

**MANEL SRINIVAS NAYAK INSTITUTE OF
MANAGEMENT**

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



ANNUAL REPORT 2022-2023

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	23 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 2022-2023

Sl No.	Date	Topic	Chief Guest / Resource Person
1.	18.07.2022	Kesard Onji Dina	Shri. Ashwin Shetty, Assistant Professor, St. Joseph Engineering College, Vamanjoor. Shri Mahesh Bhat, Priest, Adinatheshwara Temple, Adyapady, Shri Harish Shetty, President, Adinatheshwara Temple, Adyapady, Shri. Sujith Alva, Proprietor, Adinatheshwara Roadlines, Mangalore., Shri Umesh Moolya, President, Kandavara Grama Panchayath.
2.	05.08.2022	MSNIM – Rotary Biz Quiz - 2022	Rtn. Dr. Shivaprasad K. Dean, Yenepoya Homeopathic Medical College, Mangalore, Past Asst. Governor, Zone-2, Rotary International Dist 3181
3.	11.08.2022	Guest Lecture on “Emerging Issues in International Trade	C.A. Abdur Rahman Musba, Hon. Treasurer and Director, KCCI, Head Finance, Cardolite Specialty Chemicals India LLP
4.	13.08.2022	Azadi Ka Amrat Mahotsav Celebration	
5.	22.08.2022	Guest Lecture on Public Speaking and presentation	Mr. Kathiravan Pethi (Kadri), Guinness World Record Holder, International Speech Contest Winner 2000. Leadership and Public Speaking Coach

6.	12.09.2022	Manel Srinivas Nayak Knowledge Series (A series of talks by eminent personalities) Topic: A talk on Evolution of Capital Markets in India and the recent reforms.	Mr. Gurumoorthy Mahalingam, Former Whole Time Member – SEBI, Former Executive Director - RBI
7.	13.09.2022	MSNM Dialogue Series	Mr. V. Leeladhar, Former Dy. Governor, RBI, was in dialogue with Mr. Hormuz A. Bulsara, Chief Operating Officer and Chief Financial Officer, Tata Asset Management Ltd., (Tata Mutual Fund)
8.	17.09.2022	Annual Day	Mr. Prashanth Rao Aroor, Executive Director, Avatar Hotel, Mangalore
9.	13.09.2022	Guest Lecture on “How to Talk to Anyone”	Mr. V. Leeladhar, Former Dy. Governor, RBI, Mentor, WNES, Member, GB, MSNIM
10.	06.10.2022	Graduation Day	Mr. Vinay Bhat General Manager Karnataka Bank
11.	11.10.2022	MSN Health Series Topic: Oral Care & Dental Health	Dr. Shubha Vinyasa, Owner and Consulting Dentist – Comfort Dental Care
12.	28.10.2022 to 30.10.2022	PGCET coaching	
13.	03.11.2022	MSNIM-MRPL Vigilance Awareness Quiz	Shri B.H.V. Prasad, Executive Director – Projects, MRPL Shri Krishna Hegde, Group General Manager – Human Resources, MRPL
14.	09.11.2022	CSR Activity- Personality Development Activity at Government Higher Primary School, Kavoor	

15.	09.11.2022	Activities at Sevaa Bhaava Charitable Trust® (Sevashrama), Belma, Derlakatte, Mangalore	
16.	08.12.2022	Guest Talk on Structure of Project Work	Dr. Rashmi Kodikal, Chief Editor, Journal of Applied Management and Advanced Research, Professor, Graphic Era University.
17.	10.12.2022	Guest Lecture on occasion of Human Rights Day “Laws in every day life – Holistic View”	Mr. S.P. Chengappa, President, Dakshina Kannada District Legal Forum ®
18.	23.12.2022	Sampark – 2022 – Gala Night (Alumni Meet)	
19.	05.01.2023	Opportunities Abroad	Mr. Hari K. Nambiar, General Manager, Avis Marine Saudi LLC
20.	06.01.2023	Internship and Placement	Shri Ram Finance Ltd
21.	10.1.2023	POSH Meeting	Mrs. Merlyn Martis, Director & Chief Functionary, DEEDS, External Member of the Committee attended
22.	13.1.2023	Students of MBA 23 rd Batch visited the District Jail and conducted motivational and recreational activities	
23.	19.01.2023 20.01.2023	Manel Srinivas Nayak Memorial UG Inter Collegiate Kabaddi Tournament for Men & Women – 2023	Inaugural Chief Guest Mr. N. Sashikumar IPS Mangalore City Police Commissioner Inaugural Guest of Honour Dr. Gerald Santhosh D’Souza

