NATIONAL EDUCATION SOCIETY ®

(Diamond Jubilee Year Celebration)

J. N. N. COLLEGE OF ENGINEERING

Shivamogga

(Approved by AICTE, New Delhi, Affiliated to VTU, Belagavi)

JNNCE ALUMNI ASSOCIATION (JNNCEAA®)

NENAPINA ANKANA

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ALUMNI NEWSLETTER

VOLUME-1, NO-1

JANUARY-2023

Messages



PRESIDENT, NES, SHIVAMOGGA

An institute is known by the success of its students and alumni. Management of National Education Society® applauds the dedication and hard work of all alumni that have embarked the alumni on a successful career. Further, I expect you, as the alumni, to be the brand ambassadors of JNNCE and handhold the institute by sharing your experiences with your alma mater. The Management of NES, essentially recognizes the important roles that its alumni can play in shaping the future of JNNCE and its students. "Coming together is a beginning, Keeping together is progress, Working together is success". With these lines, I believe this Alumni Newsletter – NENAPINA ANKANA will inspire you all to work together by bringing you on a common platform and contribute to the growth of JNNCE.

Sri. G S Narayana Rao



SECRETARY, NES, SHIVAMOGGA

National Education Society always feels proud that, the students educated from this esteemed society have inculcated value system provided by the institution like JNNCE along with the technical expertise. This value-based education has groomed them to be responsible citizens and treat other individuals with lot of empathy. They have occupied high positions in the society and carved a position and name for themselves based on this firm foundation.

Our alumni are our "Brand Ambassadors" as they carry lot of respect for their alma matter. Their words of mouth about the good of the institution has a lot more weight than any other advertisement. They are in a unique position as they know both the worlds of how education happens in the institution and what the society expects from young engineering graduates. This makes alumni's continuous support, feedback and interaction with the institution invaluable.

In this context, I am sure the initiative to bring out the alumni Newsletter – NENAPINA ANKANA, will provide the much needed platform for all stakeholders alumni, faculty and students to share information and makes a significant contribution for the growth of JNNCE and holistic growth of its students and make them well equipped to face the real life situations.

I WISH ALL THE VERY BEST FOR THE NEWS LETTER " NENEPINA ANKANA"

Sri. S N Nagaraja



PRINCIPAL, JNNCE, SHIVAMOGGA
HONORARY PRESIDENT, JNNCEAA

JNNCE is bringing a real-world outlook to the academic endeavours of the students and the faculty. Individually and collectively, you as Alumni, are the testimonials of our success and the foundation of our future. I invite the Alumni to share their thoughts and assist our College in whichever way best fits them. JNNCE ensures to serve as a bridge between student and the Alumni to educate them ahead of their graduation about the value and honour of being a JNNCE alumnus. JNNCE requires generous funding for creating corpus to support student scholarships and other activities to have an effective Alumni relations program. JNNCE connects Alumni to the college and to each other, builds traditions, promotes student and Alumni leadership and serves the diverse needs and interests of our society. I sincerely thank you all for your contributions to enrich the lives of the students by helping them to establish lifelong, meaningful and valued relationships with JNNCE as well as its Alumni. I congratulate the Editors and all the people who have contributed to shape this newsletter in the best possible manner

Dr. K Nagendra Prasad.

Messages



PRESIDENT, JNNCEAA

I feel excited to connect with fellow alumni of JNNCE through JNNCE Newsletter - Nenapina Ankana which means evoking JNNCE memories through a tabloid. JNNCE Alumni Association (JNNCEAA) through this newsletter pledges to create an opportunity for alumni to cherish memories and aware of the developments of JNNCE apart from enabling the alumni to provide industry updates to elevate the Institute to greater heights. With your support and experience, we can connect to our diversified alumni settled around the globe to bring solidarity to vision and mission of JNNCEAA. I seek the whole hearted support from JNNCE fraternity to nurture this effort by the way of actively participating and by giving suggestions for the betterment of their alma mater. I take this opportunity to thank the management of National Education Society and the Principal of JNNCE for their support and guidance in the efforts of JNNCEAA.

