



adarsh  
**AIMIT**

Indian Values • Global Perspectives

A Unit of Adarsh Group of Institutions



# SMART Tech Now

Exploring the intelligence  
behind tomorrow's world



# ADARSH SAMPADA

JUNE 2025

**ADARSH INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY**

5th Main, Chamarajpet, Bengaluru - 560 018.

[www.adarshaimit.org](http://www.adarshaimit.org)

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## Message from the Director & Principal

A warm and heartfelt welcome to each one of you as you embark on a journey with AIMIT—a dynamic institution that has been a cornerstone in shaping responsible citizens and corporate leaders for many years. At AIMIT, we believe in offering more than just education; we provide a holistic learning experience that aims to transform students academically, socially, and personally. Our institution stands firm on the pillars of 'Excellence and Values,' that permeate every aspect of our activities. We encourage you to not only embrace these guiding concepts but also uphold the values and standards. This commitment ensures that our community remains a beacon of integrity, responsibility, and excellence. Our dedicated faculty members are a group of passionate individuals committed to providing the finest possible education for our students. Their hard work and unwavering commitment to various cells such as Knowledge Exchange Series Cell, Student Seminar Series Cell, Student Development Cell, the Womentorship Cell and the Entrepreneurship Development Cell all designed to enhance your educational experience and create an environment where learning goes beyond the theoretical skills and translates into practical skills, essential for success in today's competitive world. Our collaboration with the Confederation of Indian Industry-Young Indians, the Rotaract Club activities, MSME Technology Centre and Industrial Visits connects you with industry leaders, entrepreneurs, and professionals. These partnerships offer invaluable networking opportunities, practical insights, and real world experiences that bridge the gap between academic learning and industry practice. In alignment with the ever-evolving demands of the professional landscape, AIMIT is proud to uphold a commitment to innovation and research. Congratulations to the Editorial Team for curating a platform that reflects AIMIT's forward-thinking ethos.

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

## Chief Editor



“On the canvas of achievement, Smart Technology paints a future where innovation meets intelligence, transforming possibilities into reality.”

It is with great pride and enthusiasm that we present to you the June 2025 Edition of Adarsh Sampada. On behalf of the Editorial Team, I extend a heartfelt welcome to all our esteemed readers. This edition stands as a testament to the tireless efforts of our brilliant authors, dedicated editors, and meticulous reviewers. Their commitment and passion continue to shape Sampada into a publication that reflects both excellence and relevance.

Adarsh Sampada serves as a vibrant platform for our Titans & Radiants to explore the dynamic contours of the ever-evolving business world. This edition, themed 'Smart Tech Now', delves into the transformative impact of cutting-edge technologies that are redefining the way we live, work, and connect. From AI to IoT, automation to data intelligence, this issue navigates the digital wave that is powering smart decisions and sustainable growth.

In an age where digital innovation is the cornerstone of progress, this edition offers rich insights into how technology is not just enhancing efficiency but also inspiring creativity and social impact. Sampada continues to encourage exploration, and celebrate the fusion of tech with purpose.

Your continued support inspires us to reach new heights, and we are grateful to have you with us on this exciting journey toward a smarter, more connected tomorrow.

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 Adarsh Sampada informative.

A handwritten signature in blue ink, reading "Spoorthi S".

Warm Regards,  
**Prof. Spoorthi S**  
**Chief Editor**



## Associate Editor

Every edition of Adarsh Sampada begins as an idea, a spark shared among passionate minds who believe in the power of knowledge and community. We are thrilled to bring you the June 2025 Edition of Sampada, a celebration of voices, visions, and vibrant insights. This issue carries the theme 'Smart Tech Now' — a timely exploration into how intelligent technologies are reshaping our world. From automation and AI to connected systems and digital intelligence, smart tech is transforming the way we live, work, and innovate. Through thoughtfully curated articles and perspectives, this edition captures the dynamic interplay between technology and human potential. We are deeply grateful to our contributors — the authors who sparked the ideas, the editors who shaped them, and the reviewers who polished each piece with care. Their dedication has helped make Sampada more than just a magazine, it's a collaborative journey of learning and reflection.

To our readers, you are the heart of Sampada. Your curiosity, feedback, and encouragement keep us moving forward. With each edition, we hope to spark new ideas, share valuable knowledge, and strengthen the sense of belonging in this dynamic and ever-evolving academic community.

If you have any thoughts, suggestions, or reflections, I warmly invite you to connect with us at [harshitham@agieducation.org](mailto:harshitham@agieducation.org).

So dive in, explore, and enjoy the pages ahead. We hope this edition informs, inspires, and perhaps even challenges the way you think.

Warm Regards,  
**Prof. Harshitha M**  
Associate Editor

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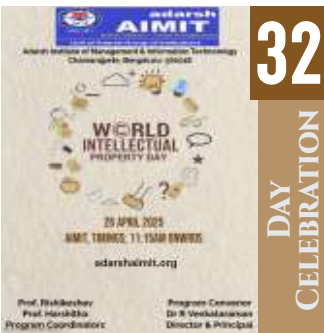
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A JAIN INSTITUTION

# ADARSH INSTITUTE OF MANAGEMENT & INFORMATION TECHNOLOGY (AIMIT)

(A unit of Adarsh Group of Institutions)

## HEARTY CONGRATULATIONS

on securing University 1st & 5th Rank in the **MBA Program** (Bengaluru City University)



**1<sup>ST</sup>  
RANK**

**NUNNA HEMASWITHA**

**Highflyers - 2025 Batch**



**5<sup>TH</sup>  
RANK**

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**Highflyers - 2025 Batch**

Best Wishes from - Management, Principal & Staff



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## ABOUT AIMIT



ADARSH INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY – AIMIT, a Jain Institution, has been one of the Top MBA colleges in Bengaluru affiliated to Bengaluru City University, approved by AICTE, New Delhi and recognized by Government of Karnataka. Our focus and commitment towards implementing and improving pedagogic practices for providing quality education have created the foundation of our values. We offer innovative and globally accepted programs and great opportunities for all-round development of our students. A unique attribute of this program is 100% case based learning.

AIMIT started in the year 2004, completed 21 years of its existence. It is one of the leading institutions started and guided by Adarsh Vidya Sangh. Being in the heart of the city, the college has a spacious campus with state-of-the art facilities to create an environment conducive for the holistic learning and development.

AIMIT prepares graduates who have a strong desire to learn and grow continually, with desire to succeed and give one's best towards excellence in all spheres of life. The curriculum is designed to foster perspective building and enhance skills and competencies, focusing on improving communication, problem solving, creativity, innovation, and teamwork. It aims to meet the needs of various sectors across the country.

The Inaugural Program  
*A Grand Welcome to the New Batch*  
**THE RADIANTS**



On 11<sup>th</sup> January 2025, The Inaugural Program for the MBA Batch 2024-2026 at AIMIT was a momentous occasion, graced by Chief Guest Mr. Prasad Parasuraman, CEO of Pyrox-I-City Ltd. Bengaluru and Managing Director of PS Techcom Pvt. Ltd., along with Guest of Honour Ms. Revathi, HR Consultant.





The occasion was further elevated by the presence of the institution's management members—Sri Padam Raj Mehta-Respected President, Sri Jitendra Mardia-Honourable Secretary, Mahesh Nahar- Joint Secretary & our visionary Director & Principal, Dr. R. Venkataraman. The event marked the official commencement of the academic journey for the new batch 2024-26, setting an inspiring tone for their future endeavours. A key highlight of the program was the unveiling of the batch name, 'The Radiants', by the esteemed management members, symbolizing the students' potential to shine and excel. The event reinforced AIMIT's commitment to fostering leadership, innovation, and professional growth among its students. Prof. Nivedita P Patil, Prof. Spoothi S Kumar, Prof. Harshitha, Prof. Komal Bisht, were the faculty coordinators of the event.



# Induction Program for MBA Batch 2024-2026

12<sup>th</sup> December to 31<sup>st</sup> December-2024



The Induction Program for the MBA Batch 2024-2026 at AIMIT provided an enriching and transformative experience, equipping students with essential skills and insights for their MBA journey. The program commenced with an inspiring address by Dr. R. Venkataraman-Director & Principal AIMIT by setting the tone for a series of interactive and insightful sessions led by esteemed resource persons. Covering themes such as leadership, personal effectiveness, image management, digital detox, entrepreneurial mindset, and Six Sigma, the sessions combined theoretical knowledge with practical applications through role plays, case studies, and hands-on activities. With a strong focus on resilience, adaptability, and professional excellence, the program empowered students to maximize opportunities, build confidence, and navigate the challenges of their MBA with a strategic and growth-oriented mindset. Dr. Gunaseelan & Prof. Komal Bisht were the faculty coordinators.





Sl.No.	Date	Theme	Resource Person
1	12-12-2024	'Quest for Quotient: Unleashing the MBA Potential'	Mr. Sujeet Kumar Jha, Director - L&D and Corporate Relations at Career Shapers, Bangalore
2	13-12-2024	'Craft Your Presence: Mastering the Art of Image Management'	Dr. Yashashwini, Associate Professor at Pearl Academy
3	16-12-2024	'Esprit de corps: From Strangers to Allies'	Dr. Himanshu Garg, Co-Founder & Director – HR and L&D at Propel-X Skills Lab Pvt. Ltd
4	17-12-2024	'Enhancing Personal & Professional Effectiveness'	Ms. Shazia Abdul Khader Sait, Head of Learning & Development Ms. Aishwarya G-Soft skills trainers Presidency College. Ms. Indira Shinge-Soft skills trainers Presidency College.
5	18-12-2024	'MBA Momentum: Accelerate your Confidence Journey'	Mr. Sujeet Kumar Jha, Director - L&D and Corporate Relations at Career Shapers, Bangalore
6	19-12-2024	'Elevate, Ignite, Soar: The Launch Blitz to Success'	Prof. Elizabeth P. Mathew, Placement Chairperson and Professor at ISBM Bangalore
7	20-12-2024	'Unplug to Reconnect: The Power of Digital Detox'	Dr. Bhama Suresh, Counselling Psychologist & Psychotherapist
8	23-12-2024	'Six Sigma for Personal Effectiveness'	Dr. L.R.S. Mani, Business Excellence Consultant FMS Delhi
9	24-12-2024	'Cultivating the Entrepreneurial Mindset: A Pathway to Innovation & Success'	Dr. Raghunandan N K, Director & Professor of Practice at International School of Business & Media (ISB&M), Bangalore
10	26-12-2024	'Fueling Your Journey: The Art of Staying Motivated'	Mr. U.V.G Sekar, HR Consultant
11	30-12-2024	'I.C.U: The MBA Mindset'	Dr. Himanshu Garg Co-Founder & Director – HR and L&D at Propel-X Skills Lab Pvt. Ltd
12	31-12-2024	'Mastering Etiquette for Effective Communication: Your Guide to Professional Excellence'	Ms. Aradhana Sundar, Corporate trainer

# THE FRESHER'S WEEK

## FRESHER'S FIESTA



AIMT's Fresher's Week 2025 was a vibrant and engaging celebration, designed to foster creativity, camaraderie, and team spirit among the MBA Batch 2024-2026.

- The events began on 23<sup>rd</sup> January 2025 with 'Cooking Without Fire', where students showcased their culinary creativity by preparing delicious dishes without using flames.
- On 24<sup>th</sup> January 2025, the 'Face Painting competition' brought out the artistic side of students as they created stunning and expressive designs, reflecting their imagination and skills.
- On 25<sup>th</sup> January 2025 the 'Talent's Day', mesmerized the audience with their performances in music, dance, singing, and more.





