

ADARSH INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY

NEWSLETTER

August 2024



ESTD 1971

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AIMIT

Indian Values ♦ Global Perspectives

A Unit of Adarsh Group of Institutions



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ABOUT AIMIT

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

MESSAGE FROM THE DIRECTOR & PRINCIPAL

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

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



Dr. R. Venkataraman
Director & Principal

EDITOR'S DESK



- Prof. Spoorthi S Kumar

We are thrilled and honoured to announce the release of AIMIT Newsletter Issue 3, 2024. On behalf of the Editorial Team, I extend a heartfelt welcome to all our valued readers. I would like to take this moment to express my gratitude to our authors, dedicated editors, and diligent reviewers, whose contributions have played a vital role in the success of our newsletter. The AIMIT Newsletter focuses on sharing the events organized for our Titans & Highflyers by providing them with valuable opportunities to explore various aspects of the business world and nurture their comprehensive development. I invite you to immerse yourselves in this edition of AIMIT Beat -Newsletter!

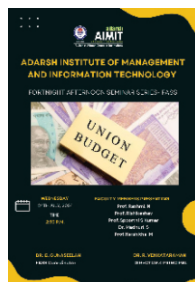
With all your unwavering support, I envision a brilliant future for our Newsletter.

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

NEWSLETTER

Union Budget2024 →

On 24th August 2024, the faculty members of Adarsh AIMIT organized a comprehensive discussion on the Union Budget-2024 at 2:30 PM under the FASS initiative. The session was led by Prof. Rashmi N, Prof. Rishikeshav, Prof. Spoorthi S. Kumar, Dr. Madhuri and Prof. Harshitha M.



Counselling Session ←

On 7th August 2024, the AIMIT Counselling Centre-SAAKALYA organized a counselling session led by Dr. Bhama Suresh, a distinguished counselor, from 10:30 A.M. to 12:00 P.M. The session was attended by both students and faculty members, providing a supportive platform for addressing mental health and well-being.

Alumni Talk Series Campus to Corporate: Focus on Finance Opportunities →

On 10th August 2024, the AIMIT Alumni Team hosted an insightful session as part of the Alumni Talk Series titled 'Campus to Corporate: Focus on Finance Opportunities'. The session featured Mr. Sujay Kumar R, Business Analyst at Surya Finance Technologies Ltd., as the resource person.



International Youth Day ←

On 12th August 2024, AIMIT celebrated International Youth Day with a focus on the importance of youth and the pressing issue of narcotics. The event began at 10:15 A.M., coordinated by Prof. Rishikeshav. The session highlighted the pivotal role of youth in shaping the future and addressed the dangers of narcotics, emphasizing the need for awareness and prevention.

Anti-Ragging Day →

On 14th August 2024, AIMIT marked Anti-Ragging Day with a Logo Designing & Poster Making Contest as part of the Day Celebration. The event was held from 2:30 P.M. to 3:30 P.M. and was coordinated by Prof. Rishikeshav. Alongside the creative contest, participants also took a solemn pledge to stand against ragging, reinforcing the institution's commitment to a safe and inclusive environment.



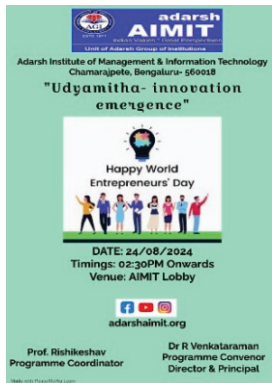
Fortnight Afternoon Seminar Series ←

On 14th August 2024, the FASS-Fortnight Afternoon Seminar Series featured a seminar by Prof. Sayantani on 'Acoustic Textiles' from 3:30 P.M. to 4:30 P.M. The session explored the innovative use of textiles to control sound, highlighting their potential applications in various industries.

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Independence Day➔

On 15th August 2024, AIMIT celebrated India's Independence Day with a solemn flag hoisting ceremony on campus. The event began with the national anthem, followed by an address by the institution's leadership, reflecting on the importance of freedom and unity. The celebration concluded with a message of collective responsibility towards building a better nation.



