



# **A J INSTITUTE OF MANAGEMENT**

## **A unit of Laxmi Memorial Education Trust<sup>®</sup>**

Approved by AICTE, New Delhi, Affiliated to Mangalore University, Recognised by Govt. of Karnataka)

# **ANNUAL REPORT**

## **2019 – 2020**

### **A J INSTITUTE OF MANAGEMENT**

A unit of Laxmi Memorial Education Trust<sup>®</sup>

Kottara Chowki,

Opp. Mahindra Showroom, Ashok Nagar Post, Mangalore – 575006

Ph: 0824-2455340, Mob: 08904842277

Email: [office@ajimmangalore.ac.in](mailto:office@ajimmangalore.ac.in) Website: [www.ajimmangalore.ac.in](http://www.ajimmangalore.ac.in)

It is well said that “education is a process of human enlightenment and empowerment, for the achievement of a better and higher quality of life. Further, an educational institution stands for humanism, for tolerance, for reason, for progress, for social value, for adventure of ideas and for the search of the truth.”

In the light of the above ideologies, the institutional governance stands for achieving twin objectives namely, contribution to the progress of our nation through institutional development and empowerment of students fraternity as per the societal expectations.

With this backdrop, I consider myself fortunate once again to perform this revered duty of placing the annual report with pride, which illustrates the ideas turned into activities at the Institute for the academic year 2019-20.

During the current academic year, all the institutional activities were made further student-centric by structuring them under curricular and co-curricular sections. To fine-tune our students as per the corporate expectations, Industry certified add on programmes exist in all the four semesters, with the special subjects such as Soft Skill, Logistic Management, Human Resources, Marketing and Finance.

Likewise, every Thursday afternoon is earmarked for club activities, where series of empowerment programmes are conducted such as turn-coat, Quiz, role play, case analysis, business plans etc. Considering the significance of aptitude tests and personal interviews in the final placement success, during the current year, 20 server based ‘on-line aptitude test’ were administered to the second year students in the computer lab along with three mock interviews through internal faculty and two with panelists drawn from the industry. Further, the Institute follows the under mentioned experiential and participative pedagogy to make teaching-learning more effective.

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Group Discussion</li><li>• Case study training</li><li>• Role play exercises</li><li>• Seminar presentations</li><li>• Book Review sessions</li><li>• Students participation in Intrafest</li><li>• Compulsory Internship 30 days</li><li>• Project Work</li><li>• Industry visits</li></ul> | <ul style="list-style-type: none"><li>• Daylong workshops</li><li>• Huge number of clubs and associations</li><li>• Deputation of students for fests, conferences and seminars</li><li>• Conduct of Spot seminars current issues</li><li>• Provision of compulsory viva and assignment in each semester</li><li>• Celebration of deferent festivals</li><li>• Demos on the use of knowledge software and e-</li></ul> |
|--|---|

<ul style="list-style-type: none"> <li>• Task of preparing a short films</li> <li>• Inspirational Movie Presentation and in-depth discussion</li> <li>• Conduct of Social Survey</li> <li>• Expert Lecture series</li> </ul>	<ul style="list-style-type: none"> <li>• journals</li> <li>• Student participation in online aptitude test series.</li> <li>• Project work through in-campus vermicompost unit.</li> <li>• Series of add-on programmes</li> </ul>
--	---

In addition, the following tables provide a birds-eye-view of empowerment activities for the current academic year under different captions:

