

# ADARSH INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY

## NEWSLETTER

JUNE 2024



**adarsh**  
**AIMIT**

Indian Values ♦ Global Perspectives

A Unit of Adarsh Group of Institutions



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## ABOUT AIMIT

ADARSH INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY – AIMIT, a Jain Institution, has been one of the Top MBA College in Karnataka providing excellent academic delivery and infrastructure to its students. At AIMIT, we offer innovative and globally accepted programs and great opportunities for the all-round development of our pupils.

## MESSAGE FROM THE DIRECTOR & PRINCIPAL

At AIMIT, we are guided by the principles of "Excellence and Values" which serve as the cornerstone of all our endeavors. It is imperative that each student upholds these standards, as outlined in our Handbook, throughout their academic journey at the institution. Our faculty members are a dedicated and industrious group, wholly committed to providing the highest caliber of education to our students. We pride ourselves on our dedication to fostering innovation and promoting research initiatives within our community. Witnessing the evolution of the AIMIT newsletter brings me immense satisfaction. The latest edition has successfully adhered to the interest of contemporary educators, a testament to the remarkable effort and dedication of the Editorial Team.

I extend my heartfelt congratulations to them for their outstanding contribution to our institution.



**Dr. R. Venkataraman**  
**Director & Principal**

## EDITOR'S DESK



We are thrilled and honoured to announce the release of AIMIT Newsletter Issue 2, 2024. On behalf of the Editorial Team, I extend a heartfelt welcome to all our valued readers. I would like to take this moment to express my gratitude to our authors, dedicated editors, and diligent reviewers, whose contributions have played a vital role in the success of our newsletter. The AIMIT Newsletter focuses on sharing the events organized for our Titans & Highflyers by providing them with valuable opportunities to explore various aspects of the business world and nurture their comprehensive development. I invite you to immerse yourselves in this edition of AIMIT Beat –Newsletter!

With all your unwavering support, I envision a brilliant future for our Newsletter.

**- Prof. Spoorthi S Kumar**

*If you have any questions, suggestions, or concerns, please address them to [spoorthiskumar@agieducation.org](mailto:spoorthiskumar@agieducation.org) Thank you. We hope you will find AIMIT Newsletter informative.*

# NEWSLETTER

## KES-Financial Awareness & Mutual Funds

On April 16<sup>th</sup>, 2024, the Knowledge Exchange Series (KES) Cell at AIMIT hosted a session on Financial Awareness & Mutual Funds at 11:00 A.M. The session was conducted by Ms. Soumya Anand from Finsafe India Pvt. Ltd., serving as the resource person. Attendees were enlightened on the importance of financial literacy and the benefits of investing in mutual funds.



## KES-Expert Talk on Social Entrepreneurship-TedX

On April 18<sup>th</sup>, 2024, AIMIT's Knowledge Exchange Series (KES) featured an expert talk on Social Entrepreneurship in collaboration with TedX at 10:30 A.M. Mr. Jagadish Shekar Naik, the esteemed resource person and recipient of the ET Business Excellence Award 2019, shared insights into the transformative power of social entrepreneurship.



## SSS-Student Seminar Series Cell- Innovate U

On 8<sup>th</sup> and 9<sup>th</sup> May, 2024, the Student Seminar Series Cell hosted "Innovate U," featuring student presentations on various topics. Students witnessed the ingenuity and creativity of their peers as they explored diverse subjects, fostering a culture of innovation and knowledge-sharing within the academic community.

## SDC-Student Development Cell-Solution Craft and Resolution Artistry

On May 13<sup>th</sup>, 2024, the Student Development Cell organized 'Solution Craft and Resolution Artistry' hosted a 3D Model Building Competition for AIMIT students.. Participants showcased their creativity and problem-solving skills through innovative designs, fostering a culture of hands-on learning and collaboration.



