



A Unit of Adarsh Group of Institutions

adarsh
AIMT



ADARSH INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY

5th main road ,Chamarajpete,Bengaluru -560018

Approved By AICTE

Affiliated to Dr. Manmohan Singh Bengaluru City University

DEPARTMENT OF MANAGEMENT STUDIES

PRESENTS

NATIONAL LEVEL INTER- COLLEGIATE FEST



ADASTRA

'Aspiring Towards Great Achievement'

2026

Date : 19th August 2026

Venue : AIMT Campus



adarsh_aimit

| www.adarshaimit.org

| E-Mail us : aimitadastra@gmail.com

AIMIT CAMPUS



MBA DEPARTMENT



ABOUT AIMIT

Adarsh Institute of Management & Information Technology – AIMIT started in the year 2004, completed 22 years of 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.

Adarsh AIMIT is one of the Top MBA colleges in Bengaluru affiliated to Dr. Manmohan Singh 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.

AIMIT prepares graduates who have a strong desire to learn and grow continually, welcomes new ideas, value diversity with desire to succeed and give one's best towards excellence in all spheres of life. Its curriculum includes perspective building, skills and competencies for improving communication skills, problem-solving skills, creativity, innovation and teamwork that also meet the needs of the diverse sectors of the country.

VISION

Our mission is to achieve total quality in management education and establish Adarsh AIMT as a center of excellence in leadership and management, empowering future business leaders with industry-relevant skills and innovative learning experiences

MISSION

We are committed to advancing knowledge and innovation through excellence in education and research. At Adarsh AIMT, we integrate strategic thinking, innovation, and leadership development to shape future business leaders with industry-relevant skills and a global management perspective.



LAKSHYA

(ONLINE GAMING)

BATTLEGROUNDS MOBILE INDIA

Introduction



BGMI brings the heat with nonstop action, sharp strategy, and high-pressure survival battles. Every drop, every move, and every shot can decide victory or defeat in this fast-paced battlefield. Team up, gear up, and fight your way through chaos to be the last squad standing. BGMI is not just a game — it's a test of skill, speed, and survival.



(Rules & Regulations)

- Only registered college students with a valid College ID are eligible to participate.
- Each team must consist of 4 players, and no changes in the team will be allowed after registration.
- Matches will be conducted in Squad (TPP) mode. Maps and match formats will be decided by the organisers.
- All teams must report 15 minutes before the scheduled match. Teams reporting more than 10 minutes late may be disqualified.
- Participants must bring their own mobile device, charger, earphones, and arrange their own internet connection.
- The use of hacks, cheats, emulators, modified game files, scripts, or any third-party applications is strictly prohibited. Any violation will result in immediate disqualification.
- Organisers will not be responsible for device, internet, or power-related issues. Matches will be restarted only in the event of a server-wide technical failure.
- Participants must maintain discipline and sportsmanship throughout the tournament. The organisers' decision regarding all disputes and rule interpretations shall be final and binding.

REGISTRATION FEES
₹300

FACULTY CO-ORDINATORS

Dr. Vedavathi M
99022 10123

Prof. Rishikeshav R
82172 74260

STUDENT CO-ORDINATORS

Mr. Parikshith B Patel
99006 23427

Mr. Bhavan
74831 07795

MEDHAVI

(BEST MANAGER)

BEST MANAGER

Introduction

MEDHAVI is an exhilarating competition designed to identify, evaluate, and recognize the managerial potential of aspiring business leaders. The event comprises a series of intellectually stimulating and practically oriented challenges that assess participants' leadership, analytical thinking, communication, decision-making, strategic planning, and problem-solving abilities. Derived from the Sanskrit word "Medhavi," meaning one who is wise, intelligent, and discerning, the competition embodies the core attributes of exemplary leadership. It seeks to inspire participants to demonstrate ethical judgment, innovation, adaptability, and professional excellence while addressing real-world managerial situations. MEDHAVI provides an engaging platform for participants to apply theoretical knowledge to practical scenarios, enhance their managerial competencies, and compete in a spirit of learning, collaboration, and excellence.

(Rules & Regulations)



- Participation is open to individual contestants only.
- Participants will be evaluated on their overall managerial competencies and performance.
- The event consists of multiple rounds designed to evaluate different aspects of managerial capability.
- Each round will have a specified time limit. Participants must complete their tasks within the allotted time.
- Only the materials provided by the organizers may be used during the competition.
- The decision of the judges will be final and binding.