### Special Expert Lectures:

Sl. No	Theme of the Lecture	Date	Resource Person
1.	Inauguration of Motivation to achieved dreams	16 <sup>th</sup> Aug, 2019	Dr. Amitabh Anand, Professor, S.K.E.M.A. Business School, France
2.	Kaizen	30 <sup>th</sup> Aug, 2019	Sri A.K. Ayya, Senior Manager, Asian Paints, Pune.
3.	Research and E-Poster	06 <sup>th</sup> Sep, 2019	Dr. Aniketh, Dr. Rashmi, Mr. Santhosh, Mr. Adithya & Mr. Rakshith, DOC, Manipal University.
4.	Skill Development	20 <sup>th</sup> Sep, 2019	Dr. Jnaneshwar Pai, Professor, KS Hegde Institute of Management, Nitte.
5.	Leadership Qualities	31 <sup>st</sup> Oct, 2019	Mr. Abhaya K., Gillette, Mumbai
6.	Career Guidance	02 <sup>nd</sup> Nov, 2019	Mr. Kiran Baleganoor (Aluminous)
7.	Interview handling and Hiring Methodology by Corporate	06 <sup>th</sup> Nov, 2019	Mr. Sunil George, Director, Astha Academy, Mangalore.
8.	Art of Management	11 <sup>th</sup> Dec, 2019	Prof. K.V.M. Varamballi, Former Director, MIM, Manipal
9.	A New Age Manthra for Success	04 <sup>th</sup> Dec, 2019	Mr. Sachin R. Chandra, Department of Commerce, Mahe, Manipal

10.	Investor Awareness Programme in Association with NSC, Mumbai	10 <sup>th</sup> Dec, 2019	Dr. Narayan Kayarkatte
11	Two day workshop on Aptitude and Analytical Skills for Career Excellence	24 <sup>th</sup> & 25 <sup>th</sup> Feb, 2020	Chief Guest - Mrs. Vijayalaxmi Suvarna, Asst. Manager – HR, Diya Systems, Mangalore Resource Person – Mr. Karthik & Mr. VijayaMurugan, Aptitude Trainers, Chennai, Tamil Nadu,
12	Self Analysis and Self Moderation	11 <sup>th</sup> March, 2020	Mr. Darpan Vasudev, Educator and Self Awareness Expert, Mangalore
13	Embracing Risk in lending in the Banking Domain	12 <sup>th</sup> March, 2020	Mr. Rakshith Bandary, Asst. Professor, Department of Commerce, Manipal University

### Student Empowerment and Placement Workshops

Sl. No.	Theme of the Workshop	Date	Guest of Honour	Resource Person
1.	Two day workshop on the theme “How to prepare for the Placement”	16 <sup>th</sup> & 17 <sup>th</sup> Aug 2019	-	Faculty Members
2.	One day MOCK interview	28 <sup>th</sup> Aug, 2019	-	Faculty Members
3.	Two day Workshop on the theme “Career expectations and Preparations”	23 <sup>rd</sup> & 24 <sup>th</sup> Sep, 2019	-	Mr. Abhilash, MD, Abhigya Education Pvt. Ltd, Bangalore.
4.	Three day workshop on the theme “Being the Best – Built on Best of the Best Life Skills”	22 <sup>nd</sup> – 24 <sup>th</sup> Oct, 2019	Dr. Neelam Shetty, Principal, A.J. Institute of Dental Sciences.	Major Radhakrishna, Master Facilitator & Motivator: HRD & TQM, Udupi
5.	Campus Placement	10.03.2020	-	Resilience Digital
6.	Pool Campus by Extra Marks	19.11.2019		
7.	Two day workshop on “Campus to Corporate Training”	22 <sup>nd</sup> – 23 <sup>rd</sup> Nov, 2019	Dr. H.R. Shiva Kumar, VTU - Special Officer	Mr. Sunil George, Director, Astha Academy, Mangalore

8.	A Demo on Essay Writing Skills in Association with Wipro Alight Programme	05 <sup>th</sup> Feb, 2020	-	Wipro Campus Placement
9.	Investor Awareness programme in association with Mangalore University Commerce Teachers Association and Franklin Templeton Asset Management Pvt. Ltd.	26 <sup>th</sup> Feb, 2020	Leo Amla, Branch Manager, Fanklin Templeton Asset Management Pvt. Ltd.	

