



A J Institute of Management

A unit of Laxmi Memorial Education Trust

Kottara Chowki, Mangaluru – 575006.

NAAC Accredited Institute Approved by AICTE, New Delhi,

Affiliated to Mangalore University,

Recognised by Govt. of Karnataka



ELIXIR CLUB

PRESENTS

Inter-collegiate Management Fest

ELIXIR – 2023



INFINITY

Knowledge is Finite, but Curiosity to Gain it is Infinite

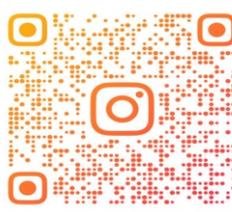
Date: 21st April 2023, Friday

Venue: AJIM Conference Hall

Registration



Instagram



Scan for Location



A J Institute of Management

A J Institute of Management (AJIM) is functioning under Laxmi Memorial Education Trust (LMET), established in the year 1999 with its own academic philosophy by keeping two ideologies of education on priority –the creation of new knowledge and achieving par excellence. The Institute is offering a Two-year full-time MBA programme, affiliated with Mangalore University and recognized by AICTE, New Delhi and Govt. of Karnataka. AJIM has carved a distinguished name in the field of teaching, learning, research, publication and extension activities over the period. It is the philosophy of the Institution that, true education can take place only when the thirst for knowledge is kindled from within. Hence, every care is taken to harness the students' innate initiatives by creating a learning atmosphere that is conducive to the spontaneous expression of their inborn talents and aptitudes. In doing so, AJIM is guided by its relevance in terms of regional as well as global developmental needs.

ELIXIR - 2023

"Elixir" is a platform for postgraduate students to evince their skills, knowledge and intelligence. It's an ambiance where the intellect congregates. Elixir is an Inter-collegiate Management Fest that provides a platform for students to exhibit their managerial talent and apply the theoretical aspects in various events. Elixir with SIX distinctive events, each of it would probe the students on their intellectual aspects and applicability of it in the implied events.

Everything in nature is made up of five elements: Earth, Water, Fire, Air, and Space and the sixth element which makes the existence of the living being is the 'Mother' or 'Mathr'. Taking inspiration from the element theory, Elixir – Infinity is being coined. Our theme encapsulates how the adoption of Pancha-Mahabhutas in our imaginative innovation changes students' lives, reshapes society's structure, and spawns' consequent innovations.



Mathr : Best Manager

To prove your mettle in all domains of wisdom while applying your managerial instincts to strategize your way unto victory - because this is your chance at domination.

Faculty Co-ordinator : Prof Prashanth Shetty

Contact : 8970787878

Student Co-ordinator : Ms Nishal Riya Dsouza

Contact : 9591997045



Tejas: Marketing

Marketing's job is never done. It's about perpetual motion. We must continue to innovate every day

Faculty Co-ordinator : Prof Ganavi K K

Contact: 9739600160

Student Co-ordinator : Mr Aneesh U

Contact: 7025403744



Jala : Finance

To sense the pulse of the market and the hacks of investing better than the rest, Then it's time for you to indulge in a whooping round of financial instruments!

Faculty Co-ordinator : Prof Soumya Shetty

Contact: 9740541292

Student Co-ordinator : Mr Mahima

Contact: 7483475773



Akasha: Quiz

To experience a massive adrenaline rush, every time a new question appears on the screen. Against the best in the game with minds sharp and bright!

Faculty Co-ordinator : Prof Chethan Kumar & Prof Slima Pinto

Contact: 9901324458, 6363320207

Student Co-ordinator : Mr Harshith CM

Contact: 8971288321



Vayu: Human Resource

Human Resources isn't a thing we do, it is the thing that runs the business, it's time to vitrine your competencies and resolve business complexities from a human perspective.

Faculty Co-ordinator: Prof Roshella Dcosta

Contact: 8105077018

Student Co-ordinator: Ms Shahana U

Contact: 9745593852



Prithvi : Best Management Team

Time to strategize, brush up on your strength, and complement each other. No matter how strong you are individual, you need to be strong as a team to win

Faculty Co-ordinator : Dr Rajesh

Contact : 9448353656

Student Co-ordinator : Ms Amrutha Rajeev

Contact : 8590454738

RULES AND REGULATIONS

- Maximum 12 members in a team
 - BM is an individual event, BMT is a trio and rest all the events two make a team
 - Kindly confirm your participation on or before 18th April 2023 by registering through the QR code for registration
 - No spot registrations will be entertained
 - An overnight task will be assigned to the participating teams on 20th April 2023
 - Registration fee is Rs. 1800/- per team
- To pay the registration fee scan the QR code
- 
- The registration desk will be open between 8.00 am to 9.00 am on 21st April 2023 for issuing payment receipts and for clarification.
 - A college identity card or a letter from the Institute is compulsory for participation.
 - Participants should carry their own laptops, pen drives and internet devices.
 - Judges' decisions will be final and binding.

