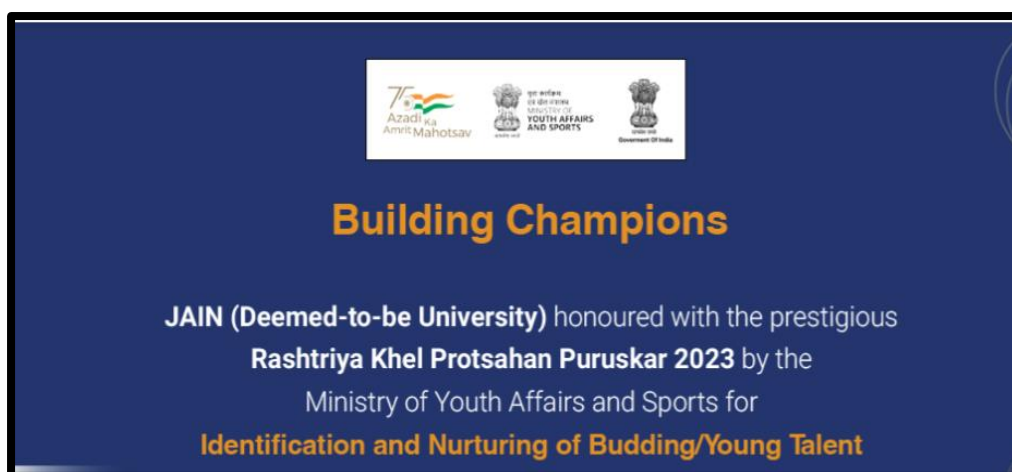
JAIN University, known for its commitment to nurturing sporting talent in India, achieved a significant milestone by being honored with the *Rashtriya Khel Protsahan Award in 2023*. This prestigious accolade was bestowed upon the university by the Honorable President of India, in recognition of its exceptional contributions to developing and promoting sports across the nation. Dr. Chenraj Roychand, Chancellor of JAIN (Deemed-to-be University), was honored to receive this award on behalf of the institution.



The Rashtriya Khel Protsahan Award is one of the highest recognitions given by the Indian government to individuals and organisations that have played a pivotal role in encouraging and advancing sports in the country. The award acknowledges the efforts of those who work behind the scenes – the trainers, the institutions, the promoters, and the supporters – who create the environment and the opportunities necessary for sporting talent to flourish.

JAIN University's receipt of this award highlights its comprehensive approach to sports education and its dedication to creating a robust infrastructure that supports its students' athletic and personal development. Under the guidance of Dr. Chenraj Roychand, the university has implemented various programs aimed at identifying and nurturing young talent, providing scholarships, world-class training facilities, and opportunities for athletes to compete at national and international levels. This holistic support system not only aids in developing sports professionals but also promotes a culture of physical fitness and well-being among the student body.

The awarding of the Rashtriya Khel Protsahan Award to JAIN University, and its acceptance by Dr. Chenraj Roychand, serves as a testament to the institution's unwavering commitment to excellence in sports and its vital role in shaping the future of Indian athletics. This recognition not only honors the past achievements of the university but also sets a benchmark for its future endeavors in sports development and promotion.

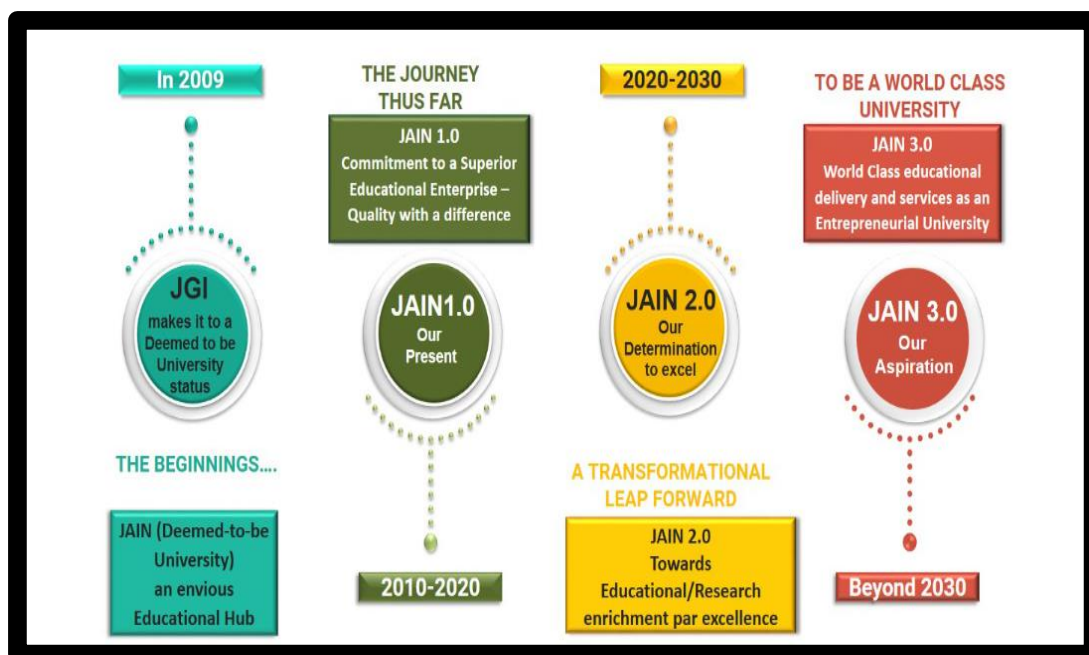




## Accreditation

JAIN (Deemed-to-be University) is today ranked among the top 5 Private Universities in Karnataka (KSURF Rankings, 2019) and No.8 among Private universities in India (India Today Rankings, 2021). JAIN is accredited by NAAC with the highest grade of 'A++' under the 2018 revised accreditation framework, scoring 3.71 out of 4. It has been provided with Graded Autonomy by MHRD, Govt. of India. JAIN was ranked # 85 among the top Universities in India in NIRF 2020, and is at #99 in NIRF 2021. JAIN's All India Rank is 91-95 in the QS 2020 World University rankings. JAIN was ranked between 351- 400 among 9000 participating Universities in BRICS 2019. JAIN is a multi-faculty, multidisciplinary University offering Ph.D., PG, PG Diploma and UG programs in Engineering & Technology, Sciences, Allied Healthcare & Sciences, Management, Commerce, Design, Arts and Social Sciences. JAIN has emerged as a preferred choice for students from all over India due to its emphasis on Academic Excellence, Entrepreneurship development, Sports, Extension activities, Value-Added & add-on courses, Research & Development in frontier areas, industry linkages, collaborations, and unique specialisations. The student strength is 21000+ out of which more than 1500 are international students from 43 countries.

JAIN has always been an aspirational institution that is creative and progressive in its thinking. It has had a laudable transformation journey since inception, with its dreams to excel.



One of the foundational tenets of JAIN has been its enriched cultural milieu, promoting values and character to its learners which is reflected in the laudable milestones achieved by it over the years:

Laudable milestones of JAIN (Deemed-to-be University) are:

- 9 students of JAIN have represented India in the Olympic games.
- Research projects funded by agencies such as DST, MNRE, DRDO, ARDB, ICSSR, ICMR.
- Total Research publications are 5063+
- 99 ventures have been incubated through Chenraj Roychand Centre for Entrepreneurship (CRCE) and DST Funded, JUINCUBATOR.
- 184 patents have been published, 16 granted, and three commercialised.
- Dedicated Research centres have been established for Nano and Material Science, Aerospace, Pure and Applied Science, Fire and Combustion Research, Social Science & Education and Ancient History & Culture.

## Recognition

CMS has made remarkable strides in sports, showcasing its prowess at various levels of competition. At the international level, the university has distinguished itself by securing a

Level 1 ranking, a testament to its athletes' exceptional skills, dedication, and the high-quality training provided by the institution. This achievement places Jain University among the global elite institutions, recognised for their contribution to developing sports and nurturing talent internationally.

Furthermore, on the national front, CMS has continued to excel, maintaining its Level 1 status. This consistency underscores the university's commitment to sports excellence, providing its athletes with the opportunities and resources necessary to compete at the highest levels within the country. The national level success reflects the university's role as a powerhouse in fostering sporting talent and contributing significantly to the national sports scenario.

CMS has achieved a Level 2 ranking at the state level, demonstrating its significant impact and presence in state-level competitions. This ranking highlights the university's role in promoting sports at the grassroots level, providing a platform for young athletes to showcase their talents, and serving as a stepping stone for higher accolades in their sporting careers.

CMS's achievements across the international, national, and state levels in sports indicate its dedication to fostering athletic talent and promoting sports as an integral part of education and personal development. These accomplishments enhance the university's reputation and inspire current and future students to pursue excellence in their respective sports.

Level	Category	Individual / Team
International	Sports	1
National	Sports	1
State	Sports	2

## Ranking



In 2023, CMS achieved remarkable recognition in business education, securing the prestigious *number 1 in the Times B-School rankings*. This significant accolade underscores the institute's excellence in providing top-tier business education, innovative teaching methodologies, and a robust curriculum that meets the evolving needs of the global business landscape.

Complementing this achievement, CMS Institute was also honored with a *9th rank overall by India Today*, one of the nation's most respected publications for educational rankings. This high ranking is a testament to the institute's comprehensive approach to management education, blending theoretical knowledge with practical applications.

Moreover, CMS Institute's commitment to facilitating outstanding career opportunities for its graduates was recognised with a 4th rank in placements by India Today. This placement ranking highlights the institute's strong industry connections, dynamic career services, and the practical skills imparted to students, making them highly sought after by employers. India Today also awarded the institute a 5th rank in academic excellence, reflecting its focus on scholarly research, a distinguished faculty, and a learning environment fostering innovation and critical thinking.

These accolades from both the Times and India Today celebrate the institute's dedication to nurturing future business leaders and affirm its status as a premier destination for management education in India. Through its holistic approach to teaching, distinguished faculty, and unwavering commitment to excellence, CMS Institute continues to set benchmarks in its students' academic and professional success.

## NEP 2020

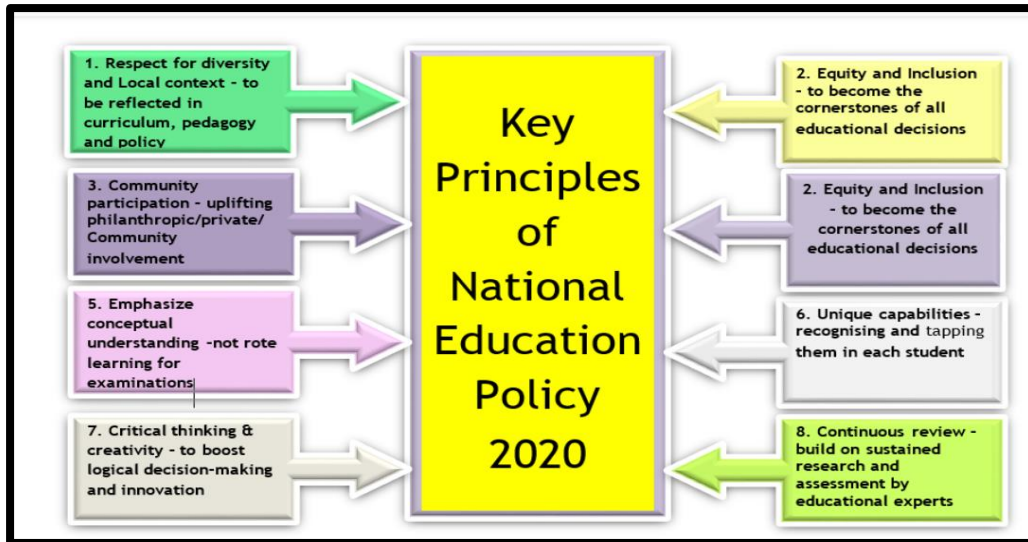
Major Higher Education Goals of NEP 2020
Institutional Restructuring and Consolidation
Towards a more Holistic Education
Optimal Learning Environments and Support for Students
Motivated, Energised and Capable faculty
Teacher Education
Reimagining Vocational Education
Professional Education
Promoting High-quality Research
Effective Governance and Leadership
Transforming the Regulatory system
Promotion of Indian Languages, Arts and Culture

CMS has always been a forerunner of innovation and has adopted state-of-the-art design thinking in all its educational endeavors. It is committed to implementing the NEP 2020 in both letter and spirit. In this document, the strategic plans, and goals of Jain in the implementation of the NEP 2020 are detailed, for the benefit of all stakeholders.

### Key Principles

NEP-2020 is a transformative policy with aspirational objectives and a forward-looking road map for the HE ecosystem of India, with the following Key principles and major HE Goals:





With emphasis on an aspirational ‘New India’ the National Education Policy 2020 has laid out the following broad objectives to transform the HE sectors in the coming years (UGC,2022):

- Recognize, identify, and foster the unique capabilities of each student, by sensitising teachers and parents to promote each student’s holistic development in both academic and non-academic spheres.
- Have no rigid demarcations between arts and sciences, between curricular and extracurricular activities, between vocational and academic streams, and such others, to eliminate harmful hierarchies among, and silos between different areas of learning.
- Adopt multidisciplinary and holistic education across the sciences, social sciences, arts, humanities, and sports for an interdisciplinary workplace to ensure all knowledge's unity and integrity.
- Enable an individual learner to have a deep understanding in one or more specialised areas of interest to develop a holistic character, ethical and constitutional values, scientific temper, creativity, intellectual curiosity, and a spirit of service.
- Offer the students a range of disciplines spanning all streams and domains, including professional, technical, and vocational subjects, and mould them into thoughtful, well-rounded, and creative individuals.
- Nurture the students to realise a more meaningful and satisfying life and work role to enable economic independence.

All HEIs are expected to rethink, redesign and rework their educational service and delivery to

achieve the above objectives in a time-bound manner, with well-laid out strategies for action plans and goals that are explicitly conveyed to all the stakeholders.

## **PROGRAMS OFFERED AT CMS**

### **Bachelor of Business Administration**

#### **Corporate BBA (Bachelor of Business Administration)**

The Bachelor of Business Administration (BBA) specialising in Corporate BBA continues to be a cornerstone of the academic offerings at CMS, Jain (Deemed-to-be-University) for the academic year 2023-2024. This program equips students with the knowledge and skills to thrive in dynamic corporate environments. Throughout the year, students engaged in diverse activities that bridged theoretical learning with practical application, including industry interactions, internships, and workshops. Emphasis was placed on developing managerial skills, leadership qualities, and a deep understanding of corporate operations and strategies. The program prepared students for leadership roles by fostering a deep understanding of business functions and creating a robust foundation for future careers in management and corporate sectors. Students demonstrated significant academic growth, actively participating in various events, conferences, and seminars to enhance their business acumen and networking skills.

#### **BBA (WOW – World of Work) Special Emphasis on Entrepreneurship**

The BBA (WOW – World of Work) program with a special emphasis on Entrepreneurship at CMS, Jain (Deemed-to-be-University) has made significant strides in nurturing young minds for the future of business and entrepreneurship during the academic year 2023-2024. The program is designed to equip students with the knowledge, skills, and mindset needed to thrive in the modern workplace and to cultivate a strong entrepreneurial spirit. Students gained a deeper understanding of business operations, innovation, and startup management through various experiential learning opportunities such as internships, industry collaborations, and hands-on entrepreneurial projects. The curriculum integrates real-world business challenges with academic learning, providing students with a practical understanding of the global business landscape. Workshops, guest lectures by successful entrepreneurs, and networking opportunities with industry leaders further contributed to the holistic development of students. This year, the program focused on fostering creativity, problem-solving skills, and leadership



qualities, ensuring graduates are well-prepared to launch their ventures or succeed in any professional environment.

### **Sports Management**

BBA specialising in sports management is designed to prepare students for a management career in professional sports and recreation business. The program provides core educational skills, foundational understanding, and practice by allowing students to engage in experiential learning and be aware of the best practices observed in the business, related sports domains, and other allied industry partners. The course structure, vetted by industry specialists and academic experts, will provide aspirants with the skills, capabilities, and personality required in the sports industry. Students pursuing the BBA Sports Management will engage in a challenging, exciting, academically demanding, and relevant program of study.

The program will comprise approaches embedding work-related learning culture within the curriculum with classes, live sports event management projects, industry mentoring, industry-based seminars, and case studies. Students will be offered hands-on training through event simulations, interactions with sports personalities and executives from the industry, field trips, opportunities to participate in international and national competitions, and placement possibilities with leading sports organisations worldwide.

### **Branding and Advertising**

The management guru Peter Drucker famously said, “The purpose of a business is to create a customer,” which requires marketing. A Brand reflects the persona or often even the culture and reputation of a company or product. Advertising is one of the pillars of marketing that focuses on attracting new customers and increasing sales. It usually refers to paid campaigns meticulously crafted to reach a target audience using various media, such as the internet, newspapers, magazines, posters, television, and radio. Branding and Advertising help in the acquisition and retention of customers, as well as the growth of sales and profitability. Branding and Advertising complement one another. Brand recognition can be increased by advertising, and branding influences the style and direction of advertising campaigns.

### **Events, Entertainment and Media Management**

BBA in Events, Entertainment and Media Management is a comprehensive programme developed following the National Education Policy (NEP). The course covers core theory and

practical training in Conceptualising, Designing, Sales, Planning, Administration, Production and Execution of events scenarios. The course is designed and taught by practicing event industry experts and the eminent game-changers in the events, media and entertainment industry from Mumbai and across India. It will bring you a real-world understanding of the business.

The key industry experts such as Sabbas Joseph - Wizcraft, Viraf Sarkari - Wizcraft, Sushma Gaikwad - Ice Global, Pramod Gaikwad - Ice Global, Andre Timmins - Wizcraft, Samit Garg - E-Factor Entertainment, Mahesh Shirodkar - Tamarind Global, Roshan Abbas -- Geometry Encompass, Brian Tellis - Fountainhead MKTG, Oum Pradutt – Phase 1 Events & Entertainment Pvt Ltd, Raj Nayak - House of Cheer, Anuja Choudhary - Wispk, Tabassum Modi - Victor Tango Entertainment Pvt Ltd, Tarsame Mittal - TM Talent Management, Khantil Mehta -- Go Bananas and Neha Seth Arora -- Varvadhru will be teaching the students of this course.

The event management course extends work-based learning opportunities tailored into the curriculum, allowing you to experience and learn about various events.

The Bachelor of Arts (Professional) in Journalism and Mass Communication (Media Studies) at CMS, Jain (Deemed-to-be University) is a comprehensive undergraduate program designed to provide students with a deep understanding of the media landscape. This program focuses on the core aspects of journalism, communication theories, digital media, and mass communication, offering students a blend of academic knowledge and practical training. The curriculum incorporates hands-on learning experiences in content creation, media ethics, reporting, and media production, preparing students for various print, digital, and broadcast journalism roles.

With an emphasis on industry relevance, students engage in internships, workshops, and guest lectures from media professionals, equipping them with the skills and knowledge to succeed in a dynamic media environment. The BA (Professional) in Journalism and Mass Communication empowers students to analyse media critically, think creatively, and communicate effectively in today's fast-paced media world.

The Master of Arts (MA) in Journalism and Mass Communication at CMS, Jain (Deemed-to-be University), is designed to equip students with advanced knowledge and practical media,

communication, and journalism skills. The program emphasises critical thinking, ethical reporting, and strategic storytelling across various media platforms, including print, digital, and broadcast. With a curriculum that integrates theoretical insights with hands-on training, students engage in research, content creation, and media production, preparing them for diverse career opportunities in journalism, public relations, advertising, and corporate communication. The program also fosters industry collaborations, guest lectures, and internships to ensure students gain real-world exposure. Through this holistic approach, the MA in Journalism and Mass Communication nurtures future media professionals, empowering them to make meaningful contributions to the evolving media landscape.

