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ALUMNI SUPPORT

Ms. Monica Demello, Business Operations Executive at MyCaptain and a distinguished alumna of the 2023 batch, has played a key role in securing internship opportunities for two students at MyCaptain.



Ms Amalya Shaji Associate Consultant-HR Operations CIEL HR services Ltd and a distinguished alumna of the 2023 batch, has played a key role in securing internship opportunities for four students at CIEL HR services Ltd, Bangalore



"Marketing Challenge at Mangala Stadium"

On Sunday, November 10th, Hemanth and Nishanth participated in a marketing challenge organized by YI Mangalore at Mangala Stadium. Their task was to promote Cyroid, a pain relief spray, and create a short video showcasing customer reviews and feedback about the product.

Prof. Roshella Decosta Excels in NPTEL's HR Analytics FDP

Prof. Roshella Dcosta, a distinguished faculty member, of AJIM Mangalore has achieved outstanding success in the prestigious NPTEL-Swayam's 12-week Faculty Development Program (FDP) on HR Analytics.



Prof. Roshell Dcosta not only completed the rigorous program with a remarkable 92% score but also topped the batch, demonstrating exceptional expertise in HR Analytics.

This achievement underscores Prof. Roshella Dcosta's commitment to academic excellence and her dedication to staying updated with the latest industry trends and best practices.

We extend our warmest congratulations to Prof. Roshella Dcosta on this impressive accomplishment!

INDUSTRIAL VISIT @ AUDI Mangalore



On 16th November 2024, the Logistics and Marketing MBA students of AJ Institute of Management visited the Audi Workshop as part of their industrial visit.

The visit aimed to provide students with practical exposure to real-world operations in the automotive industry, particularly focusing on Audi's service excellence and customer engagement practices.

The students attended a workshop conducted by the Audi team, which detailed the brand's service protocols, including advanced diagnostic tools, maintenance practices, and quality assurance. The session also highlighted



Audi's customer-centric strategies, such as personalized services, loyalty programs, and the use of digital platforms to enhance customer experiences.

A guided tour of the workshop allowed students to observe various operational processes, such as vehicle inspections, spare parts inventory management, and workflow optimization. The integration of logistics and marketing practices to deliver exceptional customer satisfaction was a key takeaway.

YI - YUVA Badminton Tournament 2024

The YUVA Badminton Tournament, organized by the Yi Mangalore Chapter on November 19 at the Golden Shuttle Academy, supported accessibility initiatives under the leadership of Ms. M Athmika Amin and CA Salome Lobo Pereira. The event featured teams from various institutions, including ours, with participants showcasing excellent sportsmanship while supporting impactful projects like Braille menus, disability etiquette sessions, and providing artificial limbs. The Accessibility Awareness Program included inspiring talks and the donation of wheelchairs to students of the Seva Bharathi Trust, emphasizing inclusivity. The tournament concluded with a prize distribution ceremony recognizing participants and commending AJIM for its active involvement in Yi events.



Prof. Deeksha Rao as a Resource person of HSBC Investors Awareness Programme

On 23rd November 2024, a seminar on the HSBC Investors Awareness Programme was conducted in the Department of MBA at The Yenepoya Institute of Arts, Science, Commerce, and Management. The session was led by Prof. Deeksha Rao, who participated as a resource person, sharing valuable insights on investment awareness.

