



AJIM

EXPRESSIONS

March 2025

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Short Movie Release



Short Movie Screening Event was conducted on 5th March 2025 for the II Year students with the aim of fostering creativity, critical thinking and social responsibility through the medium of visual storytelling. Each section was given a unique theme to explore. Section A focused on Value System, Section B on Professional Ethics and Section C on Gender Equality. Four teams from each section participated, presenting short films that reflected their understanding and interpretation of these socially relevant topics. The event was graced by Dr. Shridhar Shetty, Retired Principal of Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Mumbai. Dr. T. Jayaprakash Rao, Executive Director of AJIM, presided over the programme and encouraged students with his inspiring words.

Startup Sprint: Beyond Business Dilemmas



A Business pitch and case study analysis competition titled "Start-up Sprint: Beyond Business Dilemmas" was organized on March 7, 2025, at 2:30 PM in the Conference Hall.

The session was judged by Mr. C.A. Vikram Saldanha and Mr Deepak Rao. The competition aimed to address various challenges faced by start-ups and to inspire entrepreneurial thinking among management students.

Paper Publication



Dr. Nishkrathi Varshney has published a paper titled "An Analysis of Puffery Used in Online Advertising and Its Impact on the Attitude of Gen Z" in European Economic Letters, an ABDC journal .



Women's Day: Women Thy Name The Earth

A J Institute of Management, in association with IQAC, Student Council and ICC, celebrated Women's Day on March 8th, 2025, on the theme "WOMEN THY NAME THE EARTH". The event was graced by distinguished guests: Mrs. Swaroop Devaiah, Director of Priyadarshini Montessori House of Children, Mangalore; Mrs. Yashoda Laila, Social Worker from Beltangadi; and Mrs. Rajani Shetty, a well-known animal rescuer from Mangalore.

Dr. Swapna Shetty J, Director of A.J. Institute of Management, has welcome the guest and also emphasized the importance of acknowledging and appreciating women's contributions in all spheres of life. Dr T. Jayaprakash Rao, Executive Director of A J Institute of Management, gave away the presidential remark. The achievers were felicitated for recognizing their contributions and impact in their respective fields.



Seminar on Consumer Protection Act, 2019

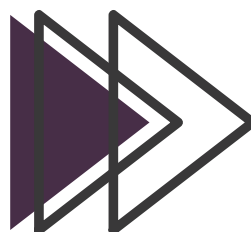


On the occasion of World Consumer Rights Day, A J Institute of Management, in association with IQAC and the Marketing Club, organized a seminar on "Consumer Protection Act, 2019: An Overview of Consumer Rights and Responsibilities". The seminar was held on 15th March 2025 at 11:30 AM and was conducted by Mr. Roopesh, Assistant professor from the Department of Business Administration, St. Joseph Engineering College, Mangalore.

Seminar on Digital Marketing



A seminar on Digital Marketing was held on 12th March 2025. The session began with a warm introduction of Mr. Vinol D'Costa, the Founder of Sierra Learning Academy. The session highlighted the nuances of visual storytelling and its role in capturing audience attention and engagement. Participants gained valuable insights into effective marketing strategies through keen observation and analysis of real-world examples.



NIPM Foundation Day- 2025

Students and faculty of AJIM, under its MoU with NIPM, have participated in the NIPM Foundation Day held on 15th March 2025 with the theme “Navigating HR Towards Business Sustainability” The event was inaugurated by Shri M.L. Shanmukh, Former Director (HR), BEL, Bengaluru, with Shri Krishna Hegde M as the Chief Guest.

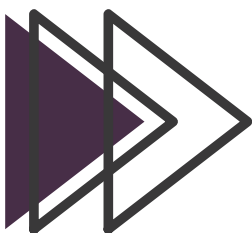
The event highlighted the strategic role of Human Resources in promoting long-term business sustainability.



HR Alchemy- ISTD Conference



Prof. Prashanth Shetty and Prof. Roshella D'Costa has attended a Conference on HR Alchemy-2025 organized by ISTD Mangalore/Udupi Chapter on 22nd March 2025. The conference offered powerful sessions by leading experts, focusing on mentoring, facilitation and digital content creation, making it a truly transformative learning experience.