Dr. K M Basappaji

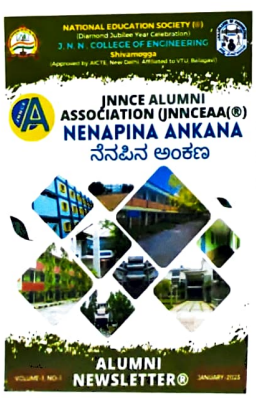


SECRETARY, JNNCEAA

As an Alumnus and Secretary of the Alumni Association, it is my earnest desire to bring the alumni closer and I truly believe this newsletter will reconnect all of us. The objective of the JNNCEAA is to connect and establish a wide network among all the alumni, through JNNCE Alumni Association, by forming local chapters in India and abroad, developing and creating a global presence. Industry-Institute Interactions like projects, internships, seminars, expert lectures, and other initiatives from the alumni would help the student community of JNNCE gain exposure and build successful careers. I would be looking forward to your suggestions to make our community vibrant, informative and highly interactive. We are together embarking on a journey that would benefit the Alumni, the Institute, and society at large. The counsel and support from the Alumni have always been appealing. I hope for many more achievements and accolades in the forthcoming days.

Dr. Sathyanarayana S V

FROM THE EDITOR'S DESK



JNNCEAA® warmly welcomes you to the first edition of its e-Newsletter 'NENAPINA ANKANA'. With the college reopening to students and everyone returning back to work, this time has been really exciting. Alumni engagement at JNNCE continues to reach newer dimensions. In this Newsletter, we have covered all the major events and activities at JNNCE that had happened in the past two years. We want to acknowledge the strength and resilience of our JNNCE alumni community. We hope this Newsletter would be an effective instrument of communication and positively engage you with the developments at JNNCE. The editorial desk is thankful to all those who contributed to this edition. In future too, we wish share events and campus news with alumni biannually. Your suggestions and feedback are highly appreciated. You may reach us through: jnnceaa@jnnce.ac.in

Editorial Team
Dr. ASHWINI J P
Dr. ASHWINI S R

A Peep into the Campus

Programs organized at the Institution

- Graduation Day for outgoing batches 2021 & 2022 organized on 2.8.2022
- JNNCE-Tech Anveshan-2022: Innovative Project Exhibition organized on 27.5.2022 & 28.5.2022.
- JNNCE Global Alumni Meet organized on 21.5.2022
- Invited lecture on 12.3.2022. Dr. Kailasavadivoo Sivan, Former chairman, ISRO on account of Diamond Jubilee Celebration of National Education



Global Alumni Meet



Graduation Day



Invited Lecture by Dr. K Shivan

- IEEE International Conference on Distributed Computing, VLSI, Electrical Circuits and Robotics (2022 IEEE DISCOVER) organized during 14.10.2022 to 15.10.2022.
- National Conference on Recent Advances in Mathematical Science and Technology (NCRAIMST – 2021) organized during 8.10.2021 to 9.10.2021
- International Conference on Advances in Mechanical Engineering" organized by Department of Mechanical Engineering organized during 06.11.2020 and 07.11.2020.
- International Conference on Computing, Telecommunication and Control (ICTC-2020) organized during 16.10.2020 to 17.10.2020.



2022 IEEE DISCOVER



NCRAIMST – 2021

Student Enrichment Programs

- Avishkaar-2022, a State Level Technical Symposium
- Blazin Wheels, Robo Event competition
- PLASMA-22, National Level Technical Symposium
- Utthana-2022-National Level Management and Cultural Fest
- Awaken the Super Hero in You, Special Student Development Workshop
- ANVESHANA–2K22, Technical Fest
- Mysterio 2.0, National level Technical competition
- SIGMA, National level technical competition
- Stay Focused for Happy Learning, Special Guest Lecture
- Hack Your Mind Using IoT, Student development program.