REGISTRATION FEES
₹300

FACULTY CO-ORDINATORS

Dr. Brunda S
87924 03079

Prof. Gautam Shivaraj
99162 40589

STUDENT CO-ORDINATORS

Mr. Balaji Edera
7899663113

Mr. Shridhar Krishna
8431754276

SAMIKSHA

(BUSINESS ANALYTICS)

BUSINESS ANALYTICS

Introduction

The Business Analytics track- SAMIKSHA is designed to challenge analytical thinking, data-driven decision-making and storytelling. It provides participants with an opportunity to solve real-world business problems, using analytical tools, logical reasoning, and strategic insights. The event empowers future managers to transform data into meaningful decisions while fostering innovation, teamwork, and managerial excellence.



(Rules & Regulations)

- Each team shall consist of 2 participants from the same institution.
- Participants must carry their valid College ID card and produce it upon request.
- The competition will be conducted in multiple rounds, and only qualified teams will advance to subsequent rounds.
- Be prepared for the following- Data Cleaning, Data Visualization & Storytelling (Presentation)
- The use of mobile phones, smart watches, or any unauthorized electronic devices during the competition is strictly prohibited unless specifically permitted by the organizers.
- Participants must bring their own laptop with the required software. Any data visualization tool can be used for analysis e.g. (MS Excel/Power BI/Tableau/Python/R etc.)
- Any form of plagiarism, malpractice, or unfair means will lead to immediate disqualification.
- Teams must adhere to the time limits prescribed for each round. Late submissions will not be accepted.
- The decision of the judges shall be final and binding.
- Participants are expected to maintain professional etiquette and discipline throughout the event.

REGISTRATION FEES
₹300

FACULTY CO-ORDINATORS

Prof. Spoorthi S Kumar **Dr. Uma Devi Ananth**
91135 09348 **72597 12659**

STUDENT CO-ORDINATORS

Mr. Sinchana K Y **Mr. Vishwas G**
9035398951 **8088672573**

NAVONMEṢA

(VENTURE TO VISION)

AN AI-AUGMENTED ENTREPRENEURSHIP HACKATHON

Introduction

Transforming Ideas into Scalable AI-Enabled Enterprises

Navonmeṣa is an AI-Augmented Entrepreneurship Hackathon designed to simulate the entrepreneurial journey from opportunity identification to investor pitching. Participants will address real-world challenges by integrating design thinking, strategic management, market intelligence, and responsible AI tools to develop innovative, scalable, and sustainable business ventures.

(Rules & Regulations)



- The hackathon will be conducted in Hybrid Mode.
- Day 1 activities will be conducted online.
- Day 2 activities will be conducted on campus from 9:00 AM onwards.
- All team members are expected to participate actively during the online sessions.
- The hackathon is open to undergraduate and postgraduate students from recognized institutions.
- Each team must consist of 3 to 4 members.
- Each team must nominate one member as the Team Leader.
- A participant can be a member of only one team.
- Every participant must carry a valid College Identity Card on Day 2.
- Business formal attire is mandatory during the on-campus finale.
- Participants must maintain professional conduct throughout the event.
- The decision of the Organizing Committee and Judges shall be final and binding.

REGISTRATION FEES
₹300

FACULTY CO-ORDINATORS

Prof. Rashmi N
97398 68732

Prof. Suresh
95389 09755

STUDENT CO-ORDINATORS

Mr. Akash Surgond
9740872830

Ms. Damini A
8073373678

BIZ WIZ TRIVIA

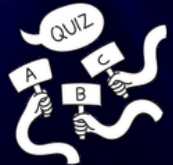
(BUSINESS QUIZ)

BUSINESS QUIZ

Introduction

The Business Quiz Track is crafted to assess and expand participants' understanding of the dynamic business landscape, with questions spanning marketing, finance, entrepreneurship, and emerging industry trends. The track aims to foster critical thinking, strengthen strategic and analytical abilities, promote collaboration, and deepen participants' awareness of global business practices and contemporary market developments. This track offers an engaging platform to learn, compete, and showcase your business acumen.

(Rules & Regulations)



- Each team must have 2 participants.
- The quiz will have multiple written, audio-visual, and rapid-fire rounds.
- The quizmaster's decision will be final in case of any disputes.
- Using mobile phones, laptops, or other electronic devices during the quiz is strictly prohibited.
- Teams must maintain professionalism and fair play throughout the event.

REGISTRATION FEES
₹300

FACULTY CO-ORDINATOR

Prof. Archana N
97310 16027

STUDENT CO-ORDINATORS

Ms. Leela L
7204619652

Mr. Lathik Kumar
7676501659

BRAND SANGRAAMA

(THE MARKETING EVENT)

THE MARKETING EVENT

Introduction

It is a competition designed to challenge students on three essential marketing skills - brand knowledge, creative thinking, and strategic planning - through three exciting rounds: Brand Name Blitz, Ad-Mad Show, and Shark Tank Mini.