## Womentorship Cell

### Personality Development Program for Women

On May 20<sup>th</sup>, 2024, The Womentorship Cell hosted a Personality Development Program for Women, Tanya Kushwaha, a youth well-being trainer was the speaker for the session. The event aimed to empower and inspire women to reach their full potential. Students and faculty members received valuable insights for personal and professional growth and fostering self-confidence.

## Alumni Talk Series-Investor Awareness Program-How to achieve our Financial Goals

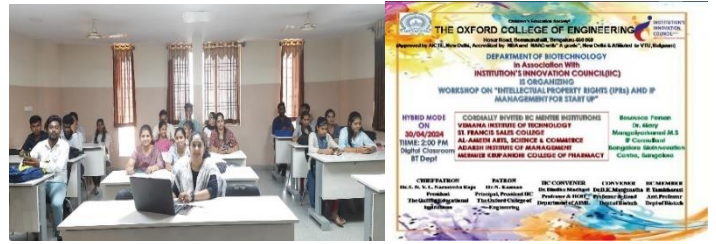
On April 19<sup>th</sup>, 2024, the Alumni Team at AIMIT hosted an Investor Awareness Program titled "How to Achieve Our Financial Goals" at 1:30 P.M. The session, led by Mr. Kailash R, Senior Manager at Wealth Bonanza Portfolio Ltd. provided valuable insights into financial planning and investment strategies.



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## IIC-Workshop on Intellectual Property Rights-IPR and IP Management Start-Up

On April 30<sup>th</sup>, 2024, IIC hosted a Workshop on Intellectual Property Rights (IPR) and IP Management Start-Up organized by Oxford College of Engineering. 20 students from AIMIT participated in the session, which took place from 3:00 P.M. to 4:00 P.M.

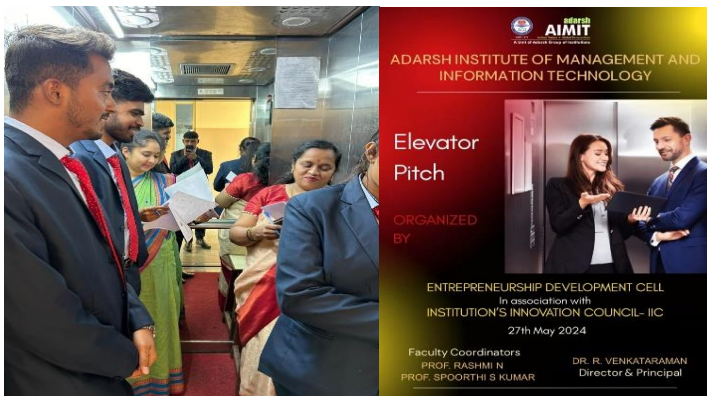


## Entrepreneurship Development Cell & IIC-Workshop on the Business Model Canvas

On 14<sup>th</sup> and 15<sup>th</sup> May, 2024, AIMIT's Entrepreneurship Development Cell (EDC) and IIC collaborated to host a workshop on Business Model Canvas. Renowned resource person Dr. L.R.S. Mani from FMS Delhi led the sessions from 1:40 P.M. to 3:50 P.M. Over the two days, students gained valuable insights into crafting effective business models, fostering entrepreneurial thinking and strategic planning.

## EDC-The Immersive Learning of the Business Model Canvas- A Practical Exposure

On May 24<sup>th</sup>, 2024, AIMIT's Entrepreneurship Development Cell (EDC) hosted an immersive learning session on the Business Model Canvas between 1:30 P.M. to 3:30 P.M. Students delved into practical exposure, understanding the intricacies of business model development.



## Entrepreneurship Development Cell & IIC Elevator Pitch

On May 27<sup>th</sup>, 2024, AIMIT's Entrepreneurship Development Cell (EDC) organized an Elevator Pitch event inside the elevator in the AIMIT campus from 1:30 P.M. to 3:30 P.M. students had the opportunity to present their business ideas in a compelling manner. The event fostered creativity, communication skills, and quick thinking among the aspiring entrepreneurs, providing a platform to showcase their innovative concepts within a brief timeframe.