ORGANIZING COMMITTEE

Chief Patron		Patrons			
Dr. A.J.Shetty President, LMET		Mr. Prashanth Shetty Vice President, LMET	Mrs. Ashritha Shetty Director, LMET		
Director		Convener		Student Council Advisor	
Dr. T Jayaprakash Rao Director, AJIM		Dr. Vijay Kumar Academic Dean, AJIM		Prof. Chethan Kumar	
Faculty Co-ordinators					
Dr. Swapna Shetty +91 8904000809		Prof Deeksha Rao +91 9538410172			
Student Co-ordinators					
Ms Aishwarya Rose Mathew +91 7510170023	Mr Rao Karthik M +91 9004542767	Mr Ashith Shetty +91 9591645927	Ms Neha G +91 8943395704		
Management Forum Student Co-ordinators					
Ms Amalya Shaji +91 9108153114	Ms Monica D'Mello +91 8296309705	Mr Royson Shermen Quadros +91 8884565721			

Inaugural Programme

Wednesday 19 th April, 2023 Sing 'n Dance	9:30 am	Inaugural Performance	By Students of A J Institute of Management	
		Lighting the Lamp & Trophy Unveiling	Vidhushi Srilatha Nagaraj Dance Guru, Sanathana Natyalaya Mangalore	Smt Savithri Rama Rao Music Teacher, Mangalore
Thursday 20 th April, 2023 Yakshakalotsava	9:30 am	Yakshagana Performance	By Faculty & Students of A J Institute of Management	
		Lighting the Lamp & Trophy Unveiling	Prof. Madhur Mohana Kalluraya President, Gamaka Kala Parishad Dakshina Kannada District	Dr Shruthakeerthiraja, NEET Coach, Yakshagana Artist
Friday 21 st April, 2023 Elixir	9:30 am	Inaugural Performance	By Students of A J Institute of Management	
		Lighting the Lamp & Trophy Unveiling	Mr Ashish Rai Director-Strategy, Clay Business Group, New Delhi	

Valedictory Programme

Wednesday 19 th April, 2023 Sing 'n Dance	4:00 pm	 Guests of Honour 	
		Ln. Col Sharath Bhandary Ex Servicemen, Mangalore	
Thursday 20 th April, 2023 Yakshakalotsava	4:30 pm	Prof. Madhur Mohana Kalluraya President, Gamaka Kala Parishad Dakshina Kannada District	Dr Shruthakeerthiraja NEET Coach, Yakshagana Artist
Friday 21 st April, 2023 Elixir	4:30 pm	Ms Padmashree Alva Director - Talent & Initiatives Mresult	Mr Deepak K Rao Alumni and Director, Simplus Financial Consultancy Pvt. Ltd.

Event Organizers

Dr T Jayaprakash Rao
Event Director,
A J Institute of Management

Dr Vijaya Kumar
Event Advisor,
A J Institute of Management

Prof. Chethan Kumar
Student Council Advisor,
A J Institute of Management

Sing 'n Dance

Prof. Roshella D'Costa
Prof. H.G. Nagaraja Nayak
Prof. Slima Pinto
Prof. Soumya Shetty

Yakshakalotsava

Prof. Deepak Rao
Prof. Arathi K
Prof. Mahesh P G

Elixir

Dr Swapna Shetty J
Prof. Deeksha Rao



A J INSTITUTE OF MANAGEMENT
(A UNIT OF LAXMI MEMORIAL EDUCATION TRUST)



Cultural and Management Fest - 2023

Celebrating

AZADI KA AMRIT MAHOTSAV

Salute to our Motherland

Elixir

A National Level Management Fest

Inaugural Program

Chief Guest

Mr Ashish Rai
Director-Strategy,
Clay Business Group, New Delhi

All are Cordially invited

Dr A J Shetty, President & Managing Director,
Laxmi Memorial Education Trust, Mangalore

Sri Prashanth Shetty, Vice President,
Laxmi Memorial Education Trust, Mangalore

Smt Ashritha P Shetty, Director,
Laxmi Memorial Education Trust, Mangalore

Dr Prashanth Marla, Medical Director,
A J Institute of Medical Science, Mangalore

Dr Amitha P Marla, Director (Admin),
A J Institute of Medical Science, Mangalore

Dr T Jayaprakash Rao, Director,
A J Institute of Management, Mangalore

Date: Friday, 21st April, 2023 Time: 9:30 am

**Venue: Conference Hall, A J Institute of Management,
Opp. Mahindra Showroom, Kottara Chowki,
Mangalore - 575006**

Inauguration





Events





A.J. Institute of Management (AJIM)

Kottara Chowki, Mangalore- 575 006

ELIXIR 2023

Prize Winners List

Event	Position	Name of the Participant	College Name
Quiz Event	Winners	Mr. Omkar Mr. Kedarnath Pai	Manel Srinivas Nayak Institute of Management, Mangalore
	Runners	Mr. Karthik Bhaktha K Mr Ajay G Shetty	Canara College, Mangalore
HR Event	Winners	Ms. Akshaya B Rao Ms. Karkala Arpitha Nayak	Manel Srinivas Nayak Institute of Management, Mangalore
	Runners	Ms. Dale Carol D cruz Mr. Shivam Sudhir	St Aloysius Institute of Management and IT
Marketing Event	Winners	Ms. Kavya Mr. Shiva Prasad D.	Manel Srinivas Nayak Institute of Management, Mangalore
	Runners	Ms. Preethi Shenoy Ms. Srinidhi	Canara College, Mangalore
Finance Event	Winners	Mr. Sumanth Mr. Savin S Kumar	Poornaprajna Institute of Management, Udupi
	Runners	Ms. Rachana Mr. J. K. Manish	SDM PG Centre for Management & Research
Best Management Team	Winners	Ms. Roopika S Ms. Deeksha Shetty Ms. Manjushree	Sahyadri Institute of Management, Mangalore
Best Manager Event	Winner	Mr. Asham	Mangalore University, Mangalore
Overall Runners up			Canara College, Mangalore
Overall Championship			Manel Srinivas Nayak Institute of Management, Mangalore

Valedictory