The celebrations culminated on 3<sup>rd</sup> February 2025 with a fun-filled Resort Visit to Amegundi- Kanakapura Bangalore by providing students with an opportunity to unwind and strengthen their bonds. During the visit, winners from the various competitions were felicitated with special titles, including Mr. & Ms. AIMIT Chef, Mr. & Ms. Fresh Face, Mr. & Ms. Pookie, and Mr. & Ms. AIMIT Fresher. The event was a memorable start to the students' journey at AIMIT, fostering friendships, confidence, and a sense of belonging in the new academic environment. Prof. Nivedita P Patil, Prof. Spoorthi S Kumar, Prof. Harshitha, Prof. Komal Bisht, were the faculty coordinators of the event.



## Management Development Program (MDP)

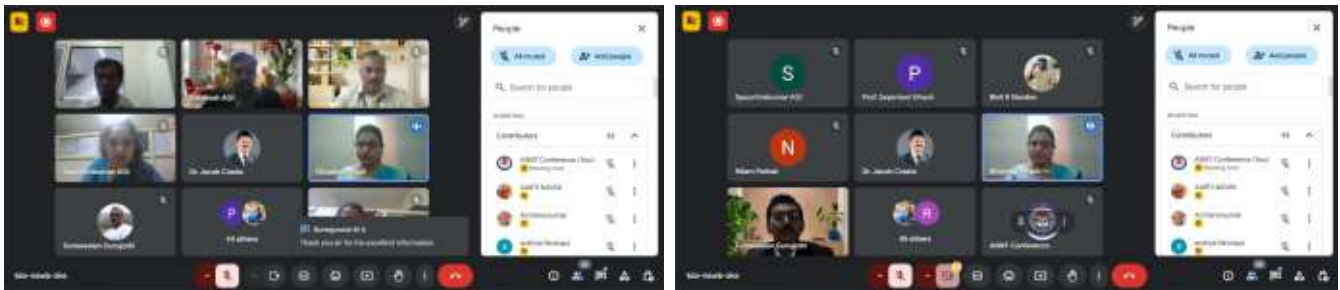


A 5-day Management Development Program (MDP) on Leadership and Team Building was conducted from 6<sup>th</sup> to 10<sup>th</sup> January 2025, focusing on empowering MSME stakeholders. The program began with an inaugural session on 6<sup>th</sup> January, followed by a session on 'Driving Motivation and Productivity in MSMEs' by Prof. Sujeet Jha. On 7<sup>th</sup> January, Dr. M. Gurusamy and Prof. Sayantani Ghosh led an insightful session on 'Strategic Thinking and Problem Solving for MSMEs.' The third day featured Prof. Nivedita P Patil and Prof. Komal Bishit, who engaged participants in building effective teams. On 9<sup>th</sup> January, Dr. Himanshu Garg conducted a session on leadership skills tailored for MSME entrepreneurs. The final day included a session on 'Entrepreneurial Growth Action Plan through Data-Driven Decisions' led by Dr. Uma Devi Ananth and Dr. G. Gunaseelan. The program concluded with a valedictory session appreciating participants' engagement and learning.



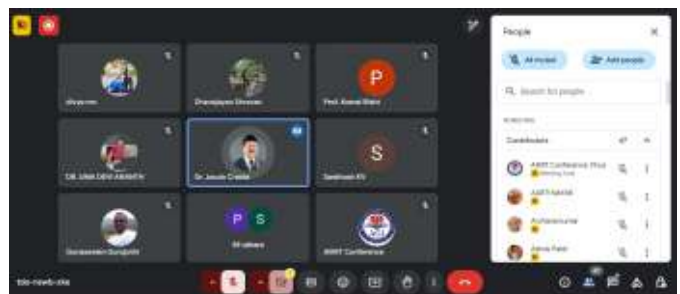


## International Conference on 'The Shifting Locus of Business Dynamism for Resilience and Sustainability'



AIMIT hosted the International Conference on 'The Shifting Locus of Business Dynamism for Resilience and Sustainability' on 24<sup>th</sup> January 2025, bringing together scholars, industry experts, and academicians to discuss evolving business trends. The conference commenced with a Welcome Address by Dr. R. Venkataraman, Director & Principal, AIMIT, who emphasized the importance of adaptability and sustainability in today's dynamic business landscape. The Keynote Address was delivered by Dr. Jacob Crasta, Chairman of CM EnviroSystems Pvt. Ltd. and Lsquare Eco-Products Pvt. Ltd., Co-Chairman of ASSOCHAM, and Executive Member of ICC, Bangalore. He provided deep insights into business resilience, sustainability, and innovation, highlighting the crucial role of eco-friendly business practices.

The conference featured thought-provoking research paper presentations, discussions on sustainable business strategies, and knowledge-sharing sessions related to General Management, Finance, Marketing, Human Resource, Production & IT. The Valedictory Ceremony was presided over by Dr. Sathyanarayana from M.P. Birla Institute of Management, Bengaluru, who addressed the audience and presented the Best Paper Awards, recognizing outstanding research contributions. The conference served as a valuable platform for intellectual exchange, fostering new perspectives on business resilience and sustainable development. Dr. M. Gurusamy served as the Conference Convener, overseeing the successful execution of the International Conference.



## Knowledge Exchange Series Cell- KES

### Youth Awareness Program



On 12<sup>th</sup> February 2025, AIMIT organized the Youth Awareness Program titled 'Thoughts of Swami Vivekananda,' with Dr. Navaneeth Ganesh, Consultant for National Curriculum Frameworks at the Ministry of Education, as the guest speaker. Dr. Ganesh shared profound insights into the teachings and philosophy of Swami Vivekananda, highlighting his timeless messages on self-realization, empowerment, and the role of youth in shaping the nation's future. The session inspired students to

adopt a mindset of service, self-discipline, and societal contribution, reflecting Vivekananda's vision for youth as catalysts of change. The event was an enriching experience, fostering deeper reflection on personal growth and national development. Prof. Nivedita P Patil was the faculty coordinator of the session.



### Expert talk on Financial Discipline



On 29<sup>th</sup> January 2025, an expert talk on Financial Discipline was organized by the Knowledge Exchange Series Cell (KES). The session featured Ms. Namrata Arora, Director at Knowise, as the guest speaker. She shared practical insights on the importance of cultivating financial discipline in personal and professional life. The talk aimed to instill responsible financial behaviour among students and promote long-term financial planning. Prof. Nivedita P Patil coordinated the event, ensuring its smooth execution and active student participation.



## Student Development Cell-SDC

### New Product Launch



On 23<sup>rd</sup> April 2025, a dynamic New Product Launch event was conducted under the banner of Student Development Cell (SDC). The event provided students an opportunity to ideate, develop, and present innovative products addressing real-world needs. Participants showcased creativity in product design, branding, and market positioning through engaging presentations. The initiative fostered entrepreneurial thinking, product innovation, and teamwork among students. Judges and mentors appreciated the practicality and originality of the student-led product ideas. Dr. M Gurusamy was the Judge for the event it was successfully coordinated by Prof. Rishikeshav and Prof. Harshitha.



### Say No to Drugs



On 12<sup>th</sup> March 2025, the Student Development Cell (SDC) organized a sensitization program titled 'Say No to Drugs' in association with Sejal New Life Foundation along with Inner Wheel Club of Bangalore. The event aimed to raise awareness among students about the harmful effects of drug abuse and promote healthy lifestyle choices. Rtn. Dr. Padmakshi Lokesh-Clinical Psychologist, Secretary- Sejal New Life Foundation was the resource person. The interactive discussions, visuals, and testimonies emphasized the physical, mental, and social consequences of substance use. Students actively engaged in the session, reflecting their commitment to becoming responsible citizens. The program was effectively coordinated by Dr. Gunaseelan, leaving a lasting impact on the participants.



## Student Seminar Series (SSS)



On 12<sup>th</sup> May 2025, the Student Seminar Series (SSS) conducted a dynamic session titled Business Buzz Words. Coordinated by Prof. Rishikeshav, the session aimed to familiarize students with trending terminology in the corporate world. The activity enhanced students' business vocabulary and communication skills. Participants actively engaged in decoding and discussing real-world applications of these buzzwords.



## Entrepreneurship Development Cell- EDC & Institution's Innovation Council-IIC

### Innovation and Entrepreneurship Development Workshop

From 21<sup>st</sup> to 26<sup>th</sup> April 2025, the Institution's Innovation Council (IIC) organized a six-day Innovation and Entrepreneurship Development Workshop (Online). The workshop was aimed at fostering an innovation-driven mindset and entrepreneurial skills among students through MIC-led initiatives. Sessions covered key topics like design thinking, business model development, funding opportunities, and intellectual property rights. Industry experts and resource persons guided students in transforming ideas into viable business models. Each day featured hands-on workshops and interactive discussions to encourage ideation and real-world problem solving. Student coordinators Prathiksha M U and Praktesh H M facilitated smooth execution. The program significantly boosted participants' creativity, confidence, and start up awareness. Prof. Rashmi N & Prof. Spoorthi S Kumar were the faculty coordinators for the session.





## How to Plan for Start-Ups and Legal & Ethical Steps

On 28<sup>th</sup> April 2025, the EDC Cell in collaboration with IIC hosted an insightful session on 'How to Plan for Start-Ups and Legal & Ethical Steps.' The guest speaker, Dr. Mahesh Pavan Sathavalli, Associate Director at Kyndryl and IIM Ahmedabad alumnus, addressed budding entrepreneurs. He shared practical guidance on formulating a viable start-up plan and discussed key legal compliances and ethical considerations. The session included real-world examples and interactive dialogue that enriched the participants' entrepreneurial mindset. Students gained valuable knowledge about business registration, IP rights, contracts, and ethical dilemmas faced in start-ups. The session proved to be both motivational and informative for those aspiring to build sustainable ventures. The event was successfully coordinated by Prof. Rashmi N, Prof. Spoorthi S Kumar & Prof. Komal Bisht.



## Womentorship Cell

### Financial Literacy

On 29<sup>th</sup> January 2025, a session on Financial Literacy was conducted under the Womentorship initiative. The session was led by Ms. Namrata Arora, Director at Knowise, who emphasized the significance of financial awareness for women. Key topics included budgeting, saving, investing, and long-term wealth planning. The talk aimed to empower female students with essential financial skills and confidence in money management. The session was coordinated by Prof. Komal Bisht and Prof. Sayantani Gosh.



### Resilience and Emotional Intelligence for Women

On 28<sup>th</sup> February 2025, a session on Resilience and Emotional Intelligence for Women was held under the Womentorship initiative. The session focused on building mental strength, emotional balance, and coping strategies for women in academic and professional spaces. Participants engaged in interactive discussions and reflective activities aimed at enhancing self-awareness and empathy. The session encouraged students to develop resilience as a critical life skill for overcoming challenges. Prof. Komal Bisht and Prof. Sayantani Gosh coordinated the event.

### Safe Strikes – Empowering Women on the Move

On 19<sup>th</sup> March 2025, a session titled 'Safe Strikes – Empowering Women on the Move' was organized under the Womentorship banner. The session aimed to educate women on personal safety, self-defence techniques, and situational awareness. It focused on empowering female students with the confidence to handle real-world threats and ensure their safety. Participants actively engaged in practical demonstrations and interactive discussions. The event was successfully coordinated by Prof. Komal Bisht and Prof. Sayantani Gosh.



### Crimson Days, Golden Ways

On 29<sup>th</sup> April 2025, a unique session titled 'Crimson Days, Golden Ways' was organized as part of the Womentorship initiative. The session aimed to raise awareness about menstrual health, hygiene, and breaking social taboos surrounding menstruation. It encouraged open dialogue and empowered participants with knowledge and dignity regarding women's health. Female students participated in discussions and reflective activities fostering sensitivity and support. The event was coordinated by Prof. Komal Bisht and Prof. Sayantani Gosh.