Avishkaar-2022



Blazin Wheels


Plasma-2022



Utthana-2022

ISR Activities & Outreach Programs

Malenadu Mela	29.06.2022	One day program unveiling the glorious legacy of Malenadu
School Bell	27/05/2022 to 8/05/2022	Renovation of Government School at Chennamambapura, Shivamogga
Historical Monument Cleaning	12.3.2022	Special camp to renovate historical monument in association with department of Archeology, museums and Heritage
Biofuel awareness & demonstration	17.2.2022	For the Gram Panchayat women SIG Group from Chirantana Green Technology Center
Blood Donation and Health Check-up camp	12.1.2022	Organized by NSS Unit of JNNCE


School Bell


Malenadu Mela

Sports Achievements



VTU Rest of Bangalore Zone
Volleyball Women Tournament



VTU Central Karnataka Zone
Volleyball Men Tournament



VTU Central Karnataka Zone
Cricket Men Tournament

Alumni as Resource Persons

- Mr. Syed Salman, 2010 Batch, Senior Team Lead, Sankalp Semiconductors Pvt. Ltd., Hubli, Karnataka.
- Mr. Sachin Kumar K, 2019 Batch, Digital Design Engineer, Intel India Pvt. Ltd., Bangalore
- Mr. Pala Chandra M V, 2007 Batch, Senior Technology, Path Partner technologies, Bangalore
- Mr. Shreepada Adiga, 2022 Batch, Design Engineer, Cadence Systems, Bangalore
- Mr. Koushik R Udupa, Chief Technical officer, Ekatva innovations, Shivamogga
- Dr. Sridhar Murthy S. K., Professor and Head, E & C Dept., UBDTCE, Davanagere
- Mrs. Tejaswini Mahalingam, Analog Layout Engineer, Texas Instruments, Bangalore,
- Mr. Sarja Sathoyodaya, Technical Advisor, Foundry, Valve & NDT Specialist, Mentor & Trainer
- Mr. Sridhara, Mr. Balaji Panduranga , Mr. Arun Salimath, Mr. Santhosh Kaggali and Mr. Parvez M G
- Mr. Naveen Kana, Procurement-Sourcing Business Partner, Kuala Lumpur
- Mr. Adarsh Aradhya, Sales Manager at TMK ME FZCO, Dubai, UAE on 22/07/2022.
- Mrs. Deepika, HR Manager, Indegene Life Systems, HR Officer, Job Skills Academy, Intern Wenger &Watson Inc



Dr. Sridhar Murthy S. K., Professor and Head,
E & C Dept., UBDTCE, Davanagere



Mrs. Tejaswini Mahalingam, Analog Layout
Engineer, Texas Instruments, Bangalore

Activities of JNNCEAA during 2022

1. Scholarship scheme - For the year 2022, we have received an amount of Rs.2,10,000/- as contribution from 15 donors. Scholarship of Rs. 25000/- each is given to seven students studying in 3rd year of engineering amounting to a total scholarship amount of Rs. 1,75,000/-.

2. **Many of our Alumni visited campus and supported our department and placement activities. Viz.,**

