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AIMIT

ADARSH SAMPADA

DECEMBER 2025



**BUSINESS
360°**

The Triple
Bottom Line



ADARSH INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY

5th Main, Chamarajpet, Bengaluru - 560 018.

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 and the Womentorship 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. Complementing these initiatives, the institution's vibrant clubs further enrich student engagement and holistic development. The Finance Club nurtures financial acumen and investment awareness, while the Marketing Club fosters creativity and strategic thinking. The Analytics Club sharpens data-driven decision-making skills, and the HR Club builds competencies in people management and organizational behaviour. The Entrepreneurship Club inspires innovation and start-up thinking, encouraging students to transform ideas into ventures. The Healthcare & Sustainability Club promotes awareness of well-being and responsible practices, aligning students with the principles of a sustainable and balanced future. The Media & Literary Club enhances communication, writing, and critical thinking abilities, while the Cultural Club provides a platform to celebrate talent and diversity.

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, Business 360° paints a future where purpose, people, and profit converge, transforming possibilities into sustainable progress.”

It is with great pride and enthusiasm that we present to you the December 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 'Business 360° – The Triple Bottom Line', highlights the integrated approach of balancing People, Planet, and Profit. It delves into how organizations today are not just driven by financial performance but are equally committed to social responsibility and environmental stewardship.

In an era where sustainable practices define long-term success, this edition offers rich insights into how businesses are aligning economic goals with ethical values and ecological consciousness. From responsible leadership to green innovation and inclusive growth, this issue reflects the holistic vision of modern enterprises that strive to create value beyond profits. Sampada continues to inspire exploration and celebrates the synergy between business excellence and sustainability. Your continued support motivates us to reach greater heights, and we are grateful to have you with us on this meaningful journey toward a more balanced, responsible, and sustainable future.

If you have any questions, suggestions, or concerns, please address them to spoorthiskumar@agieducation.org. Thank you. We hope you will find Adarsh Sampada informative.

Warm Regards,
Prof. Spoorthi S Kumar
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, responsibility, and community. We are delighted to present the December 2025 Edition of Sampada, a celebration of voices, visions, and meaningful insights. This issue embraces the theme 'Business 360° – The Triple Bottom Line', offering a comprehensive perspective on how businesses today are redefining success through the balanced integration of People, Planet, and Profit.

In a world where sustainability and accountability are becoming central to organizational growth, this edition explores how businesses are evolving beyond traditional goals. From ethical practices and social impact initiatives to environmental stewardship and responsible profitability, the concept of Business 360° highlights a holistic approach to value creation. Through thoughtfully curated articles and perspectives, this edition captures the dynamic relationship between economic performance, societal well-being, and ecological balance.

We are deeply grateful to our contributors—the authors who brought forward innovative ideas, the editors who refined them, and the reviewers who ensured excellence in every piece. Their dedication has helped shape Sampada into more than just a magazine, it stands as a collaborative platform for learning, reflection, and responsible thought leadership. To our readers, you remain the heart of Sampada. Your curiosity, feedback, and encouragement inspire us to evolve. With each edition, we aim to ignite new perspectives, share impactful knowledge, and strengthen a sense of purpose within our vibrant academic community.

If you have any thoughts, suggestions, or reflections, I warmly invite you to connect with us at 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



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.



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SAVINENAPU
Join us for our Alumni Reunion event. Revitalize Your Alumni Spirit: Reconnect, Rejuvenate, and Thrive Together.
SATURDAY, 11th October 2025
at 11:00 AM
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Visit to Indian Institute of Management Bangalore

Silver Jubilee Foundation Day



On 9th July 2025, Adarsh AIMIT arranged a student's visit to IIM Bangalore on the occasion of the 'Silver Jubilee Foundation Day' organized by the Centre for Public Policy (CPP) under the leadership and guidance of the Director & Principal, Dr. R. Venkataraman. The visit provided students with exposure to public policy initiatives and academic excellence at a premier management institution. Participants interacted with policy experts, faculty, and researchers to gain deeper insights into governance and leadership in public administration. The initiative helped bridge theoretical learning with real-world applications in policy-making. The visit was coordinated by Prof. Spoothi S and Prof. Gautam Shivaraj.

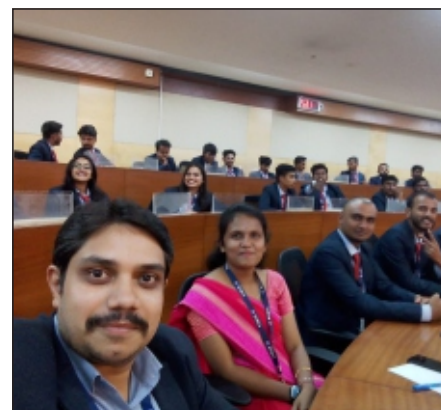


Visit to Indian Institute of Management Bangalore

Silver Jubilee Foundation Day



Following the success of the earlier visit, another set of MBA students from Adarsh AIMIT attended the Silver Jubilee Foundation Day celebrations at IIM Bangalore on 10th July 2025. The visit aimed to provide continued exposure to innovative policy frameworks and sustainable development discussions. Students and faculty participated in keynote sessions by eminent policy thinkers and academic leaders. The experience enriched learners' perspectives on evidence-based decision-making and the role of management education in nation-building. The program was coordinated by Prof. Rishikeshav and Prof. Harshitha.





Inaugural Ceremony of the Cultural Club

The Cultural Club of Adarsh AIMIT-VEDANZA was inaugurated on 22nd July 2025 to promote artistic expression, inclusivity, and campus vibrancy. The ceremony featured a lamp-lighting session and introductory dance & Drama by students. The event underscored the importance of cultural engagement as a key element of holistic education. Students were encouraged to participate in upcoming cultural and literary initiatives. The event was organized by the Cultural Club and coordinated by Prof. Nivedita P Patil, Prof. Spoorthi S, Prof. Harshitha M, and Prof. Rishikeshav.



World Conservation Day



Adarsh AIMIT observed World Conservation Day on 28th July 2025 to promote awareness about environmental sustainability and ecological balance. The event highlighted the urgency of protecting natural resources and encouraged students to adopt green habits. Interactive discussions and visual presentations were conducted emphasizing conservation at the institutional and community levels. The session instilled responsibility towards the planet among students and faculty members. The program was coordinated by Prof. Rishikeshav and Prof. Harshitha as part of the Day Celebration initiative.

Business Analytics Club Inaugural Ceremony

The Business Analytics Club of Adarsh AIMIT- THE INSIGHTS LEAGUE was formally inaugurated on 28th July 2025 with the objective of fostering analytical thinking and data-driven decision-making among students. The event introduced the club's vision, mission, and forthcoming academic activities including Hackathons and Data competitions. Faculty members highlighted the significance of analytics in shaping modern business strategies. The ceremony concluded with the introduction of student office bearers and their responsibilities. The event was coordinated by Prof. Spoorthi S, Dr. Uma Devi Ananth and the President, Vice-President & Secretary of BA Club- Gopi Chandu, Dhanush & Kiran Kumar CS respectively.