## Rotaract Club



### Black Day

On 14<sup>th</sup> February 2025, the Rotaract Club of AIMIT solemnly observed Black Day in remembrance of the Pulwama Attack. The event was organized to pay heartfelt tribute to the brave martyrs who sacrificed their lives for the nation. Students and faculty members came together to honour the fallen heroes through candlelight prayers and emotional reflections. The program aimed to instill a sense of patriotism and gratitude among the participants. The event was coordinated by Prof. Rishikeshav and Prof. Sayantani.



### Cancer Awareness Program

On 10<sup>th</sup> February 2025, the Rotaract Club of AIMIT organized a Cancer Awareness Program, featuring Dr. Sreevalli A, Consultant Oncologist at Sri Shankara Cancer Hospital, as the guest speaker. She provided valuable insights into cancer prevention, early detection, and treatment options, emphasizing the importance of awareness in combating the disease. The session was an eye-opener for students and faculty, fostering a deeper understanding of cancer and its impact on individuals and communities. The event was coordinated by Prof. Rishikeshav and Prof. Sayantani, who ensured the success of this informative and impactful session.





## District Rotaract Representative (DRR) Official Visit

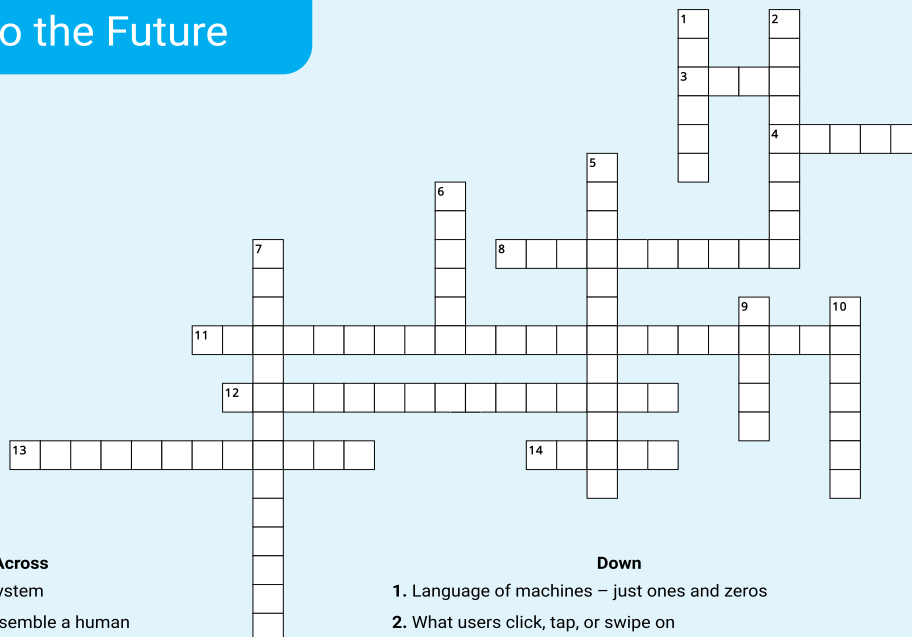
On 4<sup>th</sup> April 2025, the Rotaract Club of AIMIT hosted the District Rotaract Representative (DRR) Official Visit, marking an important occasion in the Rotaract calendar. The visit served as a platform to showcase the club's annual achievements, ongoing projects, and future plans to the district leadership. The DRR appreciated the club's initiatives and provided valuable insights for strengthening Rotaract activities. The session also included a Q&A, allowing members to engage directly with the district representative. It was a moment of pride and learning for all the student present. The event was coordinated by Prof. Rishikeshav and Prof. Sayantani.

## Mahadaana- Blood Donation Drive

On 20<sup>th</sup> March 2025, the Rotaract Club of AIMIT organized Mahadaana, a noble blood donation drive aimed at saving lives and promoting social responsibility. Students, faculty members, and staff came forward enthusiastically to donate blood, contributing to a significant number of units collected. The event was conducted in collaboration with a reputed blood bank, ensuring proper medical protocols and safety measures. Volunteers assisted in smooth coordination, registration, and post-donation care for the donors. The initiative was successfully coordinated by Prof. Rishikeshav and Prof. Sayantani.



## Crossing into the Future



### Across

3. Google's smart home system
4. Machine designed to resemble a human
8. Highly advanced mobile device
11. Computers and machines performing human-like tasks
12. The ability of software to improve through experience
13. Storing and accessing data via the internet
14. Amazon's intelligent assistant that talks and listens

### Down

1. Language of machines – just ones and zeros
2. What users click, tap, or swipe on
5. Devices like bulbs or watches that "talk" to each other
6. Realistic talking robot made by Hanson Robotics
7. Imaginary space generated by a computer
9. Elon Musk's futuristic vehicle company
10. Cars that operate without human input

## DUST UP-ANNUAL SPORTS DAY



On 05<sup>th</sup> March 2025, AIMIT organized The Annual Sports Extravaganza- 'Dust Up' that unfolded with excitement at the Kittur Rani Chennama Stadium in Jayanagar, Bengaluru. The venue buzzed with energy as our students (THE TITANS AND RADIANTS) 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. The event served as a platform for fostering healthy competition among students belonging to different class and section. With meticulous organization and spirited participation, 'Dust Up' reaffirmed the importance of sports in promoting physical fitness and fostering a sense of community within the institution. Prof. Vedavathi, Prof. Brunda & Prof. Rishikeshav were the faculty coordinators for the event.





## SMART TECH NOW - QUOTES

1. Smart Tech Now - Innovation at Work Smart tech isn't the future - it's now.
2. Technology is no longer optional; it's essential.
3. Smart decisions start with smart technology.
4. Where intelligence meets innovation - Smart Tech Now.
5. Transforming life, one smart solution at a time.
6. Now is the time to think smart, act smart, live smart.
7. From smart cities to smart living - tech powers today.
8. Smart tech is the bridge between dreams and reality.
9. If it's not smart, it's already outdated.
10. Empowering people, enhancing life - with smart tech.

### Sudoku Grid (Letters Version)

Sudoku puzzle themed around "Smart Tech Now" using letters instead of numbers. Each letter represents a concept related to smart technology:

**Letter Key:**

- S - Smart                      → D - Data                      → A - Automation
- T - Tech                        → C - Connect
- N - Now                         → L - Live
- I - Innovation                 → E - Efficiency

Fill the grid so that each row, column, and 3×3 box contains all 9 letters (S, T, N, I, D, C, L, E, A).

S				T			C	
	D		L		A			S
		T			E	D		
	T		S		C	L		
L				N				A
		S	D		A		T	
		D	E			A		
S			A		L		D	
	E			D				T

S	A	E	D	T	L	N	C	I
I	D	C	L	E	A	T	N	S
L	N	T	C	I	E	D	A	S
A	T	N	S	L	C	L	I	D
L	E	I	T	N	D	C	S	A
C	S	S	D	I	A	E	T	L
T	L	D	E	A	S	A	I	C
S	I	L	A	C	L	I	D	N
D	E	A	I	D	N	S	L	T

# GRADUATION



## CEREMONY

### OF THE HIGHFLYERS BATCH

On 5<sup>th</sup> April 2025, AIMIT celebrated the Graduation Day of the Highflyers Batch with great pride and emotion. The ceremony honoured the academic achievements and journey of graduating students as they stepped into a new chapter of life. Dr. Padmakshi Lokesh, a renowned Clinical Psychologist and TEDx Speaker, graced the occasion as the Chief Guest along with the management members, Sri Padam Raj Mehta-Respected President, Sri Jitendra Mardia-Honourable Secretary, Mahesh Nahar- Joint Secretary & our visionary Director & Principal, Dr. R. Venkataraman. Dr. Padmakshi Lokesh's inspiring address focused on emotional resilience, mental well-being, and embracing uncertainty with courage. The event featured a procession of graduates in ceremonial attire, symbolizing their transformation into future professionals. Graduating students and faculty members joined to witness the joyous moment. Cultural performances by students added a celebratory tone to the program. Trophies and special recognitions were awarded to meritorious and all-round achievers of the batch. The event concluded with the graduates taking a pledge to uphold integrity and lifelong learning. The Graduation Day was a memorable farewell filled with pride, gratitude, and aspiration.





## BCU CONCLAVE

### *NEXUS EDGE – 2025*



The Nexus Edge - 2K25 Management Conclave was a resounding success, with 130 student participants from AIMIT besides 1000 + participants from Bengaluru City University affiliated colleges (BCU), the International Institute of Business Studies (IIBS) & other institutions. The event was organized by the BCU School of Management Studies & IIBS. Our visionary Director & Principal Dr. R. Venkataraman represented the session as a moderator for the track on Marketing & AI. Prof. Rishikeshav and Prof. Harshitha served as the event coordinators from AIMIT. The conclave featured four panel discussions, each focusing on a different theme:

- The Future of FinTech: Experts discussed how AI, Blockchain, and Green Finance are transforming the financial industry.
- The Future of Tech-Driven Marketing: Panelists explored the use of AI, Big Data, and Analytics in crafting secure, ethical, and personalized marketing strategies.
- AI & HR: Redefining Human Resource Management: The panel delved into how AI is reshaping human resource management.
- Entrepreneurial Mindset and Leadership: Successful entrepreneurs shared their insights on cultivating an entrepreneurial mindset and effective leadership.

The students actively participated in the discussions, asking thought-provoking questions and engaging with the industry experts. The event provided valuable networking opportunities and inspired the attendees to explore innovative solutions and leadership roles in the ever-evolving business landscape.



## Confederation of Indian Industry- Young Indians-CII-Yi

### YUVA ORIENTATION

On 5<sup>th</sup> February 2025, AIMIT hosted Yuva Orientation – 2025 in collaboration with CII-Yi. The session was graced by guest speakers Mansa Ilango-Co Chair Branding-Yi, Sanjana K- Chair Climate Action-Yi, and Harish Shenoy-Co Chair Climate Action-Yi, who shared insights into youth leadership and nation-building. The event aimed to motivate students to actively engage in civic initiatives and developmental activities. It provided a platform to understand the vision and opportunities offered by Yi. The program was coordinated by Dr. Uma Devi Ananth and Prof. Sayantani.



### CLIMATE CHANGE

On 5<sup>th</sup> February 2025, AIMIT organized a session on Climate Change in association with CII-Yi. The speakers, Sanjana K- Chair Climate Action-Yi and Harish Shenoy- Co Chair Climate Action-Yi, shed light on the pressing environmental issues and the urgent need for sustainable practices. The session aimed to create awareness among students about their role in combating climate change. Thought-



provoking insights and interactive discussions marked the event. The program was coordinated by Dr. Uma Devi Ananth and Prof. Sayantani.

### MEMORANDUM OF UNDERSTANDING (MOU)

On 3<sup>rd</sup> March 2025, AIMIT renewed its Memorandum of Understanding (MoU) with CII-Yi, reinforcing its commitment to youth empowerment and industry collaboration. The ceremony was graced by Mr. Kuberan Shandilya-Co Chair-Yi and Mr. Nigam Lama- Executive Member from CII Yi. The renewed partnership aims to further student engagement in leadership, innovation, and social impact initiatives. It marked a strategic step towards strengthening academic-industry relations. The event was coordinated by Dr. Uma Devi Ananth and Prof. Sayantani.



