

Break	Lunch Break	(1.00 P.M to 2.00 P.M)
2.00 pm – 3.15 pm Project Management	<ul style="list-style-type: none"> Conceptualization of Business Model Industry Applications 	<ul style="list-style-type: none"> Importance of Data Analysis Case Study / Focus Group Approach
Break	Refreshment (Tea/Coffee/ Biscuits)	(3.15 P.M to 3.30 P.M)
3.30 pm – 5.00 pm Creative Thinking & Problem Solving	<ul style="list-style-type: none"> Rationale for problem solving The applied creativity & innovation process Tools for deliberate creative thinking Application & action 	
Valedictory & Feed Back Session		(5.00 P.M to 5.30 P.M)
5.00 PM to 5.30 Valedictory & Feed Back	<p>Dr. S. Ramesh Professor and Dean, Faculty of Commerce & Management (PG) Mount Carmel College, Bangalore</p> <p>Dr. Fr. Alwyn Dias Executive Secretary, Capuchin Education Board, Director, St. Anthony's Institutions, Kengeri.</p> <p>Prof. Fr. George Monis, Principal, Darshan Degree College, Kengeri.</p> <p>Dr. V. Selvaraj Secretary of Primax Foundation, Bangalore, Karnataka.</p>	

Convener

Dr.K.V. Ramanathan Professor of Finance & Marketing Primax Foundation, Bangalore. Ph: 09986530012	Prof. Jayamahadeva Swamy, HOD, English Department, Darshan Degree College Ph: 991646436	Prof. Basanthi Goswamy, HOD, Commerce Department, Darshan Degree College, Ph: 9060720242	Prof. Bharathi P., HOD, Hindi Department, Darshan Degree College, Ph: 9632465776
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REGISTRATION FEE

Participants Fee	Amount
Undergraduate Students (Any Discipline)	INR 300 /-
Post Graduate Students (Any Discipline)	INR 400 /-
Faculty and Research Scholar	INR 500/-
Corporate	INR 1000/-

- The fee includes the registration fee, MDP kit , Materials, Certificate, refreshment, Working Lunch
- Accommodation will be provided to outstation participants on prior request & Confirmation with an additional charge of Rs. 1,000/Person/Day.

The Participants are requested to send registration form along with the fee in the form of NEFT/ DD drawn in favour of **"PRIMAX FOUNDATION"** payable at Bangalore on or before 15-01-2018.

<p>NEFT</p> <p>Name of the Account : Primax Foundation</p> <p>Account No. : 166111100001608 (Current Account)</p> <p>Bank Name : Andhra Bank</p> <p>Place : Kengeri Satellite Town, Bangalore-60</p> <p>IFSC Code No. : ANDB0001661</p> <p>MICR CODE : 560011038</p>	<p>Postal Address</p> <p>Prof. T.Rajeswari President, Primax Foundation No.B 10 , First Main Road, Devarajurs Layout, Viswa Vidyalaya PO, Nagadevanahalli, Bengaluru –560 056, Karnataka, India. Ph: +91 8971725451</p> <p>Email: kvr08@rediffmail.com / Primaxfoundation2015@gmail.com</p>
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Best Wishes from



Prof. T. Rajeswari., M.Sc.,M.A(Eng),M.A (SOC),M.B.A.,(Ph.D)
President, Primax Foundation, Bangalore. 56

Prof. T.Rajeswari, founder of **Primax Foundation,** is an educationalist and a visionary with lot of innovative ideas. She is a staunch believer that "Progress can be attained only by research activities". As the President, she will spearhead all efforts and we will work to the best of our abilities. We look forward to continuously receive the support and encouragement from our faculty. I would like to personally invite you to our 1st One Day National Level MDP on 12th February 2018 **Monday** .



PRIMAX FOUNDATION

Bengaluru, Karnataka

(Registered under the Karnataka Societies Reg. Act 1960)
Reg. No. JNR-S211-2015-16



In Association With
DARSHAN DEGREE COLLEGE
(Recognized by the Govt. of Karnataka & Affiliation by Bangalore University)
Kengeri, Bangalore



Be a Hero. Always say,
"I Have no fear"

One Day Management Development Programme " Par Excellence "

"ENTREPRENEUR IN YOU"



Date: **12th February 2018** Time 9.00 AM to 5.30 P.M

Venue : **College Auditorium**

Mysore Road, Opp. R. V. College, R. V. College Post, Bengaluru - 560 059. Karnataka State, India.

Contact: **Prof. T. Rajeswari** Ph: 08971725451 **Prof. Chandrika** Ph : 9902705492

ABOUT PRIMAX FOUNDATION

Primax Foundation® is Registered under the Karnataka Society Reg. Act 1960 (12A and 80G), Bangalore, Karnataka, India. Primax Foundation is established with towering ideals of imparting quality and non-profitable services to the society through Journals, Seminars, Workshops, Educational Training & Skill Development, Study Circles, Counseling & Rehabilitation, Initiating Research Activities etc., for total personality development in the society. Primax Foundation is an upcoming Training and Development Center at Bangalore offering a variety of need based training programs, through on and off campus modes. The primary aim is to ensure employability for the students and molding them to suitably fit into all aspects of corporate requirements. In addition, its intention is to upgrade the quality of research work among the faculty members involved in Science & Humanities, Commerce, Management Education and the allied fields to ensure that all the research work undertaken, is gainfully employed by the industry, society and corporate world. Its operational objective is to disseminate, strengthen and enhance knowledge, across all sections of the society.