HR Club Inaugural Ceremony



The Human Resource Club of Adarsh AIMIT- PRAVRITTI was inaugurated on 31st July 2025 to strengthen HR learning through peer collaboration and applied projects. The ceremony introduced the club's structure, roles, and upcoming initiatives in employee engagement, workplace culture, and strategic HRM. Faculty emphasized the importance of developing people-centric leadership skills. Students expressed enthusiasm to participate in HR-focused competitions and research forums. The Quiz and Fashion Walk formed a significant highlight of the Inaugural Ceremony, adding vibrancy and enthusiasm to the event. The program was coordinated by Prof. Nivedita P Patil & Prof. Komal Bisht.



Free Eye Test Camp

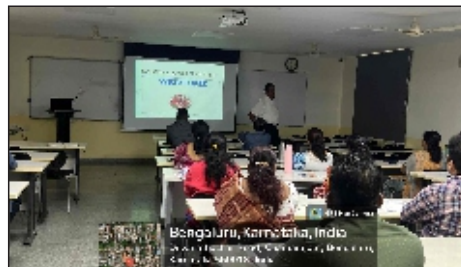
The Healthcare Club of Adarsh AIMIT conducted a Free Eye Test Camp on 31st July 2025, promoting preventive healthcare awareness. The initiative offered eye check-ups for students, staff, and faculty in collaboration with medical professionals. It emphasized the importance of early detection and regular screening for maintaining vision health. The medical camp reflected AIMIT's commitment to holistic well-being and social responsibility. The Healthcare Club activity was coordinated by Prof. Rashmi N.



Adarsh Achieves ISO Certification

Adarsh AIMIT has achieved ISO Certification,
ISO 21001, ISO 50001 & ISO 14001

The IQAC Cell of AIMIT organized an ISO Audit Training program on 1st August 2025 to enhance institutional quality standards and compliance awareness. Faculty members gained insights into internal auditing procedures, documentation, and performance evaluation. The training session helped faculty and staff strengthen their understanding of the ISO framework. The workshop reinforced AIMIT's dedication to continual improvement and accountability in academic operations. The session was coordinated by Prof. Komal Bisht and Prof. Gautam. Following the ISO Audit Training, Adarsh AIMIT conducted its Internal ISO Auditing session in August. The process aimed to assess adherence to institutional quality parameters and operational standards. Faculty auditors evaluated academic and administrative practices for continual improvement. The exercise reinforced the culture of transparency and evidence-based evaluation. The IQAC initiative was coordinated by Prof. Komal Bisht and Prof. Gautam.



Independence Day Celebration



Adarsh AIMIT celebrated Independence Day on 15th August 2025 with patriotic fervour and enthusiasm. The celebration included flag hoisting, cultural performances, and reflections on India's journey of freedom and progress. Students and faculty united to honour the nation's heroes and reaffirm their commitment to civic responsibility. The program fostered national pride and institutional solidarity.

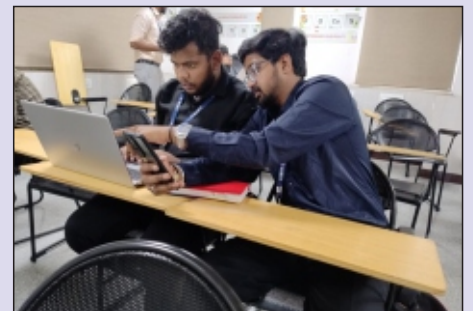
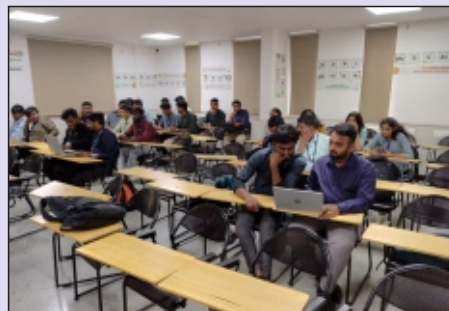


Toast Masters Club Session

Adarsh AIMIT organized a Toast Masters Club Session on 28th July 2025 to strengthen students' communication, leadership, and public speaking skills. The session introduced students to the Toastmasters framework, encouraging confidence and articulation in professional settings. Participants practiced structured speeches and received constructive feedback. The initiative supported students' personal and professional development. The event was coordinated by Dr. Gunaseelan

Business Analytics Club Hackathon

The Business Analytics Club of Adarsh AIMIT organized a two-day Hackathon on 20th and 21st August 2025. The event aimed to promote problem-solving and innovation using real-world business datasets. Students formed teams to design data-driven solutions addressing contemporary management challenges. The Hackathon fostered teamwork, critical thinking, and creativity among participants. The event was coordinated by Prof. Spoorthi S and Dr. Uma Devi Ananth.



MAD ADS – Ad-O-Mania

The Student Development Cell (SDC) organized MAD ADS – Ad-O-Mania on 23rd August 2025, a creative advertising competition showcasing student innovation in marketing communication. Teams presented humorous and insightful advertisements promoting various social and business ideas. The event enhanced persuasive communication and teamwork among participants. It provided a lively platform for experiential learning through entertainment. The competition was coordinated by Prof. Spoorthi, Prof. Harshitha, and Prof. Rishikeshav.





Teacher's Day Celebration



On 13th September 2025, the Cultural Club of AIMIT observed Teacher's Day to express gratitude towards faculty members for their guidance and dedication. The celebration included student performances, speeches, dance, drama and cake cutting ceremony by teachers. It reinforced the student-teacher bond and highlighted the value of education in shaping futures. The event fostered mutual respect and appreciation within the AIMIT community.

Engineer's Day



Adarsh AIMIT commemorated Engineer's Day on 15th September 2025 to honour the contributions of engineers to technological advancement. Students participated in discussions and exhibitions showcasing innovative solutions for sustainable development. The program encouraged critical thinking and problem-solving skills. It inspired management students to appreciate the interdisciplinary role of technology in business. The celebration organized as part of the Day Celebration was coordinated by Prof. Rishikeshav & Prof. Harshitha

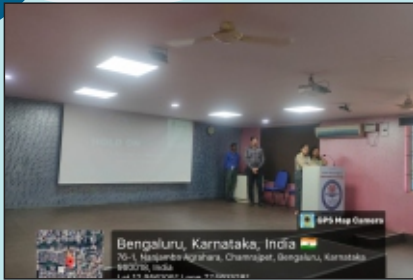
Investors Awareness Program



Adarsh AIMIT conducted an Investors Awareness Program on 15th September 2025 by Dr. Dhanalakshmi- Professor ABBS College to promote financial literacy among students. Experts shared insights on investment strategies, risk management, and portfolio diversification. The session encouraged responsible financial decision-making for future professionals. Interactive discussions enabled participants to understand

practical aspects of wealth creation. The event was coordinated by Prof. Rashmi.