### **BBA Entrepreneurship (World of Work) Program**

The **BBA Entrepreneurship (World of Work)** program is a transformative platform for aspiring entrepreneurs, equipping them with the necessary knowledge, skills, and mindset to establish their ventures. This program goes beyond theoretical learning, comprehensively exploring business management principles, including Marketing, Human Resources, Finance, Accounting, and Taxation. Through an innovative learning model, students engage in practical assessments such as case study analyses, presentations, and assignments, ensuring a holistic understanding of the startup ecosystem. The program emphasises experiential learning by encouraging participation in global trade fairs, intra-college workshops, and networking events that enhance communication, analytical, and leadership skills. Additionally, structured mentoring sessions track students' entrepreneurial progress, while industry collaborations facilitate internships aligned with their startup ideas. Mock interviews conducted by faculty members further prepare students for real-world challenges, refining their confidence and professional readiness. With a strong focus on practical exposure and industry integration, this program shapes individuals into well-rounded entrepreneurs, ready to navigate the complexities of the business world and drive innovation in their respective fields.

### **Teaching Fraternity and Research Guides**

The faculty members at CMS, Jain (Deemed-to-be University) play a pivotal role in fostering academic excellence and research innovation. Comprising a distinguished team of educators, scholars, and industry experts, the teaching fraternity is dedicated to delivering high-quality

education through a multidisciplinary approach. The faculty actively engages in curriculum development, mentoring, and research initiatives, ensuring students receive theoretical knowledge and practical insights relevant to their fields.

In addition to their teaching responsibilities, many faculty members serve as research guides, mentoring students and scholars in various domains of management, commerce, humanities, and social sciences. Their research contributions are evident through publications in reputed journals, conference presentations, and funded research projects, further strengthening the institution's academic standing. Faculty members collaborate with industry leaders, policymakers, and international institutions, bridging the gap between academia and real-world applications.

Through their dedication, innovation, and scholarly contributions, the teaching fraternity at CMS continues to uphold the university's commitment to holistic education, research excellence, and intellectual growth, shaping future leaders and changemakers in a dynamic global landscape.

## STUDENT ENROLMENT & ADMISSION PROCESS

Student Enrollment	Number
Number of Sanctioned seats (A)	950
Number of seats filled (B)	943
Percentage = (B/A) x100	99.263%

### JAIN Entrance Test – BBA Admission Process

The JAIN Entrance Test (JET) for BBA admissions follows a structured evaluation process, ensuring the selection of candidates with strong academic potential and leadership abilities. The process begins with an application review by the JU-CMS Admission Office, followed by the entrance test, which comprises four sections—Reading Comprehension (20 marks), Subject-Based (Common Sense) (20 marks), Basic Mathematics (20 marks), and Current Affairs & General Knowledge (40 marks). Candidates who qualify proceed to the Group

Discussion (GD) round, which is assessed for their leadership qualities, communication skills, and ability to engage in critical discussions. Shortlisted candidates then undergo a Personal Interview conducted by the CMS Admission Committee, which plays a pivotal role in determining the final selection. The final decision is based on academic records, GD performance, and interview assessment. Additionally, CMS extends merit-based scholarships, offering tuition fee waivers to outstanding students, subject to annual renewal based on academic performance and attendance.

## **ADMINISTRATIVE AND NON-TEACHING STAFF**

The CMS Institute boasts a dedicated team of administrative and non-teaching staff who play a crucial role in the smooth functioning of the institution. These individuals are the backbone of the campus, working tirelessly behind the scenes to ensure that both the academic and extracurricular aspects of the institute run seamlessly. From managing the complexities of admissions, registrations, and records to ensuring the campus is safe, clean, and well-maintained, their contributions are invaluable. They also provide essential support services that enhance the learning environment, such as library management, IT support, and student counseling. Their commitment to creating a supportive and efficient educational setting enables the faculty and students to focus on excellence in teaching, learning, and research. The administrative and non-teaching staff at CMS embody the spirit of teamwork and service, contributing significantly to the institute's reputation for excellence.

## **INFRASTRUCTURE AND IT**

The new CMS campus located at Lalbagh Road, Bengaluru, is a true engineering marvel with contemporary look, spatial interior, and state-of-the-art facilities. The campus combines rich cultural and intellectual experiences with tech-driven services. The institute provides essential resources to build an inclusive community, including library, media laboratory, research laboratory, seminar hall, auditorium, gymnasium, and cafeteria.

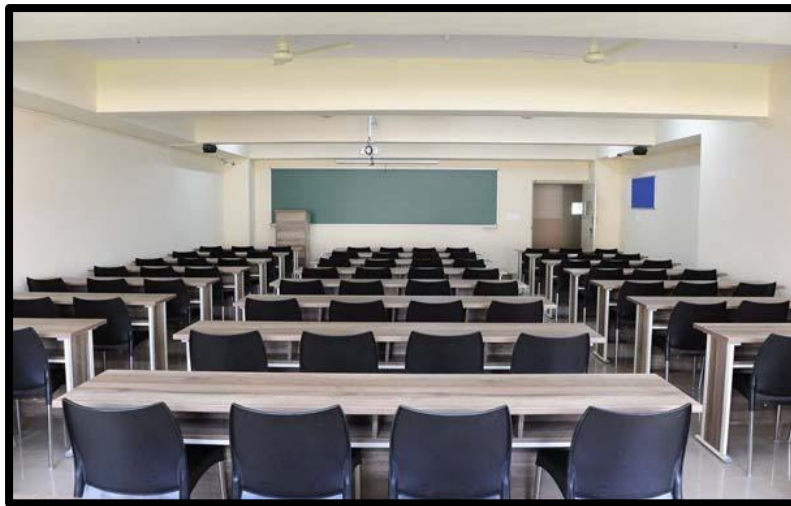
The institution has a policy in place for maintaining and upgrading its physical infrastructure and IT facilities. The institution upgrades its IT facilities on a regular basis

Eco-friendly Campus

We, at the Center for Management Studies, Jain (Deemed to be University), understand our responsibility towards our environment and nature. We incorporate and integrate various eco-friendly sustainable practices at our campus like Waste Segregation, Rainwater Harvesting, Sanitary Pad Disposal Machine, etc. In our campus, students can witness sustainability in action and can practice these through NSS activities and campaigns.

### Classrooms

Classrooms are well equipped with the latest technologies and audio-visual facilities. Centralized audio processor, teleconference facility and stereo audio amplifier facilitate activities like group discussions, lectures, and conferences.



### Seminar Hall

The institution has an air-conditioned seminar hall with a built-in stage, screen, and seating space frequently used by faculty and students to conduct seminars, student club activities, and recruitment procedures.



### Auditorium

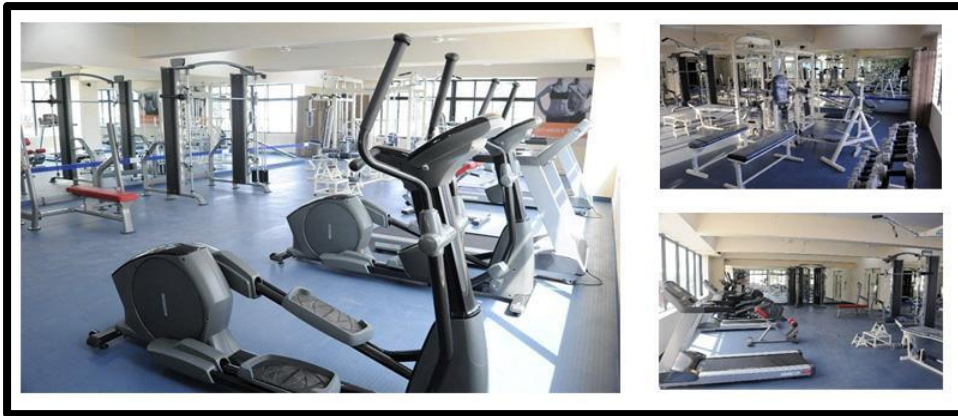
The auditorium is well equipped with state-of-the-art facilities to conduct seminars, corporate events, student activities and general announcements for the students.



### Gymnasium

The Gymnasium offers all modern facilities to accommodate students' different fitness regimes. Our simple yet comfortable environment provides a congenial setting in which regular exercise and relaxation become easily accessible. The gym has a variety of equipment that caters to almost all of the sporting needs of the students, from cardio-vascular workouts to maintaining a general level of fitness.





### Networked Technology with WIFI Connectivity

CMS provides a comprehensive computer-based service in the IT centre with high-speed internet access and Wi-Fi connectivity. Computers in classrooms and laboratories have many specialist applications to support study programs.



### COMPUTER LAB ENGAGEMENT

CMS courses' weekly computer engagement plan, including Digital Marketing, Project Management, Business-Oriented Computer Applications, and Data Science and Business Analytics, is structured to enhance students' practical skills and theoretical knowledge progressively. Starting with an introduction to essential tools and software in Week 1, students quickly move to hands-on practice with basic operations relevant to their field by Week 2. By Week 3, the focus shifts to intermediate skills development, applying more complex operations and strategies. Week 4 is dedicated to real-world application and projects,



encouraging students to implement their skills in practical scenarios and collaborate on project-based learning. The plan culminates in Week 5 with an evaluation of the students' projects, providing valuable feedback and identifying areas for improvement. To ensure comprehensive learning, students are encouraged to engage in additional computer-related activities outside of structured learning, participate in relevant forums and workshops, and undertake personal or group projects. This structured approach is designed to equip students with the necessary skills to excel in their academic and future professional careers in their respective fields.

## **FACILITIES**

The Facilities Management Department ensures the total upkeep of the campuses. Security personnel control the entry/exit into the campus, and campuses are monitored using CCTV. The classroom, laboratories, and seminar halls are all well-lit and ventilated. The campus reception counter provides students with relevant information, and visitors have a waiting lounge to interact with the teachers and administrators.

Campus is friendly to people with special needs regarding facilities like ramps, a lift, a wheelchair, and toilets. There is sufficient and easy access to restrooms and standard rooms for boys and girls.

The campus is located in the heart of the city, and access to public transport makes it incredibly convenient for students and faculty to commute, enhancing the overall educational experience by ensuring ease of access and connectivity. CMS has a tie-up with Mahaveer JAIN Hospital and other hospitals for specialised consulting/emergencies.

WIFI and provisions for generators/UPS have been provided to ensure an uninterrupted electric power supply. During the COVID-19 pandemic, SOP has been followed to maintain a sanitised environment.

A dedicated Facilities Management Department (FMD) team manages the hygiene and upkeep of various buildings and other facilities. A well-defined process and budgetary allocation exist for developing and maintaining multiple infrastructure.

Respective departments handle lab usage, workshops, etc. The technical staff allocated to each of these labs/workshops hold prime responsibility for the safe-keeping and overall

maintenance of the equipment in each lab.

The FM/USB maintains sports equipment and the gardening team maintains all playgrounds. The IT department manages common computing facilities. Shared facilities such as halls, auditorium, etc, are managed by the respective facilities team. The Gardening team ensures maintenance of green areas - indoors and outdoors.

The campus has a strong transport department to ensure the buses, vans, ambulances, and cars are adequately maintained & efficiently. Annual maintenance contracts and long-term warranties are negotiated with service providers and vendors to achieve the best possible upkeep, lifts, power backups, water purifiers, ROs, etc.

Regarding hygiene during the current pandemic, the SOPs formulated by various regulatory and government agencies were strictly adhered to.

The institution has the following facilities for e-content development: a media center, an audiovisual center, a lecture capture system (LCS), mixing equipment, and editing software.

The institution has an IT policy, makes appropriate budgetary provisions, and updates its IT facilities, including Wi-Fi. JAIN (Deemed-to-be-University) has a well-established policy to create a dependable IT infrastructure, through appropriate budgetary allocations and supervision. JAIN has developed an in-house ERP solution to meet the academic requirements involving teaching, learning, assessment, and examination. The integrated services provided by a suite of IT applications at JAIN, which includes the website and ERP, facilitate online services for its staff, students, and other stakeholders.

CMS has a dependable internet bandwidth of up to 2.78 Gbps over the fine fiber (High availability) across its campuses to meet the requirements of academic, research, and administrative activities.

CMS encourages faculty members to create and leverage e-content using internal and external platforms such as NPTEL/Swayam, LinkedIn, etc. Through its Center for Virtual Learning and Innovation (CVLI), new digital content is created, leveraging the in-house studio for recording and editing. ERP and various web-based video conferencing tools like Cisco™ WebEx™, Zoom™, Google™ Meet, and Microsoft™ Teams for content delivery were used in the current pandemic.

The computer labs and office PCs/laptops are protected by antivirus software, which is updated regularly. CMS has campus agreements with major software vendors like Microsoft, AutoCAD, Solid Edge, Oracle 9i, ANSYS, etc.

## **Library Knowledge Exploration**

The library at CMS, Jain (Deemed-to-be University) continues to be a cornerstone of academic excellence, providing students with comprehensive resources and research support to enhance their learning experience. Strategically located at the heart of the campus, the library serves as a central hub for knowledge exploration, offering an extensive collection of books, journals, e-resources, and reference materials that cater to diverse academic disciplines. With the expertise of subject specialist librarians and trained staff, students receive dedicated guidance in effectively utilizing these resources for research and study. Beyond serving as a repository of knowledge, the library fosters an environment for intellectual collaboration and academic engagement, ensuring that students are well-equipped to excel in their educational pursuits and develop critical thinking skills essential for their professional growth.

## **About Learning Resource Centre (LRC)**

The Learning Resource Centre (LRC) at JAIN (Deemed-to-be University) is a vital hub for academic and research excellence, offering an extensive collection of books, journals, magazines, theses, dissertations, reports, CDs, and other resources. The Center for Management Studies, LRC, spanning 4,600 sq. ft., is fully automated with the KOHA Library Management System, ensuring seamless access to digital and physical resources. Faculty members, students, and research scholars benefit from the Online Public Access Catalog (OPAC), an online database of learning materials held by JAIN (Deemed-to-be University) Libraries enabling efficient search and retrieval of materials, including books, e-journals, project reports, and access to renowned databases such as CAPITALINE. The LRC further strengthens academic endeavors through e-resources from EBSCO, EMERALD, JSTOR, EPWRF, IEEE, AIAA, ASCE, and ASME, alongside a vast repository of multidisciplinary e-books. Additionally, the MAGZTER Library provides access to magazines, and TURNITIN plagiarism software ensures research integrity. A dedicated team of subject specialist librarians and trained staff are available to provide academic support and enhance research capabilities.

## LRC Facilities and Services

### a. Circulation Services:

- Check-in, Check-out
- Sending Reminders to patrons of overdue items
- Assisting the patrons in accessing OPAC
- Renewals
- Reservation
- Overdue Charge
- Recalls
- No Due Certificate

### b. **Reference Services:** The Reference Service is an essential service the LRC offers. It helps users to make full use of the resources available in the library. The main functions of the reference service are:

- Assisting in accessing both print and digital resources
- Answering the reference questions directly asked by the users
- Arranging a library tour for new users.

### c. **Online Public Access Catalogue (OPAC):** OPAC (Online Public Access Catalogue) is intended to provide users with easy access to a library's catalogue and to allow them to search for resources based on a variety of criteria such as title, author, subject, keywords, and more. They frequently include extra features such as the ability to place holds or requests for items, renew borrowed materials, view account information, and access digital resources or e-books.

### d. **Current Awareness Service**

- Sending out the lists of newly acquired books through e-mail.
- Informing patrons through e-mail about the periodicals received

- Inform faculty members of conferences, seminars/ webinars, etc., through email and the notice board displays.
  - News clipping service.
- e. User Education/User Orientation:** LRC conducts user education/orientation programs at the beginning of every academic year. This program briefly introduces the library, the collection of resources, the services and facilities available, useful links to access online resources, and the various activities conducted by the LRC. This awareness program shall be conducted as and when required.
- f. Inter Library Cooperation:** Established an Interlibrary Co-operation with local/regional government bodies like DELNET for resource sharing under Memorandum of Understanding (MoU), INFLIBNET, ShodhGanga and Shodh Chakra
- g. Reprography:** Photocopy service is available from 09 am to 05 pm on all working days.
- h. Research and Publishing Support Services:** LRC provides a variety of services and resources to academics and authors in publishing and presenting their work
- Remote access to online resources
  - Plagiarism Check Service
  - Reference management tools
  - Searching the literature for certain topics;
  - Identifying reliable websites;
  - Guiding the researchers on the repository of Phd Thesis in ShodhGanga
  - Providing separate space in LRC for research scholars
  - Exploring alternate publishing models including Open Access journals

i. Institutional Membership: To fulfill the ever-growing information needs of our students and faculty, the LRC has subscribed to Institutional membership from the following libraries/Institutions.

- Indian Institute of Management, Bengaluru (IIMB)
- Indian Institute of Science (IISc)
- National Aerospace Laboratories Library (NAL), Bengaluru
- DELNET: Access Millions of Networked Library Resources through DELNET

j. **Publications Originality/Anti Plagiarism Check Tools:** JAIN Deemed-to-be University has accessed the licensed version of Plagiarism Checking Software - 'Turnitin' to the in-house faculty members and students for checking similarity report of research articles.

k. Institutional Repository: The LRC has set up an archive of publications brought out by the faculty and the institute, using 'DSpace'. Digital Repository is intended to provide long-term preservation, organisation, and access to digital resources for the institution's community as well as a wider audience. A digital repository's purpose is to ensure the preservation and dissemination of digital resources, to make it easier to discover and access these resources, and to promote open access to scholarly and cultural materials.

l. Previous Years' Exams Question Papers access 24×7

## **PUBLICATIONS AND RESEARCH- 2023-2024**

The CMS Institute stands out for its robust research and academic publishing emphasis, with its faculties actively engaging in and contributing to prestigious databases such as *ABDC*, *SCOPUS*, and *Web of Science (WoS)*. This commitment to high-quality research elevates the institute's academic standing and enriches its students' educational environment. Under the innovative Project Centric Learning initiative, the institute encourages students to delve into research from early in their academic journey. This hands-on approach allows students to

publish their research papers, offering them a unique opportunity to contribute to their fields of study even before graduating. By collaborating closely with their professors, who are themselves deeply involved in publishing cutting-edge research, students gain invaluable insights into the process of academic inquiry and the rigors of publication. This symbiotic relationship between faculty research activities and student-led projects fosters a vibrant educational community at CMS, characterized by a continuous exchange of ideas and a culture that values and promotes scholarly contributions.

### **Minor Research Projects Funded by Jain (Deemed-to-be University)**

#### **Overview**

The institution has been actively engaged in various research projects, addressing critical societal and economic issues. Several faculty members from the Management Department have undertaken studies with non-governmental funding support, contributing valuable insights to their respective fields. Dr. Jesus Milton RS is leading a study on the role of social media in development, with a total funding of Rs. 1,97,500/-. Dr. Roopa KV is investigating the impact of COVID-19 on MSMEs in Karnataka, supported by Rs. 1,14,000/-. Another significant project by K. Preetham focuses on assessing ICT's role in empowering rural women within the framework of the 2030 SDGs, funded at Rs. 2,00,000/-. Additionally, Dr. Bhargavi D. Hemmige is conducting an empirical study on multiculturalism and diversity in Bengaluru, particularly in Lalbagh, with a Rs. 2,00,000/-funding. Dr. K Charles Godwin is exploring indigenous culture and language in the Shola forests of BRT and MM Hills, which are also supported by Rs. 2,00,000/-. Furthermore, Baiju J. Nair and Vineeth Ravindran are examining the role of UPI in financial inclusion among women street vendors in Bengaluru, with funding of Rs. 1,06,000/-. All these projects commenced on January 1, 2023, and span a duration of two years. These research initiatives reflect the institution's commitment to addressing contemporary challenges and contributing to sustainable development through academic inquiry.