## Entrepreneurship Development Cell & IIC Visit to the Incubation Centre- DEBRI

On May 31<sup>st</sup>, 2024, AIMIT's Entrepreneurship Development Cell (EDC) hosted an immersive learning session on the Business Model Canvas between 1:30 P.M. to 3:30 P.M. Students delved into practical exposure, understanding the intricacies of business model development.



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## CII-Yi-International Guest Lecture at Indian Institute of Science, Bengaluru

On April 17<sup>th</sup>, 2024, the Confederation of Indian Industry-Yi organized an International Guest Lecture at Indian Institute of Science from 3:00 P.M. to 6:00 P.M. The lecture featured distinguished speakers 'Guillermo de Haro Rodriguez-Vice Dean of Graduate Programs, School of Science & Technology, IE University, Spain' and 'Ikhtlaq Sidhu- Dean IE University, Madrid discussing key global issues and emerging trends in various industries.



## CII-Yi – Pathfinder

On May 16<sup>th</sup>, 2024, the CII-Yi-Pathfinder session was held at the CMR University Auditorium, Satellite Campus, from 2:00 P.M. to 4:30 P.M. The CII-Yi students of AIMIT participated in the session, that fostered discussions and insights into innovative pathways for youth leadership and entrepreneurship.



## Rotaract Club-Swachhata-The path to purity

On May 8<sup>th</sup>, 2024, the AIMIT Rotaract Club organized a Swachhata event titled "The Path to Purity" in Bانشankari. Starting at 7:30 A.M., members gathered to clean up the area, emphasizing the importance of cleanliness and environmental stewardship.



## Rotaract Club- Asare - A Reach of Kindness

On May 21<sup>st</sup>, 2024, the AIMIT Rotaract Club organized "Asare - A Reach of Kindness" at Shree Old Homes in Basaveshwara Nagar, starting at 10:30 A.M. The club members extended compassion and support to the elderly residents, fostering a sense of community and spreading joy through acts of kindness.



## FASS-Fortnight Afternoon Seminar Series

On April 24<sup>th</sup>, 2024, AIMIT's Fortnight Afternoon Seminar Series (FASS) presented a compelling discussion on "Greedflation: Impact on Consumer Purchasing Behaviour" at 3:30 P.M. led by Prof. Rishikeshav, Assistant Professor at AIMIT, delving into the effects of greed-driven inflation on consumer habits.



## FASS-Fortnight Afternoon Seminar Series

On May 28<sup>th</sup>, 2024, AIMIT's Fortnight Afternoon Seminar Series (FASS) presented a discussion on The Nuances of Plagiarism at 3:45 P.M. led by Dr. M. Gurusamy, Professor at AIMIT. Faculty members gained insights into the complexities surrounding plagiarism, enhancing their understanding of academic integrity and ethical writing practices.

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## World Intellectual Property Day

On April 25<sup>th</sup>, 2024, AIMIT observed 'World Intellectual Property Day' with a special session featuring Ms. Radhika Singh, Managing Partner at Aletheiaa Legal, Bengaluru, and Mr. Bharadwaj Jaishankar, Counsel at Asia IP and Innovation, Diageo, as resource persons. Students gained valuable insights from industry experts on protecting intellectual assets and navigating legal complexities.

## National Technology Day

On May 11<sup>th</sup>, 2024, AIMIT celebrated National Technology Day with great enthusiasm. Students engaged in discussions and presentations highlighting the importance of technology in shaping the future. It was a day filled with innovation, inspiration, and a renewed commitment to harnessing technology for the betterment of society.

