

**MANEL SRINIVAS NAYAK INSTITUTE OF
MANAGEMENT**

**MSNIM CAMPUS,
BONDEL,
MANGALORE – 575 008.**



ANNUAL REPORT 2020-2021

History of the Institute

The inspiring saga of Besant Institutions began in 1918 when Dr. Annie Besant, the renowned social reformer, laid the foundation stone for Besant Primary School at Kodialbail in Mangalore. The school, which was initially managed by the Theosophical Society of India has played host to illustrious personalities like Nobel Laureate Rabindranath Tagore, the Father of the Nation Mahatma Gandhi and the Governor General of India Chakravarti Rajagopalachari.

Women's National Education Society (WNES) took over the school administration from the Theosophical Society in 1943. Since then, the institution has recorded continuous growth under the leadership of its visionary administrators like the late Manel Srinivas Nayak, late B. Damodar Prabhu, late Manel Krishna Nayak and the late Prof. P. P. Gomathi.

Their far-sighted initiatives resulted in the establishment of a string of institutions, namely Besant Higher Primary School (Kannada Medium), National High School (Kannada Medium), Besant English School, Besant National Pre-University College, Besant Women's College and Besant Evening College.

In 1999, WNES spread out its wings to launch its most prestigious academic venture. The MSNM Besant Institute of PG Management Studies was established on a new campus situated at Bondel, in the outskirts of Mangalore. This is today the flagship institution of WNES, being widely recognised as a frontrunner in modern management education.

Our Patron – Dr. Annie Besant (1847-1933)

The real aim of education must be to make boys and girls good citizens of a free and spiritual commonwealth of humanity. - Dr. Annie Besant



We draw inspiration from our patron, who was a prominent British socialist, Theosophist, women's rights activist, writer and orator and supporter of Irish and Indian self-rule.

In 1890 Besant met Helena Blavatsky and over the next few years she became a member of the Theosophical Society and a prominent speaker on the subject. As part of her theosophy-related work, she travelled to India. In 1898 she helped establish the Central Hindu College and in 1922 the Hyderabad (Sind) National Collegiate Board in Mumbai, India.

In 1902, she established the first overseas Lodge of the International Order of Co-Freemasonry, Le Droit Humain. Over the next few years, she established lodges in many parts of the British Empire.

In 1907 she became president of the Theosophical Society, whose international headquarters were at Adyar, Madras, (Chennai).

She also became involved in politics in India, joining the Indian National Congress. When World War I broke out in 1914, she helped launch the Home Rule League to campaign for democracy in India and dominion status within the Empire. This led to her election as president of the Indian National Congress in late 1917.

After the war, she continued to campaign for Indian independence and for the causes of theosophy, until her death in 1933.

Besant institutions in Mangalore were founded under the auspices of Theosophical Society during her visit to Mangalore in 1918.

Women's National Education Society (WNES) was formed in 1943 to take over management of the rapidly growing institutions from Theosophical Society and enable them to grow as an independent organisation.

Our Visionary Leader-Manel Srinivas Nayak (1913-1991)



Born on February 8, 1913, into a family with a long tradition of business, philanthropy, and social service Manel Srinivas Nayak joined the freedom movement under the Indian National Congress (INC) in 1930 and served two terms as Member of the Legislative, Mangalore 1 constituency between 1961-69 in the erstwhile Mysore State Legislative Assembly. He served as President of the Kanara Chamber of Commerce and Industry (KCCI) (1958-59) and was also on the board of Directors of Canara Bank (1965-69) in addition to numerous other social welfare related endeavours. Simultaneously, ably assisted by his family he further successfully expanded the family-run hardware business into petroleum retail as well.

Following his retirement from active politics he immersed himself in the working of the Besant Institutions joining the parent Society (WNES) in 1974 and continued as President till 1990. His tenure as President oversaw the founding of Besant Evening College, Besant Women's College and Besant English School. In remembrance of his contributions to the Besant Group of Institutions and education at large, MSNIM was established in 1999 - the first private institute in Mangalore to offer an MBA programme under affiliation to Mangalore University. The institute aims to empower minds, provide a platform for entrepreneurship and at the same time uphold the esteemed values of integrity of character and service to the society.

Vision and Mission

Vision

To be a Centre of Excellence in management education, research, consulting and leadership.