			<p>Director of Physical Education, Mangalore University</p> <p>Valedictory Chief Guest</p> <p>Mr. Walter Nandalike</p> <p>Managing Director, Daijiworld Media Pvt. Ltd., Mangalore</p> <p>Guest of Honour</p> <p>Mr. Ramkumar Bekal</p> <p>Partner Citadel</p>
24.	03.02.2023	<p>Ankur 2022-2024</p> <p>Academic Launch of 24th Batch and Distribution of Scholarships</p>	<p>Sri V. Leeladhar, Mentor, WNES, Former Deputy Governor, Reserve Bank of India.</p> <p>Presided by</p> <p>Sri Manel Annappa Nayak, President, WNES.</p>
25.	06.02.2023	Ice Breakers session to MBA 24 th Batch Students	<p>Mrs. Nanditha Sunil</p> <p>Asst. Professor, MSNIM</p>
26.	06.02.2023	Guest Talk on Hone your skills	<p>Mrs. Seema Prabhu,</p> <p>Asst. Professor, Canara College</p>
27.	07.02.2023	Guest Talk on “Change the way you think Everything to create a successful Career”	<p>Prof. Girish M.</p> <p>Principal, Trisha College of Commerce and Management, Mangalore.</p>
28.	09.02.2023 & 10.02.2023	Budget Analysis	<p>CA Anwesh Shetty, Chartered Accountant, Mangalore</p>

29.	10.02.2023	Guest Talk	Mr. Pravin S Bhandary Business Branding Specialist, Brand Consultant, Upcoming Author, Keynote Speaker and Editor- in Chief of Visionary Leaders Magazine
30.	24.02.2023	Manel Srinivas Nayak Dialogue Series	Sri Ratheesh R., General Manager, Union Bank of India in conversation with Sri V. Leeladhar, Former Deputy Governor, Reserve Bank of India.
31.	04.03.2023	MSNIM-NITTE Mangaluru Entrepreneurs Day Venue: Ocean Pearl, Kodialbail, Mangalore Topic: Road Map for Development of Entrepreneurship in Mangaluru	Topic: Road Map for Development of Entrepreneurship in Mangaluru Moderator Dr. AP Achar Other Speakers: Mr. Ratheesh R., General Manager, Union Bank of India Dr. A.M. Khan, Chairman, Dept. of Electronics & IBM Incubation Center Mr. M. Ganesh Kamath, President, KCCI Topic: Best Practices of Entrepreneurship— Experience sharing Moderator: Mrs. Nanditha

			<p>Mr. Sarvotham Pejavar, ZECOMY</p> <p>Mr. Ajith Kamath, Ajith Enterprises</p> <p>Mrs. Preethi Ganesh Nayak, Joos Botal</p> <p>Topic: Evolving Eco Systems for Start-ups in Mangaluru</p> <p>Moderator: Mrs Vathika Pai</p> <p>Ms. Shylaja Rao, KDEM</p> <p>Mr. Mohammed Hanif, CII</p> <p>Ms. Athmika Amin, KIA</p> <p>Topic: Opportunities and support for Start-ups in Mangaluru</p> <p>Moderator: Dr. Molly S Chaudhuri</p> <p>Dr. Manesh Thomas, CEO, Manipal – GoK Bio Incubator</p> <p>Dr. A.P. Achar, CEO, AIC, Nitte</p> <p>Mr. Johnson Tellis, Sahayadri Incubation Center</p>
32.	06.03.2023	Inauguration of the NSS unit	Dr. Govindaraju B.M.

