



AJIM EXPRESSIONS

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One Day TReDS and ESM Sensitization workshop for MSMEs under RAMP Scheme

A workshop on TReDS and ESM for MSMEs was held on January 24, 2025, in Yeyyadi, Mangalore, focusing on how the RAMP scheme supports MSME growth. Experts detailed about the topics like digitalization, financial management and TReDS, with a special focus on RXIL's invoice discounting platform. The event was attended by Dr. Slima Pinto and Manvitha Kulal, Parinitha D, Abhishek A and Deeksha B of second year MBA.



Session on Basics of Marketing.

Prof. Deeksha Rao & Dr. Swapna Shetty has conducted an interactive session on the theme "Basics of Marketing" & "Financial Literacy" for high school students at Manipal School on 6th & 7th January 2025. The session was activity-based and engaging which introduced students to fundamental marketing concepts.

Memorandum of Understanding (MoU) between A J Institute of Management and ISTD Mangalore/Udupi Chapter

A J Institute of Management hosted the signing of an MoU with ISTD Mangalore/Udupi Chapter, along with a one-day workshop On 29th January 2025. Mr. Brian Fernandes the Chairperson from ISTD was the Chief guest. Mrs. Nivedita Mirajkar, National Outreach Coordinator, Convenor - PGP-TL & D gave an insight about ISTD.

Dr. T. Jayaprakash Rao, Director of AJIM, presided over the event. The MoU marks a significant milestone in providing enhanced opportunities for students and faculty.

Interactive Movie session

A J Institute of Management organized an Interactive Movie Session for Batch A, B and C of I MBA, On 22nd January 2025, Coordinated by Dr Nishkrathi Varshney and Prof. Bhavyashree B. The session featured the movie "Srikanth", highlighting teamwork, perseverance, and problem-solving. Students engaged in discussions on personal values, social issues and management concepts, making it a valuable learning experience.





Student Council Inauguration and Freshers Day Celebration

A J Institute of Management hosted the inauguration of the new Student Council and the Freshers' Day celebration at the AJIM Conference Hall on January 21, 2025. The event was graced by Chief Guest CA Salomi Lobo, with Dr. T. Jayaprakash Rao Director AJIM, presiding over the programme. Prof. Arathi K, Student Council Advisor, led the oath-taking ceremony. The event emphasized the importance of leadership, teamwork and active student participation followed by cultural performances of first year students.

BrandWit-Think, Create, Advertise

A J Institute of Management hosted the BrandWit club activity for Batch C On 1st January 2025, with 52 participants. The event focused on fostering creativity and teamwork, where students created advertising campaigns for fictional products through skits, posters and taglines.



Yuva Mana @ Karavali Utsav 2025

Students of A J Institute of Management has showcased their exceptional talent through a cultural program celebrating Tulu nad heritage in Yuvamana at the Karavali Utsava-2025, jointly organized by the Young Indians (YI) on January 5, 2025, at Kadri Deer Park, Mangalore. The Highlights of the event included a fusion dance, drama on family bonding, musical and instrumental performances and a live painting by AJIM students. The Masterpiece drawing created on the spot, which captured the each and every essence of Tulu nadu's culture as well as traditions was presented to District Commissioner of Mangalore.



Seminar on Democracy and Youth Participation – A Call to Action

A seminar on “Democracy and Youth Participation – A Call to Action” was organized by A J Institute of Management on January 23, 2025, featuring Dr. Dayananda Naik as the resource person. The event, attended by 137 participants, focused on the role of youth in democracy, challenges faced by young citizens, and ways to foster active civic engagement.



Ms Shivani Poojari participated in the audition round of the dance competition “India's Got Talent” on Sony Liv on January 15, 2025. The audition took place in Hyderabad, providing her with a platform to showcase her dancing skills at a national level. Her participation in this prestigious competition reflects her dedication and passion for dance, marking a significant milestone in her artistic journey.



As part of the Republic Day celebrations in Sullia, Mr Abhishek Aduru was honored for his remarkable achievement. He has successfully cleared a six-stage selection process and participated in the Republic Day Camp (RDC) in Delhi.

Right to a Safe and Healthy Environment

To commemorate the 76th Republic Day on January 23, 2025, a Poster Making Competition was held on the themes "India 2047 Future Vision" for Second-Year MBA students and "Right to a Safe and Healthy Environment" for First-Year MBA students. Thirty-three students participated in the event, which was jointly organized by the Institutes Cultural Club and Human Rights Cell. The competition provided a platform for students to express their creativity while reflecting on crucial social and environmental issues



Mr Stebin K M and Mr Stejin K M has participated in the State level Karate Competition organized by Kerala State Karate Association held at Jimmy George Indoor Stadium, Thiruvananthapuram on January 26, 2025. The competition provided them with an opportunity to demonstrate their martial arts skills at a prestigious state-level platform, showcasing their dedication and excellence in Karate.



Business Analytics Seminar – Mastering Business Analytics with Excel

A J Institute of Management, in collaboration with IQAC and the Finance Club, inaugurated the Business Analytics Batch 2025 and hosted a seminar on "Mastering Business Analytics with Excel: A Pathway to Career Growth" on January 17, 2025. The event, held in the Conference Hall, was presided over by Dr. T. Jayaprakash Rao, Director, A J Institute of Management. The resource person, Mr. Rojer Mathew, Corporate Trainer, Business Intelligence Lab – Mangalore, provided valuable insights into the significance of business analytics in career growth and its applications in modern industries.

One-Week Workshop on "Rise and Recharge: Building Total Well-Being!"

A J Institute of Management, in association with IQAC and IKS, has organized a one-week workshop titled "Rise and Recharge: Building Total Well-Being" from 27th January 2025. The session was led by Dr. Jnaneshwar Nayak, Deputy in-charge of Pathanjali Yoga Samithi, aimed at promoting holistic wellness among participants. This initiative reflects the institute's commitment to fostering physical and mental well-being in the academic community.