World Entrepreneurs' Day ←

On 24th August 2024, AIMIT celebrated World Entrepreneurs' Day with an event titled 'Udyamitha-Innovation Emergence' as part of the Day Celebrations held from 11:40 A.M. to 12:40 P.M. and coordinated by Prof. Rishikeshav. The event featured student-run stalls where they showcased and sold their innovative products.

National Space Day➔

On 24th August 2024, as part of the AIMIT Day Celebration, students gathered to watch a video commemorating India's Maiden National Space Day. The event, held from 11:40 A.M. to 12:40 P.M. and coordinated by Prof. Rishikeshav, provided an inspiring look at India's achievements in space exploration.

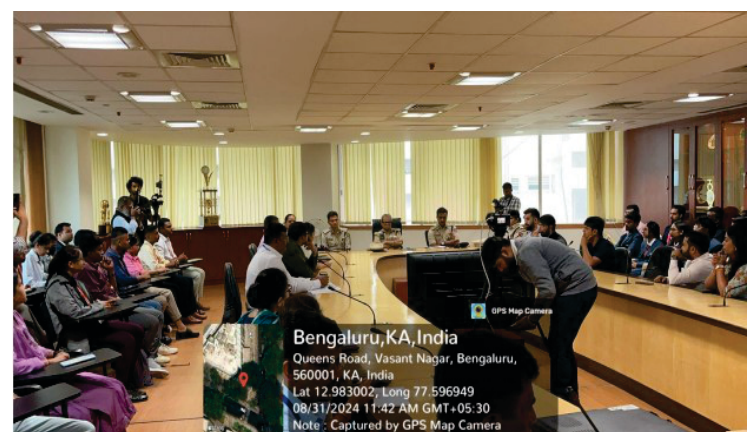


Fortnight Afternoon Seminar Series ←

On 29th August 2024, Prof. Harshitha delivered an insightful session as part of the FASS-Fortnight Afternoon Seminar Series at AIMIT. The seminar focused on the 'Entrepreneurship Development Program and Financial Assistance for Startups in Bengaluru'. Prof. Harshitha highlighted various government and private sector initiatives that provide financial support and mentorship for startups, emphasizing the vibrant entrepreneurial ecosystem in the city.

CII -Yi Road Safety Awareness Program➔

The 'Dialogue with YUVA students on Road Safety in Bengaluru City' was successfully conducted on 31st August 2024 at the Traffic Management Centre, Bengaluru. The event was organized in collaboration with the Confederation of Indian Industry (CII) and Young Indians (Yi) under the Yi Road Safety initiative, with active participation from Bengaluru City Police. The key dignitaries were: Shri B. Dayananda, IPS - Commissioner of Police, Bengaluru City Police, Government of Karnataka, Shri M. N. Anucheth, IPS - Joint Commissioner of Police (Traffic), Government of Karnataka.



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Knowledge Exchange Series (KES) Cell Investor's Awareness Program

On 3rd September 2024, the Knowledge Exchange Series (KES) Cell at AIMIT organized an Investor's Awareness Program led by Dr. A. Dhanalakshmi, a professor at ABBS and visiting faculty at ZUFE, China. The session focused on enhancing participants' understanding of financial markets, investment strategies, and risk management. Prof. Nivedita P Patil was the faculty coordinator for the session.



Teacher's Day

On 5th September 2024, AIMIT students organized a heartfelt Teachers' Day celebration to honour the dedication and contributions of their professors. The event featured a series of cultural performances, speeches, and interactive games that highlighted the strong bond between students and faculty. Teachers were recognized for their commitment to shaping future leaders.



International Guest Lecture

On 9th September 2024, AIMIT organized an International Guest Lecture on Forensic Accounting, presented by Dr. Ghousia Khatoon, Professor and Head of the Department of Accounting, Banking & Finance at Tishk International University, Erbil, Kurdistan Region, Iraq. Dr. Ghousia explored the role of forensic accounting in detecting financial fraud, emphasizing its importance in today's business environment. The session provided participants with a deeper understanding of the growing field of forensic accounting.