### ROUND TABLE WITH CEO

On 7<sup>th</sup> March 2025, AIMIT organized a Round Table with CEO session in collaboration with CII-Yi. Mr. Rahul Karur, the CEO of VR-E-BIZ Solutions Pvt. Ltd. Bengaluru, engaged in an insightful dialogue with students on leadership, entrepreneurship, and strategic decision-making. The interactive session provided valuable industry perspectives and inspired aspiring leaders. Students had the opportunity to ask questions and learn from real-world experiences. The event was coordinated by Dr. Uma Devi Ananth and Prof. Sayantani.



### WOMEN'S DAY

On 8<sup>th</sup> March 2025, AIMIT students participated in the Women's Day Meet organized by CII-Yi at Draper Start-up House. The event celebrated women's achievements in entrepreneurship, innovation, and leadership. It provided an inspiring platform for interaction with successful women professionals and start up founders. The session encouraged young women to pursue their entrepreneurial aspirations with confidence. The event was coordinated by Dr. Uma Devi Ananth and Prof. Sayantani.

### MARKET RESEARCH WORKSHOP

On 18<sup>th</sup> March 2025, AIMIT organized a Market Research Workshop in collaboration with CII-Yi. The session was conducted by Abhijit Raghunathan- Head of Business Development- Happiest Minds Technologies, Bengaluru, shared practical insights into market research strategies, tools, and real-world applications. Students gained hands-on knowledge about data collection, analysis, and consumer behaviour studies. The interactive workshop enhanced students' research capabilities and business acumen. The event was coordinated by Dr. Uma Devi Ananth and Prof. Sayantani.





## YOUNG PROFESSIONAL ROUNDTABLE

On 19<sup>th</sup> March 2025, students from AIMIT participated in the Young Professional Roundtable hosted at Jagdish Sheth School of Management, in collaboration with CII-Yi. The roundtable brought together young leaders, entrepreneurs, and professionals for impactful discussions on innovation, leadership, and future workforce trends. It provided a platform for networking, knowledge sharing, and idea exchange. Students gained exposure to industry expectations and collaborative leadership approaches. The event was coordinated by Dr. Uma Devi Ananth and Prof. Sayantani.

## TRAFFIC MUSEUM VISIT, BENGALURU TRAFFIC CONTROL CENTRE

On 27<sup>th</sup> March 2025, AIMIT students visited the Traffic Museum and Bengaluru Traffic Control Centre in association with CII-Yi. The visit provided an insightful overview of the city's traffic management system, including real-time monitoring and smart surveillance technologies. Students explored the evolution of traffic control mechanisms and road safety initiatives. The experience enriched their understanding of urban mobility and public safety infrastructure. The visit was coordinated by Dr. Uma Devi Ananth and Prof. Sayantani.



## LEADERSHIP ACADEMY AT ACHARYA B BUSINESS SCHOOL



On 4<sup>th</sup> April 2025, students from AIMIT participated in the Leadership Academy at Acharya B Business School, organized in association with CII-Yi. The session focused on developing essential leadership traits and fostering entrepreneurial thinking among future business leaders. Interactive discussions and experiential learning activities engaged students throughout the day. The academy provided valuable insights into self-leadership, vision building, and collaboration. The event was coordinated by Dr. Uma Devi Ananth and Prof. Sayantani.

experiential learning activities engaged students throughout the day. The academy provided valuable insights into self-leadership, vision building, and collaboration. The event was coordinated by Dr. Uma Devi Ananth and Prof. Sayantani.



## BSMART

### Inter College Reel Contest



On 6<sup>th</sup> April 2025, AIMIT students took part in the Inter College Reel Contest organized by BSMART. The event offered a creative platform for students to showcase their storytelling and video editing skills through engaging Instagram reels. Participants from various institutions displayed innovative ideas and impactful content. Four teams participated, with two winning top honors. Keerthi & Bhuvanesh secured First Prize for their culturally rich reel, while Ashirvada & Harshini won Second Prize for their creative take on local eateries. The event showcased AIMIT's talent in creativity, storytelling, and visual arts beyond the classroom. The event was coordinated by Prof. Komal Bisht.



### Campus Reporter Felicitation

On 24<sup>th</sup> April 2025, BSMART organized a felicitation ceremony to honour campus reporters for their exceptional contributions to student journalism and content creation. The event recognized the dedication and creativity of students who actively reported and shared campus events and news. It aimed to encourage responsible and enthusiastic reporting among youth. Certificates and tokens of appreciation were presented. The felicitation was coordinated by Prof. Komal Bisht.



## DAY CELEBRATION

### World Intellectual Property Day



On 26<sup>th</sup> April 2025, AIMIT celebrated World Intellectual Property Day to raise awareness about the importance of IP rights in fostering innovation and creativity. The event highlighted the role of patents, copyrights, and trademarks in protecting intellectual assets. Students actively participated in discussions and poster presentations. The celebration aimed to inspire future innovators and creators. The event was coordinated by Prof. Rishikeshav and Prof. Harshitha.

### National Technology Day

On 11<sup>th</sup> May 2025, AIMIT celebrated National Technology Day to commemorate India's technological advancements. The event highlighted key innovations and contributions of Indian scientists and engineers. Faculty coordinators Prof. Rishikeshav and Prof. Harshitha led the program with insightful presentations and student participation. Thought-provoking discussions on emerging technologies and their societal impact were held. The celebration inspired students to embrace innovation and technological excellence.



### Ambedkar Jayanti



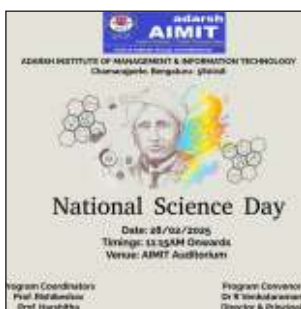
On 14<sup>th</sup> April 2025, AIMIT observed Ambedkar Jayanti to honor the birth anniversary of Dr. B.R. Ambedkar, the architect of the Indian Constitution. The event commenced with floral tributes and a brief documentary on his life and legacy. Students and faculty shared reflections on Dr. Ambedkar's contributions to social justice and equality. Coordinated by Prof. Rishikeshav and Prof. Harshitha, the program fostered awareness and respect for constitutional values. The event concluded with a pledge to uphold his vision of an inclusive society.

### Women's Day

On 26<sup>th</sup> March 2025, AIMIT celebrated Women's Day to recognize and honor the achievements of women across all spheres of life. The event featured inspiring talks, cultural performances, and student-led tributes to influential women leaders. Prof. Rishikeshav and Prof. Harshitha coordinated the celebration, ensuring active participation from faculty and students. Discussions on gender equality and women empowerment were also held. The event concluded with a message of unity, respect, and continued progress for women.



### National Science Day



On 28<sup>th</sup> February 2025, AIMIT celebrated National Science Day to commemorate the discovery of the Raman Effect by Sir C.V. Raman. The event featured science exhibitions, quiz competitions, and interactive sessions led by students. Prof. Rishikeshav and Prof. Harshitha coordinated the celebration with enthusiasm and creativity. The day aimed to foster scientific temper and innovation among students. It concluded with appreciation for participants and a pledge to promote scientific thinking.

### World Creativity And Innovation Day

On 5<sup>th</sup> March 2025, AIMIT celebrated World Creativity and Innovation Day to encourage imaginative thinking and problem-solving. The event showcased student innovations, creative exhibits, and idea-pitching sessions. Prof. Rishikeshav and Prof. Harshitha coordinated the event, fostering a vibrant atmosphere of innovation. Participants shared unique solutions to real-world challenges across domains. The celebration inspired students to think beyond boundaries and embrace creativity as a tool for change.



## INDUSTRY VISIT

**01-03-2025 – IIHR VISIT:** Students from Adarsh AIMIT visited the Indian Institute of Horticultural Research (IIHR) for an insightful industry exposure. Coordinated by Prof. Udaya Shankar, Prof. Komal Bisht, Prof. Sayantani Ghosh, and Prof. Gautham, the visit highlighted innovations in agricultural technology and horticultural practices. Students gained knowledge on sustainable farming, research processes, and agri-business opportunities. The visit bridged classroom concepts with real-time agricultural applications.



**05-04-2025 – PARAMOUNT VISIT:** An industry visit to Paramount was conducted under the guidance of Prof. Sayantani and Mr. Sai Gopal. Students explored operational workflows, product quality management, and industrial standards followed in manufacturing. They interacted with professionals who provided insights on supply chain and logistics. The visit enhanced their practical understanding of core business functions.



**12-04-2025 – Mother Dairy Visit:** The visit to Mother Dairy offered students practical exposure to the dairy industry's production and distribution systems. Coordinated by Prof. Udaya Shankar and Prof. Rishikeshav, the session focused on quality control, supply chain efficiency, and cold storage mechanisms. Students observed automation processes and hygiene practices in the dairy sector. The experience enriched their understanding of FMCG operations.



**23-04-2025 – Deccan Herald Visit (Batch 1):** Students visited the Deccan Herald media house under the coordination of Prof. Rishikeshav and Prof. Komal Bisht. The tour gave them insights into journalism, editorial processes, and digital publishing strategies. They explored departments like printing, editing, and news curation. The interaction with media professionals broadened their knowledge of mass communication and media ethics.



**24-04-2025 – Deccan Herald Visit (Batch 2):** A second batch of students visited Deccan Herald on 24<sup>th</sup> April, guided by Prof. Nivedita P Patil and Prof. Gautham. The visit offered a deeper look into the functioning of a modern media house, including digital integration and content creation. Students witnessed newsroom dynamics and editorial decision-making. The experience fostered awareness of communication trends in journalism and branding.

## FASS- FORTNIGHT AFTERNOON SEMINAR SERIES



### Dr. G. Gunaseelan

On 3<sup>rd</sup> April 2025, at 3:30 P.M., Adarsh AIMIT hosted an insightful session under the FASS – Fortnight Afternoon Seminar Series. The seminar was led by Dr. G. Gunaseelan, who presented on the topic 'Smart AI-Assisted Exoskeleton Textiles'. The session explored the cutting-edge integration of artificial intelligence with wearable textile technologies, focusing on their potential applications in healthcare, rehabilitation, and human augmentation. Dr. Gunaseelan highlighted how these intelligent fabrics can enhance mobility and provide real-time biomechanical support to users. The seminar was well-received by both faculty and students, fostering curiosity about the future of AI in wearable innovations.



### Dr. Uma Devi Ananth

On 2<sup>nd</sup> July 2025 at 3:45 P.M., Adarsh AIMIT conducted a session under the FASS – Fortnight Afternoon Seminar Series featuring Dr. Uma Devi Ananth. She delivered an engaging presentation on the topic 'Systematic Review on AI and Ethics in Law: A PRISMA Based Approach.' The session delved into the ethical dimensions of Artificial Intelligence within legal frameworks, emphasizing transparency, accountability, and bias mitigation. Dr. Uma illustrated how the PRISMA methodology aids in conducting structured reviews of literature, ensuring comprehensive and credible insights. The seminar stimulated meaningful discussions among participants, bridging the intersection of AI, ethics, and legal studies.





## FACULTY ACHIEVEMENTS

### **Dr. M. Gurusamy**

Delivered expert sessions and acted as Resource Person at FDPs, Workshops, and Conferences across SRM Institute, New Horizon College, SNMV College, SRM Trichy, RD National College, and Bhaktavatsalam Memorial College in 2025. Served as Chief Guest and Keynote Speaker at national events, inspiring academic and entrepreneurial excellence. Contributed as Indian Examiner and External Examiner for multiple Ph.D. Thesis Evaluations and Viva-Voce at Bharathidasan University, Bharathiar University, Bharath University, and Acharya Institute. Recognized for leadership, AI, research, and innovation-driven academic contributions.