### Student Counseling, Demo and Training

Sl. No.	Purpose	Date	Organisation
1.	50 hour Training on Excel Classes & SAP	13 <sup>th</sup> & 14 <sup>th</sup> Aug, 2019	CAST, Mangalore
2.	Demo on CMA (USA)	26 <sup>th</sup> Sep, 2019	Mr. Raveendra Sathish Nayak, Brand Manager, IAM, Mangalore
3	A Demo on career and Banking	19 <sup>th</sup> , Oct, 2019	Mr. Arun, NIIT, Mangalore.
4	Role Play and Demo	07 <sup>th</sup> Nov, 2019	-
5	Art Mart and Ad Mad	07 <sup>th</sup> , Nov, 2019	-
6	Strategies to Build Business	07 <sup>th</sup> Nov, 2019	I MBA (Batch – C)
7	A Tourism competition on Brand India	21 <sup>st</sup> Nov, 2019	I MBA (Batch – A)
8	40 hour Training on Excel Classes	-	CAST, Mangalore

### Student Activities – other Curricular, Extra Curricular, Cultural and Sports Events

Sl. No.	Particulars	Date	Guest of Honour
1.	Sadbhavana Day and Oth Taking	20 <sup>th</sup> Aug, 2019	All Students
2.	Teachers Day Celebration	05 <sup>th</sup> Sep, .2019	Director, AJIM

3.	Onam Celebration	10 <sup>th</sup> Sep, 2019	Director, AJIM
4.	New Product Development	18 <sup>th</sup> Sep, 2019	II MBA (Batch –A)
5.	Inspirational Movie Session on The Italian Job	18 <sup>th</sup> Sep, 2019	II MBA (Batch –B)
6.	Induction Programme and PTA meeting	21 <sup>st</sup> Sep, 2019	Director, AJIM& PTA President
7.	Sharada Pooja &Ayudha Pooja Celebration	03 <sup>rd</sup> Oct, 2019	
8.	Students Council Inauguration	11 <sup>th</sup> Oct, 2019	Prof. Raveendracharya, Registrar Evaluation, Mangalore University
9.	Welcoming the I year students	11 <sup>th</sup> Oct, 2019	Director, AJIM
10.	Lamp Shade Making Competition	18 <sup>th</sup> Oct, 2019	Organised by Cultural Club
11.	Club Activity on BMT Event – Crisis Management	18 <sup>th</sup> Oct, 2019	I MBA Students
12.	Deepavali Celebrations	30 <sup>th</sup> Oct, 2019	Director, AJIM
13.	Interactive Movie Session “Super 30”	07 <sup>th</sup> Nov, 2019	I MBA (Batch – A)
14.	Inauguration of Management Forum and Intra Fest	14 <sup>th</sup> Nov, 2019	Sri. Sunil Stephen, Venture Capitalist, Mangalore
15.	Interactive Movie Session “Paramanu”	20.11.2019	II MBA (Batch – A)
16.	Quality of HR Event on “Quality of Work Life”	20.11.2019	II MBA (Batch – B)
17.	A dibet on One Nation One Constitution	21.11.2019	I MBA (Batch – B)
18.	Interactive Movie Session on “Mission Mangal”	21.11.2019	I MBA (Batch – C)
19.	Inauguration of Indoor Games	21.11.2019	Director, AJIM

20.	Quiz Event	05.12.2019	I MBA (Batch – A)
21.	Club activity on “Management case Analysis”	05.12.2019	I MBA (Batch – C)
22.	Swat Analysis For MBA Students	21.01.2020	
23.	Club activity on “E-poster on Union Budget”	12 <sup>th</sup> Feb, 2020	II MBA (Batch - A & B)
24.	Club activity on “Product Launch on Eco Friendly Products”	12 <sup>th</sup> Feb, 2020	I MBA (Batch - C)
25.	Pick in-act and Speak	13 <sup>th</sup> Feb, 2020	I MBA (Batch – A)
26.	National and Cultural Management Fest – Yakshothsava and Elixir 2020	19 <sup>th</sup> & 20 <sup>th</sup> Feb, 2020	Dr. Melwyn D’Souza, Senior Delivery Manager, Diya Systems, Mangalore, Dr. Shruthi Keerthi Raja and Prof. M. Mohan Kalluraya (Yakshagana Artists) are the guests. C.A. Shantharam Shetty, Chairman of Red Cross Society, Dakshina Kannada has given the Valedictory address
27.	Facilitation programme to rank holders – Ms. C.S. Rashmi and Ms. Mounavi M.G.	20 <sup>th</sup> Feb, 2020	C.A. Shantharam Shetty is the Guest
28.	Anti Women Harassment Cell Meeting		
29.	Anti Ragging Cell Meeting		
30.	SC/ST Cell Meeting		
31.	Mentor Interaction		
32.	Industrial Visit		