#### **Patents and Intellectual Property Rights**

The institution has made significant strides in intellectual property rights, with multiple patents granted and published in the field of Management. Several faculty members and researchers have contributed to innovation through patent and copyright applications



recognised by the Patent Office Journal, Government of India. Dr. Lakshman K, Saritha S R, Shilpa Mary T, and Vyshnavi A secured a patent on "The Digital Self and Real Self Among Social Media Users in India," filed on 26th March 2024 and published on 5th April 2024. Padmashree P received patents for "Automated Marketing Platform Utilizing Natural Language Processing and Behavioral Analysis for Personalized Consumer Engagement" and "AI-Driven Predictive Analytics for Market Trends and Investment Decision Making," published in September and December 2023, respectively. Dr. Umakanth S was granted a patent for an innovative "Tray for Holding Mobile Phone at Charging," filed on 26th December 2023 and published on 23rd February 2024. Further, Anusha S Nadiger, Manisha Tripathi, and Shilpa Sandhu received a patent for "A Model Decoding Online Shopping Preferences," filed on 1st February 2024 and published on 9th February 2024. Additionally, Dr. Richa Tiwari and Baisakhi D contributed to the emerging domain of tourism technology with their patent on "Metaverse Model Transforming Tourism Footfall Through Virtual Experiences," published on 21st June 2024. These accomplishments highlight the institution's commitment to research, innovation, and technological advancements in management sciences.

### **PhD Research Scholars**

The institution has been fostering academic excellence through its diverse range of PhD research projects across various departments. In the Management Department, Ms. Megha Kukreja and Ms. Aayushi Saxena, under the guidance of Dr. Priya Makhija and Dr. Sana Saima, respectively, are working on research topics related to management and workplace dynamics, with Ms. Saxena focusing on job burnout among software employees.

In the Department of Languages, Dr. Charles Godwin K is mentoring multiple scholars, including Sushma V, who is studying language acquisition for children with special educational needs (SEN), and J. Shilpa, who is exploring the biocentric views of Vandana Shiva from an ecological perspective. Other notable studies include K. M. Lalita's post-truth analysis of Indian farmers' suicides through the works of Kota Neelima, Sunita Fabian Chettiar's research on enhancing spoken and written English skills for vocational course learners, and Roopa Rani G.S.'s study on violence against women in 21st-century Indian memoirs and graphic novels. Meanwhile, Dr. Ruma Banerjee is supervising Jasmine Basumatary's research on the intersection of nature, conflict, and culture, and Antony Maria Selvi A.'s comparative study of Black and Dalit aesthetics.

In the Department of Journalism and Mass Communication, Dr. Bhargavi D. Hemmige is guiding Nevil Pradeep Dsouza in his research on the role of media technology in education, particularly focusing on augmented reality as a communication tool. Additionally, Bidya Das, under the mentorship of Dr. Jesus Milton RS, is investigating the societal impact of OTT platforms in India, while Abubaker S has recently registered his research topic under the same guide.

The Kannada Division of the Language Department has also made significant contributions, with Dr. B.S. Hemalatha guiding several scholars, including Ambareesh V. and B.V. Balaraju, who are examining themes of self-narratives and social constructs in modern Kannada literature. Other scholars, such as Sowmya and Thimmegowda, are exploring linguistic and social perspectives in Kannada literature.

These research endeavors reflect the institution's commitment to academic rigor, interdisciplinary exploration, and impactful contributions to knowledge across multiple domains.

### **Functional MoUs with Institutions and Industries**

During the academic year 2023-24, the institution established several Memorandums of Understanding (MoUs) with leading institutions and industries in India and abroad to enhance academic collaboration, research initiatives, and industry exposure for students and faculty. These partnerships have facilitated internships, on-the-job training, project work, faculty and student exchange programs, and collaborative research efforts.

The MoUs have enabled students to gain practical industry experience through structured internship programs, while faculty members have benefitted from knowledge-sharing opportunities with experts from diverse fields. Collaborative research initiatives under these agreements have led to impactful studies addressing challenges in contemporary management, technology, and social sciences.

These partnerships reflect the institution's commitment to fostering global academic engagement and industry-academia collaboration, thereby equipping students with the skills and exposure needed for professional success in a dynamic international environment.

### **MoUs with Institutions and Industry Partners**

In the academic year 2023-2024, the institution signed two important Memorandums of Understanding (MoUs) with renowned organizations to enhance educational opportunities for students and faculty. The first MoU, signed with NICT Computer Education on 29th July 2023, focuses on providing value-added courses and internship opportunities to students in the Management Department. This collaboration has been instrumental in offering students practical exposure through internships from 1st June 2022 to 31st July 2023. The second MoU with SLURP Culinary Academy, signed on 16th August 2023 for one year, aims to provide practitioner sessions for students in the Management Department. This partnership facilitates skill-building and hands-on learning for students from 16th August 2023 to 30th July 2024. These MoUs reflect the institution's commitment to fostering industry-academia collaboration and providing its students valuable, real-world learning experiences. Both collaborations are national in scope, contributing significantly to the holistic development of students.

### **Publications and Conference Proceedings**

During the academic year 2023-2024, faculty members from the Department of Management and Languages made significant contributions to scholarly literature through books, chapters in edited volumes, and research papers in national and international conferences.

Several faculty members authored and co-authored books on contemporary business and management topics, including "Essentials of Digital Marketing and Social Media Marketing" by Dr. Lakshman K, Mrs. Saritha S R, and Mrs. Shilpa Mary T, and "Fundamentals of Research Methodology and IPR" by Dr. Meera K L. Additionally, Dr. Raghavendra G S contributed to "Business Applications in Social Media Analytics" and "World Economic Growth – India as a Growth Stimulus", emphasising the role of AI and digital transformation in business practices.

In conference proceedings, faculty members presented research on national and international platforms, covering diverse topics such as digital detoxification, AI in e-business transformation, sustainable workforce strategies, transhumanism, and consumer behavior in the digital age. Notable contributions include "Navigating the Path to 2030: India's Strategic Implementation of Sustainable Development Goals for Global Impact" by Dr. Raghavendra G S and "Harnessing the Wisdom of Panchatantra Tales to Foster Moral and Ethical Behaviour in Teenagers" by Dr. Umakanth S.

Dr. Sahana B S, Dr. Richa Tiwari, and Baisakhi D contributed to the IIP Series and Futuristic Trends in Management, further expanding research on sustainability, AI integration, and workforce engagement strategies. The Department of Languages also made notable contributions, including "The Role of Artificial Intelligence and Machine Learning in Shaping Digital Banking Services" by Dr. B.S. Hemalatha.

These publications reflect the institution's commitment to knowledge creation and dissemination, reinforcing its role as a center for academic excellence and research innovation.

### **Awards and Recognitions for Research and Innovation (2023-2024)**

The institution has consistently encouraged research excellence and innovation, which has been reflected in the numerous awards and recognitions received by faculty members during the academic year 2023-2024.

Several faculty members were awarded Best Paper Awards for their outstanding research contributions. Dr. Lakshman K, Dr. Sahana B S, Padmashree P, Dr. Kesavulu Poola, Mrs. Shilpa Mary T, and Dr. Charles Godwin K received Best Paper Awards from Sri Bhagawan Mahaveer Jain Evening College, CMS Jain (Deemed to be University), and St. Claret College. These awards recognise their impactful research in management and allied fields.

Dr. Lakshman K was conferred the Best Academician Award by IARA in July 2023 and a Best Paper Award from the Center for Management Studies, Jain University, in December 2023. Recognising exceptional academic contributions, Dr. Rakshita was honored with the Academician of National Pride Award by RES in January 2024. Ms. Parimala S received the Research Excellence Award from CAPE FORUM on October 15, 2023.

These accolades reaffirm the institution's dedication to research, innovation, and academic leadership, positioning it as a center of excellence in higher education.

### **Research Publications in UGC-Listed Journals (2023-2024)**

During the academic year 2023-2024, the institution's faculty across Management, Journalism and Mass Communication, and Languages made substantial contributions to scholarly research by publishing 98 papers in UGC-listed journals. These publications reflect the institution's commitment to advancing knowledge across interdisciplinary fields and

addressing contemporary societal challenges.

In the Management Department, significant research topics included technological advancements, consumer behavior, sustainability, and digital innovation. Notable works include "Understanding the Technological Evolution in Electronic Payments System in India and the Acceptance" by Baiju J. Nair, Baskar B., and Dr. Kesavulu Poola, published in the *International Journal of Process Management and Benchmarking* (April 2024). Dr. Raghavendra G S explored "Blockchain Technology in Digital Advertising" in *Educational Administration: Theory and Practice*, and Dr. Priya Makhija published multiple papers, including "Exploring the MDH 'Spice King' Saga" in the *IIUM Journal of Case Studies in Management*.

Faculty members also addressed emerging technology trends such as artificial intelligence and its impact on business. Dr. Sahana B. S and Dr. C. Sharmila Rao co-authored "Role of Artificial Intelligence in Workforce Management" in the *International Journal for Multidisciplinary Research*. At the same time, Dr. Raghavendra G S analysed AI and Big Data Analytics in Financial Markets in *Library International Progress*.

Faculty of the Journalism and Mass Communication Department explored contemporary media influences and societal issues. Dr. Bhargavi D. Hemmige published "The Rise of Digital Influencers: Exploring Their Impact on Social Media Marketing" in *Ajasra*. At the same time, Dr. Jesus Milton RS conducted an empirical study on "Social Media Addiction in India" in the same journal. S. Santosh examined "The Influence of Anime on Youth in Bengaluru" in the *International Journal of Scientific Development and Research (IJS DR)* (May 2024).

The Languages Department also made valuable contributions to literary and cultural studies. Dr. B. S. Hemalatha published "Bsavannavara Vachanagalalli Jeevanakke Avashyavada Naitika Mowlyagalu" in the *Bohal Shodh Manjusha Journal*, while K. Preetham addressed "Gendered Spaces in the Novels of Amitav Ghosh and Abdulrazak Gurnah" in *Langlit* (February 2024).

The institution's robust publication record across diverse disciplines strongly emphasises academic excellence, innovative research, and global knowledge dissemination, reinforcing its position as a leading center for research and intellectual inquiry.

## **FACULTY DEVELOPMENT INITIATIVES (UNIVERSITY LEVEL)**

### **Faculty Empowerment Strategies**

The JAIN University has implemented a performance-based appraisal system (PBAS). PBAS follows self-appraisal with two-level reviews, and provides a basis for feedback, training, and promotions. The appraisal system includes (i) teaching hours and (ii) knowledge upgrades.

(iii) research/projects, (iv) organisation of activities, (v) participation in seminars, workshops, and conferences, (vi) paper presentations and research publications, (vii) research guidance, (viii) additional responsibilities, (ix) participating in community development. Faculty member promotion is implemented per the UGC guidelines about the Career Advancement Scheme.

### **Staff Welfare Measures:**

- Safe and comfortable housing at subsidised rates at the global campus
- ESI/PF/Gratuity
- Maternity /leave as per rules, Paternity leaves as per rules
- Preferential service to Divyaang staff. Hospital facility on a need basis.
- Free medical checkup, Emergency blood facility
- Fee Concession for Children of staff, Bus pickup and drop at select campuses, Programs to support professional growth
- labs and libraries accessible for extended hours, Sports / cultural activities, and celebrations
- Felicitation TO faculty members for exemplary contributions

Research funding including Rs. 8.09 crores towards seed funding in the last five years, apart from Rs. 20.46 crores from external (government and non-government) sources. During the pandemic in 2020, the University arranged classes on Ayurveda through the PRANA JUX platform free of cost.

### **Best Practices**

CMS has made significant strides in various domains, focusing on academic excellence, research, entrepreneurship, and industry collaborations. This report highlights the key initiatives and best practices implemented throughout the year, aligning with the objectives of NEP-2020 and contributing to sustainable development and innovation.

### **Internship/Apprenticeship**

To bridge the gap between academia and industry, we have facilitated internships and apprenticeships that provide students with hands-on experience and exposure to real-world challenges. These programs have significantly enhanced employability and industry readiness.

### **Startups Initiative**

Encouraging entrepreneurial spirit among students, our institution has launched multiple startup initiatives that foster creativity, innovation, and business acumen.

### **CMS HULT - Changing the World through Social Entrepreneurship**

Our association with CMS HULT has provided a global platform for students to contribute to social entrepreneurship, focusing on sustainable development and impactful business solutions.

### **Research-Driven Innovation**

We emphasise research that drives innovation, creating new opportunities for growth and development. Faculty and students actively engage in cutting-edge research to address contemporary challenges.

### **Training and Consultancy Expansion**

Our training and consultancy services have expanded, enabling knowledge dissemination and industry-specific solutions. This has reinforced our reputation as a center of excellence in consultancy services.

### **Strategic Support to CRCE**



We have strengthened our support to the Chenraj Roychand Center for Entrepreneurship (CRCE) by providing emerging entrepreneurs mentorship, funding, and infrastructure.

### **Externally Funded Projects**

A concerted effort has been made to secure more externally funded projects, fostering research and innovation while strengthening our financial sustainability.

### **Industry Integration into Classroom**

We have brought industry leaders into the classroom, ensuring students are aligned with industry needs and specifications through workshops, guest lectures, and hands-on projects.

### **TEDxJainUniversity**

Our TEDx platform has provided a stage for thought leaders to share transformative ideas, inspiring students and faculty towards personal and professional growth.

### **Model United Nations (MUN)**

MUN has been a key initiative in enhancing students' skills in self-improvement, public speaking, and leadership training through debates and discussions on global issues.

### **YUVA IGNITED MIND – CSR Initiative**

This Corporate Social Responsibility (CSR) initiative has empowered young minds through community development programs, fostering responsible and ethical leadership.

### **Sree Kutumbh – Entrepreneurial Initiative**

Aimed at encouraging social entrepreneurship, this initiative has supported small businesses and startups focused on social impact and sustainable development.

### **Faculty-Corporate Meet**

Regular faculty-corporate meetings have strengthened industry-academic collaboration, ensuring our curriculum remains relevant and industry-aligned.

### **Current Affairs Discussion – Daily Basis**

Daily discussions on current affairs have been integrated into the academic framework to inform students and faculty about global and national developments.

### **Project-Centric Learning**

Project-based learning has been a core approach, allowing students to work on real-world problems, enhancing their analytical and problem-solving skills.

### **C2C – Campus to Corporate**

Our Campus to Corporate (C2C) initiative has successfully bridged the transition from academic learning to professional employment, ensuring graduates are industry-ready.

The past year has been marked by significant achievements in fostering innovation, entrepreneurship, and industry collaborations. We aim to enhance these initiatives further, aligning with national policies and global best practices. Our commitment to excellence continues to drive our mission of creating a transformative educational environment.

### **Chenraj Roychand Center for Entrepreneurship (CRCE)**



Chenraj Roychand Center for Entrepreneurship (CRCE) is an entrepreneurial wing of JAIN (Deemed-to-be University). Entrepreneurship is a creative process that harnesses and harvests an individual's skills, abilities, and energies in a business context. We believe India is a land of opportunities and one of the world's largest pools of young talent. If the young population is provided the necessary guidance and skill sets, and is encouraged to be creative, they will build a vibrant and developed India. Indians are the most sought after minds worldwide, and our intellectual prowess creates and sustains world-class organisations.

Chenraj Roychand Center for Entrepreneurship brings together academics, student entrepreneurs and incubated companies for the study and practice of entrepreneurship.

CRCE works with potential entrepreneurs to inculcate the knowledge and skills required to be successful. These are the skills that are not just theoretical but the practical realities and difficulties that one may face in the real world. Providing a platform for entrepreneurs to put into practice gave rise to the business incubation arm of CRCE, known as JGI Ventures. JGI Ventures takes on the task of incubating the concept into reality with a strong backing. The support structure at JGI ventures is unique and has elements such as mentors, seed capital and

benefits of an extensive network available to entrepreneurs as required. Many innovative areas are planned for learning, group work and research. One such area is the Entrepreneurship Hatchery.

This incubator space is an excellent venue for mentorship opportunities that brings together the skills, experiences, and networks of successful entrepreneurs, business owners, venture capitalists and other professionals who can help students navigate the process of taking their great ideas from concept and into the marketplace. It focuses them practically on the needs of emerging businesses, offering perspective on the market and the opportunities and risks firms face.

### **Institutional Activities and Achievements – BBA Entrepreneurship (World of Work)**

The **BBA Entrepreneurship (World of Work) program** continues to foster entrepreneurial excellence through a series of **institutional activities and achievements**, creating an ecosystem that nurtures innovation, collaboration, and industry engagement. The **CMS Trade Fair**, a program's flagship event, provides a dynamic platform for student entrepreneurs to showcase their business ideas, products, and services. This initiative facilitates networking opportunities, connecting budding entrepreneurs with industry experts, potential investors, and customers, ultimately fostering meaningful collaborations. Similarly, **Startup India Day**, aligned with the National Startup Day vision, focused on "**Fostering Innovation and Teamwork**," engaging students through theme-based quiz sessions, marketing games, and an entrepreneurship auction, reinforcing India's growing startup culture.

In a significant move towards enhancing entrepreneurial education, the **Faculty Development Program (FDP)** was introduced for school teachers across Bangalore. The program, themed "**Entrepreneurial Capacity Building in Students by Fostering Innovation**," received widespread appreciation, equipping educators with the necessary skills to inspire and guide young minds toward entrepreneurial ventures. The **Entrepreneurship Week**, hosted by the **Chenraj Roychand Center for Entrepreneurship (CRCE)** across eight campuses, featured investor meets, demo days, panel discussions, innovation expos, and startup showcases. Notably, students from **BBA Entrepreneurship** actively participated, with **Samyuktha (2nd Year BBA Entrepreneurship)** winning an achievement award at the **Center for Management Studies (CMS) showcase event**.

The program also marked significant achievements on global and national platforms. Students from **BBA Entrepreneurship** won the **India Sustainability Startathon 2024** and had the opportunity to represent the institution at the prestigious **ASEAN China India Youth Leadership Summit 2024** in Singapore. Their success in Bengaluru's **India Sustainability Startathon Competition** placed three teams among the top 50 finalists, demonstrating the power of youth-driven innovation and collaboration for a sustainable future. Furthermore, at the **All India Council for Technical Education (AICTE) & Ministry of Education's Innovation Cell (MIC) Bootcamp on Innovation, Design, and Entrepreneurship (IDE)** held at the **National Institute of Technology Karnataka (NITK), Surathkal**, students emerged as one of the **best-performing teams** in the **idea pitching session**.

These institutional initiatives and achievements reaffirm the **BBA Entrepreneurship program's** commitment to **nurturing future business leaders**, equipping students with **industry exposure, global opportunities, and entrepreneurial skills**, ensuring they are **well-prepared to shape the future of the business world**.

## **WORLD OF WORK (ENTREPRENEURSHIP / STARTUP INITIATIVES)**

Value-Added Courses, Practitioner Sessions, and Clubs – Enhancing Entrepreneurial Excellence

The BBA Entrepreneurship (World of Work) program offers three Value-Added Certified Courses—Design Thinking, Tally, and Graphic Designing—designed to equip students with industry-relevant skills. The Design Thinking course fosters innovation by emphasising problem-solving and solution-oriented thinking. The Tally certification enables students to master widely used accounting software, preparing them for financial management in business. The Graphic Designing course enhances students' visual communication skills through tools like Photoshop, Illustrator, and InDesign, fostering creativity in branding and digital media.

A key highlight of the program is the Practitioner Sessions, which integrate theoretical learning with real-world applications. Elective courses such as Textile & Apparel, Food & Beverage, and Finance incorporate hands-on experiences, including field visits to textile mills, weaving workshops, and expert-led financial discussions. These sessions provide students

with industry insights, enabling them to develop critical analytical skills while networking with professionals.

The program hosts multiple student-run clubs to encourage experiential learning further, each fostering industry-specific expertise. The Trading Club focuses on market analysis, trading strategies, and investment techniques. The Food & Beverages (F&B) Club offers cooking workshops, food tasting events, and networking opportunities with industry experts. The Tech Club engages students in coding competitions, tech innovations, and master talks from industry leaders. The Finance Club organises workshops and financial analysis competitions to deepen students' understanding of the financial sector. The Textiles & Apparel Club explores the fashion industry through design workshops, fabric sourcing, and fashion shows, connecting students with industry professionals.