- Mr. Nagesh K P, Vice President SLK Software, Mr. Girish K R, Co-founder Avin Systems, Mr. Ranjan Ram, Director Secpod,, Mr. Sandeep Senan, Founder, BBox Labs, Ms Manasa, HR Executive, Evive, Mr. Tejaswi Narayan, Cofounder, Abacus Financials helped JNNCE students to obtain campus placements
- Mr. Sreevatsa M A, Systems Engineer, Intel Inc, Telecommunications Alumni of 2002 batch contributed back to his alma mater by a series of tutorial sessions as a part of partial delivery of syllabus in the subject computer communication network for 6th semester students.
- Mr. Rahul Chaudhary, General Manager - Quality Control, M/S Toyota Kirloskar Motors Private Limited, Bangalore, alumnus of Mechanical Engineering, 1994 batch delivered a talk on Quality Management System – Journey towards Zero defect.
- Mr. L V Vinay, Deputy General Manager Electrical division, JSW Pvt. Ltd. Inaugurated the POWERTRON – students, staff department association of EEE and delivered a talk.
- JNNCE Alumni Association (Reg.) in association with departments of ECE, TCE, EEE provided training session series in view of securing internship and jobs in core VLSI and associated companies. This training program was comprised of 15 online sessions by our Alumnus of Telecommunication Engineering (2013 batch), Ms. Tejaswini Mahalingam, Analog Layout Engineer, Texas Instruments, Bangalore. As a result of this program, 2 students of E & C department secured internship and are placed in Texas instruments, Bangalore with highest package of 14 LPA. We look forward for many such initiatives from our Alumni.
- Mr. Carlton James Govias, managing director of Light mechanics Pvt. Ltd, Bangalore and an alumni of Telecommunication department 2009 batch was the esteemed judge for the project exhibition of TCE department. Mr. James was instrumental in guiding and encouraging over 13 batches of students and helped them to enhance their technical skills required for the telecommunication industry.
- Mr. Ravindra S D, MD, Vollmer Technologies India Pvt Ltd. and alumnus of Mechanical Engineering, 1993 batch conducted a webinar on Metal Cutting.
- Mr. Raghavendra B S Deputy General Manager, Havells P Ltd.
- Mr. Pruthvi S Hullatti, Mechanical Alumnus 2017 batch, UPSC
- Mr. Rajavelu Vijaykumar, Associate Director of Brillio Technologies Private Limited.



Felicitation to Nagesh K P.
Distinguished Alumni Award for contribution to Alma Mater



JNNCE's Alumni are achieving a milestone during 2022. The 1st batch students (1980-84) are about to superannuate from their fruitful services on completing 60 years. JNNCE ALUMNI ASSOCIATION honoured the 1st batch students for being the brand ambassadors of JNNCE.

JNNCE Alumni Association Office Bearers

JNNCEAA Executive Committee Office Bearers for the period: 2022 - 2025

Honorary President	Dr. K Nagendra Prasad
President	Dr. Basappaji K M
Vice President	Mr. Rajendra Prasad M R
Secretary	Dr. Sathyanarayana S V
Joint Secretary	Mr. Sarja Satyodaya & Prof. Sunil M D
Treasurer	Prof. G. Suresh





Global Alumni Meet-2018



Distinguished Alumni Awards-2019



Alumni Meet Bangalore



Alumni Meet Delhi



Alumni Meet Nellore

Alumni Speaks



Mr. Pradeep Channappa
(2008-2010 MBA Batch)
Designation - Sr. Performance (Operations) Analyst
Company - State Street Global Advisors

I gained a great deal of finance knowledge and management skills by studying at JNNCE Management for two years. Student-centered learning environment, state-of-the-art infrastructure, as well as excellent faculty guidance and support helped me build a solid finance career. A variety of informational sessions, intra/intercollege competitions, guest speakers and other forums, helped my personality and skills to blossom, enabling me to maximise my strengths. Overall, those two years were not only instrumental in helping me build a strong professional career but also provided me with many sweet memories that I will cherish for the rest of my life.



Dr. Shamasundara M S
(1994-1998 Mechanical Engineering Batch)
Registrar , National Institute of Technology Calicut

It gives me immense pleasure to write a few lines about my alma-mater, the JNNCE, which is primarily responsible for any accomplishments and achievements I have in my life. I clearly remember that I grew from a shy, hesitant, docile individual to expressive, focussed and active person.

The opportunities available to us, as student at JNNCE was immense. Whether it is being a part of college cricket team, JNNCE club team, organising trips to various places in Karnataka and outside (our batch organised 11 trips in eight semesters), holding red rose days, representing college in projects/ competitions and becoming senate member, the college ecosystem allowed us to explore our choices and excel in chosen areas. This allowed us, and me in particular, to develop the organising ability, planning skills, financial management, risk assessment and other leadership skills which ensured that we not only survive but also thrive and enjoy in this ever competitive world.