### **Dr. Uma Devi Ananth**

Invited as Resource Person for sessions on Leadership, Team Building, Entrepreneurship & MDPs by MSME, TC at various institutions. Served as BOE Member for MBA departments at Dayananda Sagar Academy, BNMIT, Surana College, and Bangalore City University. Chaired a technical track at the ICSSR-sponsored National Conference on Equity and Diversity at Jain University. Recognized for expertise in HR, leadership, and academic governance.

### **Prof. Archana N.**

Delivered expert talks as Resource Person on Accounting, Taxation, Global Workforce, and AI in Business at FDPs and National Conferences organized by Yenepoya University, A.V.V.M. Sri Poondi College, and St. John's College respectively. Contributed to academia as External Examiner at Jain University and Presidency University, Bengaluru. Recognized for bridging commerce and technology in contemporary research and practice.

### **Prof. Nivedita P Patil**

Served as Resource Person for a leadership and team-building session organized by MSME, TC at Adarsh Institute of Management and Information Technology, Bengaluru on 8th January 2025. Recognized for her engaging academic contributions and facilitation skills.

### **Dr. G. Gunaseelan**

Served as Resource Person for a leadership and team-building session organized by MSME, TC at Adarsh Institute of Management and Information Technology, Bengaluru. Served as External Examiner in the Department of MBA at New Horizon College of Engineering during April–May 2025. Contributed to academic excellence through effective mentoring and evaluation.

### **Prof. Sayantani Ghosh**

Served as Resource Person for a leadership and team-building session organized by MSME, TC at Adarsh Institute of Management and Information Technology, Bengaluru, on 8th January. Achieved academic excellence by qualifying UGC NET in Management on 22nd February 2025. Recognized for subject expertise and academic growth.

### **Prof. Komal Bisht**

Served as Resource Person for a leadership and team-building session organized by MSME, TC at Adarsh Institute of Management and Information Technology, Bengaluru, on 8th January 2025. Contributed actively to academic and professional development initiatives.

## PUBLICATIONS

### **Dr. M. Gurusamy**

Articles in Asian Textile Journal

- Dec 2024 – Jan 2025 – Article: *Innovations in Eco-Friendly Flame Retardants for the Sustainable Textile Industry*-Published in *Asian Textile Journal*, Mumbai (Vol. 33–34, Issue 12–01, ISSN: 0971-3425), Scopus Indexed Journal, highlighting sustainable advancements in flame-retardant textile technologies.
- Feb 2025 – Article: *Digital Printing in Textiles*-Published in *Asian Textile Journal*, Mumbai (Vol. 34, Issue 2, ISSN: 0971-3425), Scopus Indexed Journal, exploring the role of digital printing in customized and sustainable textile manufacturing.
- Feb 2025 – Article: *Laminating Techniques for Luxury Textiles*-Published in *Asian Textile Journal*, Mumbai (Vol. 34, Issue 2, ISSN: 0971-3425), Scopus Indexed Journal , discussing advanced laminating methods enhancing the appeal of high-end textiles.
- April 2025 – Article: *Sustainable and Smart Textiles in Home Furnishings*-Published in *Asian Textile Journal*, Mumbai (Vol. 34, Issue 4, ISSN: 0971-3425), Scopus Indexed Journal, presenting innovations integrating sustainability and smart technologies in home textile applications.
- April 2025 – Article: *Eco-friendly Transitions in India's Synthetic Textile Industry*-Published in *Asian Textile Journal*, Mumbai (Vol. 34, Issue 4, ISSN: 0971-3425), Scopus Indexed Journal, addressing the industry's shift toward greener manufacturing practices.

### **Book Chapters with IGI Global Scientific Publishing, USA (May 2025)**

- Book Chapter: *Predictive Analytics for Risk Reduction in Vehicle Supply Chain Management*-Contributed a chapter to IGI Global, Scientific Publishing, USA (ISBN: 9798337304441; DOI: 10.4018/979-8-3373-0442-7.ch025), Scopus Indexed, emphasizing predictive analytics in minimizing supply chain risks.



- Book Chapter: *ML Tools for Safety in Automotive Financial Risk Management* Authored a chapter published by IGI Global, Scientific Publishing, USA (ISBN: 9798337304441; DOI: 10.4018/979-8-3373-0442-7.ch026), Scopus Indexed, exploring machine learning applications in financial safety for the automotive sector.
- Book Chapter: *Supply Chain Innovations in Automotive Risk Assessment with AI Algorithms*- Published a chapter in IGI Global, Scientific Publishing, USA (ISBN: 9798337304441; DOI: 10.4018/979-8-3373-0442-7.ch030), Scopus Indexed, highlighting AI-driven risk assessment strategies in automotive logistics.
- Book Chapter: *Revolutionizing Human Resources for Safer Automotive Work Environments*- Authored a chapter with IGI Global, Scientific Publishing, USA (ISBN: 9798337304441; DOI: 10.4018/979-8-3373-0442-7.ch032), Scopus Indexed, discussing HR innovations enhancing safety in the automotive sector.
- Book Chapter: *Innovative-secure Human Resource Recruitment Solutions With Brain-Computer Interface Systems*- Authored a chapter with IGI Global, Scientific Publishing, USA (DOI: <https://doi.org/10.4018/979-8-3373-5122-3.ch012>) Scopus Indexed, exploring the integration of brain-computer interface (BCI) systems in enhancing recruitment accuracy, efficiency, and candidate profiling within modern HR practices.
- Book Chapter: *Interface Between the Brain and Computer to Improve the E-Commerce User Security Experience*- Authored a chapter with IGI Global, Scientific Publishing, USA (DOI: <https://doi.org/10.4018/979-8-3373-5122-3.ch015>) Scopus Indexed, exploring into how brain-computer interface (BCI) technology can be leveraged to strengthen user authentication and security in e-commerce platforms by analysing neural responses

### Prof. Nivedita P Patil

- April 2025 – Book: *Strategic Human Resource Management*-Authored and published the book *Strategic Human Resource Management* with Authors Click Publishing, Bilaspur (ISBN: 9789366650944), offering strategic perspectives on modern HR practices.
- June 2025 – Article: '*Determinants of Mental Well-being in the Hybrid Workforce: An Empirical Study of the ITES Sector in Bengaluru*'-Published an empirical research article in the *International Journal of Business & Management Science* (Vol. 11, ISSN: 2208-2190), analysing key factors influencing mental well-being in hybrid work environments. <https://doi.org/10.53555/eijbms.v11i1.230>

### Prof. Rishikeshav

- February 2025- Article: '*The Role of Cognition on Consumer Attitude towards Adoption of Smart Mirrors in Retail Apparel Sector in Bengaluru*' published in the *Journal of Gujarat Society*, a reputed UGCCARE-listed journal (Volume 28, Issue 2; ISSN: 0374-858).

### Prof. Spoorthi S

- Authored the book “E-Business”, published by Sri Bharani Publications in March 2025 (ISBN: 978-81-985244-5-4). In June 2025, published a paper titled “A Study on the Effect of Behavioural Biases on Investment Decisions among the Teaching Fraternity in Bengaluru” in the *International Journal of Latest Technology in Engineering, Management and Applied Science*- Vol. 14, Issue VI, Pages 165–177. <https://www.ijltemas.in/submission/index.php/online/article/view/2190>

### **Dr. G. Gunaseelan**

- January 2025- Article: '*Innovations in Eco-Friendly Flame Retardants for the Sustainable Textile Industry*' published in the *Asian Textile Journal, Mumbai, Scopus Indexed Journal, (Volume No.33-34 Issue No. 12-01, ISSN: 0971 3425)*.

### **Prof. Harshitha M**

- January 2025 – Book: *Digital Marketing*-Authored and published the book *Digital Marketing* (ISBN: 9788198351171), through Sri Bharani Publication, offering contemporary insights into online marketing strategies.
- February 2025 – Book: *Financial Planning*-Published the book *Financial Planning* (ISBN: 9788198438478), Sri Bharani Publication, providing practical approaches to managing personal and corporate finances.
- April 2025 – Article: '*Smart Textiles in Home Furnishing*'-Published a research article titled *Smart Textiles in Home Furnishing* in *Asian Textile Journal, Vol. 34, ISSN: 9713425, Scopus Indexed*, highlighting innovative applications of smart fabrics in interior design.

### **Prof. Komal Bisht**

- February 2025 – Article: '*Digital Printing in Textiles: New Frontier of Customization and Sustainability*'-Published an article in *Asian Textile Journal (Vol. 34, No. 02, ISSN: 9713425)*, Scopus Indexed, highlighting advancements in digital textile printing for sustainable and customized production.
- April 2025 – Article: '*Eco-friendly Transitions in India's Synthetic Textile Industry*'-Contributed a research article to *Asian Textile Journal (Vol. 34, No. 04, ISSN: 9713425)*, Scopus Indexed, focusing on sustainable practices in the Indian synthetic textile sector.
- April 2025 – Book: *Industrial & Labour Relations*-Authored and published the book *Industrial & Labour Relations* with Sri Bharani Publication (ISBN: 978-81-986413-5-9), offering comprehensive insights into labour laws and workplace dynamics.

### **Prof. Sayantani Ghosh**

- February 2025 – Article: *Digital Printing in Textiles: New Frontier of Customization and Sustainability*-Published an article in *Asian Textile Journal (Vol. 34, No. 02) Scopus Indexed*, exploring how digital printing is transforming textile customization and promoting sustainability.
- April 2025 – Article: *Eco-friendly Transitions in India's Synthetic Textile Industry*- Published an article in *Asian Textile Journal (Vol. 34, No. 04, ISSN: 9713425) Scopus Indexed*, examining sustainable innovations reshaping India's synthetic textile sector.
- April 2025 – Book: *Industrial & Labour Relations*-Authored and published the book *Industrial & Labour Relations* through Sri Bharani Publication (ISBN: 978-81-986413-5-9), offering in-depth knowledge on labour laws and industrial dynamics.

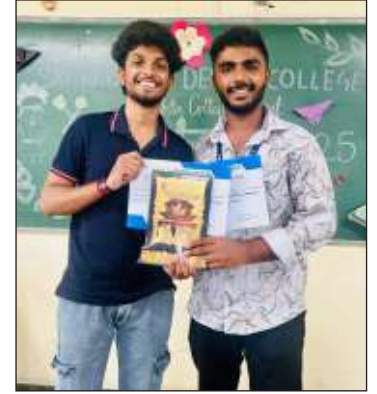
### **Prof. Gautam Shivaraj**

- May 2025 – Book: *Industrial Marketing*-Authored and published the book *Industrial Marketing* through Sri Bharani Publication (ISBN: 9788198641328), offering strategic insights into B2B marketing practices and industrial buyer behaviour.