A recent milestone in the program is the Tech Immersion Program, a pioneering initiative led by Vinay Dora, founder of Crowd Product. This program equips students with cutting-edge technological tools, fostering innovation and mentorship opportunities for aspiring entrepreneurs. Students gain exposure to technology-driven business models, refining their skills and transforming their startup ideas into viable business ventures.

Through these value-added courses, practitioner sessions, and student-driven clubs, the BBA Entrepreneurship program offers a holistic learning experience, ensuring students acquire theoretical knowledge and develop the practical skills and industry connections essential for entrepreneurial success.

## **VALUE-ADDED COURSES AND SKILL BASED PROGRAMS**

The Dual Course Program at CMS, Jain (Deemed-to-be-University) has been a pioneering initiative that allows students to pursue two distinct disciplines simultaneously, broadening their academic and professional horizons. Launched to enhance employability and equip students with a diverse skill set, the program follows a multidisciplinary approach integrating two specialised fields of study. Its flexible structure allows students to navigate both courses efficiently, while the integrated curriculum ensures a holistic learning experience. By combining theoretical knowledge with practical applications, the program emphasises the development of versatile professionals who can excel in a rapidly evolving job market. The Dual Course Program fosters academic excellence and significantly boosts students' career



prospects, making them more adaptable and competitive in their respective industries. The time-efficient nature of the program ensures that students can achieve proficiency in both disciplines without extending their academic timeline, making it a valuable addition to the university's educational offerings.

## **International Certificate Courses and Value-Added Programs**

CMS, Jain (Deemed-to-be-University) offers a diverse range of International Certificate Courses and Value-Added Programs designed to equip students with specialised skills and enhance their professional competencies. International certifications such as CIM (Chartered Institute of Marketing) from London, CISI (Chartered Institute for Securities & Investment) from London, FChFP (The Fellow Chartered Financial Practitioner) from Singapore, and courses from the International Skill Development Corporation (ISDC) like Digital Marketing (DM), Artificial Intelligence (AI), and Business Analytics (BA) offer global recognition and open up diverse career opportunities for students. Additionally, the university provides in-house courses through its Dual Department, including the Entrepreneur Certificate Program, Graphic Design, and Logistics & Supply Chain Management, which are tailored to develop creative and business-oriented skills. Complementing these offerings, value-added courses like preparation for the Common Admission Test (CAT) and the Indian Administrative Service (IAS) examination further support students in achieving their academic and professional goals. These programs reflect CMS's commitment to providing a well-rounded education that prepares students to excel in an ever-evolving global job market.

## **Extension and Outreach Programs**

During the academic year, the institution actively engaged in various extension and outreach programs through initiatives led by the NSS, NCC, Red Cross, and other social service organisations. These programs aimed at fostering community engagement, social responsibility, and holistic student development.

Significant impactful activities were conducted with government initiatives, industry partners, and NGOs. The International Yoga Day was observed on June 21, 2023, with the participation of 50 students, promoting health and well-being. A Blood Donation Camp titled Sampradhan was organised on July 28, 2023, as part of the Founder's Day celebrations, witnessing the active involvement of 200 students. The Independence Day celebrations on August 15, 2023, instilled patriotism among students, engaging 30 participants.



A dedicated session was conducted on August 20, 2023, with 50 students participating to empower students with self-defence skills. The Swachhta Pakhwada cleanliness drive on September 19, 2023, saw 90 students contributing to the cause of a cleaner environment. In collaboration with the Government's Yuva Sabalakaran & Krida Department, the institution observed the International Day Against Drug Abuse on June 26, 2023, creating awareness among 40 students. The Fit India Campaign was also held on August 16, 2023, with 20 students promoting fitness and a healthy lifestyle.

These programs exemplify the institution's commitment to social responsibility, student engagement, and alignment with national initiatives, fostering a culture of service and awareness within the community.

### **E-content Developed by Faculty**

In the academic year 2023-2024, faculty members across departments have significantly contributed to developing e-content to enhance digital learning platforms. K. Preetham from the Language Department developed modules on Business Communication for the IIM B SWAYAM platform, with the content launched in January 2024. Sunil R. Hegde from the Management Department contributed to the institutional Learning Management System (LMS) by creating courses on "Introduction to Retail Management," launched in July 2023, followed by another module on "Logistics and Supply Chain Management," which is set to launch in February 2024. These contributions reflect the institution's ongoing commitment to advancing digital education and providing students with high-quality online learning resources.

### **Awards and Recognitions**

During the academic year 2023-2024, the institution, its faculty, and students received several prestigious awards and recognitions from government-recognized bodies for their contributions to various educational and extracurricular activities.

Dr. Lakshman K from the Management Department was honored with the Best Paper Award for his research on *AI Impact over Indian Sustainable Development with Special Reference to Agriculture and IT/ITES Industry* at the Center for Management Studies, Jain University, on 9th December 2023. Additionally, he was nominated as the Other University Nominee for the

Board of Studies Meeting at NMKRV College for Women on 5th September 2023, recognising his academic expertise and contributions.

In the domain of sports and events, Shweta Chadha, a student from the Management Department, was onboarded for the prestigious MotoGP Bharat event on 15th September 2023, showcasing the institution's active participation in large-scale professional events. The Basketball and Football Team performed exceptionally by securing Runner-up positions at the Symbiosis Institute of Business Management tournament on 31st July 2023. Furthermore, Vidhi Thakkar achieved First Place in Badminton Singles at an event organized by Transcend Group of Institutions on 25th November 2023, adding to the institution's sporting achievements.

On the academic front, Dr. Charles Godwin K from the Department of Languages (English Division) was recognized with the Best Paper Award at Lumos 2023 - One Day National Conference, organized by St. Claret College, affiliated with Bangalore University, on 20th June 2023, highlighting the institution's commitment to research excellence.

These accolades reflect the institution's dedication to academic research, sports, and extracurricular excellence, further solidifying its reputation as a hub for holistic education and professional development.

#### Workshops and Seminars Conducted

During the academic year 2023-2024, the institution organized a series of workshops and seminars focused on Research Methodology, Intellectual Property Rights (IPR), Entrepreneurship, and Skill Development, aimed at enhancing the academic and professional capabilities of students and faculty.

In the domain of Research Methodology, the Workshop on Enhancement of Scholarly Research using EBSCO Updated Features was conducted on 9th January 2024, equipping participants with advanced research tools and methodologies. Additionally, a Research Paper Writing Workshop was held on 10th and 11th August 2023, focusing on the technical and analytical aspects of academic writing.

Encouraging Entrepreneurship, the institution hosted the Sree Kutumbh Live Sales event on 10th October 2023, providing students with hands-on experience in sales, business strategies, and market engagement.

To strengthen Skill Development, an HR Workshop was organized on 21st July 2023, offering insights into human resource management practices and professional competencies essential for industry readiness.

These initiatives reflect the institution's commitment to fostering research excellence, entrepreneurial mindset, and skill enhancement, contributing significantly to the holistic development of students and faculty members.

## **NSS Activities**

Throughout the year, Jain (Deemed to be University) actively participated in various extension and outreach programs organized by the NSS, NCC, Red Cross, Yuva Ignited Minds, and other social service units. These programs were designed to engage students in meaningful activities that promote social responsibility, community engagement, and awareness about key issues.

Among the key highlights was the celebration of *International Yoga Day* on June 21, 2023, where 50 students participated, fostering physical and mental wellness. A *Blood Donation Camp* organized in collaboration with the Red Cross on July 28, 2023, saw the participation of 200 students and was part of the Founder's Day celebrations. On August 15, 2023, the *Independence Day Celebration* gathered 30 students to honor the nation's history and values. In addition, a *Self-Defense* workshop conducted on August 20, 2023, aimed at empowering students with essential skills, saw the participation of 50 students. The institution also actively supported the *Swachhta Pakhwada* (Cleanliness Drive) on September 19, 2023, with 90 students contributing towards a cleaner campus environment.

Several other programs like the *Youth Day Session* (January 17, 2023), *Youth Day Rally* (January 12, 2023), and *International Women's Day* (March 8, 2023) further encouraged social awareness and student involvement in important causes. The university also hosted a *Cyclothon* on January 22, 2023, with 121 students participating to promote fitness and environmental consciousness. In addition, events like the *Mock Stock*, *Trivia*, *Debate*, and

*Christmas Fortune* enhanced student engagement in extracurricular and intellectual activities, contributing to the overall development of the students.

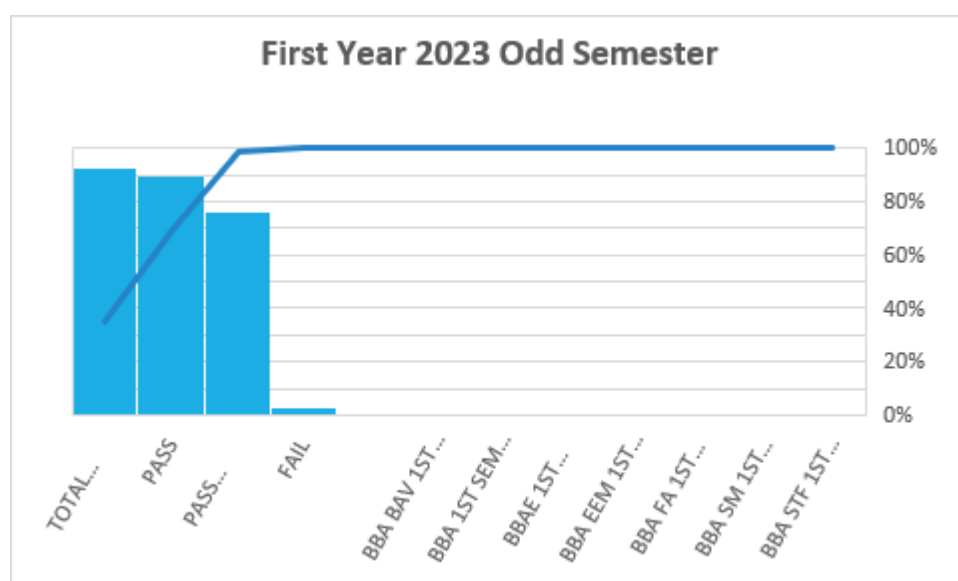
These programs, conducted in collaboration with various industry partners, government bodies, and NGOs, demonstrate the university's commitment to holistic student development, social responsibility, and alignment with national initiatives such as Swachh Bharat, Gender Equality, and Aids Awareness.

## ACADEMIC RESULTS – 2023-2024

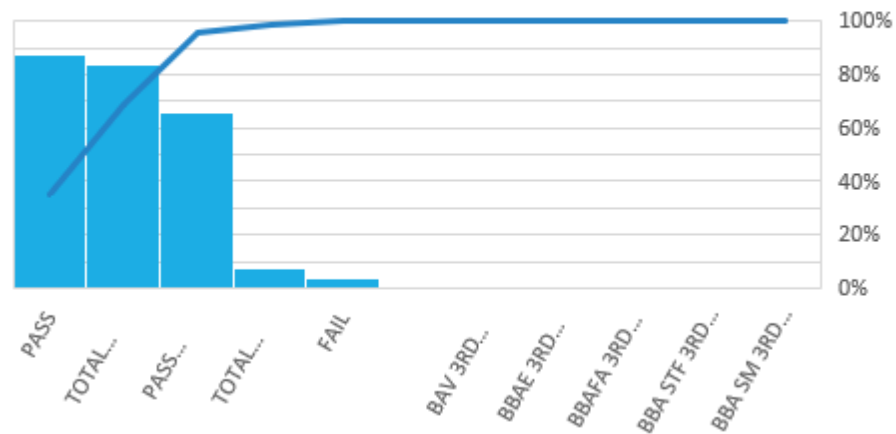
### Academic Performance Overview

The academic performance for the year 2023-2024 has been analyzed through a detailed statistical representation. As depicted in the chart, the total number of students who appeared for the examination is significant, with a high percentage successfully passing. The pass percentage remains commendable, while the number of students who did not clear the examination is relatively low. The data further categorizes performance based on different courses and semesters, providing valuable insights into specific program outcomes. This analysis aids in identifying areas for improvement and reinforcing academic strategies to enhance student success rates in the upcoming academic year.

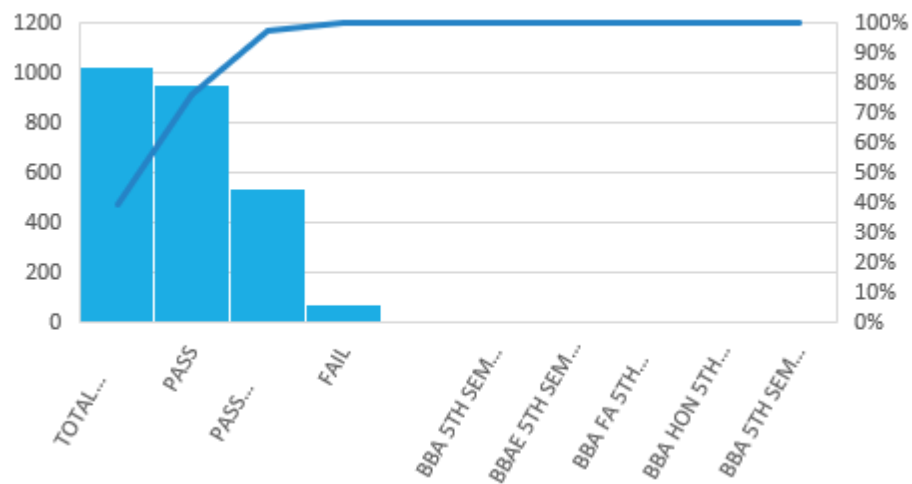
### Result Analysis



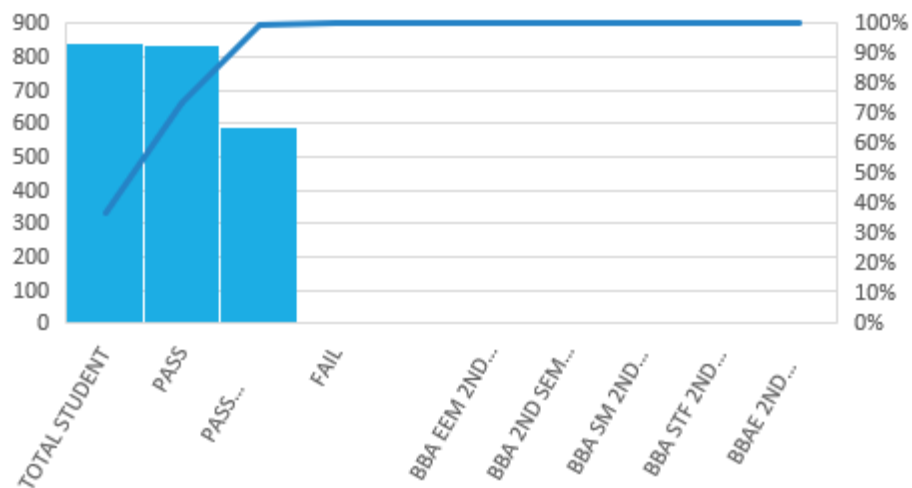
## Third Year 2023 Odd semester

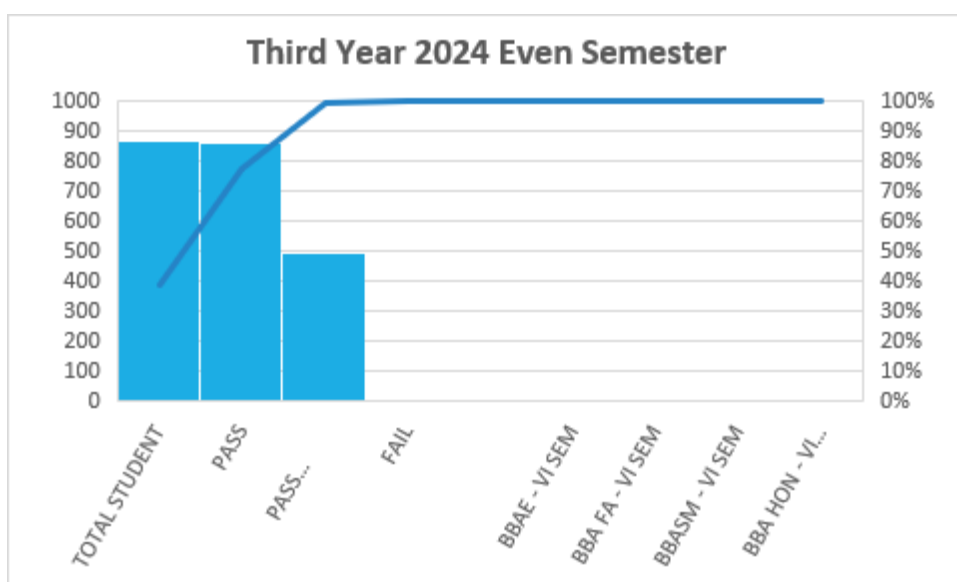
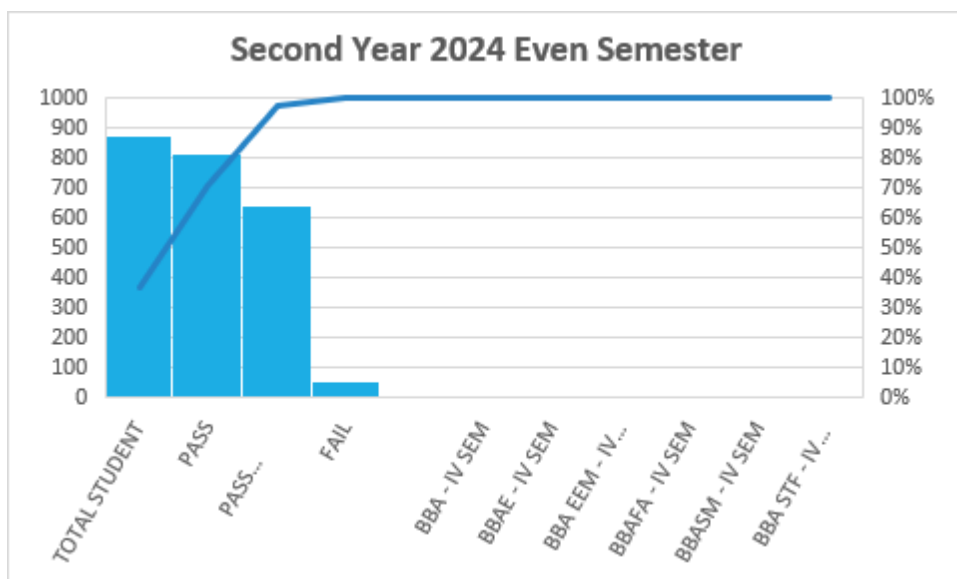


## Fifth Semester 2023 Odd Semester



## First Year 2024 Even Semester





## Institutional Efforts/Initiatives in Providing an Inclusive Environment

The University has created a learning environment where students of any ability level receive equal attention in terms of holistic learning. In the environment provided in the university, the students of all cultural orientations coming from across the globe are free to express, participate in teaching-learning process and cultural, co-curricular and extracurricular activities and sports activities which make them feel safe from abuse and harassment.

Celebration of the regional festivals like Onam, Sankranti, Pongal, Ganesha provide

opportunities for appreciation of cultural traditions and regional harmony. Education at CMS aims to inculcate tolerance to linguistic and cultural diversity and for building harmonious relations among students from diverse backgrounds and locations. Hindi Divas, World Sanskrit Day Celebrations, Janapada Mela, Kannada Rajyotsava, Matrubasha divas, Vijay diwas are celebrated regularly. The Institute is committed to ensure freedom and harmony among various religious communities. Across schools, students are selected for National level camps, National Integration Camps, Youth Exchange Programme and many more. The Institute has encouraged the faculty members to create extensive teaching materials and has been training them regularly to understand the diversity and potentials among students. Non-discriminatory and merit-based hiring of faculty both in terms of gender and geography promote an inclusive atmosphere.