Engineer's Day

On 17th September 2024, Adarsh AIMIT celebrated Engineer's Day as part of its Day Celebration events. The program commenced at 10:15 A.M., coordinated by faculty member Prof. Rishikeshav. Students and faculty gathered to honour the contributions of engineers and discuss their role in shaping society. Inspirational speeches and interactive sessions highlighted the significance of engineering in modern advancements.



International Day of Democracy

On 17th September 2024, Adarsh AIMIT celebrated the International Day of Democracy as part of its Day Celebration series. It featured discussions on the importance of democracy in fostering equality, freedom, and human rights. Students actively participated in debates and presentations on democratic values and their relevance in today's world.



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Alumni TalkSeries

Re-imagination& Recreating Business

On September 20th, 2024, AIMIT hosted an insightful session under its Alumni Talk Series, titled "Re-imagination & Recreating Business." The talk was delivered by Mr. Ashwath Reddy, an investor, entrepreneur, and AIMIT alumnus, currently leading Azto Softcon Pvt. Ltd. Mr. Ashwath shared his expertise on innovative business strategies and adapting to market changes.



Rotaract OrientationProgram

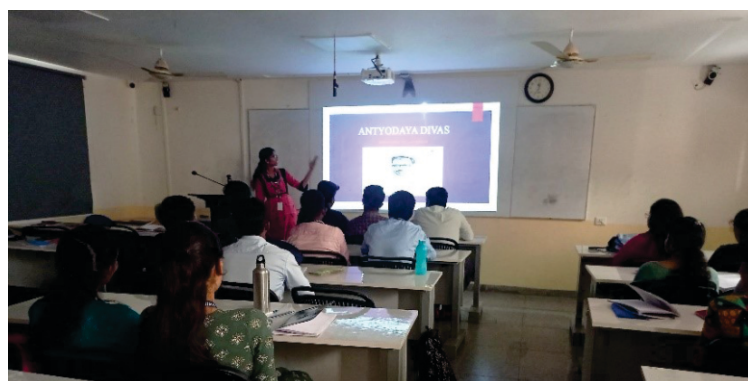
Embark on your journey with AIMIT

On September 20th, 2024, AIMIT held a Rotaract Orientation Program titled "Embark on your journey with AIMIT," The session aimed at introducing the Rotaract Club to the students. The guest speaker for the event was PHF.PP.RTR Janice Philip, District Rotaract Representative Elect, who inspired students to engage in community service and leadership activities



Management Fest: Name Reveal Ceremony

On September 20th, 2024, AIMIT celebrated the name reveal ceremony for its upcoming Management Fest, officially titled "ADASTRA." The event was attended by the key members of AGI, including Sri. Padam Raj Mehta, President, Sri. Jitendra Mardia, Hon. Secretary, and Dr. R. Venkataraman, Director & Principal of AIMIT. The ceremony featured a traditional lamp lighting, followed by a vibrant flash mob from the students on the college grounds. Additionally, the campus came alive with Onam celebrations.



AntyodayaDiwas

On 25th September 2024, AIMIT celebrated Antyodaya Diwas with enthusiasm at 11:30 A.M. The event highlighted the institution's commitment to uplifting and empowering communities. Faculty Coordinator Prof. Harshitha ensured smooth coordination of the program, contributing to its success. The occasion was marked by the activities promoting inclusivity and social welfare among the student community.