Suicide Prevention



AIMIT observed Suicide Prevention Day on 17th September 2025 with a mime performance spreading awareness about mental health. The event emphasized empathy, communication, and early intervention in emotional well-being. Students conveyed powerful messages through creative expression and silence. The initiative reflected AIMIT's holistic commitment to psychological health and inclusivity. The event was coordinated by Prof. Rishikeshav and Prof. Harshitha.

Swachhata Pakhwada – Essay Writing

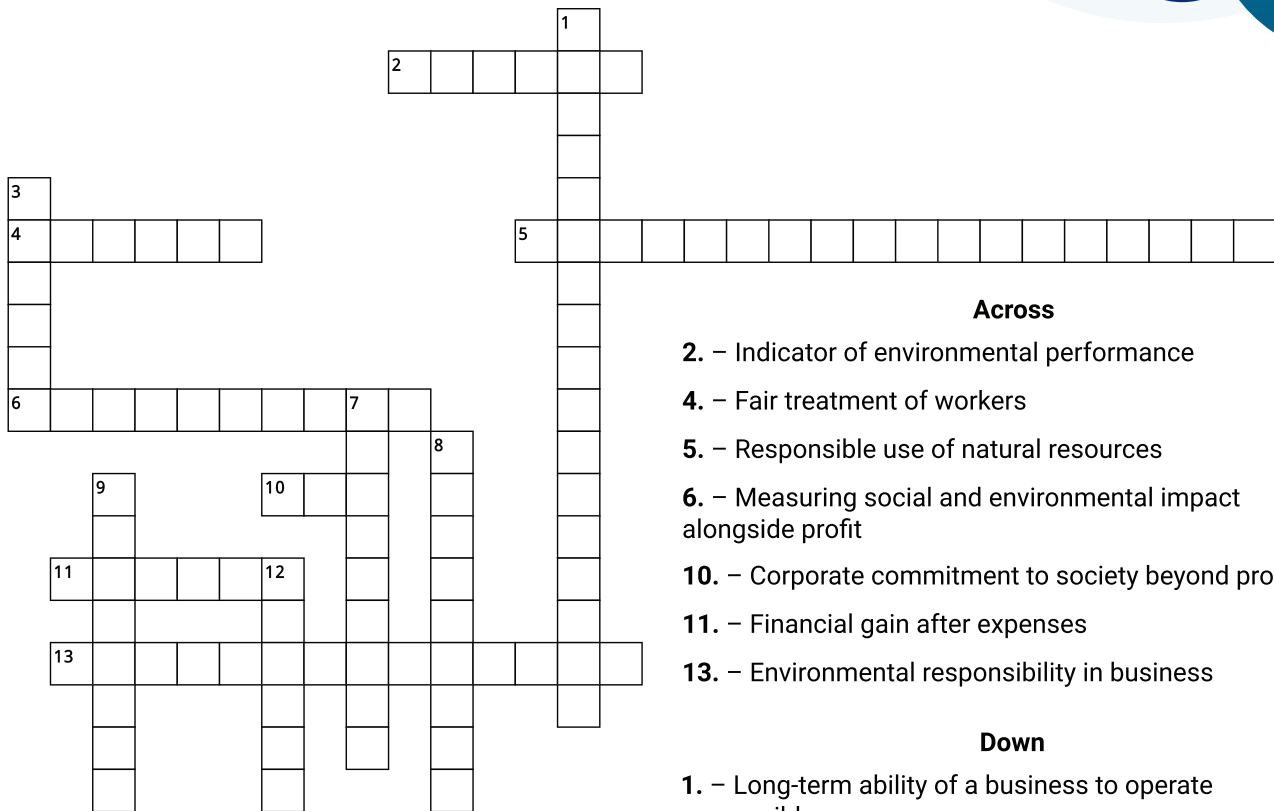


As part of AICTE and Student Development Cell, organized an Essay Writing Competition under Swachhata Pakhwada on 12th September 2025. The event encouraged students to write on the importance of cleanliness, sustainability, and civic responsibility. It aimed to build awareness of Swachh Bharat initiatives. The activity inspired youth participation in environmental action. The event was coordinated by Prof. Spoorthi, Prof. Harshitha, and Prof. Komal.





Crossing into the Future



Across

- 2. – Indicator of environmental performance
- 4. – Fair treatment of workers
- 5. – Responsible use of natural resources
- 6. – Measuring social and environmental impact alongside profit
- 10. – Corporate commitment to society beyond profits
- 11. – Financial gain after expenses
- 13. – Environmental responsibility in business

Down

- 1. – Long-term ability of a business to operate responsibly
- 3. – Ethical treatment of employees and communities
- 7. GOVERNANCE – Governance practice ensuring transparency and ethics
- 8. – Decision-making considering long-term consequences
- 9. – Business model reducing waste and reusing resources
- 12. BOTTOM LINE – Business approach balancing profit, people, and planet



Finance Club Launch



The Finance Club of Adarsh-VA ₹ DHAN was inaugurated on 23rd September 2025 to enhance financial acumen and analytical skills among students. The launch ceremony outlined the club's objectives, future workshops, and industry connect initiatives. An IPL Mock Auction was organized for the students as part of this initiative. Faculty members emphasized the relevance of financial literacy for managerial effectiveness. The club aims to bridge theory and practice through student-led financial activities. The event was coordinated by Prof. Archana and Prof. Rishikeshav.

NAAC Workshop

On 3rd October 2025, the IQAC Cell of Adarsh AIMIT conducted a NAAC Workshop that focused on quality assurance and institutional accreditation processes. The session conducted by Dr. S. Sathyanarayana, the Principal of the M.P. Birla Institute of Management in Bengaluru emphasized documentation practices, best teaching methodologies, and continuous improvement frameworks. Participants gained clarity on NAAC criteria and reporting standards. The initiative reinforced AIMIT's pursuit of academic excellence and transparency. The workshop was coordinated by Prof. Rashmi.



Rotaract Club Orientation

The Rotaract Club of AIMIT held its Orientation Program on 10th October 2025 to introduce new members to Rotaract's goals and values. The session highlighted community service, leadership development, and youth empowerment. Students were encouraged to participate in upcoming Rotaract initiatives. The event inspired social engagement and volunteerism among students. The program was coordinated by Prof. Sayantani and Prof. Rishikeshav.





Alumni Meet



Adarsh AIMIT organized its Alumni Meet on 11th October 2025, bringing together graduates from different batches. The gathering celebrated alumni achievements and strengthened institutional bonds. Interactive sessions and games enabled networking and knowledge sharing. The event reinforced the sense of belonging and professional collaboration. It was coordinated by Ms. Vijayalakshmi, Prof. Spoorthi & Prof. Komal,



Traffic Awareness Program on Road Safety

Adarsh AIMIT conducted a Traffic Awareness Program on Road Safety on 17th October 2025 to sensitize students about responsible driving and accident prevention. Experts discussed traffic regulations, safety gear, and emergency response. The session encouraged civic discipline and awareness. Visual presentations highlighted the social impact of road negligence.