About Darshan College

“A Unique Campus for Quality Education & Academic Excellence”

St. Anthony's Institutions (Darshan College) Bengaluru, is run by the capuchin Franciscan fathers of the Holy Trinity Province of Karnataka. It was established in 2009 with a view to providing the best in academics for students in Commerce, computers, Business Management and Administration by preparing them to quality and succeed in various highly competitive career streams. The institutions include St. Anthony's pre university college, Darshan college of Commerce Management Computer Applications and College Hostel. It is a home away from home, with excellent hostel facilities, infrastructure and dedicated teaching staff who mould, mend and form the future of the nation and of the Globe. It has a learning environment and a fraternal ambiance where one feels welcomed and comfortable. It is an institution which treats everyone equally with respect and honor regardless of gender, religion, ethnic origin and Nationality. The education imparted in this institute is an ongoing process and continuous commitment for the emancipation of the humankind. Hence it Nurtures, invests, cultivates and develops young minds and their talents so that the future generation remains always creative, Innovative and responsible for the Economic and Social growth of the Nation and of the Globe.

“An Abode of wisdom that endures HOLISTIC DEVELOPMENT to the leaders of Tomorrow”



About the MDP



With the astounding success of 'Chanakya in You', an MDP par Excellence that made known the ancient wisdom of Chanakya in the present business context to transform individuals into better performers and leaders, Darshan College of Commerce & Management And Primax Foundation is proud to present its MDP on 'Entrepreneur in You' on 12th February 2018. This Management Development Programme on 'Entrepreneur in You' intends to empower the aspiring minds how to pivot concepts and ideas into great money spinners. It is an opportunity for budding Entrepreneurs, Corporate Greenhousers, SMEs, Startups, Family Business Owners, Academicians and Students to gain meaningful insight into the nitty-gritty of building successful business models and strategizing their sustainable success by provoking and honing their entrepreneurial skills.

Who all can Participate?

- Undergraduate & Post Graduate Students (Any Discipline)
- Research Scholar,
- Faculty Members and
- Corporates.



Our Chief Resource Person



Dr K.Jayaraman

Professor, Taylor's Business School (TBS)
Taylor's University, Malaysia

Professor Dr. K. Jayaraman, Taylor's Business School, Taylor's University, has 31 years of Teaching, Research and Consultancy experience in Quantitative Research Methods and have executed numerous major projects for National and International Organizations. He has guided 10 Doctorate candidates (Ph.D.) in Management/Business and 2 Doctorate of Business Administration (DBA) candidates at Graduate School of Business, Universiti Sains Malaysia (USM), Penang. He received the Best Teacher Award for eight consecutive years in Indian and Malaysian Universities. He is specialized in subjects like Operations and Quality Management, Service Innovation, Tourism and Transportation. He has published more than 90 research articles in International and National Journals. He received the prestigious "Sanggar Sanjung Award" for research publication at USM during the academic year 2012-13. He has conducted more than 100 workshops in various areas of quantitative research methodologies for staff, research scholars and post-graduate students. During his two decades of professional tenure at India, he has conducted extensive training to the executives of IT; Banking; BPO & KPO call centers; Manufacturing Industries for six-sigma Green Belt and Black Belt courses on Total Quality Management and Lean Manufacturing. He has a wide range of experience in data analysis using Statistical Software and carried out major projects for WHO, Intel, Ford, Office Tiger and Airtel. He is an Associate editor and member in the editorial board of seven reputed Journals globally. He has been serving as a Key-note speaker, Resource person and Chairperson for numerous International Conferences. He was a Visiting Professor for Korea E-Trade Research Institute, Chung-Ang University, South Korea, Newcastle Business & Law School, The University of Newcastle, Australia, Nuremberg University, Germany, SP Jain Institute of Management, Mumbai, and Vellore Institute of Technology (VIT), Chennai, Tamil Nadu, India. He served in the various administrative positions both at India and Malaysia.

Program Schedule – 12th February 2018

Time	Topics Cover
08-30 A.M. to 9.00 A.M.	Registration of Participants (8.30 AM to 9.00 AM)
09-00 A.M. To 9.30 A.M.	Inaugural Session Chief Guest Dr. M.Ramachandra Gowda, Registrar, Bangalore Central University, Bangalore, Karnataka. Dr. Fr. Alwyn Dias Executive Secretary, Capuchin Education Board, Director, St. Anthony's Institutions, Kengeri. Prof. Fr. George Monis, Principal, Darshan Degree College, Kengeri. Dr. V. Selvaraj., Secretary of Primax Foundation, Bangalore, Karnataka
9.30 am – 10.30 am	<ul style="list-style-type: none"> • Power of public speaking • Overcoming the world's greatest fear! • Exposure to assorted speech formats • Discover various delivery styles • Drafting & Structuring your speech
Break	Refreshment (Tea/Coffee/ Biscuits) 10.30 A.M. to 10.45 A.M
10.45 am – 1.00 pm	<ul style="list-style-type: none"> • Comprehensive management process • Total Quality Management concepts • Learn Six-Sigma methodologies • ISO, BSO Standards & Certifications