# STUDENTS ACHIEVEMENT IN THE INTER-COLLEGIATE FEST

## JANUARY-JUNE 2025

1. On 22<sup>nd</sup> March 2025, Trupti from 1<sup>st</sup> MBA C Section secured 1<sup>st</sup> Prize in the HR event along with a cash prize of Rs. 3,000 at 'Vishesh Tatva' organized by Ramaiah Institute of Management & Information Technology, Bangalore.
2. On 22<sup>nd</sup> March 2025, Dhanush N and Gopi Chandu from the Titans Batch won 1<sup>st</sup> Prize in the Business Analytics event along with a cash prize of 3,000 at 'Vishesh Tatva' organized by Ramaiah Institute of Management & Information Technology, Bangalore.
3. On 24<sup>th</sup> March 2025, Nydile, Pratiksha, and Navya from 1<sup>st</sup> MBA B Section won 1<sup>st</sup> Prize along with a cash award of 2,000 in the Treasure Hunt event at 'Elysian', organized by Jain College, Bangalore.
4. On 29<sup>th</sup> March 2025, Mohith, Panag, Praktheesh, and Parashivmurthy from 1<sup>st</sup> MBA B Section secured 2nd Prize in the IPL Auction event at 'Trishul', hosted by KLE Society's Degree College.
5. On 28<sup>th</sup> March 2025, Aisiri from 1<sup>st</sup> MBA A Section won 1<sup>st</sup> Prize in the Radio Jockey event at 'Samarthyia', organized by Government RC College.
6. On 3<sup>rd</sup> April 2025, Dhanush N and Gopi Chandu from the Titans Batch won 1<sup>st</sup> Prize along with a cash award of 1,500 in the Predict-O-Mania event at 'Inspiro 2K25', organized by Bangalore Integrated Management Academy.
7. On 4<sup>th</sup> April 2025, Sowmya from the Titans Batch secured 1<sup>st</sup> Prize along with a cash award of 2,000 in the Kannada Debate event 'Samskruthi' held at BMS College of Commerce & Management, Bangalore.
8. On 8<sup>th</sup> April 2025, Sowmya from the Titans Batch won 1<sup>st</sup> Prize along with a cash award of 500 in the Kannada Debate event 'Kalrav' at Sri Krishna Degree College, Bangalore.
9. On 8<sup>th</sup> April 2025, Preethi from 1<sup>st</sup> MBA B Section won 1<sup>st</sup> Prize along with a cash award of 500 in the Mehendi event at 'Kalrav', hosted by Sri Krishna Degree College, Bangalore.



10. On 8<sup>th</sup> April 2025, Ameet and Harish H V from 1<sup>st</sup> MBA A Section secured 3<sup>rd</sup> Prize in the Cooking without Fire event at 'Kalrav', organized by Sri Krishna Degree College, Bangalore.
11. On 9<sup>th</sup> April 2025, Sunitha and Trupti from 1<sup>st</sup> MBA C Section secured 2<sup>nd</sup> Prize in the HR event at 'Lakshya', organized by AIMS Business School.
12. On 9<sup>th</sup> April 2025, Dhanush N and Gopi Chandu won 1<sup>st</sup> Prize along with a cash award of 5,000 in the Business Analytics event at 'Lakshya', organized by AIMS Business School.



### Summary

From 22<sup>nd</sup> March to 9<sup>th</sup> April 2025, a total of 25 MBA students from AIMIT participated across various intercollegiate fests held in Bangalore. They secured 12 top positions in events like HR, Business Analytics, Debate, RJ, Treasure Hunt, Mehendi, and more. Students showcased their talents at institutions such as Ramaiah Institute, Jain College, BIMA, BMS College, and AIMS Business School. In total, students brought 17,500 in cash prizes, bringing pride and recognition to AIMIT. Prof. Spoorthi S. Kumar was the Co-ordinator for the Intercollegiate Fest.





In a world where customers expect fast deliveries, minimal delays, and constant availability of products, managing a supply chain has become more challenging than ever. From raw materials to the final product in a customer's hands, every step needs to be efficient, accurate, and flexible.

To meet these demands, companies are turning to smart technologies—especially the Internet of Things (IoT) and Artificial Intelligence (AI)—to transform how supply chains work.

### **Smarter Tracking with IoT**

Imagine being able to see where every product is, in real time, anywhere in the world. That's what IoT makes possible. With sensors, GPS devices, and smart tags, companies can track inventory, shipments, and equipment across the entire supply chain.

For example, if a truck carrying fresh produce gets delayed or the temperature inside its container rises too high, IoT sensors send instant alerts. This lets managers act quickly—rerouting the delivery or protecting the goods before they spoil.

It also helps warehouses and stores keep better track of inventory. Instead of manually counting stock or guessing how much to order, companies can rely on real-time data to make smarter decisions, avoid overstocking, and prevent running out of popular items.

### **Smarter Decisions with AI**

While IoT helps gather data, AI helps make sense of it. AI systems analyze massive amounts of information—from past sales to current trends—and use it to forecast what customers will want next. This helps businesses plan ahead, order the right materials, and reduce waste.

AI is also helping behind the scenes. It can predict when a machine in a factory might break down and schedule maintenance before it causes delays. In warehouses, AI can decide the fastest route for picking items or help schedule staff during busy periods. It's like having a really smart assistant that never sleeps.

### **Building Resilience in a Risky World**

We've seen how unpredictable the world can be—whether it's a pandemic, a shipping delay, or extreme weather. That's why resilience is just as important as efficiency. Supply chains need to bounce back quickly when things go wrong.

Smart technology helps with that too. AI can spot potential problems early—like warning signs from a struggling supplier or unusual delays at a shipping port—so companies can take action before it's too late. And with IoT providing a clear view of what's happening across the supply chain, businesses can respond faster and smarter.

Smart technologies like IoT and AI aren't just high-tech buzzwords—they're powerful tools that are reshaping how modern supply chains operate. They bring better visibility, faster responses, and smarter decision-making to every link in the chain. As global challenges continue to evolve, companies that invest in these technologies will be better prepared to deliver on time, adapt to change, and keep their customers satisfied.



**Akash K**

3rd Sem, MBA 'A' Section - AIMIT

## SMART AGRICULTURE & GREEN TECH FEEDING THE FUTURE



In an era marked by rapid population growth and climate uncertainty, the challenge of feeding the world sustainably has never been more pressing. At the intersection of innovation and environmental responsibility, smart agriculture and green technologies are emerging as powerful tools to revolutionize farming. These technologies not only improve crop yields but also reduce the environmental footprint of agriculture—offering a viable solution to global food security and climate challenges.

Smart agriculture integrates advanced tools such as drone-assisted farming, AI-based crop monitoring, and soil sensor systems. These technologies allow for real-time insights into crop health, soil moisture, and nutrient levels, enabling farmers to make precise interventions. Drones, for instance, can survey vast tracts of farmland in minutes, identifying pest infestations, irrigation needs, or disease outbreaks. This enhances efficiency and reduces dependence on harmful chemicals.

Another game-changer is IoT-enabled soil and weather sensors. These tools provide farmers with hyper-local data, ensuring optimal use of water and fertilizers. Combined with predictive analytics, they support climate-resilient farming strategies that adapt to changing weather patterns and reduce resource waste. This approach also helps preserve soil health, a crucial component of long-term agricultural sustainability.

Despite the promise of smart agriculture, several implementation challenges remain. Many smallholder farmers lack access to digital infrastructure, training, and financial resources to adopt such technologies. Bridging this digital divide is critical. Public-private partnerships, government subsidies, and farmer education initiatives are essential to ensure equitable access to these innovations.

The integration of green technologies further amplifies sustainability in agriculture. Solar-powered irrigation pumps, biogas units for farm waste, and eco-friendly pest control methods reduce the carbon footprint of farming operations. These innovations not only support environmental goals but also offer economic benefits to farmers by lowering input costs.

To make these solutions effective globally, contextual adaptation is vital. Different regions face distinct agricultural challenges. While water conservation tools might be a priority in arid regions, pest-resistant crops may be crucial in tropical areas. The proverb “Think globally, act locally” resonates



here—universal technologies must be customized to suit local climates, crops, and cultural practices. Ultimately, smart agriculture represents more than just technological progress—it is a movement toward regenerative, inclusive, and sustainable food systems. By aligning digital innovation with ecological stewardship, we can nourish both people and the planet.

**Drone-Assisted Farming:**  
Drones surveying crops for health assessment and precision spraying.



**IoT-Enabled: Soil Sensors**  
Soil sensors monitoring moisture and nutrient levels in real-time.

**Solar-Powered Irrigation Systems:**  
Solar panels powering efficient irrigation systems in agriculture.



**Automated Greenhouse Monitoring:**  
Robotic systems managing greenhouse environments for optimal plant growth.

Smart agriculture and green tech are transforming farming into a sustainable, efficient, and eco-friendly endeavor. By embracing innovation and inclusive practices, we can ensure food security, protect natural resources, and build resilient agricultural systems for a better future.

**"INNOVATION AND SUSTAINABILITY ARE NOT OPPOSITES - THEY ARE THE TWIN PILLARS OF TOMORROW'S FOOD SECURITY."**

**Ananya K M**

1st sem MBA, Sec A - AIMIT



## Smart Technology and the Future of Work



As the digital age advances, smart technology is redefining the landscape of the workplace, promising a future where efficiency, creativity, and flexibility are boundless. Automation, artificial intelligence, and the Internet of Things (IoT) are at the forefront of this evolution, transforming how we interact with our tasks and each other.

The integration of smart technology into work environments is streamlining processes that were once labor-intensive. Routine tasks such as data entry, scheduling, and basic troubleshooting are increasingly handled by AI-powered systems, freeing up human intellect for more innovative endeavors. This shift not only boosts productivity but also enhances job satisfaction as employees engage in more meaningful work.

Moreover, smart technology is fostering a collaborative global workforce. Virtual reality and augmented reality tools enable seamless communication and collaboration across continents, breaking down geographical barriers. Teams can now work together in immersive environments, sharing ideas and solving problems as if they were in the same room.

However, this transition is not without its challenges. Concerns about privacy, data security, and the displacement of jobs due to automation loom large. It is imperative for organizations and policymakers to address these issues, ensuring that the incorporation of smart technology fosters equitable opportunities and protects individual rights.

In this rapidly evolving landscape, adaptability and continuous learning will be key. As smart technology reshapes the future of work, it opens a world of possibilities, urging us to rethink traditional paradigms and embrace new ways of thinking and doing. The future work environment promises to be one where human ingenuity and machine efficiency complement each other, crafting a brighter, smarter tomorrow.



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# The Smart Cities Blueprint:

## How tech is shaping urban life



By 2050, nearly 70% of the global population is expected to live in cities, accelerating urbanization. This trend presents challenges and opportunities, addressed by the rise of "smart cities" urban areas that use electronic sensors and data to efficiently manage resources and services. Smart cities aim to improve quality of life, support sustainability, and drive economic growth.

Smart cities are built on a foundation of advanced infrastructure and technology, including ICT, high-speed internet, sensors, and IoT devices that enable real-time data collection and efficient management of traffic, energy, public safety, and waste. Sustainability is a key focus, with the integration of renewable energy, smart grids, and green building technologies aimed at reducing environmental impact. Intelligent transportation systems further support this by using real-time traffic data, smart signals, and adaptive public transit, as well as promoting autonomous and shared mobility solutions to reduce congestion and emissions. Public services are enhanced through digital platforms that streamline healthcare, education, and municipal functions, fostering greater efficiency, transparency, and citizen participation. Central to all these initiatives is data-driven decision making, where data from multiple sources guides predictive maintenance, crisis response, and urban planning, ensuring smarter, more responsive cities.

Smart cities significantly enhance the quality of life by reducing traffic congestion, improving air quality, and providing better public services, creating a more comfortable and efficient living environment. They also drive economic growth and innovation by attracting businesses, encouraging startups, and fostering investment through advanced technologies and strategic public-private partnerships. In addition, smart cities play a vital role in promoting environmental sustainability by minimizing waste, encouraging recycling, and integrating green energy solutions to combat climate change and reduce their overall environmental footprint.

Smart cities face several challenges, including ensuring privacy and security, as the vast amount of data collected must be protected through robust cybersecurity measures and effective data governance. Another critical issue is the digital divide; for smart city initiatives to be truly inclusive, all residents must have equal access to technology, which requires investments in digital literacy and affordable high-speed internet. Additionally, the seamless operation of smart cities depends on interoperability and standardized systems, necessitating collaboration among governments,



industry players, and standardization bodies to ensure that diverse technologies work together effectively.