## **Waste Recycling System**

CMS emphasizes a clean, green campus, where waste management is a critical component. Reduce, Reuse and Recycle is core philosophy. The main emphasis is to reduce waste generation. Also workshops, seminars, invited talks from environment experts are organized.

Awareness is created through sign boards. Solid waste is collected in dustbins placed in various classrooms/offices/eating places/hostel rooms /open areas. Waste from all these bins is deposited at the main waste yard for sorting by a contractor.

## **Gender Champion**

CMS gives importance for promotion of gender sensitivity and provides an inclusive atmosphere. There is absence of gender discrimination both in bulk recruitment and admission. Currently 53% of faculty members are women and 40% of the students are lady students. Boys and girls are grouped heterogeneously to create a good learning atmosphere. Awareness is created across departments on the importance of gender equity. Training sessions are conducted to train the lady students on self-defense.

The Institute collaborates with ENFOLD, an NGO to create awareness to live harmoniously. The Institute has identified “gender champions” across schools to create awareness and



conduct programmes on gender equity. The University has taken care to install CCTV cameras at all strategic locations to ensure safety to the ladies Internal Complaints Committee for protection against Sexual Harassment: The Institute has zero-tolerance towards sexual harassment. The Institute has made it a point to attend grievances if any immediately. The Institute has a doctor on call facility for medical needs. Faculty members attend to the needs of girls. Trained campus counselors are also available.

### **Annual Report on the "Gender Champions" Initiative (2023-2024)**

The Gender Champions initiative, founded in 2022, aims to foster gender sensitivity among students by creating positive social norms that promote the rights and value of girls within the campus. The initiative is dedicated to selecting responsible leaders who will help facilitate an integrated, interdisciplinary approach to gender equality. Its core objective is to sensitize young boys and girls about the socio-cultural constructs of gender and how these constructions shape the experiences of both women and men in society.

The Gender Champions initiative provides students with a deeper understanding of gender issues, offering them the knowledge to challenge stereotypes and promote equality. The program helps in creating a safe, inclusive environment that empowers students to advocate for gender equality and the rights of women.

The Teacher Coordinators for this initiative include Ms. Yashoda, Mr. Thanga Kumar, Mr. Shankar Prasad S, Dr. Asha S, and Dr. Sana Saima, all of whom have played a pivotal role in steering the program towards its goal. The student coordinator for this year is Pallapati Drushya, who has been instrumental in organizing and managing the various activities and engagements within the program.

For more information on the initiative and to stay updated on events, you can visit the Gender Champions Instagram page [here](#).

#### **Contact Details:**

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Mr. Shankar Prasad S: shankarprasad@cms.ac.in | Contact: 9900723328

Dr. Asha S: asha\_s2015@cms.ac.in | Contact: 9886607493

Dr. Sana Saima: dr.sana\_saima@cms.ac.in | Contact: 8884571425

Pallapati Drushya (Student Coordinator): drushya\_p2021@cms.ac.in | Contact: 9493854718

This initiative has significantly contributed to the promotion of gender equality and has equipped students with the tools to challenge gender biases within the university and beyond.

### **Annual Report on the Event: "Hum Aapke Hai Kaun and Talk Show" (2023-2024)**

The event titled "Hum Aapke Hai Kaun and Talk Show" was organized by the CMS Department at Jain (Deemed-to-be-University), Bangalore, on June 26, 2023. The event, held at the CMS Campus on Lalbagh Road, was focused on addressing the critical issue of mental health across all genders while promoting gender equality. The event was attended by 67 participants from various programs, including BBA and BAJ.

The distinguished speaker for the event was Sulata Mitra, an influential figure and a mother of a four-year-old, Vihaan. Sulata's journey as an influencer began after her move to Singapore, where she started sharing her experiences of motherhood, parenting, and lifestyle. Her platform, @MommyandVihaan, has since become one of the fastest-growing destinations for parenting advice, luxury travel, and lifestyle inspiration. Sulata's insights on mental health and gender equality resonated deeply with the participants, providing a space for reflection and discussion.

The faculty coordination team, led by Ms. Yashoda L, Mr. Shankar Prasad S, Mr. Thanga Kumar, Dr. Asha S, Dr. Sana Saima, and Dr. Bhargavi D Hemmige, Head of the Department of Media Sciences, ensured the smooth execution of the event. Student coordinators Anirudh Ramji and Bhoomi Rathod, both from the BBA 5th Semester, played an instrumental role in organizing the event.

The theme of the event was to highlight the importance of mental health across all genders while also addressing the challenges faced by individuals in relation to gender equality. The

talk show provided a platform to recognize the significance of mental well-being and the need for a collective understanding to create a supportive and harmonious environment.

**Impact of the Event:** The event successfully promoted a deeper understanding of mental health, emphasizing its importance for individuals of all genders. It highlighted the crucial role of mental well-being in everyday life and underscored the need for inclusive conversations that foster empathy and support. Through this initiative, the event contributed to creating a more informed and compassionate community, dedicated to alleviating the challenges faced by individuals in the realm of mental health and gender equality.

### **Industrial Visit & Connect – Experiential Learning Initiative**

As part of the experiential learning approach, the Department of Management at Jain (Deemed-to-be) University organized a series of industrial visits to leading organizations, providing students with valuable exposure to real-world business operations.

On **4th August 2023**, students from the **Bachelor of Business Administration (BBA) Sixth Semester (Honors)** visited **Audi Services Limited, Electronic City, Bengaluru**. The visit offered insights into **Audi's car service processing and customer service operations**, enabling students to understand industry best practices in service management. A total of **23 students** participated in this visit, guided by **Dr. Lakshman K**, Associate Professor, and supported by **Dr. Dinesh N, Director JU-CMS, and Dr. Umakanth, HOD, JU-CMS**.

Following this, on **16th August 2023**, students from the **Bachelor of Business Administration (BBA) Fifth Semester (L sec ED specialization)** visited **UNIBIC Foods India Private Limited, Bengaluru**. This visit provided in-depth exposure to **biscuit and cookie manufacturing processes**, offering students firsthand experience in production and quality management. A total of **56 students** actively engaged in the visit, led by **Dr. Lakshman K, Assistant Dean-Student Affairs & Associate Professor**, with guidance from **Dr. Dinesh N and Dr. Umakanth**.

Continuing the initiative, on **18th August 2023**, students from the **Bachelor of Business Administration (BBA) Third Semester (Sports specialization)** visited **Mercedes Benz – Akshaya Motors, Hosur Road, Bengaluru**. The visit provided students with insights into **premium automobile servicing and dealership management**, enhancing their understanding

of the luxury automobile industry. **17 students** participated in this visit, coordinated by **Ms. Shilpa Mary T** from the Department of Management.

These industrial visits reinforced the university's commitment to **bridging the gap between theoretical learning and practical exposure**. By engaging with industry professionals and observing real-time business processes, students gained a deeper understanding of **entrepreneurial business activities, customer service excellence, and operational strategies**. Such initiatives continue to empower students with industry-relevant knowledge, preparing them for successful careers in the dynamic business landscape.

## **SPORTS AND GAMES**

CMS, part of the Jain University has, in its existence, pursued the path of preparing students to excel at National/International level. The efforts and sports policy have translated into positive outcomes for Society and for India/State of Karnataka. Aditi Ashok represented India in Golf in the 2016 Summer Olympics in Brazil and has also won the Ladies European Tour title. Two students represented India in the 2012 London Olympics Gagan Ullamath (Swimming), and Sharath Gayakwad (Paralympic swimmer). Niranjan Mukund, a para swimmer, won at the World Series, 2019 in Brazil. Ashwini Bhat, a Badminton player ranked 33 in the world, represented India in the All England Badminton Championship. University has produced a number of reputed cricket players who have played for India/State /IPL like KL Rahul, Mayank Agarwal, H S Sharath, Shreyas Gopal, Prasidh Krishna, and many others. Archana Kamath is a National Champion in Table Tennis. Srihari Nataraj holds national records in Swimming Shika Gautham, the badminton player, is a National Champion and No. 1 women's doubles player. JAIN has developed a state-of-the-art infrastructure for sports and accords scholarships, fee concessions and additional coaching,. The Government of India has bestowed the honor of hosting the 2nd edition of "Khelo India" in Bangalore in 2022 & "Jain Utsav" in Bangalore in 2023.

## **Student Achievements in Sports**

In the academic year 2023-2024, Jain (Deemed to be University) celebrated the remarkable achievements of its students in various sports and cultural events at the inter-university, state, national, and international levels. These accomplishments reflect the university's commitment to fostering holistic development and excellence in extracurricular activities.

Notable achievements include *Aryan Neelkanth Pandit* from the BBA department, who won *First Place* in the *International Triathlon* event both in 2022-2023 and 2023-2024. In the *International Horse Riding* competition, *Easwar Kalingarayar* from the BBA-SPM department also secured *First Place*. Another outstanding individual performance was by *Siddhant Roy* (BBA-SPM), who claimed *First Place* in *International Basketball*.

In national competitions, *Akash Gupta* from BBA excelled in *Targetball*, securing *First Place* in both the 2022-2023 and 2023-2024 seasons. Similarly, *Ishaan Raghunanda* from BBA won *First Place* in *National Football*. Other state-level achievements include *Yashas A* (BBA), who won *First Place* in *Golf*, and *Anvita Singh* (BBA), who secured *Second Place* in *Cestoball*.

These achievements not only highlight the individual talents of our students but also underscore the university's ongoing support for athletic and cultural excellence, which has contributed to the success of our students on national and international stages.

## Indoor and Outdoor Activities







### CMS STAFF SPORTS



## CMS STAFF SPORTS











# GOLD *in* TENNIS



We are Glad to Inform

**MR. V.M. RANJEET | MR. LOHIT AKSHA BATHRINATH  
MR. MANISH SURESHKUMAR | MR. ABHINAV SANJEEV | MR. DHEERAJ KS**  
**From Tamil Nadu Won Gold Medal in Team Tennis Event (Men)**  
**at 38th National Games 2025**

[www.tamilnaduolympicassociation.com](http://www.tamilnaduolympicassociation.com)    

*Congratulations*



**SUHITHA MARURI**  
II SEM BBA - SPORTS MANAGEMENT

for winning **SILVER MEDAL** in Tennis Doubles Category  
at Khelo India Youth Games 2023

National Singles - India No.11  
Junior Under 18 Category - India No.1

# Congratulations



**SUHITHA MARURI**  
I SEM BBA - SPORTS MANAGEMENT



12<sup>th</sup> - 19<sup>th</sup> August  
2023

Nationals Junior Under 18 Clay Court Tennis Championships-2023

- ★ **WINNER** in Singles
- ★ **WINNER** in Doubles

30<sup>th</sup> Sept - 8<sup>th</sup> Oct  
2023

Fenesta Open Nationals Tennis Championship-2023

- ★ **RUNNER UP** in Under 18 Singles
- ★ **PRE-QUARTER FINALIST** in the Women's Singles

## The CMS Cup

JAIN (Deemed-to-be University) - CMS has a tradition of sports excellence. We have produced several state, national and international level athletes. The CMS Cup is conducted annually to foster a sporting spirit in students. The CMS CUP is an annual inter-class sports meet hosted by the Centre for Management Studies, Jain (Deemed-to-be) University.

## College Football League (CFL)

To all the Bangalore Football Enthusiasts, CMS has presented a very special event, College Football League (CFL), an All India Inter Collegiate Football Tournament focusing on sporting excellence. The tournament aims to bring out the best footballers in Bangalore and to inculcate a rich football culture.

## College Premier League (CPL)

The CPL international 20-20 tournament promises all sports lovers extreme challenge, excitement, and enjoyment. The tournament receives wide media coverage and strong footfall from sports professionals and enthusiasts. CPL is a signature sporting event that brings together young talent across the challenges of the world year on year. The 2018 edition of CPL was held from 11th to 19th December 2018, coordinated by Akshay Ashok and Aseem Basha, featuring the top 10 teams from Bangalore. The emerging winner was JAIN (Deemed-to-be University) Sports Team.



## STATE-OF-THE-ART-INFRASTRUCTURE AT JGI GLOBAL CAMPUS

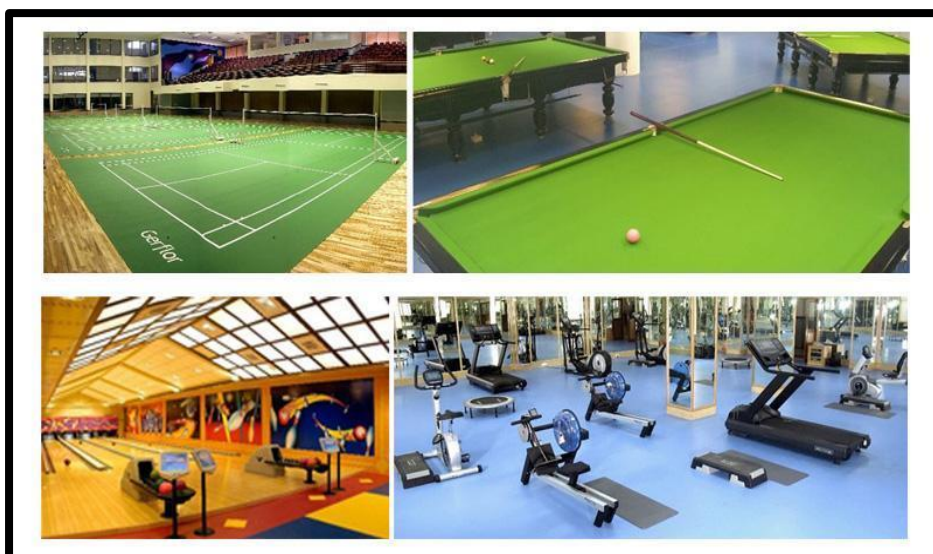


## Sprintoor

The state-of-the-art multi-purpose Indoor stadium with a seating capacity for 2000 spectators has facilities for almost all indoor games. Sprintoor is an indoor stadium with a total built-up area of 80,000 sq feet. The multi-discipline stadium is constructed at a total cost of 1800 lakhs with the following facilities:

- 4 badminton courts with Gerflor synthetic flooring
- One basketball court with wooden flooring
- Table Tennis hall with 15 tables
- 2 Squash courts with viewer's gallery
- Billiards and Snooker hall with six tables
- Bowling Alley- 4 lanes
- Air-Conditioned Gyms with the most modern equipment
- Cardio Fitness Center
- Aerobic Center
- Sauna, Steam and Jacuzzi

Sprintoor also has well-furnished living accommodation with 75 beds, a VIP lounge, cafeteria, projector room, media room and a reception lobby.



## The Aqua

It is an ultra-modern aquatic complex. The aqua comprises a 25 m 08 lane short course swimming pool, a 50 m. 10 lanes competition pool with water-polo facilities and a separate diving pool with standard fixed and spring diving boards. It also has a covered gallery to seat 1000 spectators on either side of the pools.

The Aqua can host swimming competitions, including water polo, diving, and synchronised swimming.



### The Oval

The 2 lakh sq feet lush green 'Oval', a well-designed international standard cricket ground with five strips of turf wicket in the center is fit enough to host any international or national level cricket match. A modern pavilion with complete facilities for dressing rooms, massage rooms, umpire cabins, dining hall, and viewer's gallery. Ten practice pitches (07 turfs & 03 cement) are also available.



### Tennis Courts

The University has 06 flex-cushioned tennis courts. These are built by world-class standards and requirements to give the students a professional sporting experience.

### Basketball Courts

JAIN (Deemed-to-be University) also has four basketball courts, two of which are indoor basketball courts with floodlights that enable sportspersons to play during the day or night.

### Football Court

JAIN (Deemed-to-be University) has two lush green international standard turf football grounds fitted with pop-up sprinklers.





### Golf Course

An international class Golf driving range has recently been developed at the Academy. A double tier spacious driving range fitted with ultramodern Golf training and analysis equipment has been designed. The PDR with 20 hitting bays is supplemented by a well-laid-out practice range with a vast putting green, chipping area, and bunker shot practice. In addition to these facilities, a six-hole Golf course of international specifications has also been developed to make the Golf training program effective and complete. The short golf course has two par threes, three par fours and a 600-yard par five with a fair number of water bodies and bunkers. Special care has been taken to blend the PDR and the golf course with the ambiance of the surroundings and picturesque landscape, and sincere efforts have been made to keep it eco-friendly.



## INTERNAL ASSESSMENT PARAMETERS

Internal assessment parameters are critical components in evaluating and measuring students' academic performance and progress within an educational setting. These parameters encompass a range of criteria to gauge a student's understanding, application, and mastery of the curriculum. Internal assessments include class participation activities, Preparatory Exam, Assignment and presentations, and OBOW.

By employing diverse assessment methods, educators can comprehensively view a student's skills, knowledge, and critical thinking abilities. The use of internal assessment parameters not only aids in identifying areas for improvement but also promotes a more holistic and personalised approach to education, fostering a deeper understanding of each student's unique strengths and challenges.

### A – Continuous Assessment (50 Marks)

Sl. No.	Assessment Instrument	Formative/ Summative	Frequency	Weightage (%)	CO
1.	Assignment	Formative	1	10	01, 02, 03, 04, 05
2.	Class Activity		1	05	01, 02, 03, 04, 05
4.	Institutional Activity		1	10	01, 02, 03, 04, 05
5	Internship		Continuous	10	01, 02, 03, 04, 05
6	Class participation		Continuous	05	01, 02, 03, 04, 05
7	Pre-Finals		1	10	01, 02, 03, 04, 05

7	End Semester Examination (UE)	Summative	1	50	01, 02, 03, 04, 05
	Total			100	

Bloom's Category	Test
Remember	5
Understand	5
Apply	20
Analyse	10
Evaluation	10

## COURSE MATRIX

A course matrix serves as a structured framework that outlines an academic course's key components and elements. It provides a comprehensive overview of the curriculum, detailing the course's topics, learning objectives, assessment methods, and other essential aspects. The course matrix helps instructors plan and sequence lessons effectively, ensuring a logical progression of concepts.

Every program has a predefined program structure that outlines the courses (core and electives) to be taught semester-by-semester, any internships to be completed, and any projects or dissertations required by the curriculum. The course code, meeting times, tutorials, lab and practical sessions, hours for self-study, and credit units are all included in each course description. Each course's credit units are expressed in terms of contact hours, which are divided into three categories: lectures (L), tutorials (T), and practicals (P).

A student enrolled in a full-time degree program must complete 35–40 credit units per semester on average. This total includes the credit units associated with the 8–10-week summer internship/training program, fieldwork, etc.



### Approved Course Matrix

**Degree : BBA - BACHELOR OF BUSINESS ADMINISTRATION**

**Branch : BBABAV - BRANDING AND ADVERTISING**

**For The Batch 2022-2024**

**Semester 2**

Sr No	Optional Elective Special Set	Subject Code	Name Of The Subject	Special Fee	Type	Credit	L-T-P	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
								MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
5		22ENG2L02	ENGLISH 2	-	T	3	3-0-0	50	-	-	-	50	18	-	-	40
6		22BBAC2C01	DOING BUSINESS IN INDIA	-	T	3	2-0-2	50	-	-	-	50	18	-	-	40
7		22BBABA2C02	BUSINESS RESEARCH METHODS	-	T	3	3-0-0	50	-	-	-	50	18	-	-	40
8		22BBABA2C03	CONSUMER PSYCHOLOGY	-	T	3	3-0-0	50	-	-	-	50	18	-	-	40
10	D1	22PCLU12	PCL I - RESEARCH AND ENTREPRENEURSHIP PROJECT	-	B	3	1-0-4	50	-	-	-	-	-	50	20	40
1	L1	22KAN2L01	KANNADA 2	-	T	3	3-0-0	50	-	-	-	50	18	-	-	40
2		22HIN2L01	HINDI 2	-	T	3	3-0-0	50	-	-	-	50	18	-	-	40
3		22SAN2L01	SANSKRIT 2	-	T	3	3-0-0	50	-	-	-	50	18	-	-	40
4		22AENG2L01	ADDITIONAL ENGLISH 2	-	T	3	3-0-0	50	-	-	-	50	18	-	-	40
9	S1	22MMHV2VE #	MIND MANAGEMENT AND HUMAN VALUES - 2	-	B	2	1-0-2	50	-	-	-	-	-	50	18	40

Note: # These are Value Enhancement Subjects.