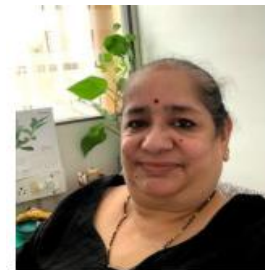
## Anti-Terrorism Day

On May 21<sup>st</sup>, 2024, AIMIT commemorated Anti-Terrorism Day at 10:30 A.M. The event aimed to raise awareness about the importance of combating terrorism and promoting peace and unity. Through various activities and discussions, participants reaffirmed their commitment to fighting against terrorism and upholding the values of harmony and tolerance in society.



## Industrial Visit: Deccan Herald

AIMIT organized an industrial visit to Deccan Herald, Mysore Road, Bangalore in the month of April 2024 for the Titans batch. Students along with faculty members visited the company in different batches. Students were told about the data collection, editing, printing, and distributing of the newspapers. Students interacted with a couple of executives through a Q & A session.



## Employee Wellness Program

The employee wellness program launched a new workout initiative on May 11<sup>th</sup>, 2024 at AIMIT to promote physical health among staff. Employees are encouraged to participate in regular exercise sessions designed to enhance overall well-being and productivity. The program has received positive feedback, with many employees reporting increased energy levels and morale.

## SAAKALYA - Professional Student Counselling Centre

Dr. Bhamha Suresh has been appointed as the professional counselor at our Counseling Centre, which offers confidential support to students. The center provides one-on-one sessions to address a range of issues, including stress, anxiety, depression, relationship problems, and academic pressures. This initiative aims to help students navigate personal, academic, and emotional challenges effectively.

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## **Womentorship Cell**

### **Creating Safe Spaces: An awareness on POSH ACT**

On June 10<sup>th</sup>, 2024, The Womentorship Cell & QCFI hosted a session on Creating Safe Spaces: An awareness on POSH ACT by Ms. Smitha Venkatesh, a consultant with expertise in POSH prevention and a member of the Quality Circle Forum of India (QCFI). The POSH Act is an Indian legislative framework designed to prevent and resolve instances of sexual harassment in the workplace.

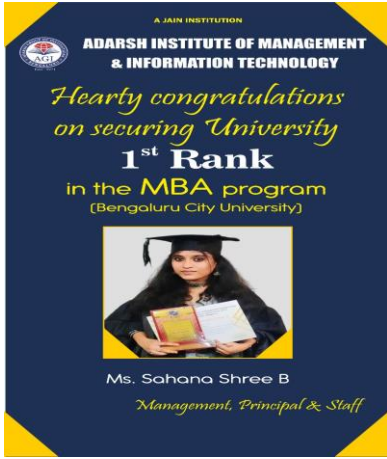


## **SDC-Innovate & Build Challenge, Ignite Creativity**

Innovista, an innovative event organized by the Student Development Cell at Adarsh Institute of Management & Information Technology, was successfully conducted on June 13, 2024. The event aimed to foster creativity, innovation, and practical problem-solving skills among students, focusing on managing and implementing sustainable practices.

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## Student Achievement Corner



Ms. Sahana Shree B has achieved the prestigious University 1st Rank in the MBA program, marking a significant milestone for AIMIT. This outstanding accomplishment is a testament to her dedication, hard work, and academic excellence. Her success brings immense pride to our institution, underscoring the quality of education and support provided at our institution. Sahana's achievement serves as an inspiration to her peers and future students. We extend our heartfelt congratulations to Ms. Sahana Shree B for this remarkable honor.

Date	College Name	College Fest	Event	Winners
12/04/2024 & 13/04/2024	ISBR Business School	Aikyam 2024 Auction	Pratibaddha Kriya Parisodhana	Bharath D Chethan Babu S Akash P
09/05/2024	BMS College of Commerce & Management	Samskruthi 2024	Nautanki-Mime	Abhishek R Chethan Babu S Darshan M Akash K Bharat D Mohisha Keertana C Keshava
10/05/2024	BMS College of Commerce & Management	Samskruthi 2024	IPL Dhamaka-Mock IPL Auctions	Chethan Babu S Akash k Bharat D