(Rules & Regulations)

- Team size: Three members per team. All members must be from the same institution.
- Participants are required to bring a laptop.
- All judges' and organizers' decisions are final.

REGISTRATION FEES
₹300

FACULTY CO-ORDINATORS

Dr.M.Gurusamy
9842589278

Dr.Vedavathi M
99022 10123

STUDENT CO-ORDINATORS

Ms. Soundarya P M Mr. Yadhunandan S J
63690 26510 84312 74510

ADHWAITHA

(HUMAN RESOURCE)

HUMAN RESOURCE

Introduction

The Human Resource track focuses on enhancing and transforming modern HR management practices. It is designed to provide participants with strategic knowledge, innovative HR approaches and practical exposure through real-world situations and engaging activities.



(Rules & Regulations)

- The event will be conducted in three rounds. Participants will be eliminated after each round based on their performance.
- Each team must consist of four members.
- All teams must complete the assigned tasks within the specified time.
- Any form of misconduct, including arguing with coordinators, cheating, using mobile phones or smartwatches, will result in immediate disqualification.
- Participants must maintain discipline and follow the instructions given by the coordinators throughout the event.
- The decision of the judges will be final and binding.

REGISTRATION FEES
₹300

FACULTY CO-ORDINATORS

Prof. Nivedita P Patil
96868 04447

Prof. Komal Bisht
87556 30819

STUDENT CO-ORDINATORS

Mr. Prajwal H L
72044 88431

Ms. Divya V
94833 79705

VITTAZASTRA

(FINANCE)

IPL MOCK AUCTION

Introduction

Welcome to the ultimate test of strategy, grit, and financial acumen: the IPL Auction. Far beyond the boundaries of the cricket field, this flagship management event transforms sports into a high-stakes corporate simulation where data analytics meets real-time decision-making. As future managers, you will step into the shoes of franchise owners, balancing limited budgets against market volatility, calculating player ROI under intense pressure, and building a cohesive, winning portfolio. In this arena, your success hinges not just on cricketing knowledge, but on your ability to execute flawless valuation strategies, master negotiation tactics, and outmanoeuvre your competitors in a fast-paced bidding war.

(Rules & Regulations)

Each team must have 3 participants

- Round 1: Quiz,
- Round 2: Auction
- A team must have three members
- A team must bid & buy 11 players (10 men + 1 women),
- Women player will be Impact player in the Auction.
- Players are rated out of 10 and each player's ratings has been fixed and won't be changed.
- There will not be re-auctioning of any player in any case.
- Jump bids are allowed.
- If a team runs out of money they are disqualified.



REGISTRATION FEES
₹300

FACULTY CO-ORDINATORS

Prof. Rishikeshav R
8217274260

Prof. Harshitha M
9513053803

STUDENT CO-ORDINATORS

Mr. Rahul N
8618228089

Mr. Sujal Nayak
7349627514

GUIDELINES

- Registration for overall college team is also available at ₹ 1,500/-.
- No restrictions on number of teams per college.
- All participants must carry their college ID cards.
- Once registered, the fees is Not Refundable and non-transferable.
- The participants shall abide by rules and regulations of the event.
- The participants shall abide by the Campus Discipline and Code of Conduct.
- The judges decision will be final.
- Participants are expected to be present in Formal Attire.
- All participants will get participation certificate.
- Food coupons will be provided.

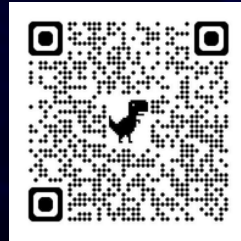




Scan for Location

Adarsh Group of Institutions

5th Main, Chamarajpet
Bangalore - 560018,
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Scan to Register



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Email us : aimitadastara@gmail.com



LAKSHYA
(ONLINE GAMING)



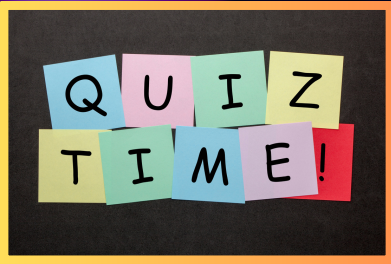
MEDHAVI
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ADHWAITHA
(HUMAN RESOURCE)



VITTAZAstra
(FINANCE)

HEADED BY

Dr. R Venkataraman

Director & Principal AIMIT

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