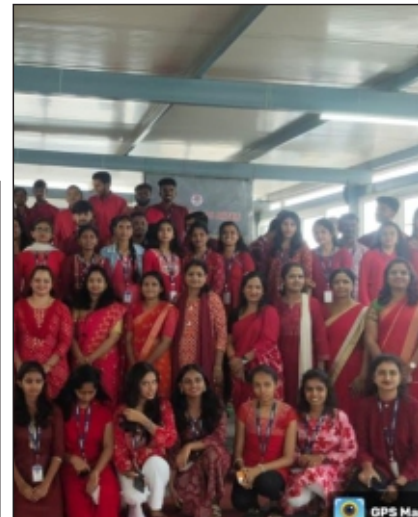
Breast Cancer Awareness

Adarsh AIMIT observed Breast Cancer Awareness Day in association with CII-Yi on 25th October 2025 to educate students and staff about early detection and women's health. A pink ribbon campaign was organized to promote awareness. The event encouraged open dialogue and preventive healthcare practices. It reflected the institution's commitment to women's wellness. The program was coordinated by Prof. Harshitha and Prof. Rishikeshav.



Navratri Celebrations

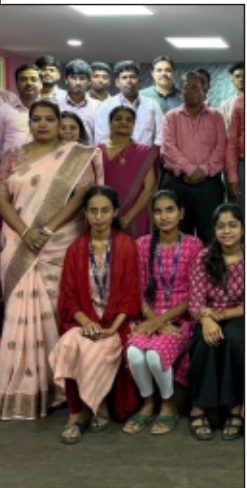
Adarsh AIMIT celebrated Navratri from 22nd September to 01st October 2025 with traditional fervour and enthusiasm. The campus was adorned with festive décor, and students participated in Garba, Dhandiya and cultural performances. The celebration fostered unity and appreciation for India's cultural diversity. It provided students a joyful break from academics while celebrating values of empowerment and devotion. The event was coordinated by Prof. Nivedita P Patil, Prof. Spoothi S, Prof. Harshitha M, and Prof. Rishikeshav.



RAL CLUB VEDANZA

Ek Bharat Shreshtha Bharat

The Ek Bharat Shreshtha Bharat EBSB (Cultural Club) organized a vibrant cultural event 'Discover Uttarakhand' on 28th October 2025. The event aimed to celebrate the culture, traditions, and heritage of the state of Uttarakhand. The program began with a PowerPoint presentation highlighting Uttarakhand's geography, festivals, cuisine, and tourist attractions. Following the presentation, students performed traditional dances and participated in a themed ramp walk showcasing Uttarakhand's ethnic attire. The enthusiasm and creativity of the participants brought the culture of the state to life. Prof. Komal and Prof. Harshitha were the program coordinators.



AICTE Pledge

On 27th October 2025, Adarsh AIMIT organized the AICTE Integrity Pledge to promote ethical conduct and transparency in all institutional activities. Faculty, staff, and students collectively reaffirmed their commitment to integrity and accountability. The pledge ceremony emphasized moral values as integral to academic excellence. It strengthened ethical awareness within the campus community. The event was coordinated by Dr. Gurusamy & Prof. Harshitha.



AICTE Cyber Jagrit Bharath – Vigilance Awareness Week

From 28th to 31st October 2025, Adarsh AIMIT observed AICTE Cyber Jagrit Bharath – Vigilance Awareness Week. The week-long program aimed to promote digital safety, anti-corruption awareness, and ethical digital behaviour. Interactive sessions and student discussions highlighted the importance of cyber security and vigilance in professional life. The initiative strengthened values of responsibility and integrity among students. Dr. Gurusamy coordinated this series of programs.

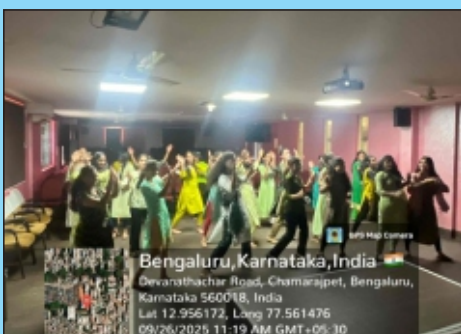
Womentorship Cell

Digital Safety and Scam Awareness for Women

On 25th July 2025, The Womentorship Cell of AIMIT organized a session titled “Digital Safety and Scam Awareness for Women”. The event aimed to educate female students and staff about the growing threats in the digital space, particularly those targeting women, such as romance and sextortion scams, fake job offers, OTP frauds, phishing, and social media impersonation. The session highlighted real-life case studies and demonstrated how online frauds are conducted.



Mind Body Wellness – Quick Zumba Session



A Mind Body Wellness Program – Quick Zumba Session was organized on 26th Sept 2025. The initiative aimed at promoting physical fitness, mental well-being, and stress relief among students. The session was led by Womentorship coordinators who guided students through a series of simple and energetic Zumba routines, set to lively music.



From Self-Critique to Self-Compassion: Transforming Your Inner Voice: Practicing Kindness Towards Yourself



On 29th August and 01st September 2025, The Womentorship Cell of AIMIT organized a session at the AIMIT Auditorium. The event was specially designed for MBA girl students to help them transform their inner voice from self-criticism to self-compassion through interactive and reflective activities. The session aimed to build self-awareness, boost confidence, and promote emotional well-being among participants.

EMPOWERED & AWARE Safety, Strength and Self Protection

A session on "Safety, Strength, and Self-Protection" was organized on 23rd October 2025 with the aim of creating awareness among girl students regarding their safety and well-being. During the session, students were sensitized about women safety helpline numbers, emergency contact services, and institutional support mechanisms available to them. The speakers explained when and how these helplines should be used, ensuring that students felt confident to seek help whenever required.

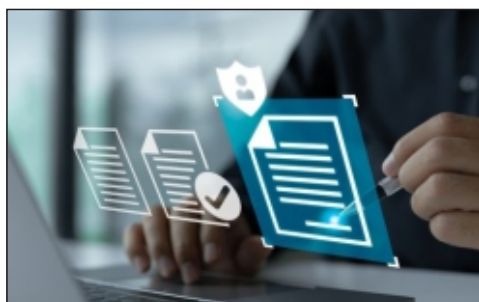


Empowering First-Year MBA Women

Guidance on Professional Appearance and Personal Grooming

The womentorship session was conducted on 12th December 2025 for the first-year MBA female students. The session began with a warm welcome, emphasizing the role of professional appearance in shaping perceptions and building confidence. The session was designed to be interactive, allowing students to ask questions and clarify doubts. The session was highly interactive, with students actively participating, sharing experiences, and seeking guidance on practical challenges related to dressing and grooming. Prof. Komal & Prof. Sayantani, co-ordinator all the Womentorship activities.

