

DON BOSCO INSTITUTE OF TECHNOLOGY

Kumbalgudu, Mysuru Road, Bengaluru-74, Karnataka



A REPORT

ON

“CREATING WOMEN MANAGERS OF TOMORROW”

Organized by:

Department of Management Studies and Research

Coordinated by

PROF USHA .G
Assistant Professor

DBIT Campus: MBA Seminar Hall

11th February 2023,

(11-02-2023)

2022-2023

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Authentication Page.

CREATING WOMEN MANAGERS OF TOMORROW

Authentication Page.

A REPORT ON : "Creating Women Leaders of Tomorrow"
Organized by: Department of Management Studies and Research
Coordinated by: PROF USHA.G, Assistant Professor
Held at Venue : MBA Seminar Hall
On/ During Event Date/Period : 11-02-2023
Resource Person (s) Name (s) and their Affiliation:
Speaker: Prof.Saritha L Assistant Professor, MBA, DBIT
Academic Year: 2022-2023

Signature of the Coordinator with date: *Usha.G*
14/02/23

Signature of the HOD with date: *[Signature]*
14/02/23

Signature of the Head-IQAC with date: *[Signature]*
14/02/2023
Director - IQAC
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Mysore Road, Kumbalagodu
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Signature of the Principal with date: *[Signature]*
PRINCIPAL
Don Bosco Institute of Technology
Kumbalagodu, Mysore Road,
Bangalore - 560 074.

Department of MBA Coordinated by: PROF USHA.G Page 3 of 11

Introduction/ Preamble

Don Bosco Institute of Technology is committed to creating a culture where every employee thrives. At DBIT, gender diversity is Intense to our success. We believe that diversity in every aspect — including of thought and experience — creates a stronger workforce and promotes creative, innovative thinking.

“Only Diversity in Gender is not focused, but in every form of diversity,” At DBIT, when we search for creamy layer of candidates we encourage diverse and leadership traits among students. We motivate talent within DBIT by striving for gender equality and generating inclusive thinking from the top down, and we give our employees the freedom to develop innovations that can make the impossible possible. Engaging everyone in our workforce, and having leadership that represents the people in our communities, creates a culture where every employee can thrive.

Our organizational framework and employee resources sustain long-term commitment from our employees, and ultimately long-term value for our business.

Don Bosco Institute of Technology has developed programs, established policies, and set statistical benchmarks to reach better gender diversity and equality.

The Speaker has organized a video on this event which had a significant message and a powerful one, to motivate women. Her speech started with various by quoting the influential women leader in the world and their quotes.



This expert is a senior marketing Professor at SPJIMR, one of India's Leading Business Schools. The expert has over 19 years of experience in the corporate and academic sectors. She has worked in the area of business and marketing strategy at Reliance Communications, Branding, and Communications and has consulted education institutions in developing academic curricula and

marketing communication strategies. She has worked on consulting and research assignments with organizations across various sectors including FMCG, services, and telecom. She has held administrative positions at business schools in international relations, brand management, program management, and public relations. She has conducted several training programs for corporates in the area of Branding, Consumer Insight Generation, Sales Promotion, and Marketing strategy. She has conducted training programs for IAS and IPS officers in the area of Interpersonal skills and Team Building. She is an Economics graduate and MBA (Marketing) gold medallist.

Objectives and Learning Outcomes

The seminar aimed at Gender Equality: Achieving Women's Rights and create awareness on their hidden leadership qualities. The Gender Equality campaign brings together people from different age, ethnicity, race, religion of this nation that will create the more women leader to the world. Her talk focuses on the fact that it is the time to get more women leaders, understand their challenges and focus on women's leadership attributes and gender equality. She has given an idea on women empowerment.

- “Everyone can be a leader. Leadership is inbuilt.”
- Understand one's leadership attributes
- Do a self SWOT analysis
- Know yourself better

Also dealt on how to overcome the family and work life stress through meditation , vacation etc. which helps to reduce Stress, practice right life style maintain good health and spread positivity. She also motivated with the real stories of women leaders who took great struggle to reach their dreams.