Elixir-2025- National level Management Fest



A J Institute of Management successfully hosted its inter-collegiate Management fest, Elixir – Sustainovista 2K25, on March 26, 2025. Marking a significant milestone, this edition saw UG students participating alongside PG students for the first time, with separate evaluations for both categories. The event commenced with a grand inaugural ceremony, featuring a mesmerizing theme dance and the official trophy launch by the Chief Guest, Mr. Brayan Loy Dsouza, Manager at Ernst & Young, Global Delivery Services. Mr. Desmond Rego, Manager – Facility & Energy Management at EG A/S, Mangalore was the Chief Guest for the Valedictory Programme. With participation from 17 colleges, the fest provided a dynamic platform for students to showcase their managerial expertise across six competitive events.

Yakshakalotsava-2025- Intercollegiate UG Yakshaghana Competetion

A J Institute of Management organized an intercollegiate UG Level Yakshaghana competition on 27th March 2025 titled “Yakshakalotsava” to promote and preserve Yakshaghana, the rich and vibrant cultural performing art of Dakshina Kannada. The event was held in association with Shubhavarna Yakshasampada ®. The inaugural ceremony was graced by Mr. Sudarshan Rao, an esteemed alumnus of A J Institute of Management, who officially inaugurated the competition. The closing ceremony featured Dr. Prakyath Shetty, Assistant Professor, A J Institute of Dental Sciences, as the Chief Guest.

Judges for the competition included Yakshaghana experts Prof. Madhur Mohana Kalluraya and Dr. Shrutakeerti Raja, who provided valuable insights and feedback for the student performers.



Jalsa-2025- Intercollegiate UG Cultural Fest

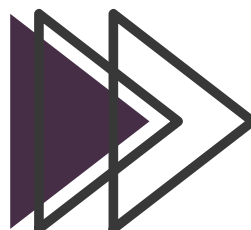


A J Institute of Management organized JALSA 2025, an intercollegiate Cultural and Fine Arts Competition for UG students on 28th March 2025. The event was inaugurated by Mr. Rahul Amin, a renowned Tulu movie actor, and the valedictory programme was graced by Mr. Walter Nadalike, Managing Director of Daijiworld Media, as the Chief Guest.

Runner Up in BMT - Echelon



Ms. Hrithika, Mr. Nabeel and Ms. Karthika has participated in the Management fest Echelon, held at Sri Devi Institute of Technology on 2nd March 2025, and secured runners-up in the BMT event.



Student Project selected for KSCST Funding



Mr. Prabhath E L, Ms. Likhitha Rai, Mr. Gurukiran and Ms. Nikshitha D, students of A J Institute of Management, have received funding from the Karnataka State Council for Science and Technology (KSCST) under the 48th Series of Student Project Programme (SPP): 2024–25. The team proposed a project titled "Assessing the Impact of Street Dogs on Public Health: A Study on Zoonotic Diseases and Community Awareness", under the guidance of Mr. Prashanth Shetty and Ms. Deeksha Rao.

Student Project selected for KSCST Funding



Ms. Payal, Ms. Sneha Shetty, Mr. Ashiq M A and Mr. Ganesha, students of A. J. Institute of Management, have received funding from the Karnataka State Council for Science and Technology (KSCST) under the 48th Series of Student Project Programme (SPP): 2024–25. The project, titled "Container Farming and Its Role in Sustainable Agriculture: Bridging Environmental Management in Urban and Rural Areas", was guided by Ms. Deeksha Rao and Mr. Prashanth Shetty.

Paper Presentation



Dr. Nishkrati Varshney has attended the 7th International Conference GDGU ICON 2025 on "Recent Advances in Technology, Innovation, and Sustainability" held on 27th–28th March 2025 at GD Goenka University & presented a paper titled "The Role of Instagram Micro-Influencers in Building Brand Trust Among Gen Z Consumers in the Fashion Industry."

Book Publication



Prof. Deeksha Rao has published a book titled "Production and operations Management" for II semester BBA students of Mangalore University.



Ranjith Ventures into E-Commerce



We are proud to share that our alumnus Mr. Ranjith, from the Batch of 2020–2022, has embarked on an entrepreneurial journey by launching his own webstore on Amazon. Let's show our support by checking out his store. To explore and shop, simply scan the QR code below