



Institute of Management

presents

ONE DAY

MANAGEMENT DEVELOPMENT

PROGRAMME ON

SUSTAINABLE MANAGEMENT

PRACTICES

FOR

START-UPS

14 September, 2019

**Venue: CHRIST(Deemed to be
University)**

Hosur Road

Bangalore 560029

ABOUT CHRIST

CHRIST (Deemed to be University) was born out of the educational vision of St Kuriakose Elias Chavara, an educationalist and social reformer of the nineteenth century in South India. He founded the first Catholic indigenous congregation, Carmelites of Mary Immaculate (CMI), in 1831 which administers CHRIST (Deemed to be University). Established in 1969 as Christ College, it undertook path-breaking initiatives in Indian higher education with the introduction of innovative and modern curricula, insistence on academic discipline, imparting of Holistic Education and adoption of global higher education practices with the support of creative and dedicated staff. The University Grants Commission (UGC) of India conferred Autonomy to CHRIST COLLEGE in 2004 and identified it as an Institution with Potential for Excellence in 2006. In 2008 under Section 3 of the UGC Act, 1956, the Ministry of Human

Resource Development of the Government of India, declared the institution a Deemed to be University, in the name and style of CHRIST UNIVERSITY. One of the first institutions in India to be accredited in 1998 by the NAAC, and subsequently in 2004 and 2016, CHRIST (Deemed to be University) has the top grade 'A' in the 4-point scale. The multi-disciplinary University which focuses on teaching research and service offers Bachelors to Doctoral programmes in humanities, social sciences, science, commerce, management, engineering, education, and law to over 21000 students. The campus is a living example for the harmonious multiculturalism with students from all the states of India and around 60 different countries. CHRIST (Deemed to be University) publishes six peer-reviewed research journals and has published more than 300 books in Kannada and English. A promoter of sports, music and literary activities, it is a nurturing ground for creative excellence.

INSTITUTE OF MANAGEMENT

The Institute of Management is a young institute hosting a vibrant community of teachers and students. The student community has steadily grown over the years to 1,500 + today. The Institute of Management offers the two-year, full-time MBA as its flagship programme with specialisations in Marketing, Finance, Human Resource & Lean Operations and systems and Business Analytics. Every student goes through a wide spectrum of experiences which include the organization structure study, outbound training, book review competition, summer internships, current affairs & weekly presentations and dissertation. Around 70 full time and adjunct professors of management from diverse social, cultural, corporate and

academic backgrounds form the pillars of the institute. Collaborations with industrial bodies and Universities abroad provide a current and global nurturing ground for our students. Institute of Management is ranked among the Top 10 B-Schools in Bangalore and amongst the Premier 50 in India programme in Management. The marketing specialization at Institute of Management is driven by creative initiatives of professors from various sub domains in marketing. Such timely and continuous initiatives help the department to be a differentiator. The marketing specialization provides research based academic marketing inputs to students with adequate industry interface. The marketing specialization also coordinates and takes lead in conducting student-centric programs. Marketing specialization is known for conducting management development program in domains such as sales and business development for industry professionals and entrepreneurs.

OBJECTIVE OF MDP

Start-ups provide an edge to country's innovative ability and stable economy. The Management development program on the theme "Sustainable Management Practices for Start-Ups" aims at providing valuable insights to the participants on starting a business by strategizing on investments, innovation, marketing and sustainability. This platform is one of the fruitful opportunities for the start-ups to build a network with various start-up companies and to establish an industry-academia connect.

WHO CAN ATTEND?

People who are aspiring to become an entrepreneur and present employees at start ups or founders of start ups will be able to get valuable inputs to carry their dreams forward and turn it in reality.

ORGANIZING CHAIR

Dr. Jain Mathew, Dean, IMCU

Dr. Georgy Kurien, Associate Dean

Dr. Jeevananda S, Associate Dean

Prof. Sirish C Venkatagiri, HOD

Prof. Krishna M C, HOD

MDP ADVISORY COMMITTEE

Prof. Suresh A S, Head-Marketing,
Institute of Management

PROFILE OF THE RESOURCE PERSONS

Mr Prateek Madhav: Prateek has 18+ years of experience in IT Outsourcing industry and Social Sector. Currently Prateek is the CEO of ATA which Nurture Assistive Technology Start-ups to Empower Persons with Disability. In Accenture, Prateek was a part of Global Analytics team, driving key Strategic Initiatives and Differentiation through Digital Innovation & new service offerings. Currently he's a part of Samarthanam Advisory Committee.

Ms Ketoki Basu: Ketoki Basu is the Founder of Ketoki Basu and Associates (www.ketokibassociates.com), a Bangalore based firm that deals with financial strategy, product costing, business planning besides other financial support functions. The firm works with organizations of diverse functions, from start-ups to mid-size and assists organizations in finance function. Ketoki's experience in the professional field spans to more than three decades including various positions in corporate houses, consulting firms, educational institutions. Organizations she has worked for are GEC Alstom (currently Alstom), S B Billimoria and company (currently Deloitte Haskins and sells), XIME and IIMB.

Prof. Dilip Chandra: He is associated with a design Thinking, Management Consulting company in Bangalore. Following are the notables from this engagement: He has created a framework for innovation signature for the clients Developed innovation index for organizations – Method for evaluation and direction for enhancement. He has also designed discussion guide for ethnographic research for projects.

PROGRAMME FEES

Registration till 5 th September	Rs 2000
Registration post 5 th September	Rs 2500

PAYMENT OPTIONS

Option 1: Pay through demand draft: Demand drafts in favour of 'CHRIST (Deemed to be University)' payable in Bengaluru should be couriered to: CHRIST (Deemed to be University), MBA Office, 3rd Floor, Central Block, Hosur Road, Bengaluru – 560029

Option 2: Pay Online

Please follow the following steps for online payment:

Step 1 : Open the CHRIST (Deemed to be University) website using the link, <https://christuniversity.in> and go to the 'Visitors' tab on the website and click 'Online Payment Portal'.

Step 2: This opens up the Online Payment Portal. Please read the payment instructions carefully and click the “Pay Online” button at the end of the page for payment.

Step 3: You will be taken to the South Indian Bank payment portal. From the CHRIST payment section, select 'Management Development Programme (MDP)' from the drop-down menu. Then select the appropriate MDP and proceed for payment by clicking 'Continue'.

Step 4: After payment is successful, click on 'Get Receipt' to download and save the receipt. The Copy of the receipt should be produced at the registration desk.

CONTACT DETAILS

**CHRIST (DEEMED TO BE
UNIVERSITY)**

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Karnataka, INDIA**

Tel: +91 80 40129844

Email: mail@christuniversity.in

Web: <http://www.christuniversity.in>

COORDINATORS

Prof Vasudevan

Dr Krishna Kishore SV

**For registration details, please
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(Deemed to be University)**

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