



# A J INSTITUTE OF MANAGEMENT

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## Criterion 3 – Research, Innovations and Extensions

### Key Indicator 3.2-Innovation Ecosystem

*3.2.2 Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the last five years.*

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## Total number of workshops/seminars/conferences listed below

Years	2022-2023	2021-2022	2020-2021	2019-2020	2018-2019	Total
Total numbers in each year	33	15	16	17	15	96

Sl. No	Dates	Programs	Number of participants
		<b>2022-23</b>	
1.	22.09.2022	SEMINAR ON OVERSEAS EDUCATION & ENTREPRENEURIAL MINDSET	56
2.	10-10-2022	BETTER ENVIRONMENT BETTER TOMORROW	350
3.	04-11-2022 TO 19/11/2022	CERTIFICATION PROGRAMME IN BANKING FINANCE AND INSURANCE BY BAJAJ FINSERV	170
4.	22-12-2022 TO 23-12-2022	APTITUDE & ANALYTICAL SKILL FOR CAREER EXCELLENCE WORKSHOP	169
5.	28-12-2022	START-UP PROCEDURE & ENTREPRENEURSHIP	176
6.	19-08-2023	CERTIFICATION ON AVIATION AND HOSPITALITY MANAGEMENT	180
7.	05-01-2023	OPPORTUNITIES FOR ENTREPRENEURSHIP & START-UPS	175
8.	16-01-2023	CAREER GUIDANCE	165
9.	30 <sup>TH</sup> AND 31 <sup>ST</sup> , JAN-2023	ANANYA INSTITUTE FOR DEVELOPMENT RESEARCH AND SOCIAL ACTION, LUCKNOW AND MINISTRY OF CULTURE, GOVERNMENT OF INDIA FOR NATIONAL CONFERENCE TITLED "RELEVANCE OF RAJA RAMA MOHAN ROY IN WOMEN EMPOWERMENT AND TRANSFORMATION IN NEW INDIA".	300
10.	20-03-2023	MUTUAL FUND	170
11.	30-03-2023	VOTING AS A CONSTITUTIONAL RESPONSIBILITY ISSUES & CONCERN	173
12.	31-03-2023	LEADER'S GUIDE TO DECISION MAKING	172
13.	25 -05-2023	INTRAPRENEUR'S EXHIBITION,2023	180



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14.	25 -05-2023	AWARENESS OF ENTREPRENEURSHIP	180
15.	08-06-2023	WATER MANAGEMENT FOR A SUSTAINABLE FUTURE	148
16.	21-06-2023	YOGA FOR RESILIENCE	260
17.	23-06-2023 TO 13/07/2023	CERTIFICATION PROGRAMME IN BANKING FINANCE AND INSURANCE BY BAJAJ FINSERV	170
18.	27-06-2023	MIND AND MEDITATION	156
19.	19-07-2023	MOMENT MARKETING	60
20.	02-08-2023	INTELLECTUAL PROPERTY RIGHTS	161
21.	17-08-2023	MIRACULOUS POWER OF THE SUBCONSCIOUS MIND-MENTALISM SHOW	163
22.	25-08-2023	BUSINESS ANALYTICS & VISUALIZATION IN EXCEL	165
23.	22-09-2023	OVERSEAS EDUCATION & ENTREPRENEURSHIP OPPORTUNITIES	60
24.	26-09-2023	EDUCATING ENTREPRENEURS- NAVIGATING CAPITAL MARKETS FOR SUCCESS	180
25.	27-09-2023	EDUCATING ENTREPRENEURS- NAVIGATING CAPITAL MARKETS FOR SUCCESS	180
26.	28 SEP 2023	ENTREPRENEUR'S ROADMAP TO CAPITAL MARKETS EXCELLENCE	50
27.	3-10-2023	CULTIVATING CURIOSITY - EXPLORING RESERACH INQUISITIVENESS AMONG MBA STUDENTS	164
28.	5-10-,2023	SPSS FOR BEGINNERS	170
29.	05-10-2023	REVIEW OF LITERATURE	88
30.	6-10-2023	THE ART OF ENTREPRENEURIAL MINDSET: CULTIVATING TRAITS FOR SUCCESS	89
31.	12/10/2023	VENDOR DEVELOPMENT PROGRAMME, INDUSTRIAL EXHIBITION ORGANIZED BY GOVERNMENT OF INDIA MINISTRY OF MSME.	20
32.	13-10-2023	DEVELOPING A BUSINESS PLAN AND FINANCING ENTREPRENEURSHIP	24



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33.	16-10-2023	ENTREPRENEURIAL RESILIENCE AND OVERCOMING FAILURE	175
		<b>2021-22</b>	
34.	09-12-2021	BSE CAPITAL MARKET AWARENESS PROGRAM	109
35.	23-12-2021	STUDENT, STOCK MARKET AND CAREER	92
36.	17-02-2022	CORPORATE EXPECTATIONS VS STUDENTS' PREPAREDNESS	178
37.	21-02-2022 TO 23-02-2022	SELF- AWARENESS FOR PERSONAL EFFECTIVENESS WORKSHOP	170
38.	25-02-2022	COMMUNICATION AND MANAGERIAL SKILLS	170
39.	02-03-2022	HUMAN RIGHTS AND GENDER EQUITY	178
40.	11-03-2022	BENEFITS OF STATUTORY COMPLIANCE FOR EMPLOYEES	93
41.	23-03-2022	MENTAL HEALTH AMONG STUDENTS- ISSUES AND CONCERNS	168
42.	24-03-2022 to 14-07-2022	CERTIFICATION PROGRAMME IN BANKING FINANCE AND INSURANCE BY BAJAJ FINSERV	170
43.	23-04-2022	CORPORATE OUTLOOK WITH SPECIAL REFERENCE TO IT INDUSTRY	158
44.	06-01-2022 and 07-01-2022	APTITUDE & ANALYTICAL SKILL FOR CAREER EXCELLENCE WORKSHOP	141
45.	08-07-2022	DIGITAL MARKETING AND SEO	152
46.	18-07-2022	BETTER THE BEST: AN EXTRA MILE TO WALK WORKSHOP	163
47.	10-08-2022	CAPITAL MARKET AWARENESS - FOSTERING ENTREPRENEURIAL SKILLS	58
48.	25-08-2022	STUDY ABROAD OPPORTUNITIES AND IELTS	178
		<b>2020-21</b>	
49.	15-10-2020	BUSINESS PLAN	130



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50.	13, JANUARY,2021	MOTIVATION	220
51.	13-01--2021	MOTIVATION TO ACHIEVE YOUR DREAMS	115
52.	04-02-2021	CAPITAL MARKET AWARENESS, MUTUAL FUND AND FINANCIAL PLANNING	135
53.	10.02.2021 to 12.02.2021	BEING THE BEST	176
54.	18-02-2021	CORPORATE CULTURE	176
55.	23-02-2021 to 25-02-2021	APTITUDE & ANALYTICAL SKILL FOR CAREER EXCELLENCEWORKSHOP	69
56.	18-03-2021	AWARENESS ON FIRE AND SAFETY EMERGENCIES	135
57.	25-03-2021	MENSTRUAL HYGIENE	95
58.	25-06-2021	CYBER SAFETY AND EQUALITY	346
59.	29-03-2021	WOMEN HEALTH AND WELL BEING	88
60.	28-05-2021	COVID SCENARIO: PRECAUTIONS, PREVENTIONS AND ITS TREATMENT	348
61.	16-07-2021	DRUG ABUSE AND HUMAN TRAFFICKING	180
62.	13-07-2021	WEBINAR -SUPPLY CHAIN AND CUSTOMER SERVICE FOR E-COMMERCE	220
63.	22-07-2021	CORPORATE PERFORMANCE MANAGEMENT SYSTEM	158
64.	29 -07-2021	WEBINAR SESSION ON PROBLEMS & PROSPECTIVE OF REAL ESTATE INDUSTRY-A REVISIT	207
		<b>2019-2020</b>	
65.	09-09-2019	LEGAL RIGHTS AND GENDER SENSITIZATION	113
66.	23-09-2019	DYNAMICS OF CORPORATE EXPECTATIONS AND CAREER PREPARATION WORKSHOP	118



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67.	24-09-2019	LEADERSHIP SKILLS	30
68.	25-09-2019	EMPOWERING MANAGEMENT GRADUATES: BRIDGING EMPLOYABILITY SKILLS AND ENTREPRENEURIAL EXCELLENCE	108
69.	26-09-2019	CERTIFIED MANAGEMENT ACCOUNTANTS (CMA) IN ENTREPRENEURSHIP: NAVIGATING FINANCIAL EXCELLENCE FOR BUSINESS SUCCES	157
70.	18-10-2019	CAREER IN BANKING	82
71.	22-10-2019 TO 24-10-2019	BEING THE BEST: BUILT ON BEST OF THE BEST LIFE SKILLS	159
72.	31 OCT 2019	CAREER DEVELOPMENT	177
73.	06-11-2019	INTERVIEW HANDLING AND HIRING METHODOLOGY BY CORPORATES	112
74.	22-11-2019 TO 23-11-2019	CAMPUS TO CORPORATE TRAINING WORKSHOP	100
75.	24 <sup>th</sup> and 25-2- 2020	APTITUDE & ANALYTICAL SKILL FOR CAREER EXCELLENCE WORKSHOP	57
76.	11-03-2020	SELF-ANALYSIS AND SELF MODERATION	108
77.	13-03-2020	COMMODITY DERIVATIVES	116
78.	07-08-2020	EFFECTIVE RESUME BUILDING	100
79.	17-08-2020	POWER OF LINKEDIN	289
80.	24-08-2020	MUTUAL FUND AWARENESS	289
81.	4-9-2020	ONE DAY INTERNATIONAL E-SYMPOSIUM ON COVID-19 DISASTER: REJUVENATION OF SOCIAL- ECONOMIC AND EDUCATIONAL SPHERES	1690
		<b>2018-19</b>	
82.	01-08-2018	PLACEMENT ORIENTATION INTERNAL WORKSHOP	115
83.	07-09-2018	FIRE AND SAFETY	57



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<b>84.</b>	22-10-2018	PRE-PLACEMENT SKILL ENHANCEMENT WORKSHOP	108
<b>85.</b>	30-10-2018 TO 31-10-2018	SELF-AWARENESS FOR PERSONAL EFFECTIVENESS WORKSHOP	117
<b>86.</b>	14 <sup>TH</sup> and 15-12- ,2018	TWO-DAYS NATIONAL CONFERENCE ON THE THEME "CONSOLIDATING SOCIAL ENTERPRISES THROUGH CORPORATE SOCIAL RESPONSIBILITY INITIATIVES: ISSUES AND CHALLENGES.	200
<b>87.</b>	06-03-2019	CONTRIBUTION OF WOMEN IN PROMOTING SOCIAL ENTREPRENEURSHIP	113
<b>88.</b>	15.03.2019	SEMINAR ON BLUE OCEAN STRATEGY A LEARNING PERSPECTIVE	115
<b>89.</b>	20-03-2019	SELF-AWARENESS FOR PROFESSIONAL EFFICIENCY	111
<b>90.</b>	21-03-2019 To 22-03-2019	AUTHENTIC ATTITUDE, APTITUDE & ACTIONS FOR CAREER EXCELLENCE WORKSHOP	111
<b>91.</b>	04-04-2019	TOBACCO CONSUMPTION, HYPERTENSION AND PRESENT LIFE STYLE	115
<b>92.</b>	20-04-2019	CAREER GUIDANCE	115
<b>93.</b>	16-08-2019	MOTIVATION TO ACHIEVE YOUR DREAMS	111
<b>94.</b>	16-08-2019 and 17-08-2019	INTERNAL WORKSHOP	115
<b>95.</b>	28-08-2019	MOCK INTERVIEW	120
<b>96.</b>	30-08- 2019	SEMINAR ON KAIZEN	110



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**ACADEMIC YEAR**  
**2022-23**



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## 1.SEMINAR ON OVERSEAS EDUCATION &ENTREPRENEURIAL MINDSET

<b>Date of event</b>	22.09.2022
<b>No. of participants</b>	56
<b>Resource Person</b>	MR. SHIJOMON YESUDHAS -Manager-Strategic Alliances, IDP Education Limited, Mangalore.

**Brief Report:** The seminar on "Overseas Education & Entrepreneurial Mindset" was organized to provide valuable insights into the intersection of pursuing education abroad and fostering an entrepreneurial mindset. Mr. Yesudhas emphasized the numerous benefits of pursuing education abroad. These benefits included exposure to diverse cultures, access to world-class institutions, enhanced career prospects, and personal growth. He discussed the essential qualities and mindset traits that are crucial for aspiring entrepreneurs, such as creativity, adaptability, resilience, and a willingness to take calculated risks. Mr. Yesudhas explored the synergies between overseas education and entrepreneurship. He highlighted how studying abroad can provide individuals with a global perspective and diverse experiences that can be invaluable when starting a business. Mr. Yesudhas shared real-world case studies of individuals who had leveraged their overseas education experiences to start successful businesses. These stories served as inspiring examples of the seminar's core message.



