

ADARSH INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY

NEWSLETTER

MARCH 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 1, 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 Thank you. We hope you will find AIMIT Newsletter informative.

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Inaugural Ceremony-Batch 2023-25: Welcoming 'The Titans' →

On February 02nd, 2024, the AIMIT Inaugural Ceremony for Batch 2023-25 took place, marked by the unveiling of the batch title 'The Titans'. Mr. Sundaresan Jagadeesan, Director of Philips India Limited, Bengaluru, graced the occasion as the Chief Guest along with the board members of the institution.



Fresher's Week ←

During AIMIT Fresher's Week from March 4-6, 2024, students showcased their talents in events like "Cooking Without Fire - Relisho" "Mr & Ms. Fresh Face" and "Talent's Day" fostering camaraderie and excitement. The highlight was the "Mr & Ms. AIMIT Fresher" competition. The week concluded with a trip to Suggi Resort on March 7, where winners received prizes from Dr. R. Venkataraman the Director & Principal AIMIT.

Induction Program- Batch (2023-2025) →

AIMIT conducted an induction program for the MBA Batch 2023-25, held in association with the IQAC from 29th January to 06th February, 2024, spanning six full days from 10:00 A.M. to 4:30 P.M. each day. The program aimed to acclimate new students to the academic and organizational culture, fostering a sense of belonging and readiness for the rigorous MBA curriculum.



Graduation Ceremony - Dreamchasers →

On January 20, 2024, AIMIT celebrated the Graduation Ceremony of the esteemed Dreamchasers Batch at 11:00 AM. We were honored to have Mr. Naganagouda S.J., Chief People Officer at Tally Solutions Pvt. Ltd, as the Chief Guest for the event. The ceremony marked a significant milestone in the academic journey of the graduating students, who were commended for their hard work and dedication.

Cervical Cancer Awareness Month & Fitness Battery Test

On January 31st, 2024, AIMIT hosted a dual session on health and wellness. Dr. Pratima Raj provided insights into Cervical Cancer Awareness emphasizing preventive measures Month from 10:30 AM to 11:30 AM.. Subsequently, from 12:00 PM to 1:00 PM, Mr. Ashwin Bhat. H conducted a Fitness Battery Test, helping participants gauge their physical fitness levels. ←



International Women's Day-Celebrating Herstory: Empowering Women Today

On March 9, 2024, AIMIT commemorated International Women's Day with an event titled "Celebrating Herstory: Empowering Women Today," organized by CII-Yi. The event featured insightful talks by nine accomplished women entrepreneurs, who shared their inspiring experiences and journeys. ←

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Management Development Program (MDP) →

From 5th February to 9th February, 2024, AIMIT hosted a comprehensive Management Development Program (MDP) focused on Digital Marketing in association with MSME Tech Centre Bangalore. The program aimed to equip participants with the latest strategies and tools in digital marketing. Attendees delved into topics such as social media marketing, SEO techniques, and content creation. Renowned industry experts led insightful sessions, providing valuable insights and practical knowledge.



Entrepreneurship Awareness Program

On March 13, 2024, AIMIT in association with MSME conducted an Entrepreneurship Awareness Program at 10:30 AM, featuring Prof. Raghunandan N K, an esteemed expert in Strategy and Entrepreneurship. With vast experience as a consultant for various industries, small businesses, and start-ups, Prof. Raghunandan N K provided valuable insights into the entrepreneurial landscape. ←

Fire Safety Awareness Program →

On March 14, 2024, AIMIT organized a Fire Safety Awareness Program at 11:40 AM, which was headed by Mr. Mallikurjun, District Fire Officer from the Karnataka Fire Safety and Emergency Services, stationed at the North Fire Station. The program aimed to educate students and faculty about fire safety protocols and emergency procedures.



Launch of student centric activities

On March 23, 2024, AIMIT launched student-centric activities for the MBA class of 2023-2025, introducing various cells to foster creativity, innovation, and leadership. These include Shakti- The Womentorship Cell, Student Seminar Series, Student Development Cell, Knowledge Exchange Series, Entrepreneurship Development Cell, Social Media Club, Business Lab, and Case Study Series, each focusing on different aspects of student growth and empowerment. Faculty coordinators appointed cell coordinators during the event to drive these initiatives. ←

Signing of MoU-MSME Technology Centre Bangalore

On February 21, 2024, AIMIT witnessed the signing of the Memorandum of Understanding (MoU) with the MSME Technology Centre Bangalore. The event was graced by Mr. Vijay Simha, the Deputy General Manager of MSME Technology Center Bangalore. The MoU marks a milestone in fostering collaboration and promoting technological advancement between the two esteemed institutions. →



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Signing of MoU with Nasscom →

On March 20th, 2024, AIMIT solidified a pivotal partnership by signing a Memorandum of Understanding (MoU) with Nasscom. The agreement marks a significant step towards fostering innovation and collaboration in technology and skill development. This strategic alliance highlights AIMIT's dedication to advancing education and industry integration.



