



IGNITION 2023 ANNUAL ALUMNI INTERACTIONS: A REPORT

JULY 08, 2023

**DEPARTMENT OF MANAGEMENT & COMMERCE
SRI SATHYA SAI INSTITUTE OF HIGHER LEARNING,
MUDDENAHALLI CAMPUS**

IGNITION was an interactive event, that had the following objectives:

- The engagement and communication between former students and their alma mater or organization.
- Maintaining a strong sense of community and connection among graduates.
- Creating a forum to share their expertise and experiences with current students.
- Potential leads to job opportunities, internships, and career guidance.

The event commenced with the lighting of the ceremonial lamp and invocatory Vedam chants. The inaugural address was delivered by Sri. S Sai Manohar, followed by the keynote address by the Vice-Chancellor Prof. B Raghavendra Prasad. In his address, the Vice-Chancellor spoke on the importance of being a Sai student and making Swami proud by living up to His Name and expectations. The Registrar, Prof. B Sai Giridhar later shared his thoughts on the event title 'IGNITION' with the audience.

The morning session concluded with Sri Shiva Rama Krishna Naidu K, Manager-Development, Teach For India and an alumnus, sharing his experiences as a Sai student.



The post break session was an interactive one, that was divided into five optional spaces:

Option 1: "Creating an Entrepreneurial Mindset" by Sri Sharath Gowda(Founder and CFO @ FREE ,MD @ Sharath bharath ventures)

Option 2: "How to choose Specializations and Careers in Finance - Broad Overview with Focus on FP&A" by Sri Pratyay Das(Analytics Analyst , Accenture Solutions Pvt. Ltd) and Sri Saunak Dey(Analyst, Government and Public Services, Deloitte USI)

Option 3: "Digital Marketing" by Sri Jagan Mohan(Manager - Search, GroupM Pvt Ltd) and Sri Partha Sarathi(Strategic Account Manager, GeeBee Education).

Option 4: "HR Opportunities and Scope" by Sri Sandesh Sharma(Analyst at Dotdash Meredith India) and Sri Abhay V(HR Manager - TA, Oliva Skin and Hair Clinic).

Option 5: "Opportunities in Not-For-Profit Sector" by Sri Shiva Rama Krishna Naidu K.(Manager, Development, Teach For India).

Sri Sharath Gowda shared his insights and knowledge on the topic of entrepreneurship. In his talk, he listed the basic and important qualities of a successful entrepreneur, outlining the challenges and obstacles in the process. He later spoke on the steps for a successful career.

Sri Pratyay Das and Sri Saunak Dey spoke on the definition , scope and importance of finance in the current market. They shared their insights on the key financial terms and went in-depth on various statistical softwares such as Power BI, Tableau and Alyterx , their importance in the sector. They also gave us the awareness of how one should upskill in this field.

Sri Jagan Mohan and Sri Partha Sarathi gave the audience brief context on the working of SEM i.e; Search Engine Marketing introducing them to the basic terms of Digital Marketing. They later enlightened the participants on the wide spectrum that Digital Marketing offered, from campaigning on one end to generating ROAS (returns on advertising) on the other.

Sri Sandesh Sharma and Sri Abhay V spoke on the topics of TA(Talent Acquisition) and TM(Talent Management). Highlighting the importance of good communication skills, a good HR they said, must have empathy and be willing to put oneself in other's shoes. They reiterated the importance for employees to look beyond their salary package and appreciate the various facilities provided by their employer too. They briefly spoke on the other HR functions including 'Forecasting' organizational needs and 'employee appraisal'.

Sri Shiva Rama Krishna Naidu K enlightened the audience on the functioning of non-profit organizations/ NGO's, and highlighted the importance of fund raising and funding by HNI's/corporates for their operational success and long-term sustenance.



The post lunch session saw class-wise interactive sessions.

Students of BBA (1st, 2nd & 3rd year) seized the wonderful opportunity to interact with the members of the Alumni, who enlightened them with their practical talks and experiences from their MDH diaries. The calm, collective and happy classroom atmosphere led the boys to openly interact and engage with their seniors making the most of their presence.

The alumni members also acknowledged and highlighted the valuable role played by the knowledgeable faculty in their lives. The students and faculty expressed their gratitude to all the alumni members by presenting them with a token of love from their alma mater for spending their precious time and sharing their expertise and knowledge with them.

The Vote of Thanks was delivered by the Head of Dept. of Management and Commerce, Dr. K. Sayee Manohar. The wonderful session concluded with Mangal Aarati.