Probably those four years at JNNCE was one of the best period in my life. It is here I made few lifelong friends and continue to adore their friendship.

I am very thankful to faculty and staff, especially from Mechanical Department, who contributed in development of my personality to excel as a Naval Officer and now as Registrar at NIT Calicut.

I wish the JNNCE and all JNNCEians a very successful and prosperous time ahead.

Alumni Article

CBDC Based Digital Rupee And Its Impacts

Author: Sumant Parimal, Founder and Chief Analyst, 5Jewels Research, JNNCE E&E-1993 Batch

In year 2022 Indian budget, Finance Minister Smt. Nirmala Sitharaman introduced CBDC based Digital Rupee to be issued by RBI (Reserve Bank of India).

What is CBDC: A **Central Bank Digital Currency (CBDC)** is virtual digital money backed and issued by a central bank, like RBI in case of India. As cryptocurrencies like bit coins, stable coins have become more popular as a form of digital currency, but they are not recognized as legal tender (currencies) by many Govts. as they are not controlled by any Govt. agencies. These private digital currencies have created its own distributed finance ecosystem, where many assets get tokenized (like NFT) and traded on virtual cryptocurrency exchanges, bypassing traditional exchanges. Hence central banks of various countries, which are typically national banks, have realized that they need to provide an alternative of these digital currencies, like bit coin, which gets regulated by them like their national currencies and works under their typical centralized finance framework, rather than fast emerging distributed finance frameworks.

This gave rise to CBDC, which is legal tender (virtual currencies) issued and controlled by a central bank of a nation in a digital form.

Benefits of CBDC: Followings are key benefits of introducing digital currencies (CBDC) in economy-

CBDCs' would reduce costs, time and settlement risk involved in national & international payments

CBDC could be used to automatically pay taxes or to make payments to the government or private

CBDC's digital audit trails can simplify and streamline financial compliance, able to fix tax leakages

CBDCs would provide consumers & business with convenient and secured digital payment options

CBDC would enable use of blockchain based smart contracts, means many transparent, authentic, and automated trade transactions gets enabled without any major human interventions

With these and many more benefits of CBDC, many countries introduced or deciding to introduce CBDC through its national banks. Around nine countries have now fully launched a legalized digital currency (CBDC). Nigeria is the latest country to launch a CBDC, the e-Naira. Fourteen countries, including China and South Korea, are now in the pilot stage with their CBDCs and preparing for a full scale launch.

Indian CBDC- Digital Rupee: Keeping in mind the emerging CBDC benefits and launch trends globally, in this year's national budget, Government of India has announced that a "Digital Rupee" to be introduced by 2022-23 by RBI. Right now, RBI is in initial stage of developing Digital Rupees, and after initial development, it shall be piloted in certain B2B (wholesale) area, before final launch. With "Digital Rupee" introduction, it is expected that cryptocurrency – bit coin based distributed finance shall be kept a bay by not providing it a legal tender status, at the same time letting CBDC based digital rupee to drive new innovations in Indian economy by harvesting emerging digital technologies like blockchain and digital tokenization.

Introduction of digital rupee provides consumers with convenient digital payment options, without exposing them to the volatility of cryptocurrencies. Designed as a medium for spending, digital rupees have the potential to make payments faster, cheaper, safer, and frictionless.

However, domestic as well as international CBDC transactions (cross border settlements) demands new standards and governance frameworks, which are still evolving, but move of Govt. of India to introduce digital rupee, can certainly deliver an early mover advantage to India in CBDC space, which enables India to move into league of topmost Digital Economy at a much faster pace.

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Alumni Article

Earth as an anomaly – finding habitable planets using AI Tools

Author: Snehanshu Saha, Professor, CS&IS and Center Head-Anuradha and Prashanth Palakurthi Centre for Artificial Intelligence Research (APPCAIR), BITS PILANI K K Birla Goa Campus

Since time immemorial, humanity has been looking at the cosmos and believing that other inhabited worlds are out there. And indeed, current estimates are that the number of planets in our Galaxy alone run into billions, possibly a number greater than the number of stars itself. The question that naturally arises is whether there are other life-harbouring planets and if there is a way to predict which exoplanet can potentially harbour life?