+ These Subjects are applicable Lateral Entry Students Only.

T -- UE Theory Exam, B -- UE Exam To be Conducted In Batches, TAB -- UE Theory Exam Along With UE Batch Exam,  
TAC -- UE Theory Exam Along With CA

SPL-Course Matrix for specialization to be read in conjunction with specialization group Master Report

Director Academics

## RUBRICS

Writing assignment rubrics	RATING	MARKS	Remarks
<p>Rubric 1 -<u>Quality of writing</u></p> <p>Very informative and well organised</p>	<p>Excellent</p> <p>Good</p> <p>Average</p> <p>Weak</p> <p>Poor</p>	<p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1</p>	
<p>Rubric 2</p> <p><u>Grammar usage and Mechanics</u></p> <p>No spelling, punctuation or grammatical errors</p>	<p>Excellent</p> <p>Good</p> <p>Average</p> <p>Weak</p> <p>Poor</p>	<p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1</p>	
<p>Rubric 3</p> <p><u>Understanding and ideas</u></p> <p>Writing shows a strong knowledge.</p> <p>Presented ideas in an organised manner</p>	<p>Excellent</p> <p>Good</p> <p>Average</p> <p>Weak</p> <p>Poor</p>	<p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1</p>	
<p>Rubric 4 <u>Organization</u></p> <p>Relevant information is presented in a logical order</p>	<p>Excellent</p> <p>Good</p> <p>Average</p>	<p>5</p> <p>4</p> <p>3</p>	

The conclusion is strong	Week	2	
	Poor	1	
Rubric 5 <u>Sentence structure</u>	Excellent	5	
Sentence structure enhances the meaning	Good	4	
	Average	3	
	Week	2	
	Poor	1	
Total Marks	Name	Reg No	Name and
	Of the Team	Class &	Signature
	Members	Section	of the
			evaluator

### Class Participation – Rubrics

Criteria	Exemplary Participation (15.1 - 20 points)	Good Participation (10.1 - 15 points)	Adequate Participation (5.1 - 10 points)	Developing (3.5 - 5 points)
Frequency of participation in class (Weightage- 20%)	Student initiates contributions more than 20 times in each course.	Student initiates contribution in 10 to 15 sessions of the course.	Student initiates contribution in at least five sessions of the course.	Student does not initiate contribution and needs teacher to solicit input.
Group Dynamics	Group dynamics and level of	Group dynamics and level of	Group dynamics and level of	Group dynamics and

(Weightage-15%)	discussions are consistently better because of the student's presence.	discussions are often better because of the student's presence.	discussions are occasionally better (never worse) because of the student's Presence.	level of discussions are not affected by the student's presence.
Quality of Comments (Weightage-20%)	Comments are always insightful and constructive; uses appropriate terminology. Comments balance between General impressions, opinions & specific, thoughtful criticisms or contributions	Comments are mostly insightful and constructive; mostly uses appropriate terminology. Occasionally comments are too general or not relevant to the discussion	Comments are sometimes constructive, with occasional signs of insight. Use appropriate terminology; comments not always relevant to the discussion.	Comments are uninformative, lacking in appropriate terminology. Heavy reliance on Personal opinion.
Listening Skills (Weightage 20%)	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e., student hears what others say & contributes to the dialogue.	Student is mostly attentive when others present ideas, materials, as indicated by comments that reflect & build on others' remarks. Occasionally needs encouragement	Student is often inattentive and needs a reminder to focus in the session. Occasionally makes disruptive comments while others are speaking	Does not listen to others; regularly talks while others speak or does not pay attention while others speak; detracts from discussion; sleeps, etc.



		or reminder from the Teacher to focus.		
Promptness And Initiative (Weightage 25%)	Consistently responds to postings in Google Class Room regarding Cases, Pre-reading etc. in less than 24 hours; demonstrates good self-initiative.	Responds to most postings in Google Classroom regarding Cases, Pre-reading etc. within a 24 hour period; requires occasional prompting to post.	Responds to most postings in Google Classroom regarding Cases, Pre-reading etc. several days after initial discussion; limited initiative.	Does not respond to most postings in Google Class Room regarding Cases, Pre-reading etc., rarely participates.

## CURRICULUM DESIGN AND DEVELOPMENT

Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) of the Programme offered by the University.

CMS offers dynamic and outcome-based curriculum, modeled on recommendations of statutory bodies. In order to address needs at global level, curriculum design takes into consideration Sustainable Development Goals formulated by the United Nations, as one of the key parameters.

It is mandatory to have PEOs, POs, PSOs and COs defined in all programs, as part of Outcome-Based Education, commonly driven by set of Graduate Attributes (GA's). All programs address fundamental knowledge in areas like natural sciences/engineering and social science courses (Graduate Attribute-1: Fundamental Knowledge), thus enabling students to solve complex problems (GA-2). Analysis and Design (i.e., GA-3, GA-4) skills are provided through laboratory, mini/Capstone projects. The use of modern techniques (GA-5) is part of both theory and practical courses. The mini/Capstone projects/internship address teamwork

(GA-6), and Communication (GA-7). In addition, these projects inculcate project management & finance skills (GA-11) and Ethics (GA-10). In addition, emphasis on entrepreneurship and exposure to Technology Business Incubator (TBI) ensures development of higher-order critical thinking and skills.

While undergoing internships at premier R&D labs/industry, students learn professional practices (GA-8). Many of courses are basic tenets of life-long learning (GA-12). A significant portion of students does projects in-house that have societal impact (GA-9)

## **Curriculum Enrichment**

Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

CMS prepares students both in their areas of specialization and social competencies. The University has integrated cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum. Mind Management, Human Values and Environment Studies are mandatory courses, across all its programs. Some of the cross-cutting courses are - Clinical research, IPR, and Entrepreneurship, Ethics and Values, Corporate Governance & Business Ethics, etc. In the course on Gandhian thoughts and literary responses, students discuss and inculcate values by reflecting on Gandhi's thoughts on philosophy and ethics and their impact on literature in classical and vernacular languages. More than 40 programmes have been accredited with various International Professional bodies such as Association of Chartered Certified Accountants-UK, and more, thus ensuring courses be benchmarked to global standards.

CMS's curriculum strives to create gender awareness as part of curricular and co-curricular activities. Activities such as social media campaigns (LGBTQ issues, caste, domestic violence, etc.,) documentary filmmaking, and panel discussions are regular features of the courses. Some examples of courses cutting across programs are Environment Studies, Hazard Waste Management, Renewable Energy (Solar/Wind), Alternate building materials. Further many outreach events such as Go Green, Zero-plastic day, Lake Cleaning was organized.

## **CLUBS AND ACTIVITY**

CLUB/ACTIVITY	2023-24	
Confluence	Maryam	
Ergo	Ananya Hariharan	
Sankalp	Alok	Chirag Kabdi
Kannada Kalpa	Bhavana R	Prana Gowda
NSS	Nicika Fitkariwal	Bhavana R
Women Cell	Preksha R Agasthya	
Vriddhi	Ishika Bucha	Yash Agarwal
Vidhyanidhi	Aryan Chinthala	
Grahaq	Nakul Modi	
Ethos	Sahaana S Ridhar	
HULT	Deepak K	
TEDX	Rohan George Manoj	Shreya Khincha
Yuva Ignited Minds	Hima	Prakriti Yadhav
Creative Inc.	Ronak Mehta	Vaibhav Rao
Toastmasters International	Shreya Khincha	Simren Sanjay
Gender Champions	Anirudh Ramji	
NAT		
Master of Ceremonies	Rishika Gandhi	Sharanya
MUN	Kalyani Kolthay	Prachi Chandra

## AWARDS IN OTHER CATEGORIES

The faculty at CMS has significantly contributed to the management field through their innovative research and developments, leading to noteworthy patents and winning numerous accolades. Their dedication to pushing the boundaries of knowledge has resulted in groundbreaking patents that offer novel solutions and approaches to contemporary management challenges. These contributions enhance the institute's reputation and set a benchmark for academic excellence and innovation in the field. The faculty's achievements in securing patents underscore their expertise, creativity, and commitment to advancing the discipline. Furthermore, the accolades and awards won by these faculty members at various national and international forums highlight their contributions to the academic community and industry. Such recognition serves as a testament to their scholarly research, teaching excellence, and the practical impact of their work. The CMS, bolstered by its faculty's

achievements, continues to foster an environment of innovation and excellence, preparing students to excel in the competitive global marketplace.

## **EVENTS**

CMS takes pride in sustaining the holistic learning environment where students are encouraged to carve their academic niche and shape their aspirations beyond the educational arena. A host of opportunities lie ahead for every CMS student as they begin their journey with the institute. An array of extracurricular events is weaved prudently with the academic activities to provide a wholesome and comprehensive experience.

### **Annual Events**

The desire to be different has always set CMS apart. It is a place that embraces culture and entertainment and has creativity running in its veins—a place where not only do they love the sport but live the sport. CMS is a place that knows how to have a great time and learn.

### **Orientation Program**

The college organises an orientation program for the newly admitted students for the BBA and BAJ courses. The program's primary objective is to make the students aware of the academic aspects of the course as well as the rules and regulations of the college. Students are also given a glimpse into the events and clubs essential to CMS.

### **Fresher's Day**

Each semester, first-year BBA students kick-start their extracurricular activities with Fresher's Day - a vibrant presentation of talent and spirit in management and cultural performances. Having a culmination of opportunities testing, the Fresher's Day is one gala event. The management and media newbies are welcomed with many events that last almost a month. It is a stress-free ice breaker for newcomers as it helps them form cultural links and sensible bonding on a multi-cultural campus.

### **ICON Fest**

CMS organises a yearly fest for the school students of grades 12 or 2nd Pre-University College, in which they are tested on their abilities and aptitude in Business Management and Journalism.

### **Protégé (Intra-collegiate Management Fest)**

Protégé is an intra-college management fest organised by the CMS Management Fest Team. It gives an opportunity to the students of CMS to display their management talents. CMS Fest Team blends the theme of the fest into the preparation of the fest. This is the right platform for students to showcase their skills and managerial abilities.

### **Verve (Intra-collegiate Cultural Fest)**

It is an intra-college cultural fest started in the year 2017 by CMS Cultural Fest Team for the students of BBA and BAJ across all years. VERVE celebrates the artistic spirit of the students in dance, music, singing, and various cultural activities.

### **Colosseum (The Literary Summit)**

Colosseum is an intra-college literary fest and also the flagship event organized by Confluence - The English Club every year. Colosseum gives a platform to the students to showcase their prowess of the English language in several fields such as written events, oral events, and stage events. The fest aims to help students realise their literary potential.

### **Lumiere (Intra-collegiate Media Fest)**

Lumiere is an intra-collegiate media fest conducted by the Media Fest Team. Lumiere is conceived and executed every year as a media fest that teaches, informs, and debates social, economic issues through activities, competitions, and workshops.

### **MUN (Model United Nations)**

Model United Nations, also known as Model UN or MUN, is an educational simulation and academic activity in which students can learn about diplomacy, international relations, and the United Nations. MUN involves and teaches participants speaking, debating, and writing skills, in addition to critical thinking, teamwork, and leadership abilities. CMS hosted Model United Nations V4 where United Nations General Assembly SOCHUM, United Nations Cyber

Security Task Force, Futuristic Security Council and Continuous Crisis were the simulated committees. This event witnessed the debates and discussions that shed light upon varied topics ranging from advancement of women in the 21st century to nuclear proliferation and its future, from cyber currency and its effects to global depletion of international alliances.

### **Graduation Day**

Graduation Day celebrates the success of six grueling semesters of intense study and acquisition of skills. It is the time to reflect on achievements, strengthen friendships, and graciously acknowledge your alma mater.

### **Achievers' Day**

The Achievers' Day celebrates the potential and achievements of the students at CMS in every sphere of interest. Every achiever is awarded a certificate for recognition, for academic and extracurricular activities. In short, the Achievers' Day is a celebration of life's meaningful moments.

### **Alumni Meet**

The alumni club facilitates the distant yet warm cords of bonding between students who have graduated and moved on from the portal of CMS. The club organizes the alumni meet once a year at Bangalore to retain and harness its vital links between students, companions, and the institution.

## **Annual Report of Student Events/Activities at CMS - 2023-2024**

The academic year 2023-2024 at CMS witnessed an exciting array of student events and activities that fostered academic learning, personal development, and community engagement. Our students actively participated in multiple Master Talks and Guest Lectures, gaining insights into various fields such as leadership styles in growing companies, people management, global trade success, and marketing trends. Industry visits, including tours to Bamul, Stovekraft Pvt Ltd, and Dairy Day, offered practical exposure to students, bridging the gap between academic learning and industry practices.

Workshops and training sessions were conducted to equip students with essential skills. Noteworthy sessions like the “Mastering the Art of Investment,” “Bootcamp on Design Thinking,” and “Performance Marketing using Google Ads” helped hone critical skills in areas such as finance, design thinking, and marketing. Additionally, the campus witnessed vibrant cultural events such as *Abhinaya* (National-level Theatre Fest), *Lasya* (National-level Cultural Fest), and *Threshold* (Intra-Collegiate Management Fest), where students displayed their creativity and leadership abilities.

Sports activities were a significant part of the year, with events like the College Premier League (CPL) and the CMS Cup providing a platform for physical fitness and teamwork. The year also saw impactful social service initiatives, including celebrations of *World Environment Day* and programs for *Anti-Ragging Awareness*.

Moreover, the university focused on holistic student development through events like *Vishwas Orientation*, aimed at promoting mental health and personal growth. Students also engaged in intellectual pursuits, attending seminars like the *National Student Conference* on green-tech innovations, AI integration, and management landscapes.

This year’s events not only enhanced the academic environment but also created opportunities for networking, skill-building, and overall student empowerment. The ongoing success of these programs continues to reflect CMS's commitment to providing a holistic educational experience to its students.

## Defining Benchmarks - CMS Festival



CMS Festival is the banner under which CMS hosts various fests spanning across multiple disciplines. It is an amalgamation of management, cultural, theatre and media fests which are eagerly awaited by students and faculty alike. It is a national level fest which is enthusiastically participated by the students across the country as it is an excellent platform to showcase their skills and talents.

### Threshold (Management Fest)

Threshold is a management fest designed and conducted exclusively for first- and second-year students. Threshold and competence are envisioned as a platform to up-skill students from a



novice level to a professional level by enabling participants to be efficient managers, charming marketers, and meticulous finance specialists.

### **Melange (Media Fest)**

Melange is the country's leading media fest and also an integral part of the CMS Festival. It aims at analyzing and experiencing various aspects of a media person, along with meaningful interactions with media professionals. Melange is much more than a fest as students across India participate in it due to its challenging and rewarding experience.

### **Lasya (Cultural Fest)**

Lasya is a national level cultural fest. It is a bright beginning of a cultural awakening with a blend of intellect, grace and creative flair organized by CMS. Lasya guarantees to deliver an exhilarating experience to all its participants. It comprises a showcase of different art forms like singing, dance, painting, photography, personality, street play, etc. It is an event conducted on large-scale enabling students to exhibit their talents, thereby bringing out the best in them. The highlight of the fest is the theme followed, and a celebrity judge which is unique every year.

The prestigious celebrities who judged the Lasya event were Saroj Khan, Irrfan Khan, Bosco Ceasar, Priyamani, Soha Ali Khan, Mugdha Godse, Sana Sayeed, Priyank Sharma, Sharman Joshi.



### **Abhinaya (Theatre Fest)**

Abhinaya is a national level theatre fest conducted by CMS every year. It aims to achieve integration in diversity across the nation and language. Along with featuring plays in Hindi, English and Kannada, Abhinaya helps young Indians revitalise their Indian identity and develop new perspectives through discipline and passionate vision. Every year Abhinaya manages to capture the true essence of theatre and provides an excellent platform for budding artists to showcase their talents.

### **Annual Report on Abhinaya 2023-2024**

The Abhinaya National Level Theatre Fest 2024 was successfully conducted at CMS, Jain (Deemed-to-be University), spanning three days—29th and 30th January 2024 for the preliminary rounds and 9th February 2024 for the finals. This highly anticipated multilingual theatre festival witnessed participation from 200 students across various institutions, providing a platform for aspiring artists to showcase their theatrical talents. The event was coordinated by Ms. Jayashree G. and Dr. Hemalatha, ensuring smooth execution and high engagement throughout the festival.

The preliminary rounds were judged by esteemed theatre personalities Mr. Achuth Rao Padaki, Mr. Natraj, and Ms. Archana Shyam, while the final rounds were evaluated by Mr. B V Rajaram and Ms. Madhuri Shivangi, both of whom are well-respected figures in the theatre industry. The time criteria for each performance were set between 50-60 minutes, allowing participants to exhibit their storytelling, stagecraft, and acting skills in a structured manner.

The event culminated with the final performances on 9th February 2024, with Mr. Natraj S. Bhat gracing the occasion as the chief guest. The festival not only provided a platform for theatre enthusiasts but also instilled significant learning experiences in the participants. The key takeaways from Abhinaya 2024 included enhanced communication skills, workload management, crowd control, and event organization—all of which are crucial in the field of performing arts and beyond.

With its ever-growing reputation, Abhinaya continues to be a prestigious platform for young artists to express their creativity and passion for theatre, fostering an environment of artistic excellence and collaboration.



# abhinaya

2024

## NATIONAL LEVEL THEATRE FEST Registration Brochure















[www.cms.ac.in](http://www.cms.ac.in)













## PRECIPICE (International Management Fest)

Precipice is an International Management Fest hosted by CMS every year. From a very humble beginning, it has grown to become one of the best management fests in the country. Participants travel to different parts of the world every year to experience this phenomenal and outstanding fest. The fest puts the decision-making, organisational, and entrepreneurial skills to the test. Besides celebrating student life, it allows students to assess their proficiency in planning, organising, executing, and competing. Various rounds of the fest are conducted in different cities, making the taste of victory even sweeter. The journey of Precipice started in the year 2000, and since then, it has become better and grander. Following are the locations where Precipice has been held over the years:

- 1999-2000 – Sri Bhagawan Mahaveer Jain College, VV Puram, Bangalore 
- 2000-2001 – Sri Bhagawan Mahaveer Jain College, VV Puram, Bangalore 
- 2001-2002 – TATA Institute, IISc., Bangalore 
- 2002-2003 – The Leela Palace, Bangalore 
- 2003-2004 - Swarajdeep Ship from Chennai to Andaman 
- 2004-2005 - Sri Lanka 
- 2005-2006 - Bangalore with International Teams from Dubai, Pakistan & Singapore 
- 2006-2007 - Boardroom vs Classroom, Bangalore 
- 2007-2008 - Jaisalmer Palace, Udaipur 
- 2008-2009 - Amby Valley 
- 2009-2010 - Malaysia 
- 2010-2011 - Hong Kong 
- 2011-2012 - Italy and Milan 
- 2012-2013 - London and Paris. The final round of Precipice was held at Imperial College, London. 