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Date: 19.09.2022

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#### SEMINAR ON OVERSEAS EDUCATION & ENTREPRENEURIAL MINDSET

There will be a Seminar on Overseas Education & Entrepreneurial Mindset on 22.09.2022 at 12.00 pm (Thursday) for I MBA B batch students in their class room. Attendance is compulsory.

Prof. K. Deepak Rao,  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao  
(Director)

**A.J. INSTITUTE OF MANAGEMENT**  
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*In association with*  
**IQAC & Entrepreneurship Cell**  
*cordially invites you for the Seminar on*  
**“OVERSEAS EDUCATION & ENTREPRENEURIAL MINDSET”**

**Sri. SHIJOMON YESUDHAS**  
*(Manager-Strategic Alliances, IDP Education Limited, Mangalore)*  
*Is the Resource Person*

Date : 22<sup>nd</sup> September, 2022      Venue : Class Room

Prof. K Deepak Rao      Dr. T. Jayaprakash Rao  
Faculty Co-ordinator      Director



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## 2.BETTER ENVIRONMENT BETTER TOMORROW

<b>Date of event</b>	10-10-2022
<b>No. of participants</b>	350
<b>Resource Person</b>	Ms Swathi & Mrs Anitha M , Bikers, Bangalore

**Brief Report:** Ms. Swathi and Mrs. Anitha M, avid bikers from Bangalore, delivered a dynamic seminar on "Better Environment, Better Tomorrow" on October 10, 2022, which garnered keen interest from MBA students. The seminar passionately advocated for environmental stewardship and its direct impact on shaping a sustainable future. Through engaging narratives and practical examples, the speakers underscored the urgency of individual and collective action towards conservation and eco-conscious choices. The seminar left an indelible impression, motivating students to become proactive advocates for a greener, more sustainable tomorrow.





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Date: 07/10/2022

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### **NOTICE**

There will be an Expert Lecture on " BETTER ENVIRONMENT BETTER TOMORROW" by Ms Swathi & Mrs Anitha M , Bikers, Bangalore, on 10-10-2022 at 10.30 am in the Conference Hall.

Attendance is compulsory.

  
Director

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### 3.CERTIFICATION PROGRAMME IN BANKING FINANCE AND INSURANCE BY BAJAJ FINSERV

<b>Date of event</b>	04-11-2022 to 19/11/2022
<b>No. of participants</b>	170
<b>Resource Person</b>	Bajaj Finserv & Walchand Plus

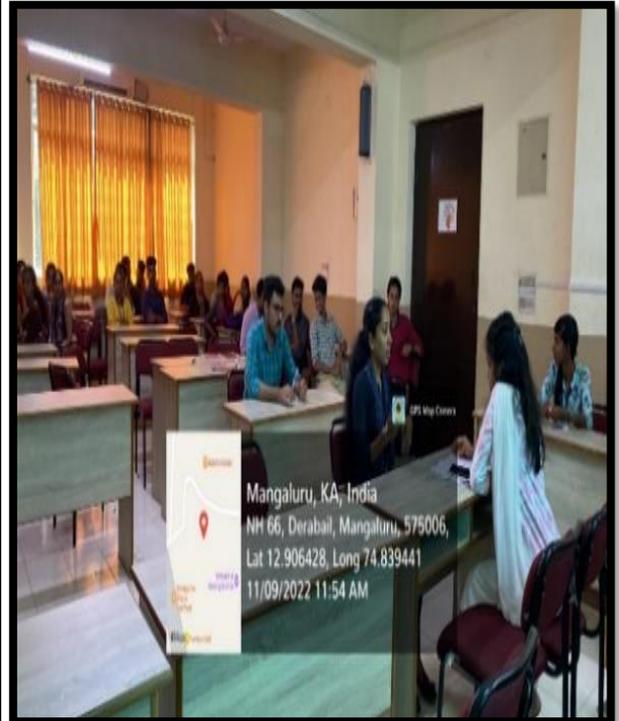
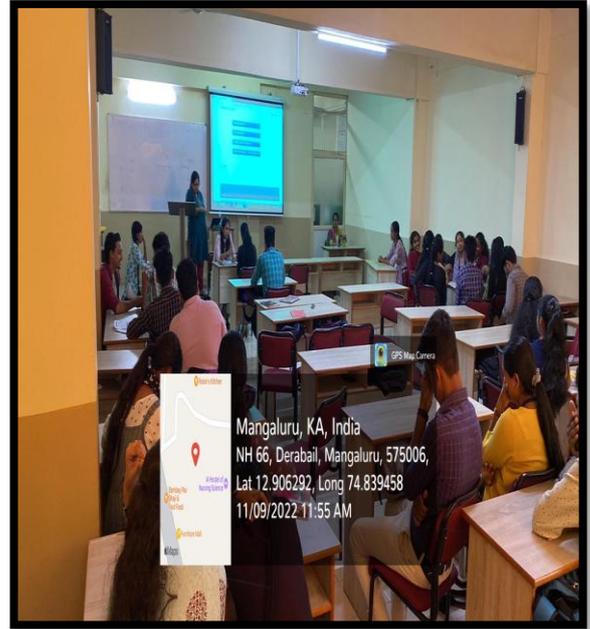
**Brief Report:** The Certificate Program in Banking Finance and Insurance (CPBFI) is a collaborative CSR initiative by Bajaj Fineserve in association with Watchband Plus. This program is designed to offer extensive training to students over a span of 96 hours, divided into four distinct modules: SWARROP-Managing Self (12 hours), Banking (24 hours), Insurance (24 hours), and Communication (36 hours). In the academic year 2022-23, the program followed a blended approach, incorporating both online (SWARROP) and offline sessions. The SWARROP-Managing Self module, consisting of 12 hours, played a pivotal role in the program. It focused on fostering self-management and personal development skills. The Banking module, spanning 24 hours, was dedicated to equipping students with fundamental knowledge about banking and personal finance. The Insurance module, totaling 24 hours, provided valuable insights into the latest trends, challenges, and innovations within the insurance sector. On the other hand, the Communication module extended over 36 hours, with a primary focus on developing effective communication skills in the workplace. Additionally, it addressed strategies for approaching interviews with confidence and proficiency. The program's varied modules, delivered through a blend of online and offline sessions, have made a substantial impact on the personal and professional development of the participants. They are now better prepared to make informed decisions and excel in their future endeavours within the industry.



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#### 4. APTITUDE & ANALYTICAL SKILL FOR CAREER EXCELLENCE WORKSHOP

<b>Date of event</b>	22-12-2022 to 23-12-2022
<b>No. of participants</b>	169
<b>Resource Person</b>	Mr Vikas Gowda & Mr Mohammed Taha, Aptitude Trainers

#### **Brief Report:**

The Institute conducted a comprehensive two-day workshop on the theme of "Aptitude and Analytical Skills for Career Excellence" on the 21st and 22nd of December 2022. The program aimed to enhance the aptitude and reasoning skills of second-year MBA students and provide them with valuable insights for career development. The inaugural ceremony took place on the 21st of December, and the chief guest for the occasion was Mr. Karthik Shetty, the CEO of Sri Ganesh Shipping. Dr. T Jayapraksh Rao, Director, AJ Institute of Management has presided over the function. The workshop was led by accomplished trainers, Mr. Vikas Gowda and Mr. Mohammed Taha. Mr. Vikas Gowda brought a wealth of experience in the field, and his expertise contributed significantly to the success of the program. Mr. Mohammed Taha, a certified Neuro-Linguistic Programming (NLP) Practitioner and a soft skills trainer, brought a unique perspective to the workshop, enriching the learning experience for the participants. The two-day intensive training program covered various aspects of aptitude and analytical skills. The sessions were designed to be interactive, engaging, and practical, ensuring that participants gained a thorough understanding of the subject matter. The resource persons for the workshop, Mr. Sandeep Kumar U and Mr. Mohammed Taha, shared their expertise and knowledge with the participants.



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All are cordially invited for the  
Two Day Aptitude Workshop on  
“Aptitudes and Analytical Skills for Career Excellence”  
For Second Year MBA Students  
**Mr. KARTHIK SHETTY**  
(CEO, Sri Ganesh Shipping Agency, Mangalore)

Has kindly consented to inaugurate the workshop  
**MOHAMMED THAHA & Mr. VIKAS GOWDA**  
(Aptitude Trainers)

Will be the Resource Persons  
**Dr. T. JAYAPRAKASH RAO**  
(Director, A.J. Institute of Management, Mangalore)

Will Preside over the Programme

Time : 9:30 a.m.  
Date : 22<sup>nd</sup> & 23<sup>rd</sup> December, 2022  
Venue : Conference Hall

Mr. Prashanth Shetty  
Faculty Coordinator

Dr. T. Jayaprakash Rao  
Director  
PRINCIPAL / DIRECTOR  
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**Two day's Workshop on**  
“Aptitude and Analytical Skills  
for Career Excellence”

22<sup>nd</sup> & 23<sup>rd</sup>  
December 2022

9.30 AM  
to  
4.30 PM

**AJIM**  
Mangalore

Date	Time	Batch A	Batch B	Non Registered Students
22.12.2022	9.30 to 10.30	Inaugural Programme		
	10.30 to 4.30	Arithmetic Aptitude	Logical Reasoning	Group Discussion and Self Paced Certification
23.12.2022	9.30 to 4.30	Logical Reasoning	Arithmetic Aptitude	Technical and HR Mock Interview

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1 Year Students List 2021-22 (Batch - A)

Sl. No.	Reg. No.	Name	22/12/2022	23/12/2022	23/12/2022
1	POSAJ21M0001	A S Sarath	A	A	A
2	POSAJ21M0002	Aakash K. Reje	A	A	A
3	POSAJ21M0003	ABHIRAM M N	A	A	A
4	POSAJ21M0004	Abhinav Benny	A	A	A
5	POSAJ21M0005	Adesh P S	A	A	A
6	POSAJ21M0006	Aadith P M	A	A	A
7	POSAJ21M0007	Aishwarya Rose Matthew	A	A	A
8	POSAJ21M0008	Ajaya C	A	A	A
9	POSAJ21M0009	Ajay Joy	A	A	A
10	POSAJ21M0010	Ajitha M P	A	A	A
11	POSAJ21M0011	Aakash R F	A	A	A
12	POSAJ21M0012	Akila K Jacob	A	A	A
13	POSAJ21M0013	Akshay M	A	A	A
14	POSAJ21M0014	Alicia Sebastian	A	A	A
15	POSAJ21M0015	Aruna Thomas	A	A	A
16	POSAJ21M0016	Arunav Sreej	A	A	A
17	POSAJ21M0017	Arunika Hiris	A	A	A
18	POSAJ21M0018	Arunika Rajeev	A	A	A
19	POSAJ21M0019	Anvitha Shankar	A	A	A
20	POSAJ21M0020	Anusha P	A	A	A
21	POSAJ21M0021	Anusha K V	A	A	A
22	POSAJ21M0022	Anjali	A	A	A
23	POSAJ21M0023	Anjali K	A	A	A
24	POSAJ21M0024	Anjali K P	A	A	A
25	POSAJ21M0025	Anjan Kumar H S	A	A	A
26	POSAJ21M0026	Anjana Ajith	A	A	A
27	POSAJ21M0027	Anjali P Nambiar	A	A	A
28	POSAJ21M0028	Anoop K S	A	A	A
29	POSAJ21M0029	Anoop P Babu	A	A	A
30	POSAJ21M0030	Anthony Thomas	A	A	A
31	POSAJ21M0031	Anmol D B	A	A	A

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12	POSAJ21M0033	Anupama Prasad	A	A	A
13	POSAJ21M0034	Anusha	A	A	A
14	POSAJ21M0035	Anusha M R	A	A	A
15	POSAJ21M0036	Anuska	A	A	A
16	POSAJ21M0037	Anusha M R	A	A	A
17	POSAJ21M0038	Anusha M R	A	A	A
18	POSAJ21M0039	Anusha M R	A	A	A
19	POSAJ21M0040	Anusha M R	A	A	A
20	POSAJ21M0041	Anusha M R	A	A	A
21	POSAJ21M0042	Anusha M R	A	A	A
22	POSAJ21M0043	Anusha M R	A	A	A
23	POSAJ21M0044	Anusha M R	A	A	A
24	POSAJ21M0045	Anusha M R	A	A	A
25	POSAJ21M0046	Anusha M R	A	A	A
26	POSAJ21M0047	Anusha M R	A	A	A
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32	POSAJ21M0053	Anusha M R	A	A	A
33	POSAJ21M0054	Anusha M R	A	A	A
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36	POSAJ21M0057	Anusha M R	A	A	A
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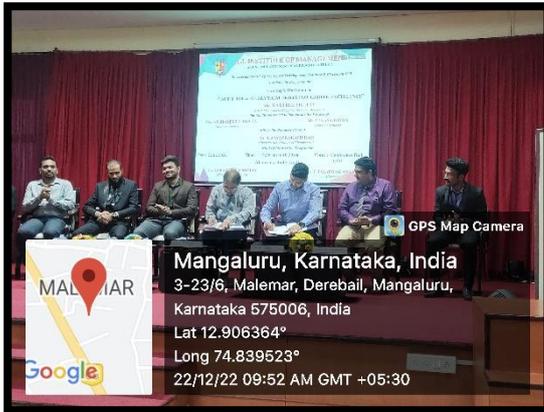
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# A J INSTITUTE OF MANAGEMENT