New approaches in Machine Learning -- an anomaly detection method -- by which one can identify potentially habitable ones with a high probability, is an attractive way to address the class imbalance problem. Detection of anomalies is a branch or representation of severe class imbalance where the standard metrics of evaluating the goodness of classifiers do not hold. This particular method is based on the postulate that Earth is an anomaly, with the possibility of existence of few other anomalies among thousands of data points. In fact, there are 60 potentially habitable planets out of about 5000 confirmed and nearly 8000 candidate planets, proposed so based on their close similarity to Earth. These planets can be viewed as candidates for anomalous instances in a huge pool of `non-habitable' exoplanets. Earth being the only habitable planet among thousands of planets is defined as an anomaly. We can explore whether similar 'anomaly candidates can be found using novel anomaly detection.

The fulcrum of the idea that postulates (potentially) habitable exoplanets as anomalies pivots around the well-known anomaly detection problem in predictive maintenance of industrial systems. Anomaly detection technique suitable for industrial system applies equally well for habitable planet detection since in both the cases the anomaly detector is dealing with "imbalanced" data, where the anomalies (number of habitable exoplanets or anomalous behavior of industrial components) are outliers. These are far less in number compared to the normal data.

However, with the large number of discovered exoplanets, finding those rare anomalous instances by characterizing them in terms of planetary parameters, types, populations and, ultimately, the habitability potential, requires the knowledge of multiple planetary parameters from observations. This, in turn, demands hours of expensive telescope time. It is a tedious job to scan thousands of planets manually and to identify planets potentially similar to Earth. Artificial Intelligence (AI) can be utilized effectively to find habitable planets.

Unsupervised anomaly detection methods have been designed in recent times with State-of-the-Art ramifications. Common methods in anomaly detection rely on some heuristic threshold gained from prior knowledge thus limiting the quality of prediction to the quality of prior information. However, recent methods have been developed as novel Multi-stage Memetic algorithms and tree structures that detect underlying, unknown probability distribution of anomalous instances [1, 2]. These methods further extend to an unsupervised clustering algorithm and may be used to identify the probable habitable exoplanets from the exoplanet datasets equally efficiently apart from being very effective on isolating anomalies in large Industrial data sets such as Disk failure, intrusion detection, PET scanner failures etc. The method, named Multi-Stage Memetic Binary Tree Anomaly Identifier (MSMBTAI) is based on a novel multi-stage memetic algorithm (MSMA). MSMA uses the generic notion of a meme, which is an idea or knowledge that gets transferred from one person to another by imitation. A meme indicates cross-cultural evolution in posterity and, therefore, can induce new learning mechanisms as generations pass. The algorithm can act as a quick screening tool for evaluating habitability perspectives from observed properties.

References:

[1] J.Sarkar. S.Saha, S.Sarkar; Efficient Anomaly Identification in Temporal and Non-Temporal Industrial Data using Tree Based Approaches; Applied Intelligence (Springer Nature); DOI: 10.1007/s10489-022-03940-3; Sept'22

[2] Jyotirmoy sarkar, Kartik Bhatia, S. Saha, Margarita Safonova and Santonu Sarkar; Postulating Exoplanetary Habitability via a Novel Anomaly Detection Method; Monthly Notices of the Royal Astronomical Society, 510 (4), 6022–6032 https://doi.org/10.1093/mnras/stab3556, March'22

Memories



1985-86 students association office bearers with staff coordinators



1987 passed out ECE Students



1986 passed out batch of Civil engineering students



JNNCE 1st Batch (1980 -1984) students of all branches

Issue 2

ALUMNI - LETTER

In Search of Excellence

A News letter of Department of Management Studies JNNCE, Shivamogga-577201

Volume-2



INSIDE THIS ISSUE

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Facing MBA I Career Opportunities I Suggestions to Juniors
Building Dream Career I Handing Interview questions I Glimpses of Alumni Meet