Finance Club - Market Ka Eklavya



The Finance Club of AIMIT in collaboration with Poornatha and NSDL, organized an insightful session titled "Market Ka Eklavya" on 23rd August 2025. The one hour session conducted from 6:00 p.m. to 7:00 p.m. aimed at strengthening financial literacy and market understanding among MBA students. The session focused on the key aspects of the markets, including investment strategies, risk assessment and portfolio management. Prof. Rashmi was the co-ordinator for the program.

CII-Yi Activities

Train the Trainer – Naarica Programme

The session conducted on 9th June 2025, aimed to orient student trainers from various colleges across Bengaluru to the objectives and structure of the Naarica initiative, which focuses on climate leadership and community engagement. Students from various colleges across Bengaluru participated in the online session

International day against drug abuse and illicit trafficking

A special online awareness session was organized on 26th June 2025 to observe the International Day Against Drug Abuse and Illicit Trafficking. The program was co-hosted by Young Indians Bengaluru in collaboration with the Bengaluru City Police. The session highlighted the dangers of drug abuse and emphasized the collective responsibility of youth and citizens in building a drug-free society.

Future 5.0 - Preliminary Round

Date: 1st July 2025 | Venue: Presidency College
Vertical: Climate Change



The Future 5.0 Preliminary Round was organized to provide a platform for students to ideate and propose innovative solutions addressing pressing climate change challenges. Participants presented concepts focusing on sustainability, environmental conservation, and climate resilience. The session encouraged critical thinking, problem-solving, and



awareness of global environmental concerns. The preliminary round successfully shortlisted promising ideas for the final stage while fostering climate-conscious leadership among students.

Future 5.0 - Final Round

Date: 5th July 2025 | Venue: Garden City College
Vertical: Climate Change



The final round of Future 5.0 brought together shortlisted teams to present refined and impactful climate-focused solutions. Students demonstrated creativity, feasibility, and social relevance in addressing environmental issues such as carbon reduction,



renewable energy, and sustainable development. The event provided valuable exposure to competitive presentation standards and expert evaluation. It reinforced the importance of innovation-driven approaches in tackling climate change.



Round Table with CEO

Date: 31st July 2025 Speaker: Mr. Arun Krishnan

Vertical: Innovation

A Round Table with CEO was organized with Mr. Arun Krishnan to bridge the gap between academia and industry. The interactive session offered insights into innovation management, leadership challenges, and evolving industry expectations. Students actively engaged in discussions on entrepreneurship, adaptability, and future-ready skills. The session enabled participants to gain real-world perspectives and strategic thinking capabilities.



Date: 1st August 2025
Vertical: Entrepreneurship



Adarsh AIMIT in association with CII-Yi conducted a career counselling session for rural students at Narsapura Junior College with the objective of guiding them towards informed career decisions. The program highlighted various academic pathways, skill development opportunities, and entrepreneurial mindsets. Students were encouraged to identify their interests and strengths while understanding the importance of education and self-reliance. The initiative contributed to empowering rural youth through awareness and motivation.

Narrica Fellowship - 1st Session

Date: 18th August 2025 Venue: Basaveshwara High School

Target Group: Classes 5, 6, and 7 Vertical: Health

The Narica Fellowship held on August 18-19, 2025, was a meaningful initiative aimed at spreading menstrual awareness among girl students across four schools in Bengaluru. The sessions were conducted at Basaveshwara High School, Marthas English High School, South End Public School, and Anikethana Public School, reaching a total of 175 students.



Climate Change Awareness Program - 1st Session

Date: 18th August 2025, Venue: Basaveshwara High School
Target Group: Classes 8, 9, and 10 Vertical: Climate Change

A Climate Change Awareness session was organized to sensitize senior school students to environmental issues and sustainability practices. The session addressed topics such as global warming, climate impacts, and individual responsibility towards the environment. Students were encouraged to adopt eco-friendly habits and become change agents in their communities. The program successfully enhanced environmental consciousness among adolescent learners.



Yuva Habba

Date: 9th September 2025 Vertical: Yuva



The National Round of Future 5.0 Yuva Habba was held on 9th September 2025 at Garden City University, OMR Campus, Bengaluru, with the participation of over 2000 students from across India. The event brought together Yuva Chairs, Co-Chairs, student council members, and young leaders to deliberate on the themes of sustainability, innovation, and climate action. The session began with an insightful address by Mr. Vedant Ravi, who spoke about the

future journey of CII Yi, the organization's work across 45 focus areas, and Bengaluru's position as the Silicon Valley of India. He encouraged the youth to take responsibility in building a Sustainable India, emphasizing steps such as avoiding plastic usage, encouraging recycling, and reducing carbon footprints. The event was graced by Ms. Poojitha Prasad (Chapter Chair) and Ms. Priyadarshini Modi (Co-Chair), with the presence of Ms. Rini George and Mr. Kuberan Srihari. Mr. Pavitra Arora, National Yuva Chair, addressed during the mid-session, motivating students to take proactive steps towards climate-conscious action. As students of Adarsh Institute of Management and Information Technology, we also actively contributed by presenting a stall at the exhibition on Miyawaki Foresting using available spaces in Bengaluru, reflecting our commitment towards sustainability and innovation.

Accessibility Training Program

Date: 22nd September 2025 Venue: Global Academy of Technology
Vertical: Accessibility



An Accessibility Training program was conducted to promote awareness and sensitivity towards persons with disabilities. The session focused on inclusive practices, accessibility norms, and the importance of creating barrier-free environments in educational institutions. Participants gained insights into empathy-driven design and inclusive behaviour. The program contributed to fostering a culture of inclusivity and social responsibility. All CII- Yi activities were co-ordinated by Dr. Uma Devi Ananth.



INDUSTRY VISIT

RUDSET, Arasinakunte, Nelamangala

19th August 2025 & 4th September 2025



MBA students of Adarsh AIMIT visited RUDSET, Harsinagunta, to understand entrepreneurship development and skill-based training programs. The visit provided insights into rural enterprise creation, self-employment initiatives, and sustainable livelihood models. Students gained practical exposure to grassroots business development and institutional support systems.

Supram Technologies, JP Nagar, Bengaluru - 09th September 2025



The industrial visit to Supram Technologies exposed students to software development processes and manufacturing practices. The interaction highlighted emerging technologies, client handling, and organizational workflows in the manufacturing sector. Students gained clarity on industry expectations and career opportunities in technology-driven firms.

Mother Dairy - 27th September 2025

MBA students visited Mother Dairy to understand dairy processing, quality control, and supply chain management. The visit emphasized operational efficiency, cold chain logistics, and food safety standards. Students were able to relate theoretical concepts of operations management with real-time practices.