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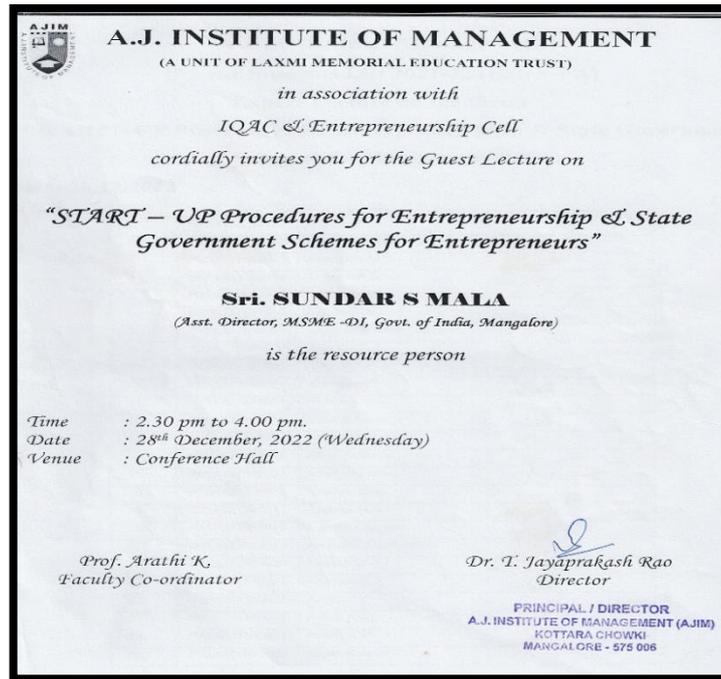
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## 5.START-UP PROCEDURE & ENTREPRENEURSHIP

<b>Date of event</b>	28-12-2022
<b>No. of participants</b>	176
<b>Resource Person</b>	Mr Sundar S Mala , MSME, Mangalore

**Brief Report:** On December 28<sup>th</sup>2022, A J Institute of Management in association with IGACE Entrepreneurship, organized an Expert lecture programme on the topic Start-up procedures for Entrepreneurship and State Government Schemes for Entrepreneurs. The resource person was Mr. Sundar S Mala, Assistant Director, MSME. Govt. of India, Mangalore), who enlighten the students by showering their knowledge on startup and the vital role of state government schemes. In the lecture the area of focus was start-up. The procedure of a startup was discussed in detail. In addition to this, various state government schemes associated were summed up. In addition to this, PMEGP and Pradhan Manthri Mudra Yojana (PMMY) were the schemes highlighted.





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Date: 24.12.2023

## A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be a seminar on **“START-UP PROCEDURE & ENTREPRENEURSHIP”** by Mr Sundar S Mala, MSME, Mangalore on 28-12-2022.

Students are required to come in full Uniform Attendance is compulsory.

Prof. Arati  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao  
(Director)





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## 6.SEMINAR ON AVIATION AND HOSPITALITY MANAGEMENT

<b>Date of event</b>	19-09-2023
<b>No. of participants</b>	180
<b>Resource Person</b>	Ms. Triveni Muthuvelu

**Brief Report:** Seminar on "Certification on Aviation and Hospitality Management" was organized by A. J. Institute of Management in association with the Career Development, Training, and Placement, Alumni Cell under the guidance of Mr. Prashanth Shetty. The event focused to provide insights into the aviation industry and the advantages of pursuing courses in aviation and hospitality management. The seminar targeted the first-year MBA students, total of 180 in number. The speaker for the event was Ms. Thriveni Muthuvelu, who has an expertise in the aviation industry. She began the seminar by throwing light on the basics aviation industry, it's features and the numerous opportunities it provides. Ms. Thriveni Muthuvelu discussed the advantages of pursuing a course in aviation and hospitality management, highlighting the career in this. During her expert lecture, Ms. Muthuvelu also discussed about the placements and job opportunities within the aviation industry. Her insights provided the students with a clear understanding of the potential career paths upon the completion of the course. Furthermore, Ms. Muthuvelu introduced her organization. The "Chiguru Foundation," which offers Diploma and Certification courses in aviation and hospitality management. These courses, certified under BSS University, offer the courses spanning 60 to 100 hours. The event concluded with a vote of thanks delivered by Aishree, of first-year MBA, for sharing her knowledge, experiences and expertise.



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

In association with Career Development, Training and Placement

Cordially invites you for the Seminar on

**“Certification on Aviation and Hospitality Management”**

**Ms. THRIVENI MUTHUVELU**  
(Founder, Chiguru Institute and Alumni A.J.I.M., Mangalore)

is the resource person

Time : 12.00 noon to 1.00 pm.  
Date : 19<sup>th</sup> August, 2023  
Venue : Conference Hall

for I MBA students

Prof. Prashanth Shetty  
Faculty Co-ordinator

Dr. T. Jayaprakash Rao  
Director

Date: 19.08.2023

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be a Seminar on "**Certification on Aviation and Hospitality Management**", by Ms. THRIVENI MUTHUVELU, Founder, The Chiguru Institute and Alumni A.J.I.M., Mangalore on 19<sup>th</sup> August, 2023 at 12.00 noon for the 1<sup>st</sup> year MBA students in the Conference Hall.

Attendance is compulsory.

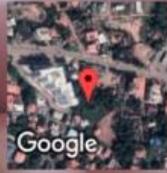
  
Director



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Mangaluru, Karnataka, India  
3-32/7, A j Intitute of Management Mangaluru, Karnataka 575006, India  
Lat 12.925906°  
Long 74.839938°  
19/08/23 12:14 PM GMT +05:30

GPS Map Camera



Mangaluru, Karnataka, India  
3-32/7, A j Intitute of Management Mangaluru, Karnataka 575006, India  
Lat 12.925906°  
Long 74.839938°  
19/08/23 12:14 PM GMT +05:30

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### 7.OPPORTUNITIES FOR ENTREPRENEURSHIP & START-UPS

<b>Date of event</b>	05-01-2023
<b>No. of participants</b>	175
<b>Resource Person</b>	CA S S Nayak, Mangalore

**Brief report:** Opportunities for Entrepreneurship and startups", the Expert lecture programme was organized by our Institute on 5th January 2023, at conference Hall. The Resource person for this programme was CA. S.S. Nayak, Chartered Accountant, Mangalore. The faculty co-ordinator for this programme was Prof. H G Nagaraj Nayak. C A. S.S. Nayak spoke about the entrepreneurship and starts ups & he also explained various procedures and loans for establishing startups. Traditionally, the entrepreneurship of such communities is facilitated principally by the successful use of informal 'entrepreneurial ecosystems' and independent business networks He also explained various skills that are required to become a successful entrepreneur. Passion, commitment and perseverance are the most important qualities required for an entrepreneur. Director, Dr. T Jayaprakash Rao sir, presented a heartfelt memento to CA S.S. Nayak Ms. Amurtha Rajeev acted as master of ceremony and introduced the resource person to the gathering Ms. Ambika Holla proposed the vote of thanks.



**A.J. INSTITUTE OF MANAGEMENT**  
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*in association with SPICES – ELIXIR Club &  
IQAC Cell*

*cordially invites you for the Expert Lecture on the topic*

**“Opportunities for Entrepreneurship and Start Ups”**

**Sri. C.A. S.S. NAYAK**  
*(Chartered Accountant, Mangalore)*

*is the resource person*

*Time : 3.00 pm to 4.30 pm.*  
*Date : 5<sup>th</sup> January, 2023 (Thursday)*  
*Venue : Conference Hall*

*Prof. H.G. Nagaraja Nayak,*  
*Faculty Co-ordinator*

  
*Dr. T. Jayaprakash Rao*  
*Director*

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Date: 04.01.2023

## A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be an Expert Lecture on **“Opportunities for Entrepreneurship and Start Ups”** by Sri. C.A. S.S. Nayak, Chartered Accountant, Mangalore on 5<sup>th</sup> January, 2023 at 3.00 pm.

Students are required to come in full Uniform Attendance is compulsory.

Prof. H.G. Nagaraja Nayk  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao  
(Director)

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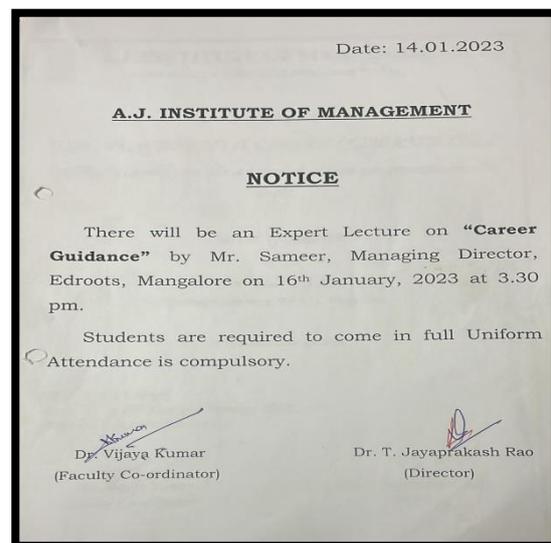
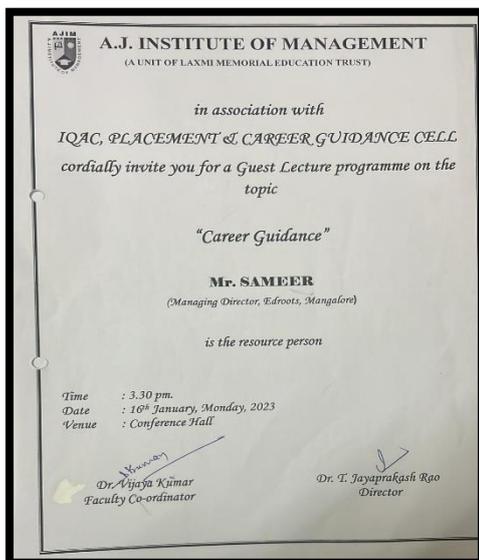
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### 8.CAREER GUIDANCE

<b>Date of event</b>	16-01-2023
<b>No. of participants</b>	165
<b>Resource Person</b>	Mr. Sameer, Managing Director at Edroots, Mangalore

#### Brief Report:

Under IQAC an Expert Lecture was organized on the theme "Career Guidance " for the Ild year MBA students on 16th January 2023 in the Conference Hall, AJIM. Mr. Sameer was the resource person. He is Managing Director at Edroots, Mangalore. The programme was compered by Ms. Dian, Executive, Edroots and the vote of thanks was proposed by Ms. Diana. The main aim of the lecture was to motivate students to pursue higher education in abroad. He highlighted that Edroots International study abroad consultancy in Mangalore assists students to aspire to study in overseas universities. He stressed on the point that they provide study abroad aspirants with updated information on the programs, universities or colleges, application process, country, etc from the beginning to the end. With an expertise of over 14 years of expertise in the overseas education consultation industry, they have successfully been enrolled over 10500 students in numerous higher education institutions across the world. They have accomplished this with the best services provided by the expert counsellors and other staff working in our various offices. He also asked student to visit their branch located at Alfa Towers, 2nd Floor, Balmatta Rd, opposite Mandovi Motors, Hampankatta, Mangaluru, for any queries.