## Community Development Activities

Sl. No.	Type of Programme	Date	Guest of Honour	remarks
1.	Expert Lecture / Workshop on Leadership in Association with Indian Institute of Materials Management	24 <sup>th</sup> Sep, 2019	Dr. Srinivas Rao, Bangalore	About 40 officials of Various Industries such as MCF, MRPL, BASF etc. along with select students.
2.	Expert Lecture / Workshop on Leadership in Association with Indian Institute of Materials Management on the theme Self Empowerment for Professional Excellence: A revisit	16 <sup>th</sup> Oct, 2019	Director, AJIM	About 40 officials of Various Industries such as MCF, MRPL, BASF etc. along with select students.
3.	Visit to Lion Special School, Mangalore with charity in Cash and Kind worth Rs. 15,000/-	07 <sup>th</sup> Dec, 2019	Director, AJIM	60 Students and 6 Faculty participated

## Student Deputation & Student Achievements

SI No	Name	Institution	Date	Winners Name	Event Name	Winning Place
1	Rendition	St. Joseph Engineering College & Management	25-Sep-19	Vishnu Ganesh Yadav	Paper Presentation - HR	Ist Place
				Swathi	Paper Presentation - Marketing	2nd Place
				DishaPremal Dsouza	Paper Presentation -Finance	2nd Place
				NishmithaShetty	Productive Dialogue	Ist Place
				KarishmaKulal	Productive Dialogue	Ist Place
2	MAGMA	Srinivas University (Pandeshwar)	21 <sup>st</sup> & 22 <sup>nd</sup> Oct 2019	KarishmaKulal	Aviation Industry	2 <sup>nd</sup> place
				Melrick Stephen	Aviation Industry	2 <sup>nd</sup> place

				Pinto		
3	INSIGNIA	Aloysius College, Beeri	23 <sup>rd</sup> and 24 <sup>th</sup> Oct 2019	KarishmaKulal	Cosmetics and Fashion Industry	1 <sup>st</sup> Place
				Vanrisha	Cosmetics and Fashion Industry	1 <sup>st</sup> Place
				Team	Championship	Overall Runners Up
4	CROSSROAD	Mangalore University (MBA)	22nd and 23rd Nov 2019	DishaPremal Dsouza	Finance Event	1st Place
				Suraksha Shetty	Finance Event	1st Place
				Nishmitha Shetty	Marketing Event	1st Place
				Melrick Stephen Pinto	Marketing Event	1st Place
				KarishmaKulal	HR Event	1st Place
				Vishnu Ganesh Yadav	HR Event	1st Place
				Team	Championship	Overall Winners
5	BEQUEST - INNOVISION	Besant Women's College	4th and 5th Feb 2020	KarishmaKulal	Best Manager	1st Place
				Vishmitha	BMT	1st Place
				Shahistha	BMT	1st Place
				Karan Kumar	BMT	1st Place
				Vishnu Ganesh Yadav	HR Event	2nd Place
				Melrick Stephen Pinto	HR Event	2nd Place
				Team	Championship	Overall Winners
6	SARVARTHA	Dept of Commerce, Manipal	17th Feb 2020	Karan Kumar	Marketing Event	2nd Place
				Melrick Stephen Pinto	Marketing Event	2nd Place