The Mission

To disseminate knowledge, skills and entrepreneurship culture in management through transformative learning experiences, research, and industry engagement.

Core Values

- **Student Centric:**

Foster a student-centric environment, which enhances quality learning leading to professional excellence.

- **Integrity:**

Commitment to academic freedom, fairness, honesty, transparency and accountability in all our activities and actions.

- **Ethical behavior:**

Create a learning atmosphere that encourages responsible, moral behaviour based on ethical principles and values.

- **Sustainability:**

Provide learning opportunities for all students to develop the necessary knowledge, skills, attitudes, and values to contribute to a sustainable future.

- **Collaboration:**

Provide a welcoming, supportive and collaborative learning environment for our stakeholders through cooperation, participation, and knowledge sharing.

- **Inclusiveness (Diversity):**

Cultivate an open and accepting community by respecting and treating all staff and students equally and fairly.

- **Growth orientation:**

Focus on building a culture of continuous improvement, embracing change with excellence to meet the future challenges and committing to meet the best standards.

Governing Body

President



Mr. Manel Annappa Nayak
Industrialist, Mangalore

Vice President



Mr. Suresh Pai
Industrialist, Mangalore

Secretary



Mr. Jeevandas Narayan
Banker, Mangalore

Members



Mr. V. Leeladhar
Former Deputy
Governor, RBI.



Mr. Raghava Kamath
Former General
Manager, Corporation
Bank



Dr. Rajesh Nayak
Director – Training,
College of Banking
and Financial Studies,
Oman



Mr. Mukund Kamath
Proprietor, Ideal Ice
Creams, Mangaluru



Ms. Vathika Pai
Proprietor, Vathika
International Travels



Dr. Ishwara P.
Professor, Commerce
Department,
Mangalore University



Dr. Puttanna K.
Asst. Professor, MBA
Department,
Mangalore University



Dr. Molly S Chaudhuri
Director, MSNIM

Director's Message



In the fast-developing contemporary world learning is a continuous and inevitable process to avoid obsolescence in our thoughts and actions. We at MSNIM strive to nurture our students to ingrain innovativeness as a way of thinking and to inculcate the right learning habits to foster them as thought leaders and decision makers.

We believe in individual development through education, which is reflected in our pedagogy, faculty development, design of programme and research initiatives. Our programme is regulation compliant, nationally accredited and industry oriented. In addition to the regular classroom learning, the students get ample opportunities to listen and interact with successful corporate leaders.

The institute is motivated to deliver excellent academic inputs and make relentless endeavours for skill development among students, while fostering in them the right attitudes and approach to life. In the saga of seventeen years of enriching academic delivery, our students have proved their academic value by bagging top ranks in University Examinations besides a hundred percent result throughout in all semesters. Their employability skills and attitudes have endowed them with coveted placements in reputed industries and banks.

It gives me immense pleasure to welcome you to this progressive institution. We nurture our young learners with love and discipline so that they will acquire responsibility for themselves and transform into leaders with mission, ethics and concern for society. I invite you to join us in the journey of empowerment and enablement. Let us transform ourselves into successful professionals and worthy citizens of India and contribute together to the development of the nation.

Dr. Molly S Chaudhuri, Director

Profile of the Institution

1.	Name of the Institute	Manel Srinivas Nayak Institute of Management
2.	Program Offered	Two-year full-time MBA program
3.	Number of years the Institute has been in existence	21 years (since 1999)
4.	Affiliation and recognition details	<ul style="list-style-type: none">• Temporary affiliation to Mangalore University• Recognition of AICTE, New Delhi and Government of Karnataka• Recognition of UGC under 2(F)
5.	Accreditation Status	Accredited by NAAC with A grade
6.	Total Strength	120 Students