December-2023

Messege from Editorial Team :

The Editorial team is delighted to present its unique creation in the form of Alumni Newsletter. There is now a sizable diaspora of JNNCE MBA graduates spread across the country. People who have in one way or another made us proud of their accomplishments. This newsletter is designed to celebrate the success stories of our alumni and also to provide Relationship of alumni directly to Students through interaction. December 2022, Volume.02, Isuue 2 newsletter updated not only on the educational background of the alumni, it also covered interview process, best practices of the company and suggestions to their juniors. We would be looking forward to hear more about other alumni in terms of their achievements and their professional growth so as to provide a whole lot of motivation for the current students. We hope that the newsletter will offer some interesting readings to all stake holders of the department.

Editorial Team



ALUMNI PROFILE : Mr. Pavanash Chowki N G,

He is Mr. Pavanash Chowki N G, an MBA graduate (marketing) from the JNNCE Shivamogga [2010–2012] batch. He is currently employed as a Techinical Account Manager at Hilti India Pvt. Ltd., Bangalore, India, where he is in charge of channel business and B2B. He has over nine years of sales experience in the power tool industry.



1. Why did you choose MBA?

As you are all aware, I graduated with B.Sc. (PCM), which is completely a pure science course. Hence, I didn't have the opportunity to enter MCA. Basically, I'm a people person; I can't sit in one place for a long time, but I can talk to people easily, and I can also do some system work, and so on. I got suggestion from one of my friends and I got into MBA. At that moment, there was no clear goal of joining MBA. I should say it was an accident, but later it added lots of value to my life.

2. Could you share any happy moments or memories of college life during your MBA?

There are so many memories regarding JNNCE; it's a wonderful education institution with a huge campus. I was surprised when I first entered the college; the lectures were too good, and the friends were so crazy. I don't know how I spent those two years of my MBA life. To begin, I am a B.Sc. student, and it was difficult for me to understand the concepts in accounting at first, but with the help of lecturers and my close friends, I gradually understood those concepts. It was so nice to have an activity called Cooking without Fire; even though we didn't know how to cook, we still cooked something that was tasty even without fire. We had many activities in those days in college, like team building, competitions, and training activities, and those are the important memories for me. During my two years of MBA, I won first prize in an advertisement competition; it is a great memory for me. We used to wait for the bus while the library building was under construction. During that waiting time, we used to share a lot of information about the activities. It was a beautiful journey with so many memories and the best moments of my MBA life.

3. How did MBA help your career?

MBA helped me for my career growth in all respects because, after completing my MBA with marketing specialisation, my first job was at Bosch, where I was involved in sales activities as I had limited competencies. It was very tough, and once I started recalling whatever I had learned about product positioning, product sample, market segmentation, customer segmentation, product focus, target customers, etc., one day I sat in my room and just recalled my old days of advertising and all those things. It helped me with my career planning. There are so many ways MBA will help us get promotions and improve our performance in our careers. As an example, I am currently employed as technical account manager at Hilti India Pvt. Ltd. which a market leader in power tools, and it is a Switzerland-based company. This company even though hires only engineers, I was hired because of my MBA.

4. Share information about your current job, such as roles and responsibilities.

Presently, I am working for Hilti India Pvt. Ltd. as Technical Account Manager. My role is to meet the company's priorities, which include meeting the sales target of Rs. 800 crore. We primarily provide consulting services for construction companies such as L&T, Prestige, and Brigade. We primarily concentrate on steel and metal. My job is to generate the lead for steel and metal and execute that lead.

5. Is MBA required or useful to manage the sales and marketing?

Many marketing terms, such as target customer, positioning, and the four Ps, will be familiar to you if you are pursuing the programme. I will give one example here for better understanding: If you need a pen and I come to sell you a bicycle, it is a total mismatch. Because I do not complete the customer target correctly. These are the basic things that one should know for sales and marketing and that will be thought about in the MBA. Some other examples are demos and expos.