7	EDIFY	MNSM Besant Institute of PG Studies	3rd Mar 2020	Nishmitha Shetty	Marketing Event	1st Place
				Vishmitha	Marketing Event	1st Place
				DishaPremal Dsouza	Finance Event	1st Place
				Bharath	Finance Event	1st Place
				Kiran Raj	Relay	1st Place
				Karan Kumar	Relay	1st Place
				Team	Championship	Overall Winners
8	MAGNUM	Mangalore University (Mcom)	4th & 5th Mar 2020	Nishmitha Shetty	Best Manager	1st Place
				Vishmitha	Best Management Team	2nd Place
				Shipali Suvarna	Best Management Team	2nd Place
				Shahistha	Best Management Team	2nd Place
				Rakshak Rai'	Quiz	2nd Place
				Vishnu Prasad Samaga	Quiz	2nd Place
				Team	Championship	Overall Winners
9	SHRESTA	S.D.M College of PG Centre	10th & 11th Mar 2020	KarishmaKulal	HR Event	1st Place
				Vishnu Ganesh Yadav	HR Event	1st Place
				NishmithaShetty	Marketing Event	1st Place
				Vishmitha	Marketing Event	1st Place
				Louzil	Photography	1st Place
				Team	Championship	Overall Winners
10	ECHELON	Sri Devi College of	12th &	Nishmitha	Best Manager	1st Place

		Engineering and Management	13th 2020	Shetty		
				Vishmitha	Best Management Team	1st Place
				Shipali Suvarna	Best Management Team	1st Place
				Shahistha	Best Management Team	1st Place
				DishaPremal Dsouza	Finance Event	1st Place
				Rakshak Rai'	Finance Event	1st Place
				Bharath	Business Plan	1st Place
				Ahana	Business Plan	1st Place
				KarishmaKulal	HR Event	2nd Place
				Vishnu Ganesh Yadav	HR Event	2nd Place
				Melrick Stephen Pinto	Marketing Event	2nd Place
				Karan Kumar	Marketing Event	2nd Place
				Team	Championship	Overall Winners

### Research, Publication, Extension activities of the Institution

Sl. No.	Theme	Particulars	Date / Year
1.	Release of Anveshana Journal volume 9 number 1	Bi annual research Journal	Jan - June
2	Release of Anveshana Journal volume 9 number 2	Bi annual research Journal	July - December

## Faculty Participation, Publication and Extension

PARTICULARS	Date
<b>Dr. T. JAYAPRAKASH RAO</b>	
➤ Chief Guest at KSS College, Subrahmanya for Inauguration of Student Council	06.07.2019
➤ Chief Guest at Radio Listeners Club Mangalore	10.08.2019
<b>Dr. VIJAYA KUMAR</b>	
➤ Participated in Contemporary Finance Tools organized by GIAN & MHRD, Department of MBA, Mangalore University	10.06.2019 to 17.06.2019
➤ Attended one day Syllabus Review Committee meeting held at Department of Business Administration, Mangalore University, Konaje.	18.01.2020
<b>Prof. CHETHAN KUMAR</b>	
➤ Attended one day Capacity Building Programme on the theme “Introduction of Canvas – LMS” at St. Joseph Engineering College, Vamanjoor.	12.07.2019
➤ Attended one day Syllabus Review Committee meeting held at Department of Business Administration, Mangalore University, Konaje.	18.01.2020
➤ Participated in Online Faculty Development Programme on Tapping Social Capital during Covid-19 period organized by Milagress College, Kallianpur	14th June 2020
➤ Participated in National Level Webinar on “Connecting to the youth in the new normal” organized by Dept. of Business Administration, St. Aloysius College(Autonomous), Mangaluru.	16 <sup>th</sup> June 2020
➤ Participated in National Level Webinar on “Investment in stock market during pandemic” organized by Dept. of Commerce,SDM College of Business Management, Mangalore	27 <sup>th</sup> June 2020
<b>Prof. K. DEEPAK RAO</b>	
➤ Published an article titled “The Indian Start-up Ecosystem: Drivers, Challenges and Pillars of Support” in the proceedings of National Conference on ‘Start-ups in India- Challenges, Issues & Opportunities’ held on MSNM Besant Institute of PG studies.	20 <sup>th</sup> February 2020
➤ Published article in UGC Care Approved International Indexed and Referred Journal	

OUR HERITAGE journal in Vol-68-Issue-1-January-2020 with ISSN: 0474-9030 titled “An Empirical Analysis of Adoption and Application of E-Wallets.	
➤ Published an article in ANVESHANA on title ‘Opportunities and challenges for women entrepreneurship in rural India’ with ISSN 2249-1449 in Volume 9, Number 1, Indexed in Scholar and ProQuest.	January-June 2019
➤ Participated in Online Faculty Development Programme Basics of Research organized by Government First Grade College, Punjalakatte, Belthangady TQ, DK.	23th May, 2020
➤ Presented paper on theme “Assessment and Adoption of E-wallet among youth in Mangalore city” in the International conference on Enhancing Business Competitiveness for sustainable growth organized by Dept of Commerce and Management, Kristu Jayanti College (Autonomous), Bengaluru.	26 <sup>th</sup> and 27 <sup>th</sup> September 2019.