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Date: 16/01/2023

**A J Institute of Management**  
**II Year Students List 2021-22 (Batch – A)**  
**Expert Lecture on Carrier Guidance**

Sr. No.	Reg. No.	Name	Remarks
1.	P05AJ21M0001	A S Sarath	P
2.	P05AJ21M0002	Aakash K Roie	P
3.	P05AJ21M0003	Aashritha M N	AB
4.	P05AJ21M0004	Ashish K T	P
5.	P05AJ21M0005	Ashishamol Besny	P
6.	P05AJ21M0006	Ashish U S	P
7.	P05AJ21M0007	Aishwarya Rose Mathew	P
8.	P05AJ21M0008	Ajay C	P
9.	P05AJ21M0009	Ajay Joy	P
10.	P05AJ21M0010	Ajisha M P	P
11.	P05AJ21M0011	Akhila K T	P
12.	P05AJ21M0012	Aksh K Jacob	P
13.	P05AJ21M0013	Akshay M	P
14.	P05AJ21M0014	Akhin Sebastian	AB
15.	P05AJ21M0015	Amal Thomas	P
16.	P05AJ21M0016	Amalya Shaji	AB
17.	P05AJ21M0017	Amitha Holla	P
18.	P05AJ21M0018	Amrutha Rajeev	AB
19.	P05AJ21M0019	Amrutha Thankachan	P
20.	P05AJ21M0020	Aneeah U	P
21.	P05AJ21M0021	Aniradh K V	P
22.	P05AJ21M0022	Anjali	P
23.	P05AJ21M0023	Anjali K	P
24.	P05AJ21M0024	Anjali K P	P
25.	P05AJ21M0025	Anjan Kumar H S	P
26.	P05AJ21M0026	Anjana Ajith	P
27.	P05AJ21M0027	Anjana P Nambiar	P
28.	P05AJ21M0028	Anoop K S	P
29.	P05AJ21M0029	Anoop T Balsangacharan	P

30.	P05AJ21M0030	Antony Thomas	AB
31.	P05AJ21M0031	Anamol I B	P
32.	P05AJ21M0032	Anupama Pramod	P
33.	P05AJ21M0033	Anusha	AB
34.	P05AJ21M0034	Anusha M K	P
35.	P05AJ21M0035	Arijun K	AB
36.	P05AJ21M0036	Arijun M R	P
37.	P05AJ21M0037	Arsha Bhadrana A	P
38.	P05AJ21M0038	Ashika K C	P
39.	P05AJ21M0039	Ashith R Shetty	P
40.	P05AJ21M0040	Ashitha A P	P
41.	P05AJ21M0041	Ashritha Vijayan	P
42.	P05AJ21M0042	Aswin A	P
43.	P05AJ21M0043	Asswin Anil Kumar P.K.	P
44.	P05AJ21M0044	Athulya K V	P
45.	P05AJ21M0045	Beebi Ayisha	P
46.	P05AJ21M0046	Bhargava M	P
47.	P05AJ21M0047	Bhoomika	P
48.	P05AJ21M0048	Bhinas Muhammed P	P
49.	P05AJ21M0049	C Mahima	P
50.	P05AJ21M0050	Chandan M P	P
51.	P05AJ21M0051	Chethana H M	P
52.	P05AJ21M0052	Deeksha Suvarna	P
53.	P05AJ21M0053	Deekshith P.V.	P
54.	P05AJ21M0054	Deekshitha L	P
55.	P05AJ21M0055	Devika P V	P
56.	P05AJ21M0056	Deewita Disalva V.	P
57.	P05AJ21M0057	Dhian T T	P
58.	P05AJ21M0058	Gokul V V	P
59.	P05AJ21M0059	Gopika Prakash	P
60.	P05AJ21M0060	Goutam Vinayak Naik	P

Date: 16/01/2022

**A J Institute of Management**  
**II Year Students List 2021-22 (Batch – B)**  
**Expert Lecture on Carrier Guidance**

Sr. No.	Reg. No.	Name	Remarks
1.	P05AJ21M0061	Haritha V V	P
2.	P05AJ21M0062	Haritha Shrinivasa	P
3.	P05AJ21M0063	Harishank	P
4.	P05AJ21M0064	Harishank C M	P
5.	P05AJ21M0065	Harishank C C	P
6.	P05AJ21M0066	Harishank K Panja	P
7.	P05AJ21M0067	Harishank P U	P
8.	P05AJ21M0068	Harishank	P
9.	P05AJ21M0069	Janani Mariya Joseph	P
10.	P05AJ21M0070	Jayee Jose	P
11.	P05AJ21M0071	Jeevan Varghese	AB
12.	P05AJ21M0072	Jeevan Thomas	P
13.	P05AJ21M0073	Jeevan P T	P
14.	P05AJ21M0074	Jino Jy Jose	AB
15.	P05AJ21M0075	Jithin K	P
16.	P05AJ21M0076	Jothi Jose	P
17.	P05AJ21M0077	Joshi Jeeves	P
18.	P05AJ21M0078	Joshi	P
19.	P05AJ21M0079	Karthik U	P
20.	P05AJ21M0080	Krishnagovind M	P
21.	P05AJ21M0081	Lavanya	P
22.	P05AJ21M0082	Laxina D Souza	P
23.	P05AJ21M0083	Lena Chikhal Abraham	P
24.	P05AJ21M0084	Linta Jose	P
25.	P05AJ21M0085	M Meghana Shree	AB
26.	P05AJ21M0086	Maiveek K	P
27.	P05AJ21M0087	Mandara L.M.	P
28.	P05AJ21M0088	Mathew Joseph	P
29.	P05AJ21M0089	Maya S	P

Date: 16/01/2022

**A J Institute of Management**  
**II Year Students List 2021-22 (Batch – C)**  
**Expert Lecture on Carrier Guidance**

Sr. No.	Reg. No.	Name	Remarks
1.	P05AJ21M0101	Raksha Shree	P
2.	P05AJ21M0102	Ranya	P
3.	P05AJ21M0103	Rao Keethik Harikrishna	P
4.	P05AJ21M0104	Radhika H R	P
5.	P05AJ21M0105	Rajana R K	P
6.	P05AJ21M0106	Raksha P	P
7.	P05AJ21M0107	Rohini Deepa Vinod Venkatesh	P
8.	P05AJ21M0108	Rishabh Shree	P
9.	P05AJ21M0109	Rishabh P	P
10.	P05AJ21M0110	Rishabh P	P
11.	P05AJ21M0111	Rishabh P	P
12.	P05AJ21M0112	Rishabh P	P
13.	P05AJ21M0113	Rishabh P	P
14.	P05AJ21M0114	Rishabh P	P
15.	P05AJ21M0115	Rishabh P	P
16.	P05AJ21M0116	Rishabh P	P
17.	P05AJ21M0117	Rishabh P	P
18.	P05AJ21M0118	Rishabh P	P
19.	P05AJ21M0119	Rishabh P	P
20.	P05AJ21M0120	Rishabh P	P
21.	P05AJ21M0121	Rishabh P	P
22.	P05AJ21M0122	Rishabh P	P
23.	P05AJ21M0123	Rishabh P	P
24.	P05AJ21M0124	Rishabh P	P
25.	P05AJ21M0125	Rishabh P	P
26.	P05AJ21M0126	Rishabh P	P
27.	P05AJ21M0127	Rishabh P	P
28.	P05AJ21M0128	Rishabh P	P
29.	P05AJ21M0129	Rishabh P	P
30.	P05AJ21M0130	Rishabh P	P

30.	P05AJ21M0090	Megha	P
31.	P05AJ21M0091	Megha L	P
32.	P05AJ21M0092	Megha T	P
33.	P05AJ21M0093	Meghashree N	P
34.	P05AJ21M0094	Meghana P Kotian	P
35.	P05AJ21M0095	Mohammed Munavirshah T M	P
36.	P05AJ21M0096	Mohammed Aftaz	P
37.	P05AJ21M0097	Mohammed Nihal Shafiq	P
38.	P05AJ21M0098	Mohammed Zameer	P
39.	P05AJ21M0099	Monica D Mello	P
40.	P05AJ21M0100	Naadana K	P
41.	P05AJ21M0101	Neeraja K R	AB
42.	P05AJ21M0102	Neha G	P
43.	P05AJ21M0103	Nijesha T C	P
44.	P05AJ21M0104	Nishal Riya D Souza	P
45.	P05AJ21M0105	Panchami B	P
46.	P05AJ21M0106	Pawan V Kotian	P
47.	P05AJ21M0107	Pooja Pushpajan M	P
48.	P05AJ21M0108	Pooja S Palani	P
49.	P05AJ21M0109	Prabheeksha G P	P
50.	P05AJ21M0110	Pranjana P	P
51.	P05AJ21M0111	Pranav K	P
52.	P05AJ21M0112	Pranav Suresh	P
53.	P05AJ21M0113	Praveen Kumar K	AB
54.	P05AJ21M0114	Prishya Prakash	P
55.	P05AJ21M0115	Pruthviraj A P	P
56.	P05AJ21M0116	Rahal Salim N	P
57.	P05AJ21M0117	Rahul P R	AB
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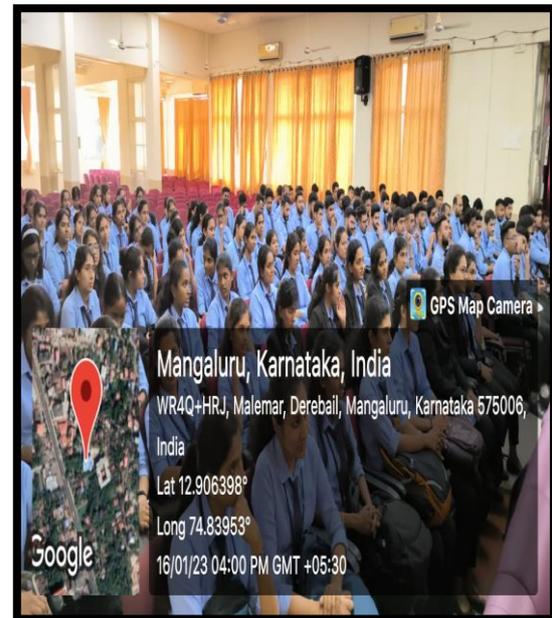
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35.	P05AJ21M0155	Srinidhi Ramakrishna	P
36.	P05AJ21M0156	Srinidhi U	P
37.	P05AJ21M0157	Soni Susan Santhosh	P
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41.	P05AJ21M0161	Sreelaxi K	P
42.	P05AJ21M0162	Sreelakshmi S	P
43.	P05AJ21M0163	Srinidhi S.	P
44.	P05AJ21M0164	Stephy George	P
45.	P05AJ21M0165	Sudesh Kumar	P
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47.	P05AJ21M0167	Sujith H	P
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57.	P05AJ21M0177	Vignesh V Poovary	P
58.	P05AJ21M0178	Vinita D Souza	P
59.	P05AJ21M0179	Vishnu P D	P
60.	P05AJ21M0180	Vishvasai V P	P



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9. Ananya institute for development research and social action, Lucknow and ministry of culture, Government of India for national conference titled "Relevance of Raja Rama Mohan Roy in Women Empowerment and Transformation in New India".

<b>Date</b>	<b>30<sup>th</sup> and 31<sup>st</sup>, Jan-2023</b>
<b>Theme</b>	<b>Relevance of Raja Rama Mohan Roy in Women Empowerment and Transformation in New India".</b>
<b>Organised by</b>	<b>Ananya institute for development research and social action, Lucknow and ministry of culture, Government of India</b>

### **Brief Report:**

**Introduction:** The two-day national conference on **Relevance of Raja Rama Mohan Roy in Women Empowerment and Transformation in New India"** as held at A J Institute of Management. The event commenced with a welcome dance by the students, paying homage to Raja Ram Mohan Roy, a pioneer in societal reforms. Dr P S Yadapadithaya, Vice Chancellor of Mangalore University, inaugurated the conference, emphasizing Raja Ram Mohan Roy's contributions to progressive India.

### **Inaugural Session Highlights:**

- Dr Yadapadithaya highlighted the importance of educational reforms.
- Dr Vanitha N Torvi stressed on organizing frequent conferences to raise awareness about women's rights.
- Dr Awadhesh Kumar Singh discussed government initiatives for women's empowerment.
- Dr T Jayaprakash Roa and Mrs Swapna Shetty welcomed dignitaries and introduced the conference theme.

### **Panel Discussion:**

- Moderated by Dr Anjali Ganesh, the panel included Dr Torvi, Ms Eulaliya Dsouza, CA Salome Lobo, and Mrs Soujanya Hegde.
- Dr Ganesh underscored Raja Ram Mohan Roy's contributions to women's upliftment.
- CA Salome Lobo shared personal experiences and advocated for women's entrepreneurship.



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- Mrs Hegde emphasized work-life balance and women's multifaceted roles.
- Mrs Dsouza promoted self-employment and highlighted women's role in socioeconomic development.
- Dr Torvi discussed government schemes for women's protection and empowerment, emphasizing multidimensional empowerment strategies.

**Conclusion:** The conference facilitated insightful discussions on gender equality and women's empowerment, emphasizing the need for societal reforms, women's entrepreneurship, and government support. Participants left with a renewed commitment to promoting gender equity and empowering women in all spheres of life.