WORLD RABIES DAY



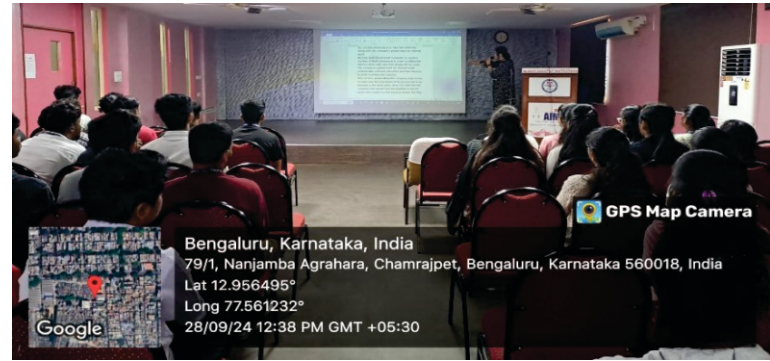
World Rabies Day

On 28th September 2024, AIMIT observed World Rabies Day with activities coordinated by Prof. Rishikeshav and Prof. Harshitha. The event aimed to raise awareness about rabies prevention and promote public health initiatives.

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Knowledge Exchange Series (KES) Cell Business Ethics with live Case Studies

On 28th September 2024, Knowledge Exchange Series (KES) Cell organized a session on Business Ethics with Live Case Studies at 11:30 A.M. The guest speaker was Rtn. Sharayu Mishra Nayak, District Secretary for RYLA and Youth 2024-25, and grandchild of Mishra Pedha, Dharwad. Prof. Nivedita P Patil coordinated the session.



INDUSTRY VISITS

Sansera Engineering Ltd. Plant 11 Bidadi

On 11th September 2024, AIMIT organized an industry visit to Sansera Engineering Ltd., Plant 11 in Bidadi. The visit, coordinated by faculty members Prof. Nivedita P Patil and Prof. Harshitha, provided students with firsthand exposure to advanced manufacturing processes and engineering practices. Participants observed various stages of production and gained insights into the company's operational efficiency and innovation strategies.



Dairy Day, Kanakapura Road

On 12th September 2024, AIMIT organized an industry visit to Dairy Day on Kanakapura Road. Faculty coordinators Prof. Spoorthi S Kumar, Prof. Rishikeshav, and Prof. Harshitha led the visit, providing students with an opportunity to explore the ice cream manufacturing process. Students learned about the production, quality control, and distribution aspects of the business, while also gaining insights into the dairy industry's operational challenges and market trends.



Mother Dairy, Bangalore

On 14th September 2024, students from AIMIT participated in an industry visit to Mother Dairy along with Prof. Udaya Shankar. The visit provided them with valuable insights into the dairy industry's operations, from production to distribution. The experience enriched their understanding of industrial processes and best practices in the food sector.



3M- Electronic City

AIMIT Organized an industrial visit on 17th September, 2024 to 3M Research and Development Center in Electronic City Phase 1 Hosur Road. Dr. Gunaseelan was the faculty coordinator for the visit. Students were able to explore the products used in a variety of industries, including healthcare, automotive, manufacturing, electronics, safety, and more.



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CII -Yi Abhaya

On 2nd September 2024, CII-Young Indians (CII-Yi) conducted the 'Abhaya: Towards a Free & Fearless India' awareness program at AIMIT. The event aimed to foster a sense of security and empowerment, focusing on self-reliance, safety, and awareness among the youth. Students shared insights on legal rights, self-defense strategies, and mental health, encouraging participants to take proactive steps towards personal and societal well-being by performing a mime.



CII -Yi Eco network

On 5th September 2024, Eco Network, in association with CII-Yi Bengaluru, organized a full-day training workshop for high school students under the 'I Am OneHealth' program. The session saw the participation of 18 students. The workshop focused on raising awareness about dengue, collecting data on its spread, and guiding students on how to upload data in the app. The event successfully enhanced students' knowledge about dengue prevention and control, providing them with a meaningful volunteering experience.



CII -Yi Climate Change Summit

The 4th edition of Yi National Climate Change summit 2024 on the theme 'Climate Change in Urban India' was inaugurated by Ms. Preethi Gehlot (Climate Change Action Cell Special Commissioner of BBMP, Govt. of Karnataka) on September 06th, 2024 at Radisson Blu Atria Hotel Bengaluru. The event began with an opening address by Ms. Sangeeta, who welcomed attendees and outlined the objectives of the summit. The focus was on the critical need to address climate change, emphasizing the responsibility of individuals and organizations.