### Prof. ARATHI

➤ Attended BOS meeting at St. Agnes College on December 12, 2019	Dec 2019
➤ Presented a paper titled “A study on Risk and Return of Small Traders at Tourist Centre at Govt. First Grade College & Post Graduation Study Centre, Kapu.	02.03.2020

### Prof. SWAPNA SHETTY J.

➤ Attended 6 days FDP on Fundamental of Data Analysis & Reporting for Research and publication - Module 2 at Indian Institute of Management – Kozhikode	July 22 -27, 2019
➤ Was a panel member for the paper presentation competition at Moti Mahal College of Hotel Management	1 <sup>st</sup> Feb 2020
➤ Resource person for an expert lecture session on the theme “How to face the interview” at Besant evening College, Mangaluru.	3 <sup>rd</sup> Feb 2020
➤ Resource person for an expert lecture session on the theme “Body language and etiquettes” at A.J.Institute of Engineering and Technology, Mangaluru.	10 <sup>th</sup> Feb 2020
➤ Attended 2 day online FDP on Publishing Research Articles in Quality Journals organized by Institute of Management , Hyderabad	May 23 - 24, 2020

➤ Attended a webinar on Building a Sustainable Future organized by Insightful Fridays of Skycampus Digital Knowledge Webinar Series	12th Jun 2020
➤ Attended a webinar on Quality Research & Publication in High Impact Journal organized by St. Dominic's College, Kanjirpally	19 <sup>th</sup> Jun 2020

### Prof. MAHESH P.G.

➤ Published an article titled “The Indian Start-up Ecosystem: Drivers, Challenges and Pillars of Support” in the proceedings of National Conference on ‘Start-ups in India- Challenges, Issues & Opportunities’ held on MSNM Besant Institute of PG studies.	20 <sup>th</sup> February 2020
➤ Published article in UGC Care Approved International Indexed and Referred Journal OUR HERITAGE journal in Vol-68-Issue-1-January-2020 with ISSN: 0474-9030 titled “An Empirical Analysis of Adoption and Application of E-Wallets.	
➤ Published an article in ANVESHANA on title ‘Opportunities and challenges for women entrepreneurship in rural India’ with ISSN 2249-1449 in Volume 9, Number 1, Indexed in Scholar and ProQuest.	January-June 2019
➤ Participated in Online Faculty Development Programme Basics of Research organized by Government First Grade College, Punjalakatte, Belthangady TQ, DK.	23th May, 2020
➤ Presented paper on theme “Assessment and Adoption of E-wallet among youth in Mangalore city” in the International conference on Enhancing Business Competitiveness for sustainable growth organized by Dept of Commerce and Management, Kristu Jayanti College (Autonomous), Bengaluru.	26 <sup>th</sup> and 27 <sup>th</sup> September 2019.

### Dr. RAJESH M.

➤ <b>Rajesh M</b> and Chandrashekhar R An Assessment of Parent’s Preference Towards SukanyaSamriddhiYojana, Journal of the Gujarath Research Society, Vol. 21, Issue 4, October 2019,. ISSN:0374-8588.	(2019)
➤ <b>Rajesh M</b> and Kiran K B An Appraisal of Dynamics of Customers’ Loyalty in Microfinance Institutions, Journal of Information and Computational Science, Vol. 12, Issue 5, ISSN:1548-7741.	(2019)

➤ <b>Rajesh M</b> Factors Affecting the Sustainability Of Microfinance Institutions- An Empirical Analysis, Think India Journal, Vol. 22, Issue-25, ISSN: 0971-1260.	(2019)
➤ Deepak, Mahesh and <b>Rajesh</b> An Empirical Analysis of Adoption and Application of E-Wallets, Our Heritage Journal, Vol.68, Issue-1, ISSN-0474-9030	(2020)