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### TWO-DAY NATIONAL CONFERENCE

ON

#### "Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India"

Commemoration of

## 250<sup>th</sup> year of birth anniversary of Raja Ram Mohan Roy

Sponsored by  
Ministry of Culture,  
Government of India

Organized by,  
Ananya Institute for  
Development Research and Social Action,  
Lucknow, Uttar Pradesh

In collaboration with  
A J Institute of Management  
Mangalore, Karnataka

Date: 30 – 31, January 2023  
Venue: A J Institute of Management, Opp. Mahindra Showroom,  
Kotara Chowk, Mangalore-575006, Karnataka

Call for Research Papers

• Selected papers will be published in the special issue of 'Anveshna' with ISSN-2249-1449, the peer-reviewed Journal of A.J. Institute of Management.

**Registration Details**

- All the participants and paper presenters should register through the link <https://bit.ly/AJIMNationalConference>
- No registration fee for paper presenters/attending the conference

**Important Dates**

Full Paper Submission on or before	Tuesday, 10 <sup>th</sup> January, 2023
Registration on or before	Wednesday, 25 <sup>th</sup> January, 2023
Conference dates	Monday-Tuesday, 30-31 January, 2023

**Patrons**

Dr A J Shetye, Managing Director,  
Laxmi Memorial Education Trust, Mangalore

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

Dr Prashant Marji, Medical Director,  
A J Institute of Medical Science, Mangalore

Dr A K Singh, Director,  
Ananya Institute for Development Research and Social Action, Lucknow

**Conference Directors**

Dr G R Krishnamurthy, Invited Director,  
A J Institute of Management, Mangalore

Dr T Mallikarjunaiah, Former Professor,  
Department of Local Studies, School of Business Studies, Central University of Kerala, Kerala

Dr R V P. Singh, Deputy Advisor,  
NTI Dept. Government of India, New Delhi

Dr Sneha Shetty, Assistant Professor,  
A J Institute of Management, Mangalore,  
Mob: 9448008089

### TWO-DAY NATIONAL CONFERENCE

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#### "Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India"

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Call for Research Papers

**Abstracts**

Raja Ram Mohan Roy (1772-1833) was a social reformer and identified as India's greatest feminist. He was the first to liberate women against social injustices such as female infanticide, child marriage, purdah, sati, etc. He was the founder of the Indian Renaissance Movement and introduced a number of social reforms like widow remarriage, inter-caste marriage, property rights, and also education for women. His efforts led to the naming of "Sati Pratha", the granting of inheritance rights to women, and the promotion of women's education as being equally essential to that of males. Therefore, he was an undoubted pioneer in the field of women's empowerment and education. Also, he was a freedom fighter, the creator of the Indian language press and the Brahmo Samaj, and a reformer for the East Indians. Recognizing his social contributions, the British Government bestowed him with the title "The Father of the Bengali Renaissance". Likewise, King Abir Shah II, the Mughal Emperor of Delhi awarded him with the title "Raj" and Nobel Laureate, Ratan Tata, Japan referred to Raja Ram Mohan Roy as "Bharat Prata". In fact, his views on women's rights and education have given the lot an image of social, cultural, and religious transformation. Hence, he is a member from the perspective of enlightened new generations. Therefore, Raja Ram Mohan Roy's contributions to social reform of women, their education, and empowerment are still very relevant today and also are the founding spirit of the Indian Renaissance. Against this backdrop, a National Conference on "Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India" is being organized by Ananya Institute for Development Research and Social Action, Lucknow, Uttar Pradesh, in collaboration with A J Institute of Management, Mangalore, Karnataka, under the auspices of Ministry of Culture, Government of India, New Delhi to discuss and deliberate upon the pertinent issues, dimensions and aspects of women's empowerment and transformation in India in the context of the commemoration of 250<sup>th</sup> birth anniversary Raja Ram Mohan Roy.

**Profile of Partnering Institutions**

Ananya Institute for Development Research and Social Action, Lucknow is a well-established, non-governmental organization working mainly for national purposes. Ever since its establishment in 2005, it is regularly publishing its international journal - Indian Journal of Development Research and Social Action, being published by Global Research Publications, New Delhi, and Journal of Asian Business Management, being published by International Science Press, Guangzhou. It has also been a leading publisher of more than three hundred reference books in association with established publishers of New Delhi, Gurgaon and Lucknow. It has successfully carried out many national seminars in association with other established NGOs and academic institutions.

A J Institute of Management, Mangalore, Karnataka is a stand-alone MBA Institute, offering a two-year full-time MBA program since 1999, affiliated with Mangalore University and recognized by AICTE, New Delhi. It is a constituent unit of Laxmi Memorial Education Trust, which manages a network of multiple campuses, offering UG and PG programs in Medicine, Dentistry, Nursing, Paramedical, Physiotherapy, Engineering, and Management.

**Objectives of the Conference**

- To highlight the concept of social reforms of Raja Ram Mohan Roy and its impact on modern India.
- To examine the role and contribution of Raja Ram Mohan Roy in the eradication of women-related social, cultural and religious injustices and the resultant women's development and transformation.
- To highlight the relevance of Raja Ram Mohan Roy's philosophy about women empowerment and its impact on new India.

• To highlight gender perspectives in the development and governance of modern India.

• Gender Inclusive Development and Women: Current Reforms

• Socio-cultural, Educational, Economic, and Political Status of Women

• Shifting of Paradigms and Approaches for Gender Mainstreaming, Women Development, Empowerment, and Empowering Development

• The Status: Harassment of Women in Workplace (Prevention, Prohibition and Retribution Act, 2013)

• Women Centric Policies and Programs with an Insight to Gender Responsive Budgeting

• New Education Policy and Participation of Women in Higher Education

• Rural and Urban Transformation through Policy Initiatives, Legal Provision and Mission Programs, and Schemes

• Self Help Group (SHG) as a First-Step Tool for Women Empowerment

• Social Reform, Social Security, and Poverty Alleviation

• Women Entrepreneurship and Skill Development

• COVID-19 Pandemic - Women-centric Policy Initiatives and Self-Reliant India

• Quality of Life and Gender Development Indicators

The participants will include academicians, scholars, and students from higher education Institutes, Universities, other Government and private organizations, corporate houses, officials from various ministries, think-tank organizations, people's representatives of various Institutes, and state Government. The academic interventions will be in the form of panel discussions, knowledge sharing, paper presentations, and case study analysis. The paper presenters and other thought-provoking lectures will also be conducted through online mode, using digital platform.

**Guidelines for Paper Submission**

- The papers should be handwritten and typed on one side, not exceeding 4000 words, and should contain the abstract of a maximum of 300 words.
- The paper must include the title, full name(s) of the author(s), Affiliating Institution, professional / educational details, E-mail address, and contact details.
- Soft copy should be portable. Each author will have to register separately.
- Soft copy should be submitted in MS Word format with Times New Roman font. The full text should be in font size 12 with a 1.5-line spacing, and the heading should be in font size 14. The full paper has to be submitted to [ajimconference2023@gmail.com](mailto:ajimconference2023@gmail.com) or [aweb@anveshna.com](mailto:aweb@anveshna.com)
- Presenters are also invited to submit the papers in the above email ID and the best paper presentation will be awarded.

### DAY ONE

Monday, 30 Jan 2023

**Panel Discussion**

Time: 11:00 a.m. to 12:30 p.m.

Theme: Gender Equality and Women Empowerment

Dr. Vanitha N Torvi  
World Ambassador for Child Rights, Former Member of State Commission for Protection of Child Rights, Government of Karnataka

Ms. Swagata Hegde  
Ambassador, Entrepreneur, Ms. Popular, Mrs. India, Worldwide

Ms. Eshwari Dhanraj  
Proprietor, Laxmi Trusts, Mangalore

**Moderator**  
Dr. Anjali Ganesh  
Professor, St. Joseph Engineering College, Vamanjoor, Mangalore

**Technical Session 1**  
1:30 p.m. to 2:30 p.m.

Theme: Women Centric Policies and Programmes with an Insight to Gender Responsive Budgeting

Chairperson: Dr. A. K. Singh, Assistant Director, Regional Centre for Urban and Environmental Studies, Lucknow, UP

Speaker: Dr. Mallikarjunaiah, Professor, Rajaraj K. S. Hegde Institute of Management, Nite and former Professor, Central University, Kerala

**Technical Session 2**  
2:30 p.m. to 3:30 p.m.

Theme: Skill Development, Women Entrepreneurship and Leadership Development

Chairperson: Dr. Prakash Pinto, Professor & Dean, St. Joseph Engineering College, Vamanjoor, Mangalore

Speaker: Ms. Sangeetha Adhyasa, Entrepreneur (Winner of the World Women Entrepreneur Award), Kerala

**Technical Session 3**  
3:45 p.m. to 4:45 p.m.

Theme: Social and Economic Contribution of Raja Ram Mohan Roy and its Relevance in Contemporary India

Chairperson: Prof. Anil Pratap Singh, Dept. of Social Work, Dr. Bhanu Rao Ambedkar College, Delhi University, New Delhi

Speaker: Dr. P. L. Dharma, Registrar Evaluation, Professor of Political Science, Mangalore University

### Two-Day National Conference

ON

#### "Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India Programme Schedule"

Supported by  
Ministry of Culture, Government of India

Organized by  
Ananya Institute for Development Research and Social Action, Lucknow

In Collaboration with  
A J Institute of Management, Mangalore

**INAUGURAL PROGRAMME SCHEDULE**

Date: 30 <sup>th</sup> Jan 2023	Time	Event	Presenter
	9:30 a.m. to 9:40 a.m.	Welcome dance	<b>Ms. Janaki and Team</b>
	9:40 a.m. to 9:45 a.m.	Prelude on the Conference and Welcome	<b>Dr. T Jayaprakash Rao</b> Director – AJIM
	9:45 a.m. to 9:55 a.m.	Introduction of Guests	<b>Prof. Swagata Shetty</b> Conference Convener
	9:55 a.m. to 10:20 a.m.	Lighting the Lamp, Release of the Special Issue on the Conference theme and Address	<b>Dr P S Yadapadithaya</b> Vice Chancellor, Mangalore University
	10:20 a.m. to 10:25 a.m.	Initial Remarks	<b>Dr Vanitha N Torvi</b> World Ambassador for Child Rights, Former Member of State Commission for Protection of Child Rights, Government of Karnataka
	10:25 a.m. to 10:30 a.m.	Initial Remarks	<b>Dr Awadhesh Kumar Singh</b> Director (Hon.) Ananya Institute for Development Research and Social Action, Lucknow, UP
	10:30 a.m. to 10:40 a.m.	Presidential Address	<b>Dr A J Shetty</b> President and Managing Director, Laxmi Memorial Education Trust and A J Group of Institutions, Mangalore
	10:40 a.m. to 10:45 a.m.	Vote of thanks	<b>Dr Rajesh</b> Conference Convener



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**INDIAN INSTITUTE OF FOREST MANAGEMENT**

Two-Day National Conference  
On  
*"Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India Programme Schedule"*

Supported by  
Ministry of Culture, Government of India

Organized by  
Ananya Institute of Development Research and Social Action, Lucknow  
In Collaboration with  
A J Institute of Management, Mangalore

**VALEDICTORY PROGRAMME SCHEDULE**

Date: 31<sup>st</sup> Jan 2023      Venue: AJIM, Conference Hall

Time	Event	Presenter
3:40 pm to 3:50 pm	Welcome of Guests	<b>Dr. T Jayaprakash Rao</b> Director – AJIM
3:30 pm to 3:40 pm	Introduction of Guests	<b>Prof. Chethan Kumar</b> Student Council Advisor
3:50 pm to 4:00 pm	Brief report on the Conference	<b>Prof. Deepak Rao</b> Faculty In-charge
4:00 pm to 4:15 pm	Valedictory Address	<b>Sri. Vedavyasa Kamath</b> Member of Legislative Assembly, Mangalore – South, Dakshina Kannada
4:15 pm to 4:25 pm	Remarks by Guest	<b>Dr. R V F Singh</b> Deputy Advisor, NITI Ayog, Government of India, New Delhi
4:25 pm to 4:30 pm	Best Student Paper Award	<b>Sri. Vedavyasa Kamath</b> Member of Legislative Assembly, Mangalore – South, Dakshina Kannada
4:30 pm to 4:40 pm	Feedback by the Participants	<b>Participants</b>
4:40 pm to 4:50 pm	Presidential Address	<b>Mrs. Ashritha P. Shetty</b> Director - LMET
4:50 pm to 4:55 pm	Vote of thanks	<b>Prof. Arathi K.</b> Faculty
4:55 pm to 5:00 pm	National Anthem	<b>Ms. Ambika Holla and Team</b>

Two-Day National Conference

**Conference Report**

**Two-Day National Conference**  
on  
**"Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India"**  
on 30<sup>th</sup> & 31<sup>st</sup> Jan 2023

Supported by  
Ministry of Culture, Government of India

Organized by  
Ananya Institute for Development, Research and Social Action, Lucknow, Uttar Pradesh

In collaboration with  
A J Institute of Management, Mangalore,  
Karnataka

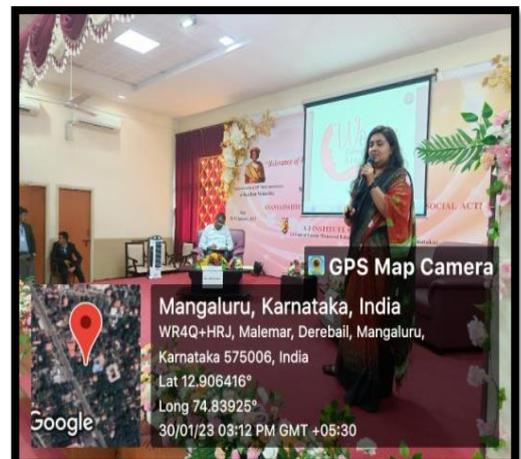




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### 10.MUTUAL FUND

<b>Date of event</b>	20-03-2023
<b>No. of participants</b>	170
<b>Resource Person</b>	Mr Ramachandra Bhat , Trainer , Jai Vatnani and Co.