Activities conducted by the Institute in the year 2020-2021

Sl No.	Date	Topic	Chief Guest / Resource Person
1.	16.10.2020	Webinar on “Career – What is it”	Mr. Nelson D’Souza, Director, Investment Advisor and Relationship Manager, Julius Baer
2.	17.10.2020	Meeting with KCCI and Dakshina Kannada Bus Operators Union	Mr. Isaac Vas, President, KCCI Mr. Dilraj Alva, President of DK Bus Operations Union
3.	23.10.2020	Webinar on “Market readiness for MBA”	Mr. Mahesh Sharma, Senior Finance Manager, Mercedes Benz Research and Development India Pvt. Ltd., Bangalore.
4.	29.10.2020	MRPL-MSNIM Vigilance Awareness Competitions 2020	Mr. Rajeev Kushwah ITS, ChiefVigilance Officer, MRPL
5.	09.11.2020	Inauguration of Money Management Classes by Simplus Financial Services	Mr. Gerard Colaco, Partner, M/s. Colaco & Aranha, Mangalore
6.	04.01.2021 09.01.2021	22 nd Batch Orientation program	
7.	09.01.2021	Opportunities for MBA in Public Sector”	Mr. Zeeval Khan, Asst. Accounts Officer, ZPO, Mangalore
8.	11.01.2021	A talk on “Corporate Expectation”	Ms. Divyashree Gatti, Diya Systems
9.	11.01.2021	One Day paper Development Workshop	Dr. Amithab Anand, Skema Business School, France.
10.	12.01.2021	Shri Madhwa Vadiraja Institute of Technology and Management, Bantakal	MOU

11.	19.01.2021	District Level Launch of Catch the Rain Campaign under National Water Mission scheme in association with Nehru Yuva Kendra, Dakshina Kannada.	Dr. Jagadisha Bala Principal, Govt. First Grade College, Balmatta
12.	28.01.2021	Career opportunities for MBA's in Oil and Natural Gas Industries	Mr. Sachin Kulkarni, Territory Manager, BPCL
13.	29.01.2021	Mahatma Gandhi Memorial College, Udupi	MOU
14.	30.01.2021	The Future of Business Post Covid Era	Dr. Sudhir Ranjan Sen Guptha, Justice of Peace, Malaysia
15.	04.02.2021	Webinar on Intellectual Property Rights (IPRs)	By MSME Development Institute, Yeyyadi , Mangalore
16.	04.02.2021	Guest Talk on Scientific Temper in times of Covid 19	Mr. Narendra Nayak
17.	09.02.2021	Poster Making Competition – Women Development & Anti – Harassment Cell	
18.	09.02.2021	Academic launch of MBA 22 nd Batch –Ankur	Mr. V. Leeladhar, Former Dy. Governor, Reserve Bank of India.
19.	11.02.2021	Expert Talk on Budget Analysis 2021-22	Mr. M.N. Pai, Auditor
20.	20.02.2021	Guest Lecture on Cyber Security and E commerce Security	Mr. K. Naveen Chandra Shetty, Master of IT and certified Information Systems
21.	24.02.2021	Manjunatha Pai Memorial Government First Grade College of Professional & Business Management, Karkala, Udupi	MOU
22.	27.02.2021	Guest Talk on “Entrepreneurship and the Challenges”	Mr. K. Ullas Kamath, Joint

			Managing Director, Jyothy Laboratories
23.	06.03.2021	Talk on National Educational Policy	Dr.Sandeep S Shenoy, HOD Department of Commerce, Manipal Academy of Higher Education
24.	08.03.2021	International Women’s Day Celebration	Ms. Hema Malini, Manager Emergency Response Coordination, Mangalore SEZ Ltd
25.	13.03.2021	“Entrepreneurship workshop” at Canara Engineering College	
26.	20.03.2021	Manel Srinivas Nayak Knowledge Series A Talks on “Career as a Company Secretary”	Ms. Sarita Kamath, Head- Legal & Compliance and Company Secretary, Tata Capital Ltd.
27.	23.03.2021	MSN Health Series – Covid – 19 Awareness	Dr. Savitha S.G. Medical Officer – Primary Health Center, Bondel, Mangalore
28.	01.04.2021	Guest Talk on “Corporate Etiquette”	Mrs. Jyothika Shetty
29.	03.04.2021	Virtual alumni Meet	
30.	10.04.2021	International Webinar Series on “Global Market Transition From Brick and Motar to E-Strategies”	Mr. Selvanathan Gopikrishna
31.	10.06.2021	Dancethon	
32.	14.06.2021	Covid 19 Vaccination Drive	
33.	19.06.2021	Zumba Dance	
34.	21.06.2021	International Yoga Day	