### Prof. DEEKSHA RAO

➤ Was a panel member for the paper presentation competition at Moti Mahal College of Hotel Management	1 <sup>st</sup> Feb 2020
➤ Presented paper titled “carbon accounting-A game changer for Sustainable Development in the National conference on the theme Techno 2020 organized by SDM College, Mangaluru	6 <sup>th</sup> March 2020
➤ Participated in 3 days National Level Online Workshop on Research Methodology, Statistical Techniques & Data Analysis” organized by Tilak College of Science & Commerce, Vashi	18 <sup>th</sup> -20 <sup>th</sup> May 2020
➤ Participated in International Level Webinar on “Sales and Distribution Strategies Adopted in Developing Countries with special reference to SAARC Nations organized by Global Institute of Management Sciences	16 <sup>th</sup> May 2020
➤ Participated in Online Faculty Development Programme on Tapping Social Capital during Covid-19 period organized by Milagress College, Kallianpur	14 <sup>th</sup> June 2020
➤ Participated in National Level Webinar on “Connecting to the youth in the new normal” organized by Dept. of Business Administration, St. Aloysius College (Autonomous), Mangaluru.	16 <sup>th</sup> June 2020
➤ Participated in Online Faculty Development Programme on “Schema of Writing & Publishing Research Papers” organized by Dept. of Commerce, SDM College of Business Management, Honnavar.	25 <sup>th</sup> June 2020
➤ Participated in National Level Webinar on “Investment in stock market during pandemic” organized by Dept. of Commerce, SDM College of Business Management, Mangaluru	27 <sup>th</sup> June 2020
➤ Participated in National Level Webinar on “Self Analysis during pandemic” organized by Dept. of HR Development, SDM College of Business Management, Mangaluru	30 <sup>th</sup> June 2020
➤ Participated in International Level Webinar on “Financial Crisis and its impact on sustainable eco-tourism” organized by Milagress College, Hampankatta, Mangaluru	30 <sup>th</sup> June 2020

➤ Published a paper in UGC Care Group 1Journal DRSR Journal in Vol-10-Issue-07-June-2020 with ISSN: 2347-7180 titled “A study on Employee Retention and its impact on Organisational Development”.	June-2020
--	-----------

### Prof. GANAVI K K

➤ participated one day national level online Faculty development programme program on Art of influencing students in online classes at Nagarjun college of management studiesChickballapur.	25 <sup>th</sup> June 2020
➤ Participated in National Webinar on“Investment In Stock Market During Pandemic” organized by Department of Commerce at SDM college of business Management, Mangaluru.	27 <sup>th</sup> June 2020
➤ Attended two day national conference on “entrepreneurship A start up initiative”and presented a paper on “A study on risk and return of small traders at tourist center Cvin Mangalore”	March 2 and 3 2020
➤ Participated in International Webinar on “Financial crisis and its impact on sustainable eco-tourism”organized by Milagres college, Mangaluru.	30th Jun 2020

### Mr. PRASHANTH SHETTY

➤ Participated in Webinar on “Teaching in Digital era” by TCSion Bangalore .	25 <sup>th</sup> April 2020
➤ Participated in three day national level online Faculty development programme on “Effective Usage of ICT tools and E-content development’ at REVA University Bangalore	15 <sup>th</sup> to 17 <sup>th</sup> June 2020

### Prof. ROSHELLA DCOSTA

➤ Published paper on A Study on Employee Retention and its Impact on Organizational Development Carbon on DRSR Journal - ISSN: 2347-7180	June 2020
--	-----------

➤ Published paper on A Study on Carbon Accounting : A Game Changer in Sustainable Development on DRSR Journal - ISSN: 2347-7180	June 2020
➤ Attended National Level Conference and Presented Paper on A Study on Problems and Difficulties faced by Women Entrepreneurs at Udupi District - Government college kaup	March 2-3, 2020
➤ Attended National level Conference and Presented Paper on A Study on Carbon Accounting: A Game Changer in Sustainable Development at S D M College, Mangalore.	March 6, 2020
➤ Presented paper on A Study on Employee Retention and its Impact on Organizational Development at national Institute of Technology Karnataka, Surathkal	July 22-23, 2020