**Brief Report:** An Expert lecture was conducted by Mr. Ramachandra Bhat K, Trainer-Jai Vatnani & Co on the theme "Mutual Fund" on 20 Mar 2023, Monday at 3:00 p.m. It is an investor awareness program, to create awareness and to build investment in younger generation. The trainer began the session with making the clear difference between saving and investment. Further, he discussed on the various risk and return associated with each investment avenues. A thorough deliberations happened on the mutual fund schemes. All the schemes and its benefits were discussed in detail. Methods of opening the mutual fund account were also told. Further, the speaker informed about the rights and duties of an investor. Ms. Sandra I year MBA introduced and welcomed the guest to the gathering.



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(A UNIT OF LAXMI MEMORIAL EDUCATION TRUST)

*in association with*  
*IQAC & Finance Club*

*cordially invites you for the Expert Lecture on the topic*

***"Mutual Fund"***

**Mr. Ramachandra Bhat K**  
*(Trainer - Jai Vatnani & Co)*

*is the resource person*

*Time : 3.00 pm.*  
*Date : 20<sup>th</sup> March, 2023 (Monday)*  
*Venue : Conference Hall*

*For I MBA A & B Batch students*

*Dr. Swapna Shetty J.*  
*Faculty Co-ordinator*

*Dr. T. Jayaprakash Rao*  
*Director*



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Date: 15.03.2023

### A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be a seminar on “**MUTUAL FUND**” by **Mr. Ramachandra Bhat K**, Trainer-Jai Vatnani and Co. on 20-03-2023.

Students are required to come in full Uniform  
Attendance is compulsory.

Dr. Swapna Shetty  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao  
(Director)





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### 11.VOTING AS A CONSTITUTIONAL RESPONSIBILITY ISSUES & CONCERN

<b>Date of event</b>	30-03-2023
<b>Theme</b>	Life skills
<b>No. of participants</b>	173
<b>Resource Person</b>	Mr Eugene D'Kunha, Lawyer, Mangalore

**Brief Report:** Under IQAC and Human Rights club organized an Expert Lecture on "Voting as a Constitutional Responsibility: Issues and concerns" for First MBA students on 30\* march 2023 in the conference hall at 3.00 PM. The master of ceremony and vote of thanks of the program was done by Ms. Aparna, from I MBA A Batch. The main aim of the workshop was to create awareness among the students about the importance of voting rights. To ensure that people understand their right as voters and exercise that right with full knowledge and responsibility. To educate the voter about the importance of vote in democratic country like India by voting for a suitable and right candidate. He has highlighted the problem faced during the election process like Corruption, mixing of politics and religion, criminal contesting in election and selling of votes for money etc. He clarified that right to vote is a constitutional right not a fundamental right. He also spoke about legal rights. The session was lasted for 60 minute and ended with the question and the answer. The total 173 students taken part in this session.



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Date: 28.03.2023

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be an Expert Lecture on “**Voting as a Constitutional Responsibility – Issues and Concern**” by the **Mr. EUGINE D’CUNHA, Lawyer, Mangalore** on 30<sup>th</sup> March, 2023 at 3.00 pm.

Attendance is compulsory.

Prof. Ganavi K.K.  
Prof. H.G. Nagaraja Nayak  
Faculty Co-ordinator

Dr. T. Jayaprakash Rao  
Director

PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
KOTARA CHOWKI  
MANGALORE - 575 005



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## 12.A LEADER'S GUIDE TO DECISION MAKING

<b>Date of event</b>	31-03-2023
<b>No. of participants</b>	172
<b>Resource Person</b>	Mr Avelo Roy, MD, Kolkata Ventures, Director ECC Engineering Pvt Ltd Kolkata

**Brief Report:** Key notes from Mr. Avelo Roy-Sir started the session with the concept of understanding significance of mind in the process of decision making and emphasized that mind is so powerful that it can become one's best friend or an enemy. Mr.Avelo also said that, the practice of meditation helps to control the mind and one can have clarity to make the right decision. Mr. Roy had came up with certain suggestions to enhance decision making abilities and this includes breaking down the problems and analyzing it one by one, focus on now principle and stay away from negativity and negative gossip. There were around 172 students who are actively participated and all the faculty members were present for the motivational talk.



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Date: 23.03.2023

### A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be an Expert Lecture on **“A Leader's Guide to Decision Making”** by the **Mr. AVELO ROY** (M.D., Kolkata Ventures, Director, ECC Engineering Pvt. Ltd, Kolkata on 31<sup>st</sup> March, 2023 at 3.00 pm.

Attendance is compulsory.

Prof. Soumya Shetty  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao  
(Director)  
PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
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## 13. INTRAPRENEUR'S EXHIBITION, 2023

<b>Date of event</b>	25 -05-2023
<b>No. of participants</b>	180
<b>Resource Person</b>	Mr Rama Rao, retired senior manager of Karnataka Bank Ltd

**Brief Report:** The Intrapreneur's exhibition was held on 25<sup>th</sup> May 2023 at A.J Institute of Management. It served as a platform for artists, creators, and innovators to showcase their works and engage with a diverse audience. The exhibition aimed to promote artistic expression, inspire creativity, and foster cultural exchange. This report provides an overview of the exhibition, highlighting its key aspects and notable contributions. The Intrapreneurs exhibition was inaugurated by Mr Rama Rao, retired senior manager of Karnataka Bank Ltd and Dr T Jayaprakash Rao, Director AJIM at 9:30 am at A.J Institute of Management. All the teaching and non-teaching staff were present for the intrapreneur's exhibition event. Around 15 teams participated in the exhibition which featured a wide range of artistic disciplines, including painting, sculpture, photography, installations, culinary arts, embroidery, digital art and services. The exhibition space was thoughtfully curated, with each artwork carefully displayed to create an immersive experience for viewers. The layout and design of the exhibition allowed for easy navigation and appreciation of the diverse artworks. The exhibition fostered active engagement and interaction between the intrapreneurs and the audience. Intrapreneurs were present throughout the event, providing insights into their creative process, inspirations, and techniques. Visitors had the opportunity to interact with the intrapreneurs, ask questions, and gain a deeper understanding of the creative businesses. This direct engagement added an enriching dimension to the exhibition, encouraging dialogue and appreciation of Business. The exhibition attracted both established and emerging artists, showcasing their talent and unique perspectives. Their works explored various abstract concepts. The diversity of styles and artistic approaches created a rich tapestry of visual experiences for viewers. These included their venture presentations, live demonstrations, and they even sold their products to the visitors. These interactive sessions allowed visitors to gain hands-on experience, learn new artistic techniques, and explore their own creative potential. The inclusion of such events added vibrancy and dynamism to the exhibition, making it a memorable experience for all attendees.

**Conclusion:** The Intrapreneurs exhibition provided a captivating platform for artists, creators, and art enthusiasts to come together and celebrate intrapreneurship. Through its diverse range of artworks,



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engaging interactions, and special events, the exhibition successfully accomplished its goals of promoting creativity and cultural exchange. It served as a testament to the power of art in connecting people and sparking meaningful conversations. The Intrapreneurs exhibition undoubtedly left a lasting impression on both intrapreneurs and visitors, inspiring further exploration and appreciation of the arts. We thank our Director Dr. T Jayaprakash Rao for permitting us to conduct the exhibition and we also thank our faculty coordinator Prof. Slima Pinto for organizing such a wonderful event.



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

*in association with*  
*IQAC & Research Cell*  
*cordially invites you for the Seminar on*

**“INTRAPRENEUR’S EXHIBITION 2023”**

**Mr. RAMA RAO**  
(Retired senior manager of Karnataka Bank Ltd)  
*is the resource person*

*Time : 11.00am to 12.30pm*  
*Date: 25, May, 2023*

*Prof. Slima Pinto*  
(Faculty Co-ordinator)

*Dr. T. Jayaprakash Rao*  
Director



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Date: 20.05.2023

## A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be a seminar on **“INTRAPRENEUR’S EXHIBITION 2023”** By **Mr. Rama Rao** (Retired senior manager of Karnataka Bank Ltd) **on 25<sup>th</sup>, May-2023**

Students are required to come in full Uniform  
Attendance is compulsory.

Prof. Slima Pinto  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao  
(Director)





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## 14.Awareness of Entrepreneurship

<b>Date of event</b>	25 -05-2023
<b>No. of participants</b>	180
<b>Resource Person</b>	Mr Rama Rao, retired senior manager of Karnataka Bank Ltd

**Brief Report:** A seminar on "Awareness of Entrepreneurship" was conducted on May 25, 2023, at the A J Institute of Management, featuring Mr. Rama Rao, the President of the Mangalore Productive Council, as the resource person. The event aimed to enlighten the audience about the significance of entrepreneurship programs and their role in fostering a culture of innovation and economic development. Mr. Rao delivered an insightful presentation, highlighting the various avenues available for aspiring entrepreneurs, such as incubation centres, government initiatives, and private sector support. He emphasized the importance of cultivating an entrepreneurial mindset and encouraged the attendees to take advantage of the resources and opportunities provided by these programs to embark on their entrepreneurial journey. The seminar on "Awareness of Entrepreneurship Programmes" was a valuable initiative to promote entrepreneurial education and development among the students and participants at A J Institute of Management. The event provided a platform for attendees to gain a deeper understanding of the opportunities and resources available for budding entrepreneurs, underlining the role they can play in driving economic growth and job creation. Mr. Rama Rao's expertise and insights added significant value to the seminar, inspiring the audience to explore their entrepreneurial potential and make the most of the supportive ecosystem provided by such programs. This seminar serves as a crucial step in building a more entrepreneurial and innovative society.



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Date: 20.05.2023

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be a seminar on **“Awareness of Entrepreneurship”** by **Mr. Rama Rao** (Retired senior manager of Karnataka Bank Ltd) on **25<sup>th</sup>, May-2023**

Students are required to come in full Uniform  
Attendance is compulsory.

Prof. Prashanth Shetty (Faculty Co-ordinator)      Dr. T. Jayaprakash Rao (Director)

Date: 21.09.2019

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be an Expert Lecture on **“Employability Skills for Management Graduates”** by **Dr. Jnaneshwar Pai**, Associate Professor, Justice K.S. Hegde Institute of Management, Nitte on **25<sup>th</sup> September, 2019** at 2.30 to 4.00 pm (Wednesday) in A.J. Conference Hall. All the students are required to wear full uniform on that day.

Prof. K Daepak Rao (Faculty Co-ordinator)      Dr. T. Jayaprakash Rao (Director)



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### 15.WATER MANAGEMENT FOR A SUSTAINABLE FUTURE

<b>Date of event</b>	08-06-2023
<b>No. of participants</b>	148
<b>Resource Person</b>	Mr Yathish Baikampady , Director, Environmental, Committee of Indian Red Cross Society, Karnataka

**Brief Report:** A J Institute of Management, Mangalore, organised an expert lecture on the topic "Water Management for a Sustainable Future" for second-year MBA students in association with IQAC on June 8, 2023, Thursday at 2.30 p.m. The resource person for this session was Mr. Yathish Baikampady, Director, Environmental Committee, Indian Red Cross Society, Karnataka, and Campus Director at Amrita Vidyalayam, Mangalore. The speaker enlightened the students on the persistent water problem faced in and around Mangalore. He discussed the cases related to the purity of drinking water supplied by the city corporation. He further stressed the impact of industries on water bodies. Some examples were quoted on the same. The speaker urged the students of AJIM to start an anti-gutka campaign to create awareness about the ill effects of consuming gutka. He further addressed the questions raised by the students. The programme concluded at 3.30p.m. The master of ceremonies was handled by Ms. Anjali Todki, a second-year MBA student, and the faculty coordinator of the expert lecture programme was Dr. Swapna Shetty J.





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Date: 06.06.2023

## A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be an Expert Lecture on “Water Management for a Sustainable Future” by the Mr. Yathish Baikampady, Director, Environmental Committee of Indian Red Cross Society, Karnataka & the Campus Director at Amrita Vidyalayam, Mangaluru on 08<sup>th</sup> June, 2023 at 2.30 pm of II MBA students.