Alumni Meet- Savi Nenapu

On February 17th, 2024, AIMIT hosted the "Savi Nenapu" Alumni Meet at 6:00 PM. The event brought together former students to reminisce and reconnect with their alma mater. Alumni shared memories and experiences, fostering a sense of nostalgia and camaraderie. Attendees discussed their achievements and contributions since graduating from AIMIT, showcasing the impact of their education. ←



NIPM-Student Chapter of AIMIT →

On March 5th, 2024, the NIPM Student Chapter of AIMIT proudly hosted Mr. Robert Cutinha, a distinguished member of the NIPM National Council, as the Chief Guest for an enlightening event. Students were privileged to gain insights from Mr. Cutinha's vast experience in the field of human resource management. His keynote address inspired students to strive for excellence in their academic and professional endeavours.



Industrial Visit:

The Indian Institute of Horticulture Research

On March 6th, 2024, MBA students from AIMIT embarked on an enriching industrial visit to IIHR, the Indian Institute of Horticulture Research. The visit provided invaluable insights into the innovative practices and advancements in the field of horticulture. Through interactive sessions and guided tours, students gained a deeper understanding of the industry's operations and future prospects. ←



National Science Day →

On February 28th, 2024, AIMIT celebrated National Science Day with enthusiasm and zeal. The event showcased the importance of scientific discoveries and innovations in shaping society highlighting the significance of science in our daily lives. The occasion served as a platform to inspire and encourage scientific curiosity among the AIMIT community.



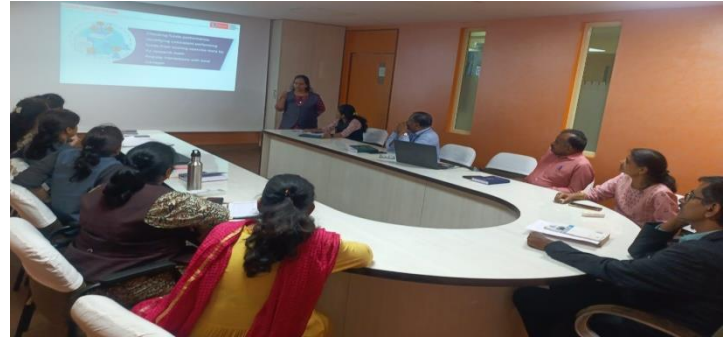
Rotaract- Raktadana

On March 19th, 2024, the AIMIT Rotaract Club organized a Blood Donation Camp named 'Raktadana' starting from 10:30 AM onwards. The event aimed to promote awareness about the importance of blood donation and its impact on saving lives. ←

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FASS-Fortnight Afternoon Seminar Series →

On March 26, 2024, AIMIT's Fortnight Afternoon Seminar Series (FASS) presented a discussion on "MARS: An Attractive Investment Plan with Special Reference to NJ India Invest Pvt. Ltd" at 3:30 P.M. led by Dr. Madhuri, Assistant Professor at AIMIT. The session explored the investment potential of MARS and its relevance to NJ India Invest Pvt. Ltd.



Dust up-Annual Sports Day

AIMIT organized the annual sports extravaganza-"Dust Up" that unfolded with excitement on 27th and 28th March 2024 at the Kittur Rani Chennama Stadium in Jayanagar, Bengaluru. The venue buzzed with energy as our students (HIGHFLYERS AND THE TITANS) engaged in a wide array of competitions, including chess, carrom, table tennis, cricket, long jump, shot put, throw ball, volleyball, athletics, kho-kho, kabaddi, discus throw, and javelin. Athletes showcased their sportsmanship, captivating spectators with thrilling displays of skill and determination. ←

Bharat Entrepreneurship Week-Prayaas-Inter College Business Quiz Contest →

On March 5th, 2024, as part of the Bharat Entrepreneurship Week, CII-Yi hosted an Inter College Business Quiz Contest at the CMR-University Auditorium, Satellite Campus. AIMIT students enthusiastically participated in the quiz, showcasing their business knowledge. The event provided a platform for students to test their understanding of entrepreneurship and business concepts while fostering healthy competition among colleges.



Launch of BSMART App

The BSMART APP, introduced on February 29th, 2024, enhances the learning experience for MBA students at AIMIT by providing a comprehensive digital platform. The app offers features such as, case study, quiz, polls etc. This innovation aims to streamline and foster a more engaging educational environment. ←

to be continued.....