6. According to you, what are the major things that should be adopted, included, or considered to build relationship with clients?

The mantra of a good customer relationship is to help a customer in solving any problem. When you arrive at the customer's location, you may encounter a challenge or some pain points for the customer. At that time, how you resolve those problems will help you build a strong relationship with clients for a long time. Here you need to consider both company benefits as well as client benefits.

7. What are the things that should be considered to meet the sales target?

Know your products first, then build relationships with customers, and finally, know your competitors and their strengths and weaknesses in comparison to your products. Self-involvement is very important, so make sure you fully involve yourself in the process to achieve the objectives of the company. One must have courage to reach the customer in spite of various challenges.

8. What unique activities you are doing for the successful marketing?

I used to give demos on a regular basis. Firstly, I plan on Friday for subsequent week and how I need to reach customers the succeeding week. The second thing is clarity on how things should proceed the ensuing week. The third thing I need to do is to conduct market research and visit customers on a daily basis. Apart from that, I should have clarity in my work and understand the customer.

9. In marketing, what is project specification?

If I say "one project," that means one building construction is one project. Our company has given me a territory in Bangalore, so in the territory, I roam around and find out what all the construction projects are that are in progress in that area. I visit the location and find out what I can sell for the project. I should find out the details of the contractors and approach them. Electrical and welding contractors may be working over there. I should build a relationship with contractors so that I can sell our products for the project.

10. What are the biggest challenges in Technical Account Manager role?

One of the challenges is competition. Competition follows us everywhere in the market. I need to have a good demo, give full information about the product, and maintain a good customer relationship so that I can meet my targets. One more challenge is competency. When one is new to the industry, he may not know the intricacies. The same was true with me also. Here, while we do marketing, we need to suggest suitable products as per the customer's requirements, and if you don't have the competency, you can't suggest a proper product. The next challenge is planning. Planning plays a crucial role in marketing. If you don't have a plan, you may lose your customer. One of the difficulties that salespeople face in Bengaluru is traffic. Other challenges include pricing, discounting, quantity, and stock. Transportation is also a challenge; delivery and the supply chain are always challenges.

11. What are the Applications you are using for Store Management?

For all marketing and store management activities, we use only one application, SAP Business ByDesign.

12. What are the biggest challenges in the payment collection process? How do you overcome those obstacles?

Yes, it is a major issue to deal with because no company will give credit to anyone for the first five transactions. Credit is granted in our company when the applicant is willing to pay within 15 to 30 days. As a result, it is not a big deal for us because the company conducts extensive research before granting credit to any customer.

13. What are the important basic skills and knowledge required to get into the marketing field?

* Clarity and Precision.
* Planning
  [What, When, How and Where].
* Courage.
* No Delay

14. What are the questions you have faced during your first interview?

Every company and every interviewer will ask you the same question: "Tell me about yourself." They would like to examine how enthusiastic and positive you are as a fresher.

When I attended the interview at Bosh company as a fresher, the interviewer asked me one question: "If a machine breaks down,

the customer brings it to the service centre, and it being without warranty; how would you manage?" The reply may be, "I will consult my manager and get back to you Sir."

15. Please share about the trends that you have observed in the marketing field over these years?

Many changes have occurred in recent years, People are increasingly moving away from tradition towards modernity. However, there has not been significant difference between online and offline trends for all the brands. If you take a brand like Bosh, Makita, depending on the segment, there is no such kind of trend. In this context, I explain the background of our industry. We are into the construction industry and in our company, we have a technical team which supports the operations of the company. Technical team mainly consists of an architect, a consultant, and a civil engineer. What they do is they design the project themselves, specify which brands are to be used in the project. This is what our company has initiated, and this is how we work to sell our products.

Thank You



1st Sem MBA JN Section 2010-12

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