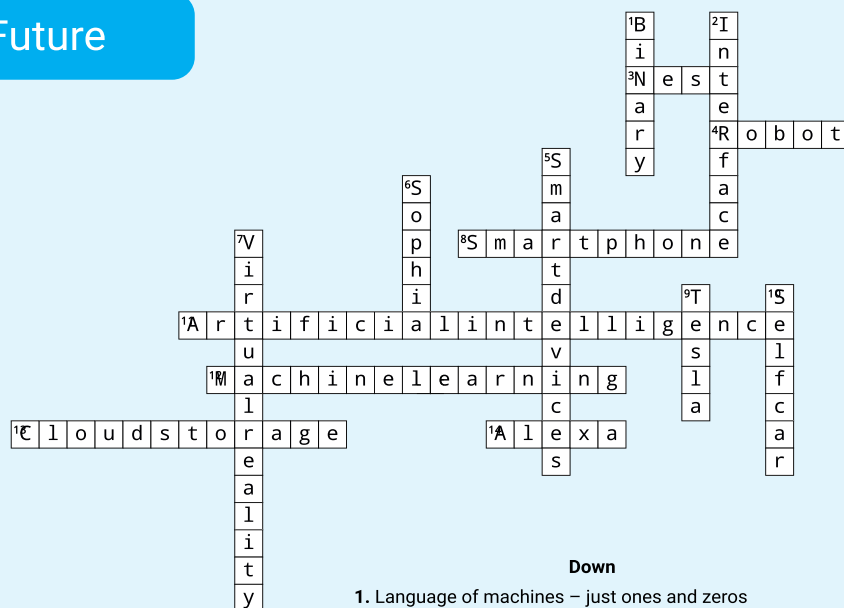
In conclusion the smart cities represent a forward-thinking approach to urban development, aiming to improve quality of life, drive economic growth, and promote environmental sustainability through the use of advanced technology and data-driven solutions. While they offer immense potential, addressing key challenges such as privacy, digital inclusion, and system integration is crucial to their success. With thoughtful planning, strong governance, and collaborative efforts, smart cities can pave the way for more efficient, inclusive, and sustainable urban futures.



**Anusha M**

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## Crossing into the Future



**Across**

- 3. Google's smart home system
- 4. Machine designed to resemble a human
- 8. Highly advanced mobile device
- 11. Computers and machines performing human-like tasks
- 12. The ability of software to improve through experience
- 13. Storing and accessing data via the internet
- 14. Amazon's intelligent assistant that talks and listens

**Down**

- 1. Language of machines – just ones and zeros
- 2. What users click, tap, or swipe on
- 5. Devices like bulbs or watches that "talk" to each other
- 6. Realistic talking robot made by Hanson Robotics
- 7. Imaginary space generated by a computer
- 9. Elon Musk's futuristic vehicle company
- 10. Cars that operate without human input



Digital transformation has become a necessity for businesses and organizations to stay competitive in today's fast-paced digital landscape. At the heart of digital transformation is smart technology, which plays a crucial role in enabling businesses to innovate, adapt, and thrive. In this article, we'll explore the role of smart technology in digital transformation and its impact on businesses. Digital transformation is the integration of digital technology into all areas of a business, fundamentally changing how it operates and delivers value to customers. It involves a cultural shift that requires organizations to be more agile, innovative, and customer-centric. Smart technology is a key enabler of digital transformation. They are - Artificial Intelligence (AI) which enables businesses to automate processes, gain insights from data, and make informed decisions. Internet of Things (IoT) focuses on Connecting devices, sensors, and systems, enabling real-time data collection and analysis. Cloud Computing is providing scalable, on-demand access to computing resources, enabling businesses to innovate and adapt quickly. And the last one is Blockchain that majorly promotes secure, transparent, and tamper-proof data management, enabling businesses to build trust and credibility.

The link between technology and Digital Transformation is undoubtedly strong, but it is worth examining the impact of smart technology on businesses is significant. Smart technology automates processes, reduces manual errors, and improves productivity. It also helps businesses to personalize customer experiences which enhances customer satisfaction. Along with the above impacts, smart technology will provide businesses with real-time data and insights, enabling informed decision-making and mostly guiding the businesses to create new business models, products, and services, driving innovation and growth. Though the smart technology offers numerous benefits for digital transformation, it also presents several challenges such as increase in the risk of cyberattacks and data breaches, generates vast amounts of data, which must be managed and analysed effectively, but significantly requires specialized skills, which are in short of supply.

Let's take the example of Amazon's chatbots which are powered by artificial intelligence (AI) and machine learning (ML) algorithms. These chatbots are designed to provide customers with personalized support and recommendations, helping them to quickly find what they are looking for. When a customer interacts with Amazon's chatbot, the AI algorithm analyses the customer's query and provides a personalized response. This chatbot can also access the customer's purchase history and browsing behaviour to provide tailored recommendations.

Smart technology is one of the main drivers of digital transformation, and it allows businesses to innovate, adapt, and succeed. Through the use of AI, IoT, cloud computing, and blockchain, businesses can enhance efficiency, make customers happy, and contribute to growth. Although there are challenges such as cybersecurity, data management, and skill gaps, the benefits offered by smart technology are well above the challenges. With the ongoing evolution of digital transformation, smart technology will continue to be an essential part of business success, fuelling innovation and growth in the digital world today



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# AI vs Human Creativity: Who's Designing Your Tomorrow?



Today, artificial intelligence is creating art, writing stories, making music, and even helping with movies. It can be exciting and a little surprising to see machines doing things we once thought only humans could do. But this leads to a big question: Is AI working with us creatively, or is it trying to replace us?

While AI can produce amazing content, it still lacks something very important: human emotion. Real creativity comes from our feelings, experiences, and imagination. Machines don't feel happiness, sadness, love, or pain. They don't dream or wonder. That's why, even though they can create things that look or sound good, their work often doesn't connect with us in the same way human art does.

AI, on the other hand, doesn't experience life in this way. It doesn't have consciousness, subjective feelings, or the capacity to form personal memories. While AI can analyze data, recognize patterns, and generate content based on those patterns, it doesn't understand the meaning behind what it produces. It doesn't have a sense of self or a personal story that would inform its work.

AI learns from the data it's trained on, so if that data is biased or limited, the AI can also produce biased or repetitive results. For example, it might favor certain styles of music or art and ignore others. This means AI might not represent all cultures and voices fairly. To make AI more creative and inclusive, it needs to be trained on diverse and balanced data.

AI can create music and art that seem impressive, but it lacks real emotions and personal experience. Human creativity is deeply connected to feelings, memories, and imagination. These emotional layers give human made art its meaning and power. While AI can be a helpful tool in the creative process, it doesn't truly understand what it's making. That's why it can support human creativity, but never fully replace it.

As AI takes on more creative tasks, it raises key ethical questions. Who owns the work AI creates, especially if it's trained on human made content without permission? While AI can imitate styles, it lacks emotions and personal experience, making its work feel less authentic. Deepfakes and fake content add to the concerns, blurring the line between truth and fiction. In the AI vs. human creativity debate, these issues remind us why human values and emotions still matter most.

The future of creativity isn't simply about technology advancing on its own; it's about how we, as individuals and creators, harness this technology to amplify our own unique visions. Our ideas, feelings, and experiences are what give meaning to the art we create. Technology, when used thoughtfully, can help us express these emotions in new and exciting ways, but it is our hearts and minds that will always lead the charge.

In the end, this isn't a battle between humans and machines. It's more like a partnership where we use AI as a tool to help us be even more creative. The future of creativity is not just about technology. It's about how we use it, with our hearts and minds leading the way.

So, who's really designing your tomorrow? The answer is simple: You are with a little help from AI.



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## HARNESSING SMART TECHNOLOGY

for

## Data-Driven Decision Making

In the current era of rapid digital transformation, the ability to make informed, timely, and strategic decisions is a key differentiator for business success. Traditional decision-making processes—often reliant on historical data, limited datasets, or intuition—are increasingly being replaced by dynamic, data-driven models powered by smart technologies. These technologies, including artificial intelligence (AI), machine learning (ML), the Internet of Things (IoT), and advanced analytics platforms, are reshaping how organizations perceive data and make critical decisions.

The concept of data-driven decision-making is not new. However, what distinguishes today's approach is the speed, scale, and granularity at which decisions are made, thanks to technological advancements. With the integration of smart technologies, businesses can now collect real-time data from a variety of touchpoints—ranging from customer interactions and supply chain movements to environmental sensors and financial systems.

For example, IoT-enabled manufacturing plants can monitor equipment health in real time, allowing for predictive maintenance that minimizes downtime and reduces costs. Similarly, retail businesses can analyze customer behavior across physical and digital channels to dynamically tailor promotions and product placements. The shift from reactive to proactive decision-making has become not only possible but necessary for sustainable competitiveness.

Real-time analytics refers to the ability to analyze and respond to data as it is generated. This capability allows businesses to operate with heightened agility, adjusting their strategies on the fly. Industries such as e-commerce, logistics, and healthcare are leading in this space. Amazon, for instance, uses real-time data to optimize its supply chain, manage inventory, and enhance the user shopping experience. Hospitals, on the other hand, leverage real-time patient data to improve diagnostics, monitor treatment efficacy, and allocate medical resources efficiently.

The business value lies in speed and relevance. With access to up-to-the-minute insights, organizations can make decisions that reflect current realities rather than past trends—an advantage that is particularly crucial in volatile or fast-changing markets.

Artificial intelligence and machine learning bring the added advantage of predictive capabilities. These technologies can analyze massive datasets far beyond the scope of human capacity, identify patterns, and forecast future outcomes. In sectors like finance, AI models are used to predict stock market movements, assess creditworthiness, and detect anomalies that might indicate fraud. In

marketing, ML algorithms segment customers based on behavior and preferences, allowing for hyper-personalized campaigns that improve engagement and ROI.

Importantly, these tools are not limited to top-tier firms. With the growing availability of cloud-based AI services, even mid-sized and small enterprises can integrate intelligent systems into their workflows, democratizing access to sophisticated decision-making tools.

At the strategic level, smart technologies are enhancing executive decision-making by providing comprehensive dashboards, scenario planning tools, and performance monitoring systems. Business leaders no longer need to wait for quarterly reports to assess performance. Instead, they can access real-time KPIs, track progress against strategic objectives, and reallocate resources as needed.

Scenario simulation—powered by AI—enables organizations to test various future conditions (economic shifts, market disruptions, regulatory changes) and prepare flexible strategies. This kind of foresight is critical in today's environment, where uncertainty and disruption have become constants.

While the benefits are clear, integrating smart technologies into decision-making processes comes with its set of challenges. Data privacy and security remain top concerns, especially with the increasing volume of sensitive data being collected. Regulatory compliance, such as with GDPR or industry-specific standards, must be meticulously managed.

Moreover, the success of smart technology adoption is contingent on organizational readiness. This includes having the right digital infrastructure, skilled personnel, and a culture that embraces data-centric thinking. Without buy-in from leadership and end-users, even the most advanced technology can fail to deliver value.

To fully harness smart technology, organizations must foster a data-driven culture. This involves more than just investing in tools—it requires training employees to interpret data, encouraging cross-functional collaboration, and aligning data initiatives with business goals. Leaders must champion the use of data in everyday decision-making and ensure that insights are translated into action.

MBA graduates, with their training in strategic thinking, operational analysis, and innovation management, are well-positioned to lead such transformations. They can bridge the gap between technical capabilities and business strategy, ensuring that technology investments yield measurable outcomes.