			Assistant Professor, Mangalore University & Coordinator NSS, Mangalagangothri – 574199.
33.	06.03.2023	Fresher's Day	Mr. Rajeev Shetty, Actor, Politician and Agriculturist
34.	08.03.2023	International Women's Day Painting Retro Hair Style Poetry Spot games were held for both men and women	Mrs. Deepika Bolar, Manager, Legal & Recovery Department, Karnataka Bank, Head Office, Pumpwell
35.	10.03.2023	MSNIM Knowledge Series A talk on Non-Banking Finance Companies in India: Charting their journey from yesterday to tomorrow	Mr. Sarosh Amaria, Managing Director of Tata Capital Financial Services Ltd.
36.	27.03.2023 To 31.03.2023	An experiential workshop How to write an effective manuscript to a Scopus indexed journal	Dr. Shilpi Saha, Asst. Professor – Coordinator.
37.	11.04.2023	Guest Talk Gender Sensitization	Mr. Meena Panikker, Principal, Sharada College, Mangalore
38.	28.04.2023	Agneya 2023 Cultural Fest	Chief Guest (Inaugural): Mr. Vasudeva Kamath, Vice President, Development Center Head, Infosys. Chief Guest (Valedictory): Mr. Sharan Chilimbi, Digital Creator & Media Influencer

39.	11.05.2023	One Day Hybrid International Conference on Sustainability in Industry 4.0	Dr. P.S. Yadapadithaya, Vice Chancellor, Mangalore University,
40.	12.05.2023	Alumni Talk Series Relevance of SAP	Mrs. Yashmitha Ashwin, Senior Scrum Master and PMO Lead, Cloudlabs Inc. Alumni 18 th Batch
41.	20.05.2023	Beach Cleaning at Sasihithlu Beach	
42.	24.05.2023	Voluntary Blood Donation Camp MSNIM NSS Unit in association with Indian Red Cross Society	CA Shantharam Shetty, Chairman, Indian Red Cross Society, D.K. District Branch Sri Praveen Kumar, District Coordinator, Indian Red Cross
43.	25.05.2023	Industrial Visit to Bright Flexi International Ltd., Inna, Kanjarkatte, Aruna Masala Industry, Nandikur, Deccan Plastics, Baikampady	
44.	01.06.2023	Mangalore University Local Inquiry Committee Visit for renewal of affiliation	Dr. B. Udaya, Chairman of LIC Committee, Dept. of History, Mangalore University Dr. Puttanna K., Dept. of Business Administration, Mangalore University Mr. Mohan K.S., Dept. of Mathematics, Mangalore University

45.	05.06.2023	World Environment Day	Mr. P. Shreedhar, Assistant Conservator of Forests, Mangalore Sub Division
46.	20.06.2023	One Day Workshop for Under Graduate Students on Personality Development	Chief Guest: Dr. Ashalatha, Principal, Gokarnanatheshwara College, Kudroli, Mangalore.
47.	21.06.2023	International Yoga Day	Chief Guest: Mr. Raghuveer Souterpete Guest of Honour: Yogarathna Gopalkrishna Delampady
48.	22.06.2023	MSN Health Series Topic: Resiliency: Handling pressure by not losing your cool	Dr. Manjunath Burdekar, Asst. Professor of Psychology at Concord University in West Virginia, USA

Students Achievements in the year 2022-2023:

SN	Date	Students Name	Details	Award
1.	05.01.2023 06.01.2023	Ms. Arpitha Ms. Akshaya Rao Ms. Sonali Shelke Ms. Prajyoti Shetye Mr. Mohammed Ismail Mafeed Mr. Yashwal Ms. Isha Kashiram	International Management Fest organized by Jain CMS Business School, Bangalore	Second prize for HR event Ms. Arpitha and Ms. Akshaya
2.	30.01.2023	Akshaya B. Rao	Organised by Ananya Institute for Development Research and Social Action Uttar Pradesh and A.J. Institute of Management Two Day National Conference on Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India	Presented a paper titled Work- Life Balance
3.	08.02.2023	Ms. K. Arpitha Nayak Ms. Akshaya B. Rao Ms. Isha Kashiram Dangui Mr. K. Shri Rama Sharma Mr. Vikranth Mr. Kedarnath Pai Mr. Omkar Ms. Nidhi Pai Mr. Sachin G. Mr. Shivaprasad D.	Insignia 2023 (Management Fest) Organized by the PG Dept. of Business Administration, St. Aloysius College, Beerli	Won 1 st Place in Business Quiz Won 1 st Place in HR Event.