NTF South India Pvt. Ltd., Bidadi

8th October, 10th October & 16th October 2025

The visit to NTF South India Pvt. Ltd. offered students insights into manufacturing operations and automotive component production. Emphasis was laid on production planning, lean practices, and quality assurance systems. The visit enhanced students' understanding of industrial operations and process optimization.



Rail Wheel & Axle Factory, Yelahanka - 16th October 2025

MBA students visited the Rail Wheel & Axle Factory to observe large-scale public sector manufacturing operations. The visit highlighted precision engineering, safety standards, and quality management systems. Students gained valuable exposure to government-owned industrial practices and strategic operations management.

Sustainable logistics: The road to Carbon- Neutral Distribution



Sustainable logistics is a critical initiative for the modern supply chain, focusing on integrating environmentally friendly practices into all aspects of planning and managing the movement of goods. The core objective is to significantly reduce the sector's environmental impact especially its carbon footprint while maintaining or even improving operational efficiency and cost-effectiveness. This holistic approach re-evaluates everything from long-haul freight and last-mile delivery to warehousing, packaging and reverse logistics, with the ultimate goal being a carbon-neutral distribution network

Achieving carbon-neutral distribution requires a multi-faceted strategy, with transportation being the most immediate area of focus. Companies are rapidly transitioning to low-carbon vehicle fleets, replacing traditional diesel engines with electric vehicles for last-mile and regional deliveries, and exploring alternative fuels like Sustainable Aviation Fuel, biofuels, and hydrogen for heavy-duty, long-haul freight where electrification is less mature. Crucially, route optimization software leverages advanced data analytics to find the shortest, most efficient path minimizing mileage fuel consumption and unnecessary stops thereby cutting emissions directly at the source.

Beyond the vehicles, the entire infrastructure must be greened. Sustainable warehousing involves implementing energy-saving measures such as installing solar panels for on-site power generation, using energy efficient LED lighting, and automating climate control systems to minimize energy waste. Furthermore, eco-friendly packaging plays a major role by reducing material consumption and shipment volume. This involves "right-sizing" packages to eliminate excess filler, utilizing biodegradable or recycled materials like plant-based plastics and recycled cardboard, and implementing reusable packaging solutions such as returnable crates, which diminish waste throughout the entire supply chain.

Finally, the concept of carbon neutrality is reached through a combination of aggressive emissions reduction and strategic carbon offsetting. While the primary focus remains on reducing greenhouse gases to the lowest possible level the path to Net-Zero, any unavoidable residual emissions are then balanced out. This is typically done by purchasing carbon offsets investments in accredited projects like reforestation, renewable energy farms, or methane capture programs that remove an equivalent amount of carbon dioxide from the atmosphere.

Ullas K

MBA 1st year -C sec





Green Tech Startups: INNOVATING FOR A PLANET-POSITIVE FUTURE

The world is changing and so is the way we think about the planet. From melting ice caps to rising energy demands, it's clear that our future depends on finding smarter and cleaner ways to live. But in this challenge, a new wave of innovators has found the opportunity.

Across the globe, young entrepreneurs and visionaries are turning bold ideas into real solutions like solar panels that work even on cloudy days, electric trucks that deliver goods without a single drop of fuel, and recycled materials that look and feel brand new. These are the green tech startups the creative minds using science, technology, and imagination to protect the Earth while powering progress.

Reinventing How We Move

Transportation remains one of the world's largest emitters, responsible for nearly a fifth of global carbon pollution. Enter the era of sustainable mobility, where startups are redefining how we move people and goods. Electric vehicle makers like Rivian and Lucid Motors are pushing the boundaries of performance and design, while urban tech ventures like Voi and Bird champion shared e-mobility for city commuters. On the logistics front, Volta Trucks are deploying electric freight solutions that reduce emissions along critical supply routes.

Challenges and the Road Ahead

Despite the momentum, the road to a green economy is not without obstacles. Many startups face steep research costs, regulatory uncertainty, and the difficulty of scaling climate tech across global markets. Yet, these challenges are also opportunities and invitations for collaboration between innovators, investors, governments, and communities.

A New Kind of Growth Story

The rise of green tech startups is more than a business trend; it is a cultural shift. In this new economy, the innovators who thrive will be those who see sustainability not as a sacrifice, but as the greatest market opportunity of the century.

“The innovators who thrive will be those who see sustainability not as a sacrifice, but as the greatest market opportunity of the century.”

Ashirvada S G
MBA 1st year - A Sec



RESPONSIBLE SOURCING

ETHICS FROM FARM TO FACTORY

In an increasingly interconnected world, the journey of a product from its raw materials to the hands of the consumer is a complex web. Yet, hidden within this complexity lies a critical ethical imperative: responsible sourcing. This isn't just a buzzword; it's a commitment to ensuring that every step of a product's creation, from the farm to the factory, upholds human dignity, environmental stewardship, and fair practices.

The Seed of Change: Ethical Beginnings

Imagine a vibrant field where crops are cultivated by farmers who receive fair wages and work in safe conditions.

This is the ideal at the heart of responsible sourcing. It begins with understanding where raw materials come from, scrutinizing their origin to ensure they are not linked to child labour, forced labour, or exploitation. This includes everything from the cotton in your t-shirt to the minerals in your smart phone. Transparency at this initial stage is paramount, allowing companies to make informed decisions that align with their ethical.



Beyond the Farm Gate: Supply Chain Scrutiny

Once raw materials leave the farm, they embark on a journey through various stages of processing and manufacturing. This supply chain can be intricate, often spanning multiple countries and involving numerous intermediaries. Responsible sourcing demands diligent scrutiny of each link in this chain. Are factory workers paid living wages? Are their working hours reasonable and their environments safe? The use of advanced technologies like block chain is revolutionizing this process, offering an immutable and transparent record of a product's journey. This digital ledger can verify the authenticity and ethical standing of each component, building trust and accountability throughout the supply chain.

Environmental Stewardship: A Shared Responsibility

The extraction of raw materials and manufacturing processes can have significant ecological impacts, from deforestation and water pollution to greenhouse gas emissions. Companies committed to ethical sourcing actively seek out suppliers who employ sustainable practices, minimize waste, and strive for a reduced environmental footprint. This includes promoting circular economy principles, where materials are reused and recycled, minimizing the need for new resources.

We are the architects of the ethical supply chain of tomorrow. We're not just buying a product; we're investing in its story. So, let's ensure that story is worth telling



Divyashree D.R.
MBA 1st year - A sec



BLOCKCHAIN FOR TRANSPARENCY TRUST ACROSS THE VALUE CHAIN

In an age where trust defines success, transparency has become a cornerstone of ethical and efficient business operations. Blockchain technology, long associated with cryptocurrencies, has emerged as a transformative tool capable of fostering trust across entire value chains.

Blockchain is a decentralized digital ledger that records every transaction securely and immutably. Unlike traditional databases controlled by a single authority, blockchain distributes data across a network of participants, ensuring that no single party can alter or manipulate the information. This feature makes it particularly powerful for enhancing transparency in industries such as supply chain management, finance, and public governance.