Seminar on Empowering Gen Z – Harnessing Youth Potential for a Sustainable Future

A seminar on “Empowering Gen Z: Harnessing Youth Potential for a Sustainable Future” was organized by A J Institute of Management in association with IQAC and the Literature Club on January 16, 2025, to celebrate National Youth Day. The event, attended by 116 participants, was presided over by Dr. T. Jayaprakash Rao, Director, A J Institute of Management, with Dr. Malini Hebbur, Principal, Swasthika National Business School, as the resource person.

Seminar on Shaping the Future with Generative AI

A J Institute of Management organized a seminar on "Shaping the Future with Generative AI" for II MBA students on 30th January 2025. The session was conducted by Mr. Kaushik, Career Counselor from A and M Edu Solution, Mangaluru, at 2:30 p.m. in the Conference Hall. The seminar provided valuable insights into the impact of AI on career growth and industry trends. Students have actively participated in the session and made the session informative and engaging.



Poster Making Competition – National Youth Day

To commemorate National Youth Day on January 15, 2025, a Poster Making Competition was held on the theme “Channeling Youth Power for Nation-Building and Social Change” Seven students from II MBA participated in the event. Ms. Likitha Rai (II MBA B) won first place, while Mr. Ganesh (II MBA A) secured second place.

Seminar on Global Pathways to Leadership

A seminar on “Global Pathways to Leadership: Leveraging Overseas Education and Entrepreneurship for Career Excellence” was organized by A J Institute of Management on January 15, 2025, in association with IQAC, Alumni Association, IIC, Entrepreneurship Cell, and Marketing Club. The event was attended by 128 participants. The resource person for the seminar was Mr. Shijomon Yesudhas, Manager - Business Development (South Asia), Deakin University, Australia.



Elocution Competition – National Youth Day

To celebrate National Youth Day on January 15, 2025, an Elocution Competition was held on the theme “The Power of Youth in Shaping Democracy.” Seven student from II MBA has participated in the event. Ms. Bheemava (II MBA A) won the first place, while Shravya K. J. (II MBA C) secured second place.



Spotlight – Talent Quest

As part of National Youth Day celebrations on January 15, 2025, a Talent Quest event, “Spotlight – Embracing Youthful Talent,” was organized. Six students from II MBA participated, showcasing various talents. Mr. Divith Devadiga (II MBA A) won first place, while Mr. Hemanth S. Shetty (II MBA C) secured second place.



Inauguration of Literature Club – Echoes & Ink

A J Institute of Management inaugurated its Literature Club, "Echoes & Ink," in association with IQAC on January 16, 2025. The event, held in the Conference Hall, was presided over by Dr. T. Jayaprakash Rao, Director, A J Institute of Management. The resource person, Dr. Malini Hebbar, Principal of Swasthika National Business School, shared insights on the transformative power of literature. The club aims to promote reading, writing and storytelling through various activities, fostering creativity and critical thinking.



“ಜೀವನೋತ್ಸಾಹ ಮತ್ತು ವೃತ್ತಿ ಜೀವನದ ಶ್ರೇಯೋಭಿವೃದ್ಧಿ”

A one-day Staff Development Programme was organized by Laxmi Memorial Education Trust® & A J Institute of Management on January 9, 2025, focusing on “ಜೀವನೋತ್ಸಾಹ ಮತ್ತು ವೃತ್ತಿ ಜೀವನದ ಶ್ರೇಯೋಭಿವೃದ್ಧಿ” (Enthusiasm for Life and Professional Growth). The event included technical sessions on healthy living, yoga and workplace well-being, delivered by esteemed resource persons. A total of 32 participants attended. Dr. Jnaneshwar Nayak, Deputy In-Charge of Pathanjali Yoga Samithi, Mr. Govindaraya Prabhu, Treasurer of the D.K Unit - Pathanjali Yoga Samithi and Dr. Ganesh Bhat, Research Professor at the Institute of Management and Commerce, Srinivas University, Mangaluru were the resource persons.



National Youth Day at Ramakrishna Mission, Mangaladevi

On the occasion of National Youth Day, ten students of AJIM were deputed to attend a value education program organized by Ramakrishna Mission, Mangaladevi on 16th January 2025. The event was an inspiring tribute to Swami Vivekananda and his ideals, aimed at motivating the youth to contribute positively to society



Workplace Ethics in the Digital Era

A J Institute of Management in association with IQAC, Young Indians, IIC, Entrepreneurship Cell and IKS organized a seminar on "Workplace Ethics in the Digital Era" on 8th January 2025 (Wednesday) at 2:30 PM in the Conference Hall. The seminar aimed to highlight the evolving ethical challenges in modern workplaces due to technological advancements.

Mr. Durgadas Shetty, Co-Founder and CTO of Primesophic Technologies and Co-Chair of YI Mangaluru, served as the resource person, sharing valuable insights on ethical behavior, digital responsibility, and professional integrity in the digital age.



Sustainability and Fashion

A J Institute of Management in association with IQAC, Young Indians, and Eco Club organized a seminar on "Sustainability and Fashion" on 7th January 2025 (Tuesday) at 11:30 AM in the Conference Hall. The seminar aimed to create awareness about the environmental impact of the fashion industry and the importance of adopting sustainable practices. The session was led by Mrs. Alka Manoj, Assistant Professor and Fashion Design Lead, who served as the resource person. She shared valuable insights on how the fashion industry can become more sustainable through eco-friendly materials, ethical production, and responsible consumerism. She also emphasized the need for businesses and designers to adopt sustainable approaches to reduce the industry's carbon footprint.