Conferences, Seminars & Webinars attended by Faculty in 2020 - 2021

SN	Date	Name of the Faculty	Topic	Institute
1.	August 2020	Mr. Muddassir Khadar	The Digital Marketing Internship	Pixel Track Digital Pvt. Ltd.,
2.	13.8.2020	Divya	State and Civil society: Nexus today	Mangalore University
3.	Ravish	Dr G Shankar Udupi	Intellectual Property Rights	
4.	14.08.2020 19.08.2020	Dr. Ravisha B	Artificial Intelligence using Python	Department of Computer Science and Engineering(CSE) and Information Technology(IT)
5.	18.08.2020	Ms. Ridhvika	National Education Policy – Impact on Higher Education	Mangalore University
6.	21.08.2020 To 27.08.2020	Dr. Ravisha B Mr. Muddasir Ms. Ashalatha Ms. Divya	Research in Social Science and Management Studies	Sahyadri Institute of Management
7.	17.08.2020 22.08.2020	Dr. Ravisha B	“Imparting Soft Skills And Life Skills For Success ”	Shanti Devi Arya Mahila College, Dinanagar Dist. Gurdaspur, Punjab
8.	22.08.2020	Mrs. Ashaltha	Trajectory of Academic Development the thrust of NEP 2020	Jyothi Nivas College
9.	23.08.2020 28.08.2020	Dr. Ravisha B	Challenging Times Changing Minds: Implication for Industry 4.0	Graphic Era Hill University, Uttarkand
10.	24.08.2020 To 26.08.2020	Mrs. Divya M Shetty	National Webinar Series on “Changes in Geo-Political Policies and Impact on Global Supply Chain”	St. Aloysius College
11.	02.09.2020 06.09 2020	Mr. Muddasir	Digital Marketing	Chhatrapati Shahu Institute of Business

				Education and Research, Kolhapur
12.	21.09.2020	Ridhvika	Cyber Security	Airmeet
13.	22.09.2020 23.09.2020	Mrs. Nanditha Sunil	National Webinar on Trajectory of Academic Development: The Thrush of National Education Policy NEP 2020	Jyoti Nivas College Autonomous
14.	1.10.2020	Ridhvika	Unlocking growth and Opportunities for SMBs	SM bandh
15.	01.10.2020 15.10.2020	Dr.Ravisha B	Research Methodology	Ramanujan College, University of Delhi.

Value added courses provided to students in the year 2020-2021

SI No	Name of the Course	No. of Students
1.	Tally ERP 9 (GST)	76
2.	Placement Training	76
3.	Communicative English	76
4.	Money Management course by Simplus	43

Placement Statistics for the year 2020-2021

SI No	Name	Name of the Company
1.	Shivani	Third Wave Café
2.	Ramya Mulya	Decathlon
3.	Shilpa S	Nuon Connect
4.	Shravya	Nuon Connect
5.	Shravya	Nuon Connect
6.	Anuradha	Nuon Connect
7.	Shradda Raiker	Diya Systems
8.	Likitha Shetty	Avthar Hotels
9.	Gauthami	SAP consultancy
10.	Nagarathna	SAP consultancy
11.	Jeevan	Jubilant Foodworks
12.	Basavasagar	Jubilant Foodworks
13.	Sathwik Shetty	Jubilant Foodworks
14.	Prashanth	Jubilant Foodworks
15.	Vinayak	Jubilant Foodworks
16.	Prajwal	Jokey
17.	Vidya G N	Luxoft
18.	Gagana MJ	GI TAGGED
19.	Varadaray Nayak	Lotus Construction

Rank Holders in the year 2020-2021

SI No	Name of the Student	Rank
1.	Ms. Shivani Suvarna	3

Library Details for the year 2020-2021

Total Number of Books – 8983

Titles – 6166

Number of books added in the current year – 182

Total amount spent on books in the current year – Rs. 12,875

National Journals – 12

Magazines – 9

Total number of Journals and Magazines – 21

Number of Daily Newspapers – 9

Amount spent on Journals and Newspapers – Rs. 55,893

Online Journal Database (J-Gate) – 1

Amount spent on Online Journal Database – Rs. 67,522

Amount spent on E-Books (13) – Rs. 19,818

Total number of CDs (Sub+TB) – 681

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Contact Us

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