Across the value chain, blockchain provides end-to-end visibility. From raw material sourcing to product delivery, every step can be recorded and verified. For instance, consumers can track products like coffee, diamonds, or pharmaceuticals back to their origin, confirming authenticity and ethical practices such as fair trade and sustainable sourcing. Businesses, in turn, benefit from reduced fraud, higher accountability, and stronger reputational trust among stakeholders.

Moreover, smart contracts—self-executing agreements built on blockchain—automate transactions once certain conditions are met. They eliminate intermediaries, reduce human error, and increase efficiency. For regulators and auditors, blockchain data serves as a reliable and tamper-proof source, simplifying compliance monitoring and reducing the costs of verification.

The adoption of blockchain also encourages collaboration across sectors. When suppliers, manufacturers, distributors, and consumers share access to a common, verified record, the entire ecosystem strengthens. Transparency promotes ethical practices, innovation, and long-term value creation.

However, challenges remain. High energy consumption, integration costs, and regulatory uncertainty limit widespread deployment. Yet, as technology evolves, many of these concerns are being addressed through energy-efficient blockchains and clearer policy frameworks.

In essence, blockchain represents a paradigm shift from blind trust to verifiable trust. By embedding transparency into the very fabric of transactions, it aligns business integrity with technological innovation. For future business leaders and innovators, understanding and leveraging blockchain will be key to creating more accountable, sustainable, and trusted value chains.

Pannag R Shetty
MBA 1st year - B sec



THE FUTURE OF RETAIL:

From Fast Fashion to Fair Fashion



Fashion has always been more than just clothing. It is a form of self-expression, creativity, and identity. Over the years, the fashion industry has grown rapidly, driven by changing trends and consumer demands. One major development in this industry has been the rise of fast fashion – a business model that focuses on producing large quantities of inexpensive, trendy clothing at a rapid pace. While fast fashion has made stylish clothes accessible to people around the world, it has also created serious environmental and ethical problems. Today, a new movement called fair fashion is emerging to bring positive change to the retail industry.

The Era of Fast Fashion

Fast fashion became popular in the early 2000s with brands like Zara, H&M, and Forever 21 leading the way. Their goal was simple: to make runway trends available to everyone as quickly as possible. New collections arrived in stores every few weeks, encouraging customers to buy more and more. This approach benefited retailers financially, but it also led to overproduction, overconsumption, and waste. Behind the glamour, the truth about fast fashion is alarming. Most clothes are made in developing countries where labour is cheap. Workers, especially women, often face long hours, unsafe working conditions, and very low wages. On the environmental side, the fashion industry is responsible for around 10% of global carbon emissions – more than aviation and shipping combined. The production of textiles also uses vast amounts of water and chemicals, polluting rivers and harming ecosystems.

The Shift Toward Fair Fashion

In recent years, awareness about these issues has grown. Consumers, especially the younger generation, are beginning to question where their clothes come from and how they are made. This awareness has given rise to fair fashion, also known as slow fashion or sustainable fashion. Fair fashion focuses on producing clothes in a way that is ethical, environmentally friendly, and socially responsible. It encourages the use of organic or recycled materials, fair wages for workers, safe working environments, and reduced waste. Instead of creating hundreds of new designs each season, fair

fashion brands emphasize timeless designs and high-quality fabrics that last longer. The idea behind fair fashion is simple: clothes should not harm people or the planet.

Technology and Innovation in Fashion

Technology is playing a major role in transforming the retail industry toward sustainability. Artificial Intelligence (AI) and data analytics help brands predict what customers want, reducing overproduction and unsold inventory. Blockchain technology is being used to make supply chains transparent, allowing consumers to trace a product's journey from raw material to finished garment. 3D printing and virtual fitting rooms also help reduce fabric waste and minimize returns. E-commerce platforms are now giving space to sustainable brands, making it easier for consumers to find eco-friendly options. Social media has also become a powerful tool in spreading awareness about fair fashion and responsible shopping.

The Role of Consumers and Governments

The change from fast to fair fashion is not just driven by brands — it is also led by consumers. Today's young people, especially college students and Gen Z buyers, are more socially and environmentally conscious. Many prefer thrifting, swapping, or buying second-hand clothes instead of constantly shopping for new ones. Influencers and fashion activists on social media are using their platforms to promote mindful shopping and to highlight the impact of fast fashion. Governments and international organizations are also taking action. Several countries are encouraging recycling programs, eco-friendly production methods, and fair trade practices. Some global fashion brands have launched “take-back” programs, allowing customers to return old clothes so they can be reused or recycled into new fabrics.

The Road Ahead

The future of retail lies in creating a balance between style, ethics, and sustainability. Fair fashion is not about rejecting trends — it's about making fashion smarter and more responsible. As more people become aware of the hidden costs of fast fashion, the demand for sustainable and ethical clothing will continue to rise. The fashion industry is finally realizing that being fashionable and being fair can go hand in hand. The next generation of consumers and creators is redefining what fashion means — not just as a form of self-expression, but as a statement of values.

Conclusion

The journey from fast fashion to fair fashion represents a hopeful change in the retail world. It shows that progress is possible when consumers, companies, and governments work together. The future of retail will not only be about what looks good, but also about what does good. As we move forward, embracing fair fashion is not just a trend — it's a necessity for a better, more sustainable future.

Keerthi R Kudari
MBA 1st year - A sec





THE RISE OF PURPOSE - DRIVEN WORKFORCES : WHY PEOPLE MATTER

In the modern era of work, a significant transformation is unfolding – one that places “purpose” at the heart of business success. The rise of purpose-driven workforces highlights a growing understanding that people are not just employees performing tasks, but individuals seeking meaning, fulfillment, and contribution in what they do. Today's workforce, especially the younger generations like Millennials and Gen Z, values purpose over paychecks. They want to be part of organizations that align with their personal values, contribute positively to society, and address issues such as sustainability, equality, and community well-being.

Organizations that cultivate a purpose-driven culture witness stronger engagement and motivation among their employees. When people believe in what they are doing and feel that their efforts contribute to a greater cause, their performance naturally improves. Purpose fuels passion, creativity, and resilience. Employees who find meaning in their work are more likely to collaborate effectively, show empathy toward others, and stay committed during challenging times. Businesses such as Google, Tesla, and Patagonia have embraced this philosophy by aligning their goals with broader social and environmental missions. As a result, they not only achieve financial success but also gain trust and loyalty from both their employees and customers.

Leaders play a vital role in nurturing purpose-driven environments. They must inspire by example—communicating vision clearly, recognizing contributions, and showing genuine care for people's well-being. Leadership today is about listening, empowering teams, and building emotional connections rather than simply giving orders. Companies that invest in employee growth, diversity, and social responsibility create a sense of belonging and shared mission.