CII -Yi Inter-Collegiate Cricket Tournament

AIMIT, in association with CII-Young Indians, organized an Inter-Collegiate Cricket Tournament on 21st and 22nd September 2024. Twelve colleges participated, with 15 students representing AIMIT. The event aimed to raise awareness about child protection and sexual abuse, fostering meaningful discussions through sports. It promoted teamwork, leadership, and social responsibility while encouraging collaboration to spread the message of safety for children.



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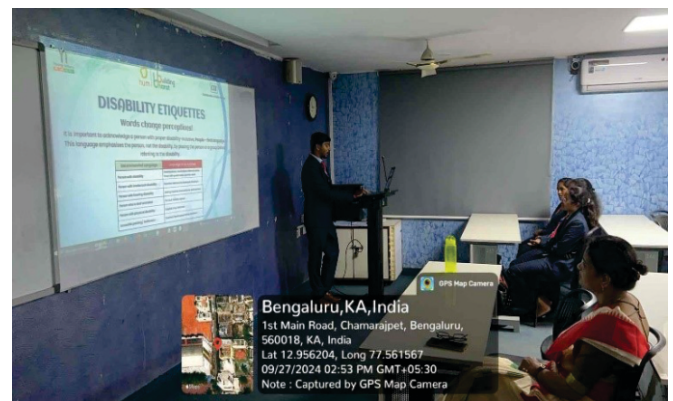
CII -Yi CPR Training

AIMIT organized a CPR and first aid training session in association with CII-Yi on September 20th, 2024, from 10:30 AM to 12:10 P.M. Sixty-five students actively participated in the session, which aimed to equip them with essential skills for medical emergencies. Trainers from Aster Whitefield Hospital, Mr. Bhargava S and Mr. M. Vignesh, led the program, covering crucial topics such as first aid basics, recognizing symptoms of heart stroke, and treatments for burns. The event fostered a proactive approach to health and safety among students.



CII -Yi Disability Etiquettes

AIMIT, in association with CII-Yi, organized sessions on Disability Etiquettes on 27th and 28th September 2024, from 3:45 PM to 4:30 PM. The program aimed to create awareness about appropriate ways to interact with individuals with disabilities. It emphasized respectful behaviour, fostering empathy, and understanding accessibility needs. The sessions successfully encouraged participants to adopt inclusive practices in both personal and professional environments.



CII -Yi One HealthDengue Project

CII-Yi in collaboration with AIMIT, launched the One Health initiative on 27th September 2024, involving four students from the college. The six-week program focused on raising public awareness about dengue, its causes, and the risks of stagnant water. Participants conducted surveys in Yeshwanthpur wards, capturing images of mosquito breeding sites and educating residents. The initiative fostered collaboration with institutions to promote effective mosquito protection measures.



Vikram Sarabhai, a renowned Indian scientist, is often referred to as the "father of the Indian space program. One of his famous quotes is "There are some who question the relevance of space activities in a developing nation. To us, there is no ambiguity of purpose. We do not have the fantasy of competing with the economically advanced nations in the exploration of the moon or the planets or manned spaceflight. But we are convinced that if we are to play a meaningful role nationally, and in the community of nations, we must be second to none in the application of advanced technologies to the real problems of man and society."

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October-November 2024



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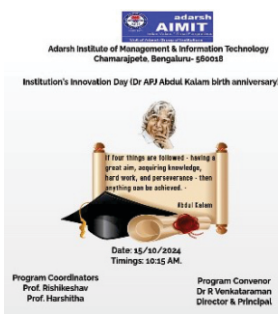
Navratri Celebration

From 3rd to 10th October 2024, AIMIT celebrated Navratri with a series of cultural events. The celebrations concluded on 10th October with Ethnic Day and a grand Saraswathi Pooja. Students and staff participated enthusiastically, showcasing traditional attire and rituals. The event fostered cultural unity and appreciation for heritage.