- 2013-2014 - USA - East Coast - New York, Washington and Niagara. The final round of Precipice was held at Catholic University of America, Washington, DC 
- 2014-2015 - USA - Orlando, Miami and Bahamas. The final round of Precipice was held on the Royal Caribbean Cruise 
- 2015-2016 - Italy, France, Switzerland and Monaco 
- 2016-2017 - USA - Los Angeles and San Francisco 
- 2017-2018 - Australia - Gold Coast, Melbourne and Sydney. The final round of Precipice was held at the University of Melbourne 
- 2018-2019 - UK - England, Scotland and Ireland. The final round of Precipice was held in Belfast 
- 2019-2020 - Barcelona, Valencia and Madrid. The final round of Precipice was held at the University of La Sella, Barcelona 
- 2021-2022 – Sharjah -Abu Dhabi – Dubai.
- 2022-2023 – Germany, Belgium and France- The final round of Precipice was held at Rennes Business School in Paris.
- 2023-2024 – Turkey- 

## MANAGEMENT FEST 2023-2024

JAIN (Deemed-to-be University) has been ranked among the top universities in India. It is considered a cerebral destination for students worldwide and Bangalore, particularly for its illustrious history of developing talent. The University, based in Bangalore, offers a conducive environment for learning, be it academically or in extracurricular activities. Known for its emphasis on education, entrepreneurship, research, and sports, it has some of the best minds in the educational and research fields and centres that inspire entrepreneurship and ground-breaking work to simplify and manage life better.

## **Fest**

This year, CMS took part in multiple management fests across India, where our students competed against other top colleges from the country. These fests are national-level fests in which participants from all over India participate. Various colleges across Bangalore conduct the fests to give students an insight into the corporate world and test them in multiple events such as finance, marketing, human resources, Public relations, Corporate strategies, and the cumulative of these fields – Best Manager. The festivals conducted by colleges have rigorous tasks to complete, and the team with the best strategies put forward gets an advantage over the competition.

## **Achievements**

### **1. June 2023 - Envision 2023**

Envision 2023 - Parampara was a Management Fest hosted by Maharani Ammanni College For Women on 22<sup>nd</sup> June, 2023.

### **2. July 2023- Solaris 2023**

Solaris 2023 was hosted by Jain College - Vasavi Campus on the 4<sup>th</sup> and 5<sup>th</sup> of July, 2023.

### **3. July 2023 - Chakravyuh**

Chakravyuh is a National Level Management Fest organised by MES College of Arts, Commerce and Science.

### **4. July 2023- Cruxx-** Cruxx is a Business Quiz Fest conducted by Sheshadripuram College. It was performed for one day, offline in Bangalore. The CMS Contingent took part and placed 2<sup>nd</sup> and 3<sup>rd</sup> place.

### **5. August 2023 Advitya 2023 -MFT**

Advitya is a national-level Management fest that Jyoti Nivas College organises, it took place on the 18<sup>th</sup> of August, 2023.

### **6. August 2023 Consortium 2023**



Consortium 2023 was a Management Fest organised by WLDD and Slam, which was organised on August 26<sup>th</sup> and 27<sup>th</sup>, 2023.

#### **7. August 2023- NIPM**

NIPM Karnataka region -Business quiz was conducted on the 20th of August 2023. With colleges taking part from all over Bangalore.

#### **8. October 2023 Telesto 2023**

Telesto is a Management Fest conducted by the Christ University – Bannerghatta Road Campus. The CMS Business Quiz contingent acclaimed the Second Position.

### **ALUMNI MEET 2024 REPORT**

Alums meet on 27 May 2023 for the students from the 1993 batch until the current passed out batch 2023.

The Alumni of CMS are supportive, mentoring and exemplary. The alumni association binds students and staff in a bond of shared vision and dreams. It becomes a vast pool of talent, opportunity and guidance for all at CMS and a constant source of inspiration to CMS students across the nation and the globe at all times.

CMS is a place to form associations and alliances for life. All former students, i.e. the alumni, automatically become members of the Graduate Association. This association is instrumental in enhancing the status of CMS through collective effort.

CMS's alumni are its lasting legacy and strongest voice. After graduating from CMS, our alumni have joined most prestigious Universities such as Manchester University, College De Paris, Instituto Marangoni - London, University of Westminster, Leeds University, Ontario University, Cardiff University, and Monash University to pursue their higher education. Till date, 7,834 have graduated from the Center for Management Studies.

CMS has a very cohesive and strong alumni group. Their wide geographical spread led to alumni chapters in the USA, UK, Dubai, Australia, and Singapore. The alumni are deeply connected to the institution on an emotional level and via mutually beneficial academic and professional relationships. Through guest lectures and seminars, the mentor and volunteer

share their in-depth field knowledge with professors and students. An alumni meet is organised when former students and staff from the college get together to reconnect, network, and reminisce about their time in the university with one another and their great professors and mentors. The alumni gathering this year was set on May 28, 2023. There was a significant alumni turnout from all batches during the event.

## **INSTITUTIONAL VALUES AND BEST PRACTICES**

CMS strives to imbibe eight key best practices for the progress and well-being of all its stakeholders. These best practices are carefully curated and put into practice to benefit students, faculty, and society simultaneously.

The eight key best practices are:

**Best Practice 1: Green Initiatives:** To create Environmental awareness among students, green initiatives such as the adoption of plants were undertaken as part of the Environmental studies course. Each section adopted a plant which was cared for by the students of that class till the graduate. Such initiatives are aimed at improving the students' mental health as well.

**Best Practice 2: Employee Engagement:** The Employee engagement team is a group of faculty members who organise fun events for the employees such as pot luck, No Bag Day, Twin Day, festive celebration and faculty competition to create a stress-free, light and cohesive work environment.

**Best Practice 3: Parivartan:** The second year students volunteer in NGO's or take up a social initiative as a part of this institutional activity. The aim of this activity is to create empathy, emotional responsiveness and social responsibility among the students.

**Best Practice 4: Anti-Drug Campaign**

**Best Practice 5: Fit India Campaign**

**Best Practice 6: Mind Management and human values:** is a compulsory skill enhancement course worth 4 credits spread evenly across first and second semester students, which aims to enable students to learn life skills and create awareness about our national heritage, social

responsibilities and human values. The MMHV course enables students to cultivate a clear and expansive vision, encompassing both self and world around, through a three-fold path; look within-transform, look around- traverse and look beyond- transcend.

**Best Practice 7: Gender Champions:** University Grants Commission envisages engagement of students towards gender equality amongst the student fraternity. Under MOE, UGC has encouraged schools and colleges to undertake and promote gender equality according to article 15 of the Indian Constitution. It also creates an environment that fosters equal treatment for all.

**Best Practice 8: Current Affairs:** Current Affairs Session is a discussion platform focused on knowledge sharing relating to topics on business, politics, history, entertainment, language, finance, marketing, economics, sports, etc. The session has the presence of our Director, Dr. Dinesh Nilkant, HODs, Coordinators and faculty members from BBA, BAJ and MAJ. The session is conducted during both odd and even semesters, Monday to Friday at 1.45 pm during the common break time, in the General Staff Room. The schedule of faculty lists for the respective semesters is prepared according to the calendar of events. This session brings new insights and provides a learning platform while keeping the faculty updated on the current scenario. Faculty are rewarded with Rs. 70/- as a token of appreciation on the day of their session. It provides an opportunity for all staff members to get insights on current topics relating to varied fields.

## INTERNSHIP COLLABORATION

The internship is a part of the CMS curriculum. The placement cell of the center has been instrumental in providing internship facilities to the students by establishing tie-ups with reputed industries. These internships help the students to gain the practical knowledge of the industry and learn to face the challenges of the corporate world. As per the course requirements, internships and live projects are mandatory.


### Benefits

The Internship program is designed to maximize corporate experience and networking opportunities for students. Here are the five key benefits of pursuing this course:

- Gain professional experience and employability skills.
- Be able to experience a prospective career path.
- Gain practical experience by applying methods and theories learnt.
- Build a network with professionals in your field for references and future job opportunities.
- Develop new skills, abilities, and opportunities.


The Center for Entrepreneurship Development promotes the awareness of creativity and innovation among the students by conducting workshops and student conferences, inviting successful entrepreneurs to deliver lectures and share their experience and success stories. The most important objective of this center is to encourage the students to plan for an entrepreneurial venture as part of their career plan.

## STUDENTS TESTIMONIAL



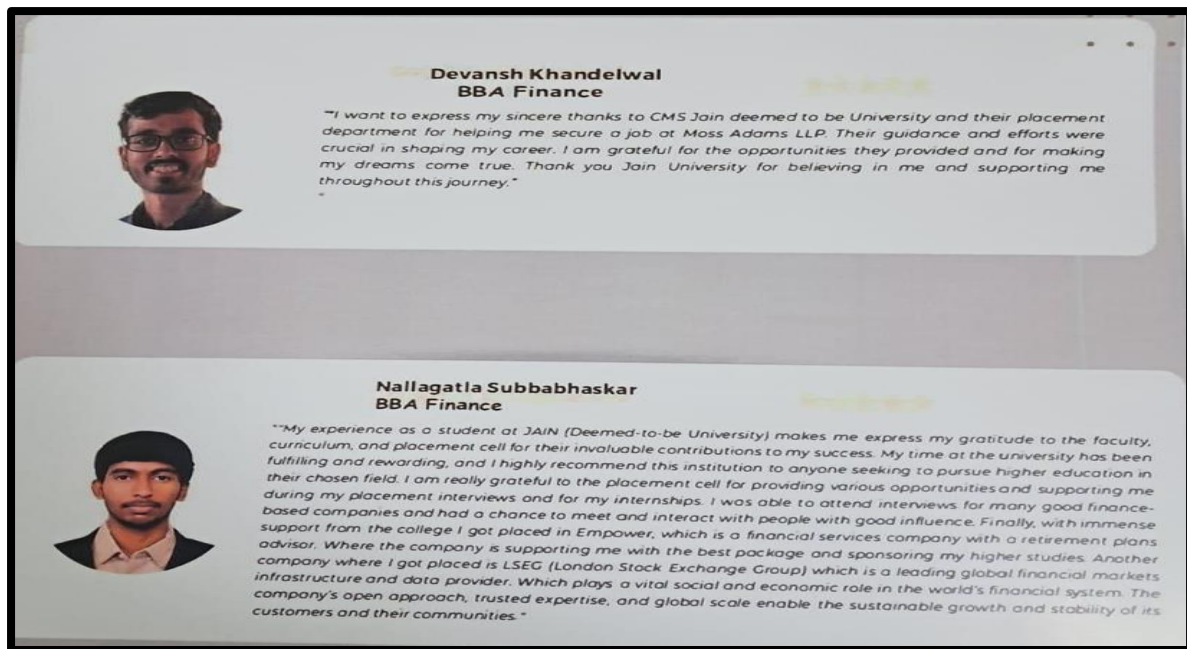
**Sravanth Chittoor**  
BBA Finance

*"This is Sravanth Chittoori, a student from the CMS 2020-2023 batch. I'm extremely grateful for CMS because it has helped me grow as an individual. Placements are an integral part of any college and CMS does it best by helping students in getting the best companies out there. The process that students undergo during placements is made easy by the Placement Department. I got placed at a renowned MNC i.e., Deloitte and I'm extremely grateful to CMS for providing me the opportunity and support required."*



**Anamika Singh**  
BBA Human Resource

*"I'm thrilled to write this short testimonial expressing my gratitude and appreciation for the invaluable education and support I received during my time at 'CMS Jain Deemed to be University'. As a recent graduate who has successfully secured a job in Societe Generale, I am deeply grateful to the college and its faculty for equipping me with the knowledge and skills that have made this achievement possible. I would like to extend my heartfelt gratitude to all the faculty members, staff, and mentors who guided me throughout my college journey. The unwavering support, encouragement, and personalized attention I received have truly made a difference in my academic and professional growth. I am immensely proud to be an alumnus of 'CMS Jain University' and I will forever cherish the memories and experiences I gained here. I strongly believe that the education and values instilled in me will continue to shape my future endeavors positively. Thank you once again for the exceptional education and unwavering support. I am confident that the college will continue to inspire and empower countless more students in their pursuit of success."*



I interned at Engage Digital Partners. It was a good healthy work environment culture and a learning opportunity to put my best foot forward.

**Rishab Pavitrnan, BBA (Batch 2020)**

**Engage Digital Partners**

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The internship gave me space for creativity and new ideas. I got to try my ideas in the real market to gain real-time experience. Thanks to JAIN (Deemed-to-be University) - CMS for making internship compulsory.

**Khushi Kattariya, BBA (Batch 2020)**

**House of three**

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My internship helped me gain a clear desire for a set career path. It helped me sharpen my skills and develop a great sense of work ethics and a new direction to take my career ahead.

**A V Vinutha, BBA (Batch 2020)**

## **Dunzo**

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During my first semester, I got a golden opportunity to intern at Microsoft, which opened my horizons of practical exposure to understand the corporate world culture. This internship eventually laid my path to placement in Walmart. I am indebted to Jain (Deemed-to-be University) - CMS for such a great learning during my three years of BBA.

**Sarath Chandran M, BBA (Batch – 2020)**

**HR & Operations Analyst at Walmart**



I interned at Microsoft during my BBA course, where I acquired many skills for my career growth. This was possible because of the early opportunity for internship and under the guidance of the internship and Placement departments at CMS, who provided training sessions to crack tough interviews and boost my confidence. I am now happily placed at Northern Trust.

**Prashanth Ravishankar, BBA (Batch – 2020)**

**Northern Trust**



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I knew CMS was one of the few undergraduate universities in Bangalore that lends a hand to every student wishing to enter the corporate world. During the three years of my degree, I interned at three companies, namely Zolostays. Ltd., Micro Labs Ltd. and Bharani Group. It's been a journey with its ups and downs. What remained constant was the encouragement provided by the Internship Department of the college and my urge to put myself through the growing, competitive market.



**Mansi K Panani, BBA (Batch 2020)**

## Company Testimonials



## INTERNSHIP 2024

**JGI JAIN** DEEMED-TO-BE UNIVERSITY  
CENTER FOR  
MANAGEMENT  
STUDIES

# GEAR UP

## For the Mega Internship Fair

First step on your career path

### Internship Fair 2023

**50+ Companies Participating**

**Don't Miss the Opportunity**

**27th and 28th June 2023**

Venue: Center For Management Studies, 133, Lal Bagh Main Rd, Vinobha Nagar, Sudhama Nagar, Bengaluru, Karnataka 560027

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## THEME OF THE EVENT: GEAR UP

### IMPACT OF THE EVENT:

Within the vast realm of the corporate world lies a universe of knowledge, experiences, and possibilities waiting to be explored. The Internship Fair serves as a guiding light, illuminating your path and propelling you forward on your quest for success. It is a gateway to invaluable opportunities that will shape your destiny.

Internships are not merely a passage of time or a requirement to check off a list; they are transformative experiences that mold you into a well-rounded professional. By partaking in internships, you immerse yourself in real-world scenarios, acquire practical skills, and gain insights into the inner workings of your desired field. These opportunities serve as the foundation upon which you build your future career, equipping you with the tools and confidence needed to flourish.

So, stand tall, wear your aspirations as a badge of honor, and confidently step into this realm. Prepare to embark on a journey that will shape your destiny and catapult you into a promising future. Seize this opportunity to build a door and an entire fortress of possibilities.

Students researched the job description to understand their passion for working with. Students registered for two companies at most. Few companies interviewed the students offline or online during this period of the internship fair. The final selection results are awaited.





## **ILLUSION 2024- ADVERTISEMENT CAMPAIGN DAY**

The Illusion 2024 Advertising Campaign Day was a dynamic and enriching event for the final year Marketing Specialization students at Jain University-CMS. The session aimed to foster creativity, innovation, and strategic thinking in advertising. Participants presented their unique campaign ideas, tackling real-world marketing challenges, and received feedback from industry experts.

The event brought together aspiring marketers, enabling them to apply theoretical knowledge into practice and create innovative advertising solutions. A collaborative platform for learning, networking, and showcasing marketing talent, the day was a mix of competition, brainstorming, and creative ideation.

### **Key Learnings from the Illusion 2024:**

1. **The Power of Storytelling in Advertising:** Participants learned how compelling storytelling can transform an advertising campaign, making it more engaging and memorable. The emphasis was placed on connecting emotionally with the audience and conveying brand messages through powerful narratives.
2. **Understanding Consumer Insights:** A strong focus was placed on understanding target audiences and leveraging consumer behavior insights to create resonant campaigns. Knowing your audience inside-out is key to crafting relevant and impactful ads.

3. Importance of a Clear Brand Message: The session highlighted the importance of having a consistent and clear brand message that aligns with the overall marketing strategy. Confusion or vagueness in the campaign can dilute its effectiveness.

4. Creativity with Limited Resources: Many students demonstrated how to execute creative campaigns despite limited resources. The ability to think outside the box and find innovative solutions was a key takeaway, showing that impactful advertising isn't always about big budgets.

5. Integrated Marketing Communication (IMC): Participants understood the significance of integrating multiple marketing channels—from social media to traditional platforms—to create a cohesive campaign. A well-rounded approach to reach a broad audience was emphasised.

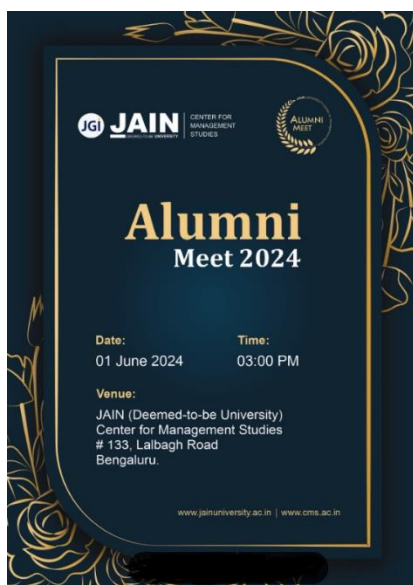
6. Teamwork & Collaboration: The event also reinforced the importance of working effectively in teams, a vital skill in the real world of advertising. Collaboration leads to diverse ideas and solutions that are more robust and well-rounded.

7. Measuring Campaign Success: The session underscored the necessity of having metrics to measure an advertising campaign's success. Participants learned about the key performance indicators (KPIs) that help track a campaign's effectiveness and optimise strategies accordingly.

8. Feedback and Iteration: Giving constructive feedback from peers and experts was crucial in refining ideas. Another major lesson learned was the importance of being open to feedback and iterating on improvement campaigns.

## **Alumni Meet 2024**





The Alumni Meet 2024 was successfully organised on June 1st, 2024, bringing together graduates from the 1993 batch to the most recent batch 2024. Hosted by JAIN (Deemed-to-be University), Center for Management Studies (CMS), the event served as a platform to reconnect, celebrate shared achievements, and foster professional growth. With a strong and enthusiastic alumni network spanning across the USA, the UK, Dubai, Australia, and Singapore, the meet witnessed a significant turnout. The event was presided over by Dr. Dinesh Nilkant, Pro Vice-Chancellor of JAIN (Deemed-to-be University) and Director of CMS, who delivered an inspiring address emphasising the transformative power of education and the university's enduring commitment to excellence. The program featured insightful workshops, engaging seminars, and cultural performances by Team Indiblues and Team Hindi Mint, along with an Alumni Reflection Session, where former students shared their transition experiences from academia to the professional world. The meet concluded warmly with high tea, symbolising the spirit of togetherness and the promise to reunite.