Attendance is compulsory.

Dr. Swapna Shetty J  
Faculty Co-ordinator

  
Dr. T. Jayaprakash Rao  
Director

PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
KOTTARA CHILUKI  
MANGALORE - 575 006



# A J INSTITUTE OF MANAGEMENT

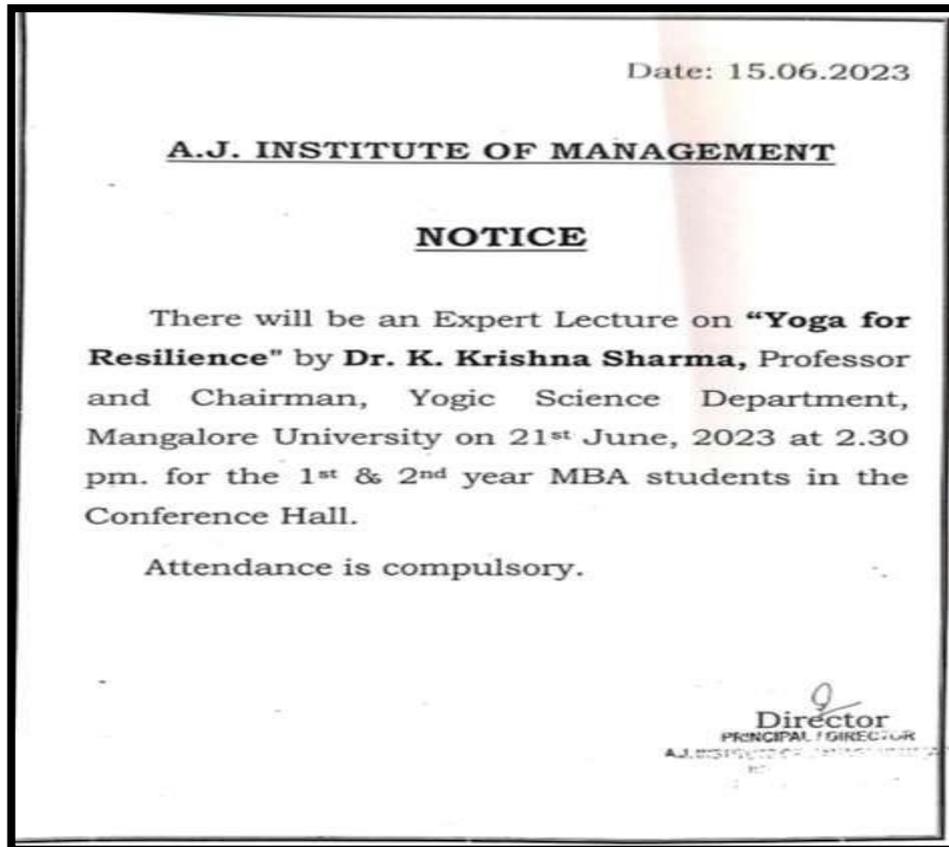
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### 16.YOGA FOR RESILIENCE

<b>Date of event</b>	21-06-2023
<b>No. of participants</b>	260
<b>Resource Person</b>	Dr K Krishna Sharma , Professor and Chairman , Yogic Science Department , Mangalore University

**Brief Report:** In Association with IQAC and the Human. Resource Club, an Expert Lecture was organized on the theme "Yoga for Resilience" for I-year and II-year students on 21st June 2023, in the Conference Hall of AJIM. Esteemed yoga expert and holistic wellness professional Dr. K. Krishna Sharma, Professor and Chairman of the Yogic Science Department of Mangalore University, was invited as the resource person to deliver insightful talks on the benefits of yoga, its impact on holistic health, and the integration of yoga into daily life. Sir provided valuable information and motivation for participants to embrace yoga as a lifestyle choice.'





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### 17.CERTIFICATION PROGRAMME IN BANKING FINANCE AND INSURANCE BY BAJAJ FINSERV

Date of event	23-06-2023 to 13/07/2023
No. of participants	170
Resource Person	Bajaj Finserv & Walchand Plus

**Brief Report:** The CPBFI (Certificate Program in Banking Finance and Insurance) is a special training program made by Bajaj Fineserve and Walchand Plus. It helps students learn about banking, finance, and insurance in a detailed way. The program lasts for 96 hours and is split into four parts: Managing Self (12 hours), Banking (24 hours), Insurance (24 hours), and Communication (36 hours). In the year 2022-23, students had a mix of online and in-person classes for this program. The Swaroop session was a comprehensive two-day conducted by Mrs. Savitha. It was a program designed to enhance participants' personal and professional development. The 6-day communication training program was conducted by Ms. Devyani & Mr Subhash. It aimed to enhance participants' communication skills, both in personal and professional settings. Banking training sessions of 8-day was conducted by Mr. Roopesh. The sessions covered a wide range of fundamental topics, providing comprehensive understanding of the banking sector. The 8-day insurance training program was conducted by Mr. Peter Pinto. It aimed to provide participants with a comprehensive understanding of various insurance types, underwriting, claims procedures and ethics.





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## 18.MIND AND MEDITATION

Date of event	27-06-2023
No. of participants	156
Resource Person	Ms Amitha Sudhir Urwa, The Art of Living , District Coordinator for Government Programme DK, Karnataka

**Brief Report:** The expert lecture was conducted on mind and mediation by Ms.Amitha Sudhir Urva The art of Living district coordinator for Government programs of Dakshina Kannada District. “Har ghar Dhyam” by 75th Independence Day “Azadi ka Amrut Mahotsav “reaching meditation to every house. Inner connection is required for real happiness. She focused on work stress, study related stress etc. she also insisted to do 5 minutes of breath in and breath out activity during stress situations like exams.





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Date: 26.06.2023

## A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be an Expert Lecture on " **Mind and Meditation**" by **Ms. AMITHA SUDHIR URVA**, The Art of Living, District Coordinator for Government Programs, D.K., Karnataka on 27<sup>th</sup> June, 2023 at 2.30 p.m. for the 2<sup>nd</sup> year MBA students in the Conference Hall.

Attendance is compulsory. Use of Cell Phone is strictly prohibited in the Conference Hall.

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Director  
Principal / Director  
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### 19.MOMENT MARKETING

<b>Date of event</b>	19-07-2023
<b>No. of participants</b>	60
<b>Resource Person</b>	Mr. Tarun, Director of Headvay

**Brief Report:** On July 19, 2023, Mr. Tarun, Director of Headvay, conducted an insightful seminar on "Moment Marketing" for MBA students. He delved into the dynamic world of marketing strategies, emphasizing the importance of seizing timely opportunities. Mr. Tarun elucidated how moment marketing involves tapping into current events or trends to engage with the audience in real-time. Through practical examples and case studies, he demonstrated how businesses can leverage these moments to create impactful campaigns. The seminar left the students with a fresh perspective on marketing in the digital age, encouraging them to stay agile and responsive in their approaches.





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Date: 16.07.2023

## A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be a seminar on **“MOMENT MARKETING”** by **Mr. Tarun**, Director of Headvay on **19-07-2023**.

Students are required to come in full Uniform Attendance is compulsory.

Prof. Prashanth Shetty  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao  
(Director)



**A.J. INSTITUTE OF MANAGEMENT**  
(A UNIT OF LAXMI MEMORIAL EDUCATION TRUST)  
*in association with*  
*IQAC & Research Cell*  
*cordially invites you for the Seminar on*  
**“MOMENT MARKETING”**  
**Mr. Tarun,**  
(Director of Headvay)  
*is the resource person*

*Time : 11.00am to 12.30pm*  
*Date: 19-07-2023*

Prof. Prashanth Shetty  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao  
Director



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### 20.INTELLECTUAL PROPERTY RIGHTS

<b>Date of event</b>	02-08-2023
<b>Theme</b>	IPR
<b>Resource Person</b>	Dr Chandralekha V, Associate Professor, SDM Law College Mangalore

**Brief Report:** The seminar program was organized by AJ Institute of Management on 02-08-23 with the theme Intellectual Property Rights The resource person for the program was Dr Chandralekha V. She is an Assistant Professor at SDM College of Law and Dr. T Jayaprakash Rao Director of the Institute preside over the session. The program began at 2:30pm with the introduction of the resource person by Ashritha of I MBA and later Chandralekha Ma'am took over the session. At the beginning of the session, numerous examples were given to introduce the subject in order to aid students in understanding what intellectual property means and how quickly organizations must adapt to changes in order to compete in the market.





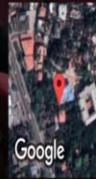
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 Lat 12.906406°  
 Long 74.839482°  
 02/08/23 02:38 PM GMT +05:30



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Date: 28.07.2023

### A.J. INSTITUTE OF MANAGEMENT

#### NOTICE

There will be a Seminar on **“Intellectual Property Rights”** by **Dr. CHANDRALEKHA V**, Associate Professor, SDM Law College, Mangalore on 2<sup>nd</sup> August, 2023 at 2.30 pm.

Students are required to come in full Uniform Attendance is compulsory.

Prof. Mahesh P.G.  
 (Faculty Co-ordinator)

Dr. T. Jayaprakash Rao  
 (Director)

PRINCIPAL / DIRECTOR  
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### A.J. INSTITUTE OF MANAGEMENT

(A UNIT OF LAXMI MEMORIAL EDUCATION TRUST)

in association with

*IQAC & Entrepreneurship Club*

cordially invites you for the Seminar on the topic

**“Intellectual Property Rights”**

**Dr. CHANDRALEKHA V**

(Associate Professor, SDM Law College, Mangalore)

is the resource person

Time : 2.30 pm to 4.30 pm.  
 Date : 2<sup>nd</sup> August, 2023 (Wednesday)  
 Venue : Conference Hall

Prof. Mahesh P.G.  
 Faculty Co-ordinator

Dr. T. Jayaprakash Rao  
 Director

PRINCIPAL / DIRECTOR  
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### 21.MIRACULOUS POWER OF THE SUBCONSCIOUS MIND-MENTALISM SHOW

<b>Date of event</b>	17-08-2023
<b>No. of participants</b>	163
<b>Resource Person</b>	Sri Kudroli Ganesh, Magician , Kudroli, Mangalore

**Brief Report:** The Workshop program was organized by A J Institute of Management on 17/08/2023 with the theme "Miraculous power of the subconscious mind" The Resource person for the program was Sri. Kudroli Ganesh. He is an internationally acclaimed magic performer. He has performed over 2200 shows in India and abroad. He has the rich experience of more than 30 years in the field of magic. The program begins at 2.30pm with the introduction of the resource person by Sandra of I year MBA. The session began with the introduction of mentalism, there was a small mentalism exercise with 6 students. It was a great start and then sir explained about mentalism, that mentalism refers to those branches of study that concentrates on perception and the thought processes. Mentalism is a performing art that creates the illusion of mind-reading, telepathy, precognition and other psychic phenomena.





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Date: 08.08.2023

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

### **NOTICE**

There will be a Workshop on “**Miraculous Power of the Subconscious Mind – Mentalism Show**” by **Sri. KUDROLI GANESH**, Magician, Kudroli, Mangalore on 17<sup>th</sup> August, 2023 at 2.30 pm.

Students are required to come in full Uniform Attendance is compulsory.

**Prof. Arathi K. & Prof. Mahesh P.G.**  
Faculty Coordinator

  
**Dr. T. Jayaprakash Rao**  
Director  
PRINCIPAL & DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (UJOM)  
KCTDA, CHDRI  
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## 22.BUSINESS ANALYTICS & VISUALIZATION IN EXCEL

<b>Date of event</b>	25-08-2023
<b>No. of participants</b>	165
<b>Resource Person</b>	Mr. Roger, Director, Business Intelligence Lab Mangalore

**Brief Report:** On August 25, 2023, Mr. Roger, Director of Business Intelligence Lab in Mangalore, conducted an illuminating seminar on "Business Analytics & Visualization in Excel" for MBA students. He skilfully elucidated the significance of using data to make informed business decisions. Mr. Roger provided hands-on training on utilizing Excel for effective data analysis and visualization, showcasing its practical applications. His expertise in simplifying complex analytics methods empowered the students with a valuable skillset, equipping them to navigate the data-driven landscape of modern business with confidence and proficiency.

Date: 21.08.2023

### A.J. INSTITUTE OF MANAGEMENT

#### NOTICE

There will be a seminar on "**BUSINESS ANALYTICS & VISUALIZATION IN EXCEL**" by **Mr. Roger**, (Director, Business Intelligence Lab Mangalore) on **25-08-2023**.

Students are required to come in full Uniform  
Attendance is compulsory.