She also shared her thoughts on bringing a Presentation on Famous Women Leaders and encourages the students to become one of the better women leaders for tomorrow. She also gave insights about various women's federations which works for the empowerment of the women such as Federations and Associations, National Alliance of Young Entrepreneurs, India Council of Women Entrepreneurs, New Delhi, Association of Women Entrepreneurs,

Resource Person(s) Details



Prof. SARITHA. L Assistant Professor

B.E (Electrical and Electronics Engineering), M.B.A Human Resource & Systems professional with 10 plus years of post qualification experience. In different Management Institutions/B Schools.

- Currently working as an Asst Prof. at Don Bosco Institute of Technology in the MBA Dept. affiliated to VTU
- Specialized in the Human Resource, Systems and Technology areas.
- Published various papers in International and National journals
- Around 7 plus years of experience working as an Asst. Professor and Placement Coordinator in different Management Institutions. Teaching Experience in Management Institutions/B Schools.
- Industry experience in United States based Recruitment and Staffing Industry.
- 2.5 years of experience in US Recruitment Industry based at Bangalore head quartered at South Plain field New Jersey USA and Dallas TX USA.

EDUCATION (Full time)

MBA -HR & Systems (July 2005 – March 2007)

Alagappa Institute of Management, Alagappa University, Karaikudi

BE- Electrical and Electronics Engineering (Sep 2000 – June 2004)

Government College of Engineering, Periyar University, Salem

HSC-Computer Science (July 1998 – March 2000)

Alagappa Matriculation Higher Sec. School


Audience

Name	whatsapp no.	e-mail	Signature
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Sponsors: Don Bosco Institute of Technology

Execution Approach/ Schedule/Time Table/Flow



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*The HOD, Faculty, Members of MBA association solicit the honor of
your esteemed presence for the*

Seminar

On

"Creating Women Managers for Tomorrow"

Organized by

Department of MBA

On

11th February 2025 11 AM

Resource Person

Prof. SARITHA L

*Assistant Professor, Department of Management Studies and Research,
DBIT*

Presided by

Sri B. Bylappa

President, WET

<i>Sri P.B. Manjunath</i> <i>Vice President, WET</i>	<i>Sri. Raghav Bylappa</i> <i>Secretary, WET</i>
<i>Dr. Poojashatha</i> <i>HOD-MBA, DBIT</i>	<i>Dr. Nagabhushana B.S</i> <i>Principal, DBIT</i>

TIME: 11 AM to 12.50 PM

Venue: MBA Seminar Hall

All are cordially invited

Coordinator: Prof. USHA.G
Dept of MBA, DBIT

Participants feedback Summary

**Programme Location: Don Bosco Institute of Technology, Kumbalagodu,
Mysore road, Bangalore**

Date: 11th February 2023

Total No. of Participants: 60

Q.1) From where you got the information about this programme?

- a) Dept. Circulars 55 Nos. (100 %)
- b) Other (Please Specify) 0 Nos.

Q.2) What is your opinion about the duration of Programme?

- a) Short 44 Nos. (80.00 %)
- b) Adequate 11 Nos. (20.00 %)
- c) Long 0 Nos. (0.00 %)

Q.3) Did you find the Programme useful?

- a) Very much 45 Nos. (82.00 %)
- b) To some extent 10 Nos. (1.00 %)
- c) Not useful 0 Nos.

Q.4) Did it fulfil your expectations?

- a) Yes 35 Nos. (64.00 %)
- b) To some extent 20 Nos. (36.00 %)
- c) No 0 Nos.

Q.5) Planning of the Programme

- a) Excellent 45Nos. (80.00 %)
- b) Very good 11 Nos. (20.00 %)
- c) Good 0 Nos.
- d) Satisfactory 0 Nos.
- e) Poor 0 Nos.

Photo Gallery