Smart technology is revolutionizing the way decisions are made—transforming data from a passive asset into an active driver of business value. Organizations that adopt real-time analytics, AI, and other smart technologies can respond faster, plan better, and compete more effectively in today's fast-paced markets. For business professionals, especially those with an MBA background, understanding and leveraging these tools is no longer optional; it is essential for leading successful, forward-looking enterprises.



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# THE FUTURE OF BUSINESS WITH SMART TECHNOLOGY



The convergence of Artificial Intelligence (AI), Internet of Things (IoT), and blockchain is revolutionizing business innovation, transforming industries, and creating new opportunities. AI's ability to analyze vast amounts of data, IoT's capacity to connect devices, and blockchain's secure and transparent ledger system are combining to drive efficiency, improve customer experiences, and foster innovation.

A key development in this transformation is agentic AI, which goes beyond traditional AI models by autonomously planning, executing, and optimizing workflows with minimal human intervention. AI agents, powered by agentic AI, are becoming essential tools for businesses looking to streamline operations, enhance efficiency, and drive innovation. Technologies like robotic process automation (RPA), machine learning (ML), natural language processing (NLP), and now agentic AI are transforming industries such as finance, healthcare, and manufacturing by optimizing workflows and reducing human error.

IoT for business transforms multiple sectors through real-time data collection, advanced analytics, and automation. IoT also fine-tunes renewable energy sources and in farming, the technology increases agricultural productivity. The future of IoT holds vast potential across various domains by integrating with advanced technologies like AI, 5G, and edge computing. As IoT continues to advance, several startups are leading the way in sustainable innovation.

Smart contracts, enabled by blockchain technology, are changing the manner in which businesses function. These self-executing contracts, written directly on the blockchain, remove the necessity for intermediaries, lower expenses, and enhance transparency. The integration of blockchain in mobility boosts trust, effectiveness, and innovation across numerous facets of the transportation sector, which includes autonomous vehicles, smart transportation systems, virtual energy storage technologies, farm automation tools, electric vehicles (EVs), shared mobility, logistics, and more. Its decentralized, secure, and transparent characteristics facilitate reliable transactions, diminishes counterfeiting, and improves efficiency. Possible uses involve secure data storage, smart contracts, digital identity verification, and tracking within supply chains. Blockchain decentralizes security measures and decreases dependency on centralized servers that are typically key targets for cybercriminals. The unchangeable nature of blockchain enables organizations to preserve tamper-proof records of transactions and occurrences, which is essential in sectors such as finance, healthcare, and manufacturing.

The future of commerce will change with smart technologies like AI, IoT, and blockchain. These tools will help companies improve their operations, customer experiences, and drive innovation. AI analytics will aid decisions, IoT will automate processes, and blockchain will secure transactions. This will make businesses more efficient and adaptable to market changes. By using these technologies, organizations will discover new opportunities, boost productivity, and stay competitive, leading to more innovation.



**Lakshmi S**

1st sem MBA, Sec A - AIMIT

# LIVING SMART

## HOMES THAT TALK COOK, AND CARE



In an era defined by rapid digital transformation, the modern home is evolving into an intelligent ecosystem—one that listens, learns, and responds. Smart technology is no longer a futuristic concept but a present-day reality that is reshaping domestic life. From voice-controlled assistants to AI-enabled appliances, “living smart” means embracing a lifestyle of comfort, efficiency, and security. At the forefront of this movement are voice-activated digital assistants like Amazon Alexa, Google

Assistant, and Apple’s Siri. These AI-driven platforms act as personal home managers—scheduling tasks, adjusting lights, controlling entertainment systems, and regulating temperature through simple voice commands. Over time, they adapt to individual preferences, creating a truly customized living experience.

The kitchen, often considered the heart of the home, is now becoming its brain. Smart refrigerators track inventory and suggest recipes based on contents. Connected ovens can be preheated remotely and are capable of adjusting cooking times automatically. AI-powered kitchen hubs provide step-by-step instructions, making cooking more efficient and enjoyable. These innovations not only streamline daily routines but also support sustainable living by minimizing waste and conserving energy.

Smart home security has also seen a transformative upgrade. High-definition surveillance cameras, facial recognition, and real-time alerts offer homeowners peace of mind whether they are at home or away. Smart locks and video doorbells enable remote access and monitoring, enhancing safety and control without compromising convenience.

Beyond convenience and security, smart homes are playing a growing role in health and wellness. Integrated systems now monitor indoor air quality, detect movement patterns, and alert caregivers in case of unusual activity—especially beneficial for elderly or vulnerable individuals. Wearable devices and smart health monitors, when synced with home systems, create a cohesive and proactive approach to personal care.

Another vital aspect of smart living is sustainability. Smart thermostats optimize heating and cooling, while automated lighting and energy usage tracking contribute to lower utility bills and reduced environmental impact. Solar panels and green tech integrations are becoming common features in smart homes, aligning technology with eco-conscious values.

Smart homes are not just collections of devices—they are responsive, evolving environments that reflect the way we live today. As technology continues to advance, homes will become even more intuitive, empathetic, and efficient. We are witnessing a new chapter in domestic life—where homes don’t just house us, but actively care for us.



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1st sem MBA, Sec A - AIMIT



# TRANSFORMING EDUCATION WITH SMART TECHNOLOGY

(Reimagining classrooms through innovation and connectivity)

## **Introduction :**

In the 21st century, education is undergoing a radical transformation driven by smart technology. What was once confined to chalkboards and textbooks is now a dynamic, interactive experience powered by artificial intelligence, data analytics, cloud computing, and the Internet of Things (IoT). As digital tools become more integrated into classrooms and curricula, they are reshaping how students learn, how teachers teach, and how schools operate.

## **Personalized Learning at Scale :**

One of the most powerful impacts of smart technology is the rise of personalized learning. AI-driven platforms can assess a student's strengths and weaknesses in real time, adapting content to suit their individual pace and learning style. This custom approach not only helps students grasp complex concepts more effectively but also keeps them engaged and motivated.

## **Classrooms and Digital Infrastructure :**

Smart classrooms are equipped with interactive whiteboards, digital projectors, and IoT-enabled devices that enhance the learning environment. Sensors can monitor air quality and lighting to optimize comfort, while cloud-based platforms allow seamless sharing of assignments, lectures, and feedback.

## **Empowering Educators :**

Technology doesn't just benefit students—it empowers educators as well. With access to detailed analytics, teachers can identify which topics are causing difficulties and adjust their methods accordingly. AI teaching assistants can handle routine tasks such as grading, freeing teachers to focus on mentoring and classroom interaction.

## **Breaking Down Barriers :**

Perhaps one of the most significant contributions of smart technology is its ability to democratize education. Online platforms, virtual labs, and mobile learning apps allow students from different socioeconomic backgrounds to access high-quality resources anytime, anywhere. This is particularly impactful in regions where traditional educational infrastructure is lacking.

## **Challenges and Ethical Considerations :**

Despite its promise, the integration of smart technology in education is not without challenges. Issues such as data privacy, digital equity, and screen-time management require careful consideration. Schools must also invest in proper training for educators to ensure technology is used effectively and responsibly.

## **Future of Learning :**

As innovation accelerates, the future of education looks increasingly Segmented reality (AR), and blockchain are poised to further enhance educational experiences and credentialing systems. The

classroom of tomorrow will not be bound by walls—it will be a global, connected learning ecosystem.

### Conclusion :

Smart technology is not just a tool; it's a catalyst for reimagining education. By embracing these innovations thoughtfully, we can create more inclusive, engaging, and effective learning environments that prepare students for a rapidly changing world.



**Sukanya R Javalagi**

MBA 1st year - Section C



Adarsh AIMIT has achieved outstanding placement success in the current cycle, with students being recruited by prestigious companies spanning sectors such as BFSI, IT, Analytics, Consulting, E-commerce, Retail, and Hospitality. Renowned firms like E & Y, KPMG, TCS and LSEG have offered roles in analytics, consulting, and technology domains. In the BFSI sector, leading companies including ICICI Bank, HDFC Bank, Bandhan Bank, ESAF Bank, SBI Life, ICICI Securities, ICICI Prudential, Canara HSBC, HDFC Life, Bajaj Finserv, NJ Investments, Northern Arc and HFFC have absorbed students into roles such as banking operations, financial services, insurance, and sales. The technology and IT space witnessed recruitment from firms like EXL Service, Intellipaath, Agumentik, Rupeek, Consero Global and USDC demonstrating the high employability of our students in data, operations, and support roles.

E-commerce and digital companies such as MagicBricks, NoBroker.com, Infinity Research, Zomato, Thomson Reuters, Zeomega, and Naukri.com offered positions in business development, marketing, and digital operations. Top companies from FMCG, retail, and manufacturing such as Wildcraft, Landmark, Dufry, Indiamart, and CASA Grand have onboarded students in roles across sales, marketing, and supply chain. Placements in diverse sectors such as real estate and hospitality were secured with companies like Reliance, Pyrox i-City, and Taj Hotels, reflecting a broad spectrum of industry engagement with AIMIT. The consistent placement outcomes underscore Adarsh AIMIT's strong industry interface, student readiness, and commitment to professional excellence. The consistent success in placements reflects the institution's commitment to nurturing industry-ready professionals and enhancing employability through continuous skill development and corporate engagement.



## Transforming Placement with Smart Technology

In today's rapidly evolving digital landscape, the integration of smart technology into placement processes is revolutionizing how MBA students prepare for and secure career opportunities. From AI-driven resume screening to virtual interview platforms and predictive analytics, institutions and companies are leveraging cutting-edge tools to streamline recruitment, enhance student readiness, and match talent more effectively.

### Key Benefits of Smart Technology in Placement

#### 1. AI-Based Resume Filtering

Gone are the days of manual resume screening. Artificial Intelligence (AI) tools can now analyse hundreds of resumes in seconds, filtering them based on keywords, skills, and job relevance. This allows recruiters to focus only on the most aligned candidates while giving MBA students clarity on how to tailor their resumes to industry demands. The result is faster, fairer, and more efficient shortlisting.

#### 2. Virtual Career Fairs & Interviews

Smart technology enables institutions to host virtual career fairs, connecting MBA students with recruiters from around the globe. Virtual interviews have become a norm, ensuring flexibility and wider access to opportunities. For students, this means no geographic limitations—and for recruiters, a broader and more diverse talent pool.

#### 3. Predictive Hiring Analytics

With the help of predictive analytics, placement cells can forecast trends in recruiter behavior, job market needs, and student performance. These insights help in developing targeted training programs, ensuring that students are equipped with the right skills well before interview season begins. This data-driven approach increases placement success rates significantly.

#### 4. Skill-Matching Algorithms

Smart platforms now use sophisticated algorithms to match student skills with job requirements. These tools assess profiles beyond traditional metrics, focusing on competencies, achievements, and behavioral patterns. MBA students benefit by getting matched with roles that align more closely with their strengths and career goals—leading to more meaningful placements.

#### 5. 360-Degree Feedback Tools

Real-time feedback mechanisms integrated into mock interviews and assessments allow students to continuously improve. These tools capture recruiter feedback, peer reviews, and self-reflections, giving MBA aspirants a holistic view of their readiness. Such feedback loops enhance confidence and fine-tune performance.

The intersection of smart technology and placements has ushered in a new era for MBA students. From smarter application processes to dynamic career opportunities in companies like Smart Tech Now, students are now better equipped than ever to step confidently into the corporate world. Embracing these innovations ensures not just employability—but sustained career growth in the digital age.



**Ms. D Vijayalakshmi**  
Manager, Placement  
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**Mr. Sai Gopala Krishnan**  
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