National Level Virtual Business Plan Hackathon 2024

From 3rd to 5th October 2024, AIMIT hosted the National Level Virtual Business Plan Hackathon-2024. Organized by the Entrepreneurship Development Cell (EDC) and Institution's Innovation Council (IIC), the event brought together participants nationwide to present innovative business ideas. Participants engaged in brainstorming, refining, and pitching innovative business ideas through virtual platforms.



Institution's Innovation Day

On 15th October 2024, AIMIT celebrated Institution's Innovation Day to honor the birth anniversary of Dr. APJ Abdul Kalam. The event, held at 10:15 A.M., aimed to inspire innovation and creativity among students. The celebration was coordinated by Prof. Rishikeshav and Prof. Harshitha, fostering engagement and reflection on the importance of innovation in today's world.



SSSInnoPoster (Student Seminar Series Cell)

On 15th October 2024, AIMIT hosted the SSS-Inno Poster event at 11:40 A.M. under the Student Seminar Series (SSS) Cell. The program encouraged students to showcase their creativity and innovative ideas through posters. It provided a platform for knowledge exchange and collaborative learning.



Ekata-Rotaract Club

On 21st October 2024, AIMIT's Rotaract Club held Ekata, the 8th Installation Ceremony of Office Bearers for the Rotaract Year 2024-25. The event celebrated the handover of responsibilities to the new leadership team, fostering a spirit of service and camaraderie.



National Entrepreneur Day

On 09th November 2024, Adarsh AIMIT celebrated National Entrepreneur Day with an insightful event focused on fostering an entrepreneurial mindset. The program featured expert-led workshops on startup strategies and innovation, empowering students with practical knowledge and resources. Participants also engaged in networking sessions, connecting with mentors and industry professionals.

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Management Fest ADASTR@2024

On 24th October 2024, AIMIT conducted its Management Fest, ADASTR@2024, an initiative by the Internal Quality Assurance Cell (IQAC). The event aims to provide a platform for students to showcase their management skills and innovative ideas. ADASTR@2024 is an exciting celebration of innovation, leadership, and collaboration, reflecting the institution's dedication to holistic education. As the name 'ADASTRA' means 'TO THE STARS @ ADARSH' aims to inspire students and participants to reach new heights in their academic and professional pursuits. Through a series of engaging competitions in the field of Business, Analytics, Finance, Human Resource & Management ADASTR@2024 has also initiated Online Games and Logistics & Supply Chain Management.



National Education Day

On 11th November 2024, Adarsh AIMIT celebrated National Education Day that highlighted the transformative power of education through a series of seminars and panel discussions. Esteemed educators shared insights on modern learning approaches and the role of education in social empowerment. Interactive sessions encouraged students to envision their contributions to a knowledge-driven society.



National Education Day

Commemorating
Birth Anniversary of
Maulana Abul Kalam Azad

*"Education imparted by
heart can bring revolution
in the society"*

Ratna Sagar P Ltd

World Diabetes Day

On 14th November 2024, in observance of World Diabetes Day, Adarsh AIMIT organized a health awareness drive focusing on diabetes prevention and management. Free health screenings, dietary consultations, and expert talks educated attendees on maintaining a balanced lifestyle. The event promoted proactive health practices among students and staff, emphasizing early detection and control measures.



KannadaRajyotsava

On 27th November 2024, Adarsh AIMIT celebrated Kannada Rajyotsava with great enthusiasm and cultural pride. The event started with a heartfelt rendition of the Kannada anthem, fostering unity and love for the language. The chief guest for the event featured Mr. Pradeep B., a multifaceted talent known as a music instructor, director, lead singer, actor, story writer, pianist, and theatre practitioner. His captivating performances and inspiring words highlighted the rich heritage and linguistic beauty of Karnataka, leaving the audience enthralled. The program showcased traditional music, dance, and theatrical expressions, reflecting the state's vibrant culture. Faculty members, students, and staff actively participated, enhancing the celebratory spirit.