Ultimately, the rise of purpose-driven workforces reminds us that people truly matter. They are not replaceable parts of a machine but the driving force behind every idea, product, and success story. As technology continues to advance, human purpose and values remain the foundation that differentiates great organizations from ordinary ones. Businesses that put people and purpose at the center of their strategies will not only thrive in the competitive world but also make a lasting, positive impact on society.

Pushpalatha S
MBA 1st year - B sec





In recent years, investing has moved beyond the sole pursuit of profit to include social and environmental responsibility. Traditional capital markets once focused primarily on financial gain, often neglecting the wider consequences of business activity. However, a new approach known as impact investing has transformed this perspective. It seeks to generate measurable social or environmental benefits alongside financial returns, thereby uniting profitability with purpose. This shift reflects a growing awareness that sustainable development and responsible finance are essential for long-term economic stability.

Impact investing differs from philanthropy because it expects both social impact and financial performance. Its core principles—intentionality, measurability, and accountability—ensure that investors consider not only how much profit their capital earns, but also how much positive change it creates. According to the Global Impact Investing Network (GIIN), the global market for impact investments exceeded 1.2 trillion US dollars in assets under management by 2023. This impressive growth has been driven by rising environmental consciousness, social awareness, and alignment with the United Nations Sustainable Development Goals. Increasingly, investors are channelling funds into renewable energy, healthcare, education, sustainable agriculture, and affordable housing. Governments and financial institutions have also introduced instruments such as green and social impact bonds to finance projects that yield both financial and societal benefits.

Several examples illustrate the potential of impact investing. Tesla, Inc. has proven that sustainability-driven business models can deliver strong financial results while advancing clean energy and electric mobility. The Acumen Fund supports enterprises that tackle poverty and clean energy challenges across developing regions. In India and other countries, green bonds have emerged as powerful tools for financing renewable energy and sustainable infrastructure.

In conclusion, impact investing represents a powerful evolution in modern finance. It demonstrates that financial success and social progress are not opposing forces, but partners in building a sustainable future. By integrating ethics and sustainability into investment decisions, impact investing redefines the role of capital markets—creating wealth while fostering meaningful, long-term change for society and the environment.

Suresh R

MBA 1st year - C sec



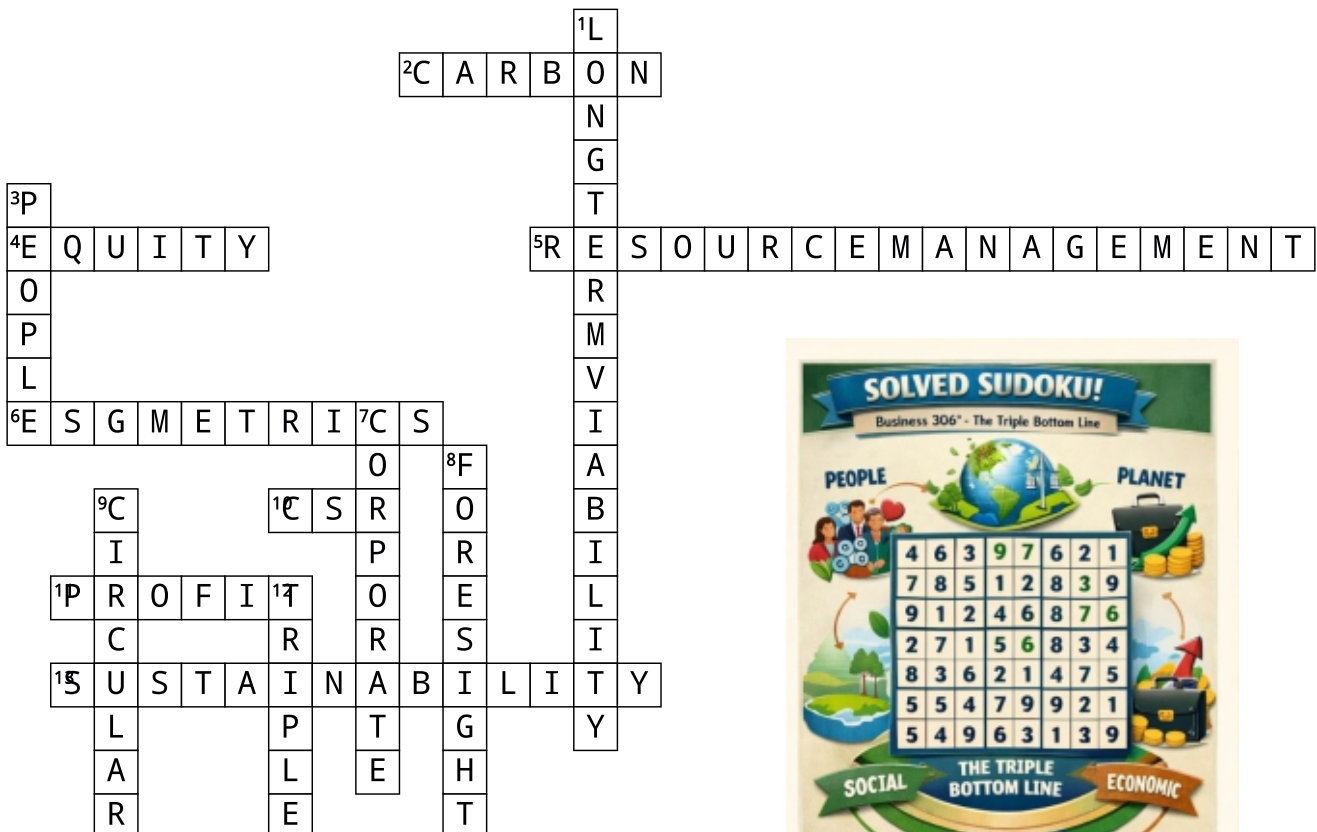
PUBLICATIONS & RESEARCH CONTRIBUTIONS

During the period Dr. M. Gurusamy published an article titled “AI-Driven Dyeing: The Next Great Leap Forward in Textile Production” in the Journal of the Textile Association, Volume 83, No. 3, a Scopus-indexed publication.

On September–October 2025, Ms. Harshitha M made significant scholarly contributions with her research article titled “AI-Driven Dyeing: The Next Great Leap Forward in Textile Production,” published in the Journal of the Textile Association, Volume 83, No. 3 (ISSN: 0368-4636), a Scopus-indexed journal. She also authored “A Study on Factors Influencing Health Insurance Purchase Intention in Bengaluru,” published in the International Journal of Innovative Research in Management Studies (IJIRMS), Volume 7, Issue 7 (ISSN: 2455-7188) in September 2025, in addition, her work on AI-driven dyeing appeared again in the Journal of Textile Association, Volume 86, No. 3, during the September–October 2025 issue.

Mr. Gautam Shivaraj contributed a book chapter titled “The Psychology of Pet-Driven Consumer Behavior” in IGI Global, Chapter 11 (pp. 273–314), ISBN: 979-8-3373-4342-6, indexed under Crossref (Scopus).

Crossing into the Future





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