4.	21.04.2023	Akshaya B Rao and Arpitha K Nayak Shivaprasad D and Kavya	Elixir 23 A.J Institute of Management, Mangaluru	HR-First Place Marketing-First Place Overall Championship
5.	05.05.2023 06.05.2023	Mr. Omkar and Mr. Kedarnath Pai	Echelon 23-National Level Shree Devi Institute of Technology, Mangaluru	2 nd Place in Quiz
6.	06.06.2023	Akshaya B Rao and Arpitha K Nayak Shivaprasad D and Kavya	Unifest2k23-Spleen University College Mangalore-Dept. of Commerce, Mangaluru	HR-First Place Marketing-2 nd Place
7.	16.06.2023	Lenisha Shareen Pais and Anushree Shetty	SDM-College of Business Management PG Center National Conference- Resilience to Reinvention	Best Paper- I Place
8.	21.06.2023	Akshaya B Rao and Arpitha K Nayak	Shreshta 23 SDM-College of Business Management PG Center	HR-Second Place
9.	22.06.2023	Isha K Dangui & Prajyoti Shetye	Inspira 2023 Srinivas University Mukka,Surathkal	HR-2 nd Place

Value added courses provided to students in the year 2022-2023

Sl No	Name of the Course	No. of Students
1.	Advanced Analytics	68
2.	Design Thinking	68
3.	Advanced Excel	68
4.	Quality Management -Hospital Administration	5
5.	Legal Aspects – Hospital Administration	5
6.	Health Economics – Hospital Administration	5
7.	Life Skills (AUDAS)	68
8.	Aptitude (AUDAS)	68
9.	Business Analytics using SPSS	68

Placement Statistics for the year 2022-2023

Sl No	Name	Name of the Company
1.	Jyothi	Employment Express Verband LLP
2.	Nidhi Pai	Employment Express Verband LLP
3.	Deekshith	Employment Express Verband LLP
4.	Sachin G	Employment Express Verband LLP
5.	Chaithra	Employment Express Verband LLP
6.	Chaitra R Shanbhag	Employment Express Verband LLP
7.	Chaithra M	Employment Express Verband LLP
8.	Kedarnath Pai	Employment Express Verband LLP
9.	Kavya	Employment Express Verband LLP
10.	Sahana	Employment Express Verband LLP
11.	Vani	Employment Express Verband LLP
12.	Roopika	Employment Express Verband LLP
13.	Vraksha	Employment Express Verband LLP
14.	Varsha R	Employment Express Verband LLP
15.	Trilok	Employment Express Verband LLP
16.	Akhila	Employment Express Verband LLP
17.	Akshaya B Rao	Employment Express Verband LLP
18.	Vignesh	Employment Express Verband LLP
19.	Chaithra M	Investosure Consultancy Private Limited
20.	Deekshith	Investosure Consultancy Private Limited
21.	Isha	Investosure Consultancy Private Limited
22.	Jyothi	Investosure Consultancy Private Limited
23.	Lenisha	Investosure Consultancy Private Limited
24.	Prajyothi	Investosure Consultancy Private Limited
25.	Sharath K R	Investosure Consultancy Private Limited
26.	Shivaprasad	Investosure Consultancy Private Limited
27.	Sneha	Investosure Consultancy Private Limited
28.	Vraksha	Investosure Consultancy Private Limited
29.	Wilma	Investosure Consultancy Private Limited
30.	Akshay N S	Investosure Consultancy Private Limited
31.	Kedarnath Pai	Bandhan Bank
32.	Trilokdeep	Bandhan Bank
33.	Hassan Razik	Bandhan Bank
34.	Rakshith	Bandhan Bank
35.	Akshay H N	Bandhan Bank
36.	Pradeep Kumar V	Bandhan Bank
37.	K Shrirama Shrma	Bandhan Bank
38.	Varun B J	Bandhan Bank
39.	Vikranth	Bandhan Bank
40.	Sudesh Shettigar	Bandhan Bank
41.	Shivaprasad D	Bandhan Bank
42.	Sharath K R	Bandhan Bank
43.	Sandra Supriya	Prakash retail
44.	Avanthika	Prakash retail
45.	Vikranth	Prakash retail

Library Details for the year 2022-2023

Total Number of Books – 9059

Titles – 6190

Number of books added in the current year – 41

Total amount spent on books in the current year – Rs. 25,485

National Journals – 11

Magazines – 4

Total number of Journals and Magazines – 15

Number of Daily Newspapers – 11

Amount spent on Journals and Newspapers – Rs. 49,297

Online Journal Database (EBSCO) – 1

Amount spent on Online Journal Database – Rs. 3,46,706

Total number of E-Books - 5103

Total number of CDs (Sub+TB) – 685

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Contact Us

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