



A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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**ACADEMIC
YEAR
2021-22**



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COVID Vaccination Drive

No. of Participants: 120



REPORT

On December 1, 2021, a highly effective COVID check-up and vaccination drive unfolded through a collaborative effort between local authorities and the Urban Primary Health Centre in Mangalore. This initiative emerged as a pivotal step in safeguarding the well-being of the community, addressing the pressing need for accessible health services during the ongoing pandemic. The event not only facilitated comprehensive health check-ups but also played a crucial role in administering COVID-19 vaccinations, bolstering the community's resilience against the virus. The success of this joint endeavour underscored the significance of coordinated public health efforts in mitigating the impact of the pandemic and fostering a healthier, more resilient society.

This collaborative initiative showcased the importance of community engagement and partnership between healthcare institutions and local authorities in the battle against COVID-19. By offering essential health services and promoting vaccination, the event demonstrated a commitment to proactive public health measures, laying the groundwork for a safer and more resilient community in Mangalore. This success serves as a model for future endeavours, emphasizing the power of collaborative efforts in addressing public health challenges and fostering a collective sense of responsibility for the well-being of the community.



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Event: Seminar on Human rights and Gender Equity

No. of Participants: 178



REPORT

On March 2, 2022, Mr. Udayananda, an esteemed Advocate from Mangalore, delivered an insightful seminar on "Human Rights and Gender Equity" to an attentive audience of 178 MBA students. The main aim of the lecturer was to create awareness of human rights and gender equity and their impact on society. He stressed that in the Indian context human rights should be given more importance because people in India are discriminated in many ways.

Event: Workshop on Waste Management and Terrace Gardening for General Public

No. of Participants: 64



REPORT

The workshop on Waste Management and Terrace Gardening, held in collaboration with the Horticultural Department Mangalore on March 12, 2022, proved to be a resounding success, drawing enthusiastic participation from the general public. The primary objective of the event was to impart knowledge and skills related to sustainable waste disposal practices and the establishment of productive terrace gardens. Attendees were treated to informative sessions conducted by experts from the Horticultural Department, who shared valuable insights on segregating and managing household waste efficiently. The discussions also delved into the benefits of terrace gardening, emphasizing its potential to not only enhance green spaces in urban areas but also contribute to a healthier and more eco-friendly lifestyle.

Event: Unnat Bharat Abhiyan Inauguration

No. of participants: 48



REPORT

On April 30, 2022, a momentous occasion unfolded with the commencement of the Unnat Bharat Abhiyan social survey in collaboration with five carefully chosen villages in Mulki taluk. This groundbreaking initiative, aimed at holistic rural development, was inaugurated with great enthusiasm and optimism. The distinguished local MLA, Umanath Kotian, graced the occasion, presiding over the inauguration ceremony. His presence not only underscored the significance of the initiative but also reflected the commitment of local leadership towards fostering positive change in the region. The Unnat Bharat Abhiyan social survey is poised to play a pivotal role in understanding the unique challenges faced by these rural communities, laying the foundation for targeted interventions and sustainable development practices.



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Event: UBA House Hold Survey

No. of participants: 70



REPORT

Under the flagship program of the Government of India, the Unnat Bharat Abhiyan, a series of Household Social Surveys were conducted in five selected villages of Mulki taluk. These surveys aimed to gather valuable socio-economic data and assess the overall well-being of the residents in these communities. The surveys were carried out diligently and efficiently on the following dates: Shimanthur Village on 15th May 2022, Athikaribettu and Kavathar Village on 5th and 6th June 2022, and Karnire and Kollur Village on 6th November 2022. The Household Social Surveys are an integral part of the Unnat Bharat Abhiyan, facilitating the government in understanding the unique challenges and opportunities in rural areas. The data collected during these surveys will play a crucial role in formulating targeted development policies and initiatives to uplift the living standards and socio-economic conditions of the residents in these villages.



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Event: Seminar on Elevate Your Job Prospects through Higher Education

No. of participants: 50



REPORT

A seminar on " Elevate Your Job Prospects through Higher Education " was successfully conducted at Shree Guru Sudhindra College, Bhatkal on 24.08.2022. The primary objective of the lecture was to underscore the significance of higher education in augmenting an individual's employability and career advancement opportunities. Prof. K Deepak Rao was the resource person for this seminar. Students of BBM and BCA were the participants. The lecture aimed to empower students with the knowledge that pursuing higher education not only broadens their horizons but also equips them with the skills, knowledge, and experiences required to excel in their chosen fields.

Event: Higher Education and Job Market Competence

No. of participants: 100



REPORT

A seminar on " Higher Education and Job Market Competence " was successfully conducted at Government First Grade College, Sringeri on 25.08.2022. The seminar aimed to empower students with insights into the significance of pursuing higher education and how it can lead to improved career prospects. The seminar also sought to raise awareness about the diverse career opportunities available to graduates with advanced degrees and to encourage students to explore their professional interests. Mr. K Deepak Rao, Faculty of the Institute was the resource person and nearly 100 students studying degree at Government First Grade College, Sringeri benefited from this seminar.