



# NEW HORIZON COLLEGE OF ENGINEERING

*Department of Management Studies*



- *NEWSLETTER*

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## MOU Signing with Bangalore Management Association (BMA)



Department of Management Studies organized a signing ceremony of the Memorandum of Understanding (MOU) between BMA & NHCE

About BMA:

The Bangalore Management Association (BMA) is a Pioneer in the management movement of India. Established in 10 October 1953, and is affiliated to All India Management Association (AIMA), New Delhi. It was launched as a professional body to study and promote the principles of management in more scientific way. As an independent, nonprofit organization, BMA provides a wide range of services aimed at enhancing managerial effectiveness. These include promotion and development of sound management practices suiting Indian conditions and to stimulate management thinking leading to excellence. The objectives of BMA as a center of creative and nurturing activities are archived through organizing various seminars, workshops, conferences, training programmes, lectures, discussions, meetings and research projects.





## Benefits to the Student Community:

All students from a particular batch are required to subscribe to the Membership of BMA, which will be renewable annually to ensure the sustainability of activities.

A Joint Certification Program [Mode: Online/Distance/blended] & Capstone Projects [Fees: to be mutually agreed upon] will be offered to students, and certificates will be issued upon successful completion of the Course. Additional Certification program details will be provided based on associated costs.

BMA will facilitate the institution in connecting with resource persons to conduct guest lectures, expert lectures, FDPs, Seminars, Workshops, Conferences, and faculty recruitment @ Membership discounted cost.

BMA will provide intellectual inputs in an advisory capacity for the teaching-learning process, entrepreneurial activities, and other academic & non-academic processes @ Membership discounted cost.

The MOU signing ceremony included remarks from key representatives of both organizations, followed by the formal signing of the agreement. This will be an excellent opportunity for networking and fostering collaboration between teams.

Dr. Manjunatha, Principal, Dr.R.J Anandhi , Dean Academics, Dr.Sanjeev Sharma, Dean -Quality, Prof.Aniz, Director, HRD were present for the MOU signing. Dr.Rose Kavitha, Head of the Department, Dr.Priyameet Kaur Keer , Associate Professor- MOU coordinator took the initiative to organize the MOU and coordinated the event successfully.



# IIC Activity Report



**Program Driven by** NHCEIC in association with Ed and Startup Club & Unnat Bharat Abhiyan , Department of management Studies.

**Activity Name :** Exposure visit to a village and programs on Innovation And Startups in agriculture, Healthcare and Infrastructure sectors :Unnat Bharat, Shreshtha Bharat

**Program Theme :** Entrepreneurship & Startup

<b>Time</b>	10:00 am	5:00 pm
<b>Dates</b>	Starting: 30-07-2024	Starting: 30-07-2024



An Exposure Visit to a Village and Programmes on "Innovation and Startups in Agriculture, Healthcare and Infrastructure: Unnat Bharat, Shreshth Bharat!" has been organized at BidaraHalli Government school, Bengaluru East where students of 8th 9<sup>th</sup> and 10th Standard participated for the event . Innovation is a key driver of economic growth and societal advancement. In various industries, from manufacturing to construction, continuous development of materials, machinery, equipment, and systems plays a pivotal role in improving efficiency, safety, and sustainability. Sessions were organised to create Awareness on Innovation startup and sustainability .



An exposure visit to a village, coupled with programs on innovation and startups in agriculture, healthcare, and infrastructure, offers a transformative experience that highlights the intersection of traditional practices and modern advancements. Such visits are invaluable for understanding how innovative solutions can address rural challenges and drive sustainable development.

In agriculture, startups are revolutionizing traditional farming methods. During the visit, it became evident that modern technologies like precision farming, drones, and data analytics are enhancing productivity and sustainability. These innovations offer real-time insights into crop health and soil conditions, optimizing resource use and boosting yields. Observing the integration of these technologies in the village demonstrated their potential to increase income for farmers and ensure food security.

Healthcare innovation in rural areas often focuses on improving accessibility and quality of services. The visit underscored how telemedicine and mobile health units are bridging gaps in healthcare delivery. Programs promoting health tech startups are introducing remote diagnostics, teleconsultations, and mobile clinics, which are crucial for providing essential medical services in underserved regions. These advancements are not only improving health outcomes but also empowering local communities by reducing the need for travel and increasing access to specialized care.

Infrastructure development, driven by innovative startups, is equally transformative. Programs focusing on rural infrastructure are addressing critical needs such as clean water, reliable electricity, and sustainable transportation. Technologies like solar energy, smart water management systems, and low-cost construction materials are enhancing the quality of life in villages. Observing these innovations firsthand highlighted their role in fostering economic growth and improving living standards.

Overall, the exposure visit illustrated how innovation and startups are bridging gaps between traditional practices and modern needs. By integrating advanced technologies into agriculture, healthcare, and infrastructure, these programs are catalyzing sustainable development and improving the lives of rural communities.



# Health Camp

Title	Unnat Bharat Ahbiyan
Department	Department of Management Studies
Date	30 <sup>th</sup> July, 2024
Time	10:00am - 5:00pm
Association	WACIA & MVJ Medical & research Hospital



The Department of Management Studies recently organized an Event under the initiative of Unnat Bharat Abhiyan (UBA), organized a comprehensive health camp for government school children.

This initiative aimed to provide essential health services, raise awareness about health and hygiene, and foster a sense of community responsibility among the students and faculty.

**Health Screening:** Conduct basic health check-ups to identify common health issues among children.

**Health Education:** Educate children about personal hygiene, nutrition, and healthy habits.

**Health Check-ups:** General health check-ups including vision screening, dental check-ups, and basic physical examinations.

**Health Education Sessions:** Interactive sessions on topics such as hand washing, dental hygiene, balanced diet, and physical exercise.



## Participation :

**Students:** Approximately 120 children from the government school participated in the camp.

**Healthcare Professionals:** 15 doctors and healthcare workers volunteered their services.

**MBA Department Volunteers:** 52 MBA students and 2 faculty members actively participated in organizing and conducting the camp.

The health camp organized by the MBA Department under UBA was a significant step towards promoting health and well-being among government school children. It not only addressed immediate health needs but also laid the foundation for long-term health awareness.



# Parent Teacher Meeting

The Department of Management Studies hosted a Parents-Teachers Meeting on 27th July 2024, which proved to be a highly interactive and insightful event. This meeting served as a valuable platform for fostering strong relationships between parents, teachers, and the academic community. Parents had the opportunity to engage in meaningful conversations with faculty members, discussing the academic progress and overall well-being of their children.

During the meeting, teachers provided detailed feedback on each student's performance, addressing both academic strengths and areas requiring improvement. This open dialogue allowed parents to gain a deeper understanding of their child's journey through the academic program. In return, parents were encouraged to share their observations and concerns, creating a two-way communication channel that emphasized mutual respect and collaboration.

In addition to discussing academic matters, the meeting also provided a broader forum for parents to express their views on various aspects of the college experience. The faculty and administration welcomed constructive feedback on the institution's teaching methodologies, campus facilities, and overall environment. This transparent exchange of ideas demonstrated the department's commitment to continuous improvement and ensuring a nurturing environment for all students.

One of the key highlights of the session was the positive and supportive atmosphere that prevailed throughout the discussions. Both parents and teachers recognized the importance of working together to create a holistic educational experience that goes beyond the classroom. Parents appreciated the college's efforts to keep them informed and involved in their child's educational journey, while teachers valued the insights and perspectives that parents brought to the table.



# Special Thanks

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