## ANNEXURES

### Annexure 1: List of Committees and their Members

 <b>JGI JAIN</b> DEEMED-TO-BE UNIVERSITY			CENTER FOR MANAGEMENT STUDIES
Sl.No	Responsibilities/Committees	Faculty	
1	HOD - Corp BBA	Ms. Sunitha B K	



2	HOD- Corp BBA	Dr. Roopa Traisa
3	HOD - Corp BBA	Dr. Umakanth.S
4	HOD - F & A/ Strategic Finance	Mr. Krishna Reddy
5	Head - Dual Department	Dr. Raghu G Anand
6	HOD -WOW	Ms. Anila Bajpai
7	Program Coordinator- Event Management	Ms. Babitha
8	Program Coordinator - Branding & Advertising	Dr. Kiran L Maney
9	Program Coordinator - Sports Management	Mr. Mithun Kumar S
10	Program Coordinator - BBA Hons	Dr. Shruthi K Bekal
11	Academic Coordinator- 3rd year BBA	Ms. Megha Kukreja
12	Academic Coordinator -2nd year BBA	Ms. C G Accamma
13	Academic Coordinator - 1st year BBA	Dr. Roopa K V
14	Academic Coordinator - BAJ	Ms. Sanju Xavier
15	Time Table Committee	Mr. Kesavulu Poola
		Dr Sahana B S
		Ms Saritha S.R
		Mr Farooq
16	Internship	Dr. Varalakshmi S
17	Placements	Dr. Umakanth.S
18	IQAC /NAAC/UGC/Accreditations	Dr. Supriya Rai
	IQAC Committee Member	Dr .Sahana B.S
19		Mr. K Preetham
20	Examination Committee	Ms. Babitha B S
		Mr. Shankar Prasad S
		Mr. R. Thanga Kumar
21	Conference -National /International	Dr. Kiran L Maney
		Dr. Sachin
		Dr. Raghavendra G S
		Mr. Kesavulu Poola
		Mr. Baiju Nair
		Ms. Saritha S R



22	FDP/FEP/MDP	Dr. Priya Makhija
		Dr. Elizabeth
		Ms. Megha Kukreja
		Mr. Sunil Hegde
		Ms. Sara Elias
23	Seminars/Workshop	Dr. Rama L
		Dr. Harshitha
		Dr. Lakshman
		Dr. Samini Mathews
		Ms. Shilpa Mary
24	Research & Publications	Dr. Seema Sambargi
		Dr. Sahana B S
		Dr. Richa Tiwari
25	Consultancy/Projects(Funded)/Patents	Dr. Priya Makhija
		Dr. Elizabeth Chacko
		Dr. Raghavendra G S
26	Anti Ragging	Dr. Raghu Anand
		Dr. Hemalatha B S
27	PCL	Dr. Asha
		Dr. Lakshman
		Ms. Baisaki Debnath
		Dr. Priya Makhija
28	Extension Activities/Social Work	Mr. Vinod Kumar
29	Employee Engagement Activities	Ms. Asha.S
		Dr. Sahana B S
		Dr. Sana Saima
		Ms. Accamma
30	Social Media	Mr. Lakshman K
		Ms. Shifa
31	Current Affairs	Ms. Saritha S R
		Dr. Charles Godwin
32	Weekly Information Sheet	Ms. Sara Elias
33	Stock Market	Mr. Thanga Kumar
		Mr. Vivek Gupta
		Mr. Kiran Prabhu

34	Start Ups	Mr. Vineeth Ravindran
35	Grievance Redressal Cell	Ms. Anna Jogie
36	Library	Dr. Shobha Patil
		Ms. Saritha S R
37	Discipline	Dr. Raghu Anand
		Mr. Vivek Gupta
		Mr. Kesavulu Poola
		Dr. Hemalatha
		Ms. Sudha K
		Ms. Shilpa Mary
38	Industry Visit	Mr. Shankar Prasad
		Ms. Yashoda L
39	E Learnings/Moocs/Swayam	Dr. Anita Walia
40	Linkedin	Ms. Chaithra Shetty
41	India Today Rankings	Dr. Supriya
		Ms. Jayashree
		Ms. Shifa
42	Gender Championship	Dr. Supriya Rai
		Ms. Yashoda L
		Dr. Asha
		Mr. Shankar Prasad
		Mr. Thanga Kumar
		Dr. Sana Saima
	<b>Media Studies Department</b>	
1	Dr. Bhargavi Hemmige	HOD -Media Studies & Community Radio
2	Dr. Jesus Milton	Program Coordinator
3	Ms. Sanju Xavier	Academic Coordinator / Events
4	Mr. Santhosh S	Time Table / Examination Committee
5	Dr. Shymali Banerjee	Conference/ Seminars/ Workshops Etc.,
6	Mr. Farooq	NAAC & Rankings

## Annexure II: ToastMasters Club



Through a global network of clubs, Toastmasters International, a nonprofit educational organisation, imparts leadership and public speaking skills. The group has a structure based on local clubs, with an average club membership of about 22 members. Every week or two, meetings are held to carry out the club's activities and discuss its action plan. For any club to be recognised as an official Toastmasters club, they must meet a set of criteria that results in chartered status. Building members' abilities in public speaking and leadership is a priority for Toastmasters International. Through this club, the School of Commerce, JAIN (Deemed-to-be University) seeks to develop and enhance students' leadership qualities.

Toastmasters International is not only a platform for Public Speaking but also for people who aspire to be effective public speakers. How a person is trained in public speaking at Toastmasters doesn't seem like training. The club functions so that there are no trainers or trainees. There are only mentors & mentees. These words make all the difference. At Toastmasters, you learn from a mentor who is more of a friend than a trainer. Here, you don't need to be worried about being questioned by the trainer; you can be very comfortable and learn at your own pace and in front of your friends.

For students, Toastmasters is also an excellent platform for networking with different age groups. Students meet people from various walks of life, such as entrepreneurs, engineers, chartered accountants, literary people, medical practitioners, etc. This exposure to such a variety of people allows a student to think big. In different perspectives, students who are active Toastmasters are better able to handle situations than others.

Apart from Communication, Toastmasters also has a leadership track added to it. Each

member can choose to be an office bearer and handle the administration part of the club. This requires maintaining all club details and information on every club member, like the fee payment details, the project status of each member, the guest list, and the speakers who visit other community clubs. It also requires maintaining accounts. The most important part is keeping the members motivated and helping them deliver great speeches. This program allows the students to hone their leadership skills to a great extent. After being a club officer, you can still go up the ranking if you wish to continue in the leadership track by taking an active part in the Area Level work & being an Area Director, then becoming the District Director, etc. You can also go to the highest level of Leadership at Toastmasters International by contesting for the International President post.

### **Annexure III: Study in India Program (2024)**



The "Study in India" program is an initiative by the government of India aimed at attracting international students to pursue higher education at Indian universities and institutions. Launched in 2018, the program seeks to promote India as a preferred destination for higher education by offering a wide range of academic courses across various disciplines.

#### **Key features of the Study in India program include**

**Scholarships and Financial Assistance:** The program offers various scholarships and financial assistance schemes to eligible international students to make studying in India more affordable.

**Diverse Courses and Institutions:** Indian universities and institutions offer a diverse range of academic programs, including undergraduate, postgraduate, and doctoral degrees, across disciplines such as engineering, medicine, management, humanities, and sciences.

**Quality Education:** Many Indian universities and institutions are renowned for providing quality education and are equipped with modern facilities and infrastructure.

**Cultural Experience:** Studying in India provides international students with a rich cultural experience, as they get to immerse themselves in India's vibrant traditions, languages, and customs.

**Global Exposure:** India is a rapidly growing economy and a hub for innovation and entrepreneurship. Studying in India provides students with exposure to diverse perspectives and opportunities for networking and collaboration.

**Ease of Admission:** The Study in India program simplifies the admission process for international students by providing a centralized portal for applying to multiple institutions and courses.

**Support Services:** The program offers various support services to international students, including assistance with visa applications, accommodation arrangements, and orientation programs.

Overall, the Study in India program aims to enhance India's global presence in higher education and foster greater international collaboration and exchange of knowledge and ideas.

**"Study in India" program at Jain University, Center for Management Studies** is known for its diverse academic programs, modern infrastructure, and emphasis on innovation and research.

The "Study in India" program at Jain University, likely offers international students an opportunity to pursue various undergraduate and postgraduate courses across disciplines such as engineering, management, humanities, sciences, and more.

### **Key aspects of the Study in India program at Jain University may include**

**Academic Excellence:** Jain University is known for its high academic standards and quality education. The program likely provides students with access to experienced faculty members, modern laboratories, and state-of-the-art facilities.

### **Diverse Course Offerings**

International students may have the option to choose from a wide range of courses tailored to their interests and career goals. Jain University likely offers programs in fields such as

engineering, business management, law, arts, sciences, and others.

**Global Exposure:** Studying at Jain University under the Study in India program can provide international students with exposure to a multicultural environment, enabling them to interact with students from various backgrounds and cultures.

**Scholarships and Financial Aid:** The program may offer scholarships, grants, or financial assistance to eligible international students to help them cover tuition fees, living expenses, and other costs associated with studying in India.

**Support Services:** Jain University likely provides support services to international students, including assistance with visa procedures, accommodation arrangements, orientation programs, and access to student support networks.

**Cultural Immersion:** International students may have the opportunity to immerse themselves in Indian culture, traditions, and festivals while studying at Jain University. The university may organize cultural events, workshops, and excursions to help students experience the rich cultural heritage of India.

**Research and Innovation:** Jain University may emphasise research and innovation, providing opportunities for international students to engage in cutting-edge research projects, collaborate with faculty members, and participate in conferences and seminars.

Overall, the Study in India program at Jain University, CMS offers international students a comprehensive educational experience, combining academic excellence, cultural immersion, and global exposure. It aims to attract talented students worldwide and contribute to their personal and professional growth.

## **Annexure V Counselling Cell**

### **VISHWAS - Counseling Center**





Vishwas has served the stakeholders of JAIN (Deemed-to-be University) for ten years. We are a team of psychologists with counsellors placed on every campus to meet the psychological needs of students, staff, and parents of JAIN (Deemed-to-be University) since 2004. Vishwas was propounded in 2004 under Dr Uma Warriar for SBMJC (Sri Bhagwan Mahaveer JAIN College) to bring all counselling centres under one umbrella. Vishwas helps the students cope with issues connected to normative stress, adjustment difficulties and life transitions.

It is aimed at promoting mental health in the campus community. It tries to solve issues related to learning problems and disabilities, substance abuse/chemical dependency, relationship problems, personal habits, family related issues, anger management, problems related to identity and self-esteem, domestic violence and cultural/ethnic diversity. The counselors of the institution suggest ways to cope or overcome these issues with relevant psychotherapeutic techniques. Confidentiality is maintained for the services and information. It is an altruistic effort on our part, and the services have not been changed.

VISHWAS Counseling Center is an organisation dedicated to providing mental health support and counseling services to individuals facing various challenges in life. Founded on empathy, confidentiality, and professionalism principles, VISHWAS aims to create a safe and supportive environment where individuals can explore their thoughts, feelings, and concerns.

The counseling center typically offers various services, including individual, family, couples, and group therapy sessions. These services may address issues such as anxiety, depression, relationship problems, stress management, trauma, addiction, and more.

Trained counselors and therapists work with clients to identify their needs, set goals, and develop strategies to cope with and overcome their challenges. They provide a non-judgmental space for clients to express themselves openly and work towards positive change in their lives.

VISHWAS Counseling Center may also offer workshops, seminars, and educational programs on mental health and well-being topics to raise awareness and promote mental health literacy in the community.

Overall, VISHWAS Counseling Center plays a crucial role in supporting individuals on their journey towards mental and emotional well-being, promoting resilience, and fostering healthier communities.

## **An Orientation Session Conducted in 2024**

**About the Event:** The session was conducted by Ms. Anna Jogie, the campus counsellor of Jain University, CMS campus for all the first-year students of BBA. Around 760 students had attended the online session, and the objective was to create awareness among students regarding the Mental Health Board and different facets of a mental health professional. VISHWAS counselling center and its functions were explained to students to promote and enhance their overall wellbeing.

**Speaker Profile:** Ms. Anna Jogie, CMS Campus Counselor

**Brief Report of the Event:** The students were oriented about the VISHWAS Counselling Centre and how Jain University has created an optimal space for all the stakeholders to seek emotional and psychological support.

The session started by introducing VISHWAS and the vision and mission of this board. Students were oriented about the five areas of support: personal counselling, Crisis management, Academic support programs, Career development programs, outreach activities, and workshops conducted by Vishwas. Students were also provided information regarding other networking communities, which render their support in case of referrals and intense mental health issues. For a better understanding of mental health concerns and mental health professionals, a video on mental health stigma was shown so that students can differentiate and seek help and support without resistance.

They were educated and provided insights regarding who a counselor is, why counselling was necessary, and the benefits students could attain through counselling. The different types of mental health issues and the cases handled so far by Vishwas to the students were clearly explained. Further, the myths and misconceptions related to therapy and the core reasons behind the stigmatisation were presented. Students were allowed to express their opinions and experiences through seeking therapy and how it initiated a positive change within themselves. They were also introduced to mental health fests, workshops, and psychoeducational sessions conducted in each college by the respective

counselors to create mental health awareness and improve literacy.

Towards the end of the session, specific coping strategies and interventions were provided to the students as they were going through many stressors on a day-to-day basis, and they were very interactive throughout the sessions. Screening was also conducted to check on how students were doing emotionally through the warrior's emotional intelligence scale, and a questionnaire was provided. Through the orientation, the students were also able to attain a better clarity about mental health, its importance in individuals, the associated misconceptions, and finally, regarding Vishwas and the counselling services extended by the counsellors for all the stakeholders on campus.

## **Annexure VI - Calendar of Events 2023-2024**



### Calendar of Events- June 2023- May 2024

Bachelor of Business Administration

#### **JUNE 2023**

12th: BBA Faculty Members reporting to college

15th : BBA Commencement of Regular Classes (3rd & 5th Sem)

19th : BBA Footsteps (1st Sem)

20th – 24th: Hindi Workshop – 5 Days

21st: International Yoga Day – NSS

22nd : BBA Bridge Course (1st Sem)

27th – 28th : Internship Fair

29th : Bakrid

30th : Orientation / Bootcamp (1st Sem)

## **JULY 2023**

3rd : Guru Poornima Celebration

4th: Industrial Visit

6th: Employee Engagement Activity

7th: Sampradhan – Blood Donation Camp – NSS

8th – 11th : 3 Days Faculty Development Program

13th : Regular Classes Commence for 1st Sem BBA

22nd: Self Defence Program – Women’s Cell & NSS

24th : HR Workshop (3rd & 5th Sem BBA)

25th: Research Workshop

25th – 27th : First Internal Test – BBA (3rd Sem, 5th Sem)

29th: Last Day of Moharam (Holiday)

31st: Launch of Technology Club – Techtonics

## **AUGUST 2023**

2nd: Symposium – SRDC Team

3rd – 7th: Workshop on Artificial Intelligence and Python

8th: Gender Champions Event

9th: Industrial Visit and Kannada Seminar

10th: Vridhi – Finance Club (1st Sem)

11th – 12th: Workshop on Research Paper Writing

14th : G20 – Swatch Bharath Campaign by BBA – EM

15th: Independence Day Celebration

17th: Ad Campaign Conquest

18th: Second year BBA – Parivarthan

21st : HR Seminar – (3rd and 5th Sem)

22nd – 24th : MarkIt – Grahaq

25th: Varamahalakshmi Vrata (Holiday)

26th: Research Pre – Conference (Online)

28th – 30th : Second Internal Test – 3rd Sem BBA / 5th Sem BBA

28th – 30th : First Internal Test – 1st Sem BBA

## **SEPTEMBER 2023**

1st – 2nd : Toastmasters Installation

5th: Teacher's Day celebration by BBA – EM

9th: Freshers Day

11th – 16th : SRDC Conference

18th: Swarna Gowri & Ganesh Chaturti Festival (Holiday)

25th – 27th : Third Internal Test – 3rd Sem BBA/ 5th Sem BBA

25th – 27th : Second Internal Test – 1st Sem BBA

28th: Id Milad (Holiday)

30th: National Conference – Language Department

## **OCTOBER 2023**

2nd: Gandhi Jayanthi (Holiday)

10th: Awareness Program – Women’s Cell

13th: Last Day of Classes

14th : Mahalaya Amavasye (Holiday)

19th – 4th Nov : Final Exam – 3rd and 5th Sem BBA / BAJ (Tentative)

23rd : Mahanavami, / Ayudhapooja (Holiday)

24th: Vijayadasami (Holiday)

28th: Maharshi Valmiki Jayanthi (Holiday)

## **NOVEMBER 2023**

1st: Kannada Rajyothsava (Holiday)

2nd – 4th : Third Internal Test – 1st Sem BBA

4th Nov : Final Exam Ends – 3rd and 5th Sem BBA / BAJ (Tentative)

6th: Kannada Rajyothsava Celebration – Kannada Sanga Kalpa

10th – 11th: R&P Committee (Research Conference in hybrid mode)

12th: Naraka Chaturdashi (Holiday)

13th: Intervening (Holiday)



14th : Balipadyami, (Holiday)

20th : BBA Commencement of Regular Classes (4th & 6th Sem)

25th: Workshop on Salesmanship – GrahaQ

30th : Kanakadasa Jayanthi (Holiday)

30th : Final Exam – 1st Sem BBA (Tentative)

## **DECEMBER 2023**

6th – 7th: BBA Talk Show GrahaQ

8th – 9th : BBA International Conference

15th – 16th : Workshop for faculties (Seminar & Workshop Committee)

19th : Awareness Program – NSS & Women Cell

25th: Christmas (Holiday)

## **JANUARY 2024**

2 College reopens for BBA (II Sem)

6 UT-1 4th & 6th Sem

8 UT-1 4th & 6th Sem

9 UT-1 4th & 6th Sem

10 UT-1 4th & 6th Sem

11 UT-1 4th & 6th Sem /MUN

12 UT-1 4th & 6th Sem /MUN / Youth Day Rally -NSS NSS

13 MUN

15	Makar Sankranti	
16	Startup India - one week	BBA - Entrepreneurship/ Startup Club
17	SRDC SELECTION	
18	Public Administration master talk	
19	GrahaQ Talk Show	
20	GrahaQ Talk Show	
24	JU Fest CMS	
25	JU Fest CMS	
26	Republic Day- Visiting to orphanage and nursing home & distribution of daily needs -NSS	NSS
29	JUYF International Allied Sciences	
30	Ethos Seminar	
31	Student Development Program	

## **FEBRUARY 2024**

1	SRDC	
2	Marketing Conclave	GrahaQ
3	Marketing Conclave	GrahaQ
5	JUYF Comm	
6	JUYF Comm	

7	JUYF School of Science
9	CMS CUP FINALS
10	Trekking - NSS      NSS
12	4th Sem Experiential Learning
13	Gender Champions
14	Skill development Program - Women's cell
15	SRDC
16	SRDC
17	SRDC
19	Illusion 2023 Advertisement Campaign Day
20	Ethos
21	Matrubhasha Divas - Kannada Kalpa & Hindi Sankalp
23	UT-2 4th & 6th Sem / UT-1 2nd sem (BAV only Event - Itch
24	UT-2 4th & 6th Sem / UT-1 2nd sem (BAV only Event - Itch)
26	UT-2 4th & 6th Sem / UT-1 2nd sem
27	UT-2 4th & 6th Sem / UT-1 2nd sem
28	UT-2 4th & 6th Sem / UT-1 2nd sem
29	UT-2 4th & 6th Sem / UT-1 2nd sem

## **MARCH      2024**

1	Completion of Internship for IV semester - Link will be opened for submission of completion letters      Internship Department
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2	Trade Fair	
6	Precipice	
7	Precipice	
8	Precipice/Maha Shivaratri	
9	Precipice	
10	Precipice	
11	Precipice	
12	Precipice	
13	Precipice	
15	Women's Day Celebration	Women's cell
16	Last day for submitting internship completion letters	Internship
Department		
21	Employee Engagement activity	
22	OBOW	
27	Ethos consultancy conclave	
28	Awareness Programme - Women's cell	
29	Good Friday	
30	Last day of classes for 4th & 6th Sem	
<b>APRIL</b>	<b>2024</b>	
4	PCL Conference	
5	PCL Conference	

- 9 Ugadi
- 11 Khutba – e – Ramzan
- 14 Dr. Ambedkar Jayanthi
- 15 Commencement of exam for 4th & 6th Sem BBA (Tentative)
- 21 Mahavir Jayanti

## **MAY 2024**

- 1 May Day
- 4 Last day of classes 2nd Sem BBA
- 9 Commencement of exam for 2nd Sem BBA (Tentative)