#### **Faculty pursuing Ph.D. at present and teachers with Ph.D. joined during the year 2017-18**

Sl. No.	Name of the Faculty	Name of the University for Ph.D. Registration	Remarks
1.	Prof. Swapna Shetty	VTU, Belgam	Pursuing
2.	Prof. Mahesh P.G.	Hampi University	Pursuing
3.	Prof. Prashanth Shetty	Reva University	Pursuing

#### **Research Journal:**

The Institute is bringing out a Research Journal – Anveshana with ISSN, continuously for last 10 years. Journal is indexed in J-gate and Proquest, the online journal portals and also applied for UGC for listing.

#### **Library and Computer lab-**

Institute has an excellent digital library comprising latest books and journals on Management. At present, we are subscribing to 45 periodicals and the total number of books is 15,603. In addition, the Institute is subscribing to two on line journal portals: J-Gate & DELNET. A separate and spacious air conditioned computer lab with a provision of 80 workstations is maintained with Wired LAN, Security network, Server requirements, Wi-fi connectivity and 32 MBPS leased line internet access.

#### **University Results –**

Ms. C.S. Rashmised the 1<sup>st</sup> Rank in MBA in the Mangalore University examination in held in May 2019 and also honoured with 3 gold medals, Vysya Bank Gold Medal, Sri Ramakrishna Malya Gold

Medal and Dr. H.V. Shakarnarayana Gold Medal for securing the highest CGPA in Mangalore University. Likewise, Ms. Mounavi M.G. secured 3<sup>rd</sup> Rank in MBA in the Mangalore University examination in held in May 2019. The overall result is 100%. Comprising 36 distinctions, 68 first class and 16 second class. I congratulate all the students and faculty for their accomplishment.

### **Best Practices – 2019-2020**

1. Stage of Pride and Honour: This is the stage for the students to exhibit their talent on music, fine arts and other cultural related activities.
2. Formation of a Forum Yogakshema with the tag line well being of all, to create awareness on health issues.

### **Meetings:**

Governing Council Meeting, Academic Advisory Board Internal advisory board meeting and IQAC meeting, Library committee meeting, Parents –Teachers meeting and faculty meetings were held on different dates.

### **Placement Report**

The A. J. Institute of Management (AJIM) was established to develop a galaxy of world class managers in the globally competitive market. Placement Department takes care of the Training requirement, Internship and the Final Placement of the students.

In addition to campus placements, the Training and Placement Cell organizes Professional Development programs like mock interviews, group discussions, case studies, pre-placement talks, interactive sessions with industrial experts, Personality Development programs covering communication skills, presentation skills, career planning etc., on a regular basis .

As an Institute we at AJIM equip all its trainees not only with the sophisticated managerial skills & competencies but also right attitude and concern to their stakeholders in the business organizations.

### **Training Program**

Two days Workshop was conducted on 24<sup>th</sup> and 25<sup>th</sup> February 2020, on the theme of “Aptitude and Analytical skills for career excellence” at institute conference hall. Mrs. Vijayalakshmi S Suvarana Assistant Manager HR Diya Systems Mangalore was the chief Guest for inaugural program. Dr. T Jayaprakash Rao, Director, AJ institute of Management has presided over the function.

The workshop was organized to enhance the aptitude skills of second year MBA students. Expert from the aptitude domain have conducted the rigorous training program for two days. Mr. Karthik and Mr. VijayaMurugan were the resource persons for the workshop.

### **Campus Placement Program**

**The Campus drive for the Academic year 2019-2020 has been started on 19<sup>th</sup> of November 2019**

14 companies have been provided placement opportunities through campus, off campus and through online drives.

23 students have been placed for academic year 2019-20 in different sectors.

### **NAAC Accreditation**

The Institute has undergone the accreditation process (Second Cycle) through National Assessment and Accreditation council and accredited at B+.

### **UGC Recognition**

Institution was also recognized under 12(B) and 2 (f) of UGC Act and eligible for research projects.