Prof. Chethan Kumar  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao  
(Director)



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**A J INSTITUTE OF MANAGEMENT  
&  
BUSINESS INTELLIGENCE LAB**

Organising Expert Lecture Programme for the  
First Year MBA Students

On the Theme

***“BUSINESS ANALYTICS***

***&***

***VISUALISATION IN EXCEL”***

**Date:** 25<sup>TH</sup> August 2023      **Time:** 02:30 p.m.

**Venue:** Conference Hall

***You are cordially invited***

**Prof. Chethan Kumar  
(Course Coordinator)**



**Director**

**PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (A.J.I)  
KOTTARA CHOWKI  
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### 23.OVERSEAS EDUCATION & ENTREPRENEURSHIP OPPORTUNITIES

<b>Date of event</b>	22-09-2023
<b>No. of participants</b>	60
<b>Resource Person</b>	Mr Shijomon Yesudas , Manager, Strategic Alliances , IDP Education Ltd Mangalore

**Brief Report:** The seminar on "Explore Overseas Education and Entrepreneurship Opportunities" was an enlightening event that aimed to provide attendees with valuable insights into the intersection of overseas education and entrepreneurship. Mr. Yesudhas began by emphasizing the numerous benefits of studying abroad, including exposure to diverse cultures, access to world-class institutions, improved career prospects, and personal growth. He discussed the qualities and mindset traits that are essential for aspiring entrepreneurs, including creativity, adaptability, resilience, and the ability to embrace calculated risks. Mr. Yesudhas explored the synergies between overseas education and entrepreneurship. He highlighted how studying abroad can provide individuals with a global perspective and diverse experiences that can be invaluable when starting a business. The seminar included an interactive question and answer session, allowing attendees to seek clarification on specific topics and receive personalized advice from the speaker.







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### 24. EDUCATING ENTREPRENEURS- NAVIGATING CAPITAL MARKETS FOR SUCCESS

<b>Date of event</b>	26-09-2023
<b>No. of participants</b>	180
<b>Resource Person</b>	Ms Deeksha Rao, , Trainer , Lotus know wealth

**Brief Report:** A highly informative and engaging seminar titled "Educating Entrepreneurs: Navigating the Capital Markets for Success " was held on September 26, 2023, from 11:30 AM to 12:30 PM, targeting the first-year MBA students of Batch A. The event was conducted in collaboration with the Institutional Quality Assurance Cell (IQAC) and the Finance Club, showcasing a keen dedication to providing holistic education and practical insights to budding entrepreneurs. The seminar was led by the esteemed resource person, Ms. Deeksha Rao, a renowned trainer from Lotus Knowwealth. Ms. Deeksha Rao brought a wealth of experience and knowledge to the seminar, captivating the audience with her expertise in capital markets. Her presentation was not only informative but also highly interactive, keeping the students engaged throughout the session. She emphasized the importance of understanding the intricacies of capital markets for aspiring entrepreneurs, highlighting the role it plays in securing funding and ensuring the financial sustainability of business ventures. The seminar delved into various facets of capital markets, including initial public offerings (IPOs), venture capital, private equity, and angel investing. Ms. Deeksha Rao provided real-life case studies and examples, enabling students to grasp the practical implications of raising capital for their entrepreneurial endeavours. She also discussed the significance of risk and reward and the need for a robust financial strategy when venturing into business. The students actively participated in the Q&A session, seeking clarification on specific topics and gaining valuable insights from Ms. Deeksha Rao's responses. Her ability to simplify complex concepts made the subject matter accessible to students with varying levels of financial literacy. Furthermore, the collaboration between the IQAC and the Finance Club added an extra layer of educational value to the seminar. It highlighted the institution's commitment to fostering a well-rounded learning environment where students not only acquire theoretical knowledge but also practical skills that are essential for success in the business world. The event exemplified the institution's dedication to nurturing future business leaders by providing them with the knowledge and tools necessary for success in the competitive world of entrepreneurship.



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Date: 25.09.2023

### A J INSTITUTE OF MANAGEMENT

#### NOTICE

There will be a Seminar on "**Educating Entrepreneurs: Navigating the Capital Markets for Success**".

Date	Time	Resource Person
26.09.2023	11.30 to 12.30 pm	Prof. Deeksha Rao
27.09.2023	11.30 to 12.30 pm	Prof. Chethan Kumar
28.09.2023	11.30 to 12.30 pm	Dr. Swapna Shetty J.

Director

PRINCIPAL / DIRECTOR  
A J INSTITUTE OF MANAGEMENT (Ajim)  
Derebail, Mangaluru, Karnataka



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## 25. EDUCATING ENTREPRENEURS- NAVIGATING CAPITAL MARKETS FOR SUCCESS

<b>Date of event</b>	27-09-2023
<b>No. of participants</b>	180
<b>Resource Person</b>	Prof. Chetan Kumar Trainer, Lotus know wealth

**Brief Report:** A highly informative and engaging seminar titled "Educating Entrepreneurs: Navigating the Capital Markets for Success" was held on September 27, 2023, from 11:30 AM to 12:30 PM, targeting the first-year MBA students of Batch A. The event was conducted in collaboration with the Institutional Quality Assurance Cell (IQAC) and the Finance Club, showcasing a keen dedication to providing holistic education and practical insights to budding entrepreneurs. The seminar was led by the esteemed resource person, Prof. Chetan Kumar Trainer, Lotus know wealth. The resource person has given details information about avenues for various investment alternative and emerging issues and concerns in the BSE MARKET. This session has also gisted about call and put options and its outcome has been discussed. The session has many queries about how to grow invested amount with short span of time as well as how risk of loss in the investment can be reduced.

Date: 25.09.2023

**A J INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be a Seminar on "**Educating Entrepreneurs: Navigating the Capital Markets for Success**".

Date	Time	Resource Person
26.09.2023	11.30 to 12.30 pm	Prof. Deeksha Rao
27.09.2023	11.30 to 12.30 pm	Prof. Chethan Kumar
28.09.2023	11.30 to 12.30 pm	Dr. Swapna Shetty J.

  
Director  
PRINCIPAL DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
WOTARI CHOWKI  
MANGALORE - KARNATAKA



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### 26. Entrepreneur's Roadmap to Capital Markets Excellence

<b>Date of event</b>	28 Sep 2023
<b>No. of participants</b>	50
<b>Resource Person</b>	Dr Swapna Shetty

**Brief Report:** The seminar on Capital Market Awareness was organized with the objective of promoting financial literacy and enhancing understanding of the capital market among the students. The speaker provided valuable insights into the significance of capital markets in driving economic growth and wealth creation. The session included basics of capital markets, including stock exchanges, bonds, and investment instruments, rights and duties of an investor and Do's and Don't's in investment. Participants gained an understanding of how capital markets function, various investment strategies and approaches, including long-term investing, diversification, and risk management. The speaker shared her experiences and insights on making informed investment decisions. Finally, a Q&A and interactive discussion were held where the participants had the opportunity to engage in interactive discussions and ask questions to clarify their doubts. The "Seminar on Entrepreneur's Roadmap to Capital Markets Excellence" proved to be a valuable educational event, successfully fulfilling its objectives of enhancing financial literacy and promoting awareness about capital markets.



# A J INSTITUTE OF MANAGEMENT

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Date: 25.09.2023

**A J INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be a Seminar on "**Educating Entrepreneurs: Navigating the Capital Markets for Success**".

Date	Time	Resource Person
26.09.2023	11.30 to 12.30 pm	Prof. Deeksha Rao
27.09.2023	11.30 to 12.30 pm	Prof. Chethan Kumar
28.09.2023	11.30 to 12.30 pm	Dr. Swapna Shetty J.

**Director**  
 PRINCIPAL / DIRECTOR  
 A.J. INSTITUTE OF MANAGEMENT (AJIM)  
 KOTTARA CHOWKI  
 KARNATAKA  
 575006

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

In association with  
IQAC & Finance Club  
Cordially invites you for the Programme on

**"Educating Entrepreneurs: Navigating the Capital Markets for Success"**

**Dr. SWAPNA SHETTY J.**  
(Dean Academic, A.J. Institute of Management, Mangalore)  
the resource person's  
for 1 Year MBA (Batch - C)

Time : 11.30 am to 12.30 pm  
Date : 28<sup>th</sup> September, 2023  
Venue : Conference Hall

**Dr. T. Jayaprakash Rao**  
 Director  
 PRINCIPAL / DIRECTOR  
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### 27.CULTIVATING CURIOSITY - EXPLORING RESERACH INQUISITIVENESS AMONG MBA STUDENTS

<b>Date of event</b>	3-10-2023
<b>No. of participants</b>	164
<b>Resource Person</b>	Dr Ankitha Shetty, Assistant Professor, Senior Scale , Department of Commerce, MAHE

**Brief Report:** On October 3, 2022, Dr. Ankitha Shetty, an esteemed Assistant Professor at MAHE's Department of Commerce, delivered a stimulating seminar on "Cultivating Curiosity - Exploring Research Inquisitiveness Among MBA Students," which saw the active participation of 164 MBA students. Dr. Shetty adeptly emphasized the pivotal role of curiosity in the research process and its potential to drive innovation and problem-solving. Through engaging anecdotes and practical insights, she encouraged students to foster a spirit of inquiry, laying the foundation for meaningful contributions to academia and the business world. The seminar left a lasting impact, inspiring a new wave of inquisitive minds in the MBA cohort.





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Date: 30.09.2023

## A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be a seminar on “**Cultivating Curiosity – Exploring Research Inquisitiveness among MBA students**” by **Dr. ANKITHA SHETTY**, Assistant Professor – Senior Scale, Department of Commerce, MAHE on 3<sup>rd</sup> October, 2023.

Students are required to come in full Uniform Attendance is compulsory.

Dr. Swapna Shetty J.  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao

(Director)  
PRINCIPAL/DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
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## A.J. INSTITUTE OF MANAGEMENT

(A UNIT OF LAXMI MEMORIAL EDUCATION TRUST)

*in association with*

*IQAC & Research Cell*

*cordially invites you for the Seminar on*

*“Cultivating Curiosity – Exploring Research Inquisitiveness among MBA students”*

**Dr. ANKITHA SHETTY**

*(Assistant Professor – Senior Scale, Department of Commerce, MAHE)*

*is the resource person*

Time : 9.30 am  
Date : 3<sup>rd</sup> October, 2023 (Tuesday)  
Venue : Conference Hall

Dr. Swapna Shetty J.  
Faculty Co-ordinator

Dr. T. Jayaprakash Rao

(Director)  
PRINCIPAL/DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
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### 28.SPSS for beginners

<b>Date of the event</b>	5 <sup>th</sup> , October,2023
<b>No. of participants</b>	170
<b>Resource Person</b>	Dr Shilpi Saha, Asst. Prof Manel Srinivas Nayak Memorial Besant Institute of PG Studies Mangalore, (MSNIM).)

**Brief Report:** The session has been organized under research activities to enhance the knowledge of technical aspects of research. Dr.Shilpi Saha gave a seminar on the theme SPSS for beginners. The seminar discussed categorical data, independent, and dependent variables, the Likert scale and the application of chi-square and ANOVA using SPSS software. Ms.Saha also detailed about retrieving results considering a few cases. The session had a demonstration of how exactly project work can be used in SPSS software to get the final output. Indeed, it was an informative, relevant and knowledge-enhancing session. The session was organized for second-semester MBA students with strength of 170 students. The session was concluded with questions from the students. The master of the ceremony was done by Vaishnani Shetty of First year MBA and a vote of thanks by Swapna Danzil of First year MBA. Prof. Soumya Shetty was the Faculty coordinator for this programme.

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in association with  
IQAC & Research Cell  
cordially invites you for the Seminar on  
**"SPSS FOR BEGINNERS"**  
**Dr. SHILPI SAHA**  
(Assistant Professor, Manel Srinivas Nayak Memorial Besant Institute of PG Studies, Mangalore)  
is the resource person

Time : 10.30 am onwards  
Date : 4<sup>th</sup> October, 2023 (Wednesday)  
Venue : Conference Hall

Prof. Soumya Shetty  
Faculty Co-ordinator

  
Dr. T. Jayaprakash Rao  
Director  
PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
KOTTARA CHOWKI  
MANGALORE - 575 006

Date: 27.09.2023

**A.J. INSTITUTE OF MANAGEMENT**  
**NOTICE**

There will be a seminar on **"SPSS FOR BEGINNERS"** by **Dr. SHILPI SAHA**, Assistant Professor, Manel Srinivas Nayak Memorial Besant Institute of PG Studies, Mangalore) on 4<sup>th</sup> October, 2023 at 10.30 am.

Students are required to come in full Uniform Attendance is compulsory.

Prof. Soumya Shetty  
(Faculty Co-ordinator)

  
Dr. T. Jayaprakash Rao  
(Director)  
PRINCIPAL / DIRECTOR  
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### 29.REVIEW OF LITERATURE

<b>Date of the Event:</b>	October 2023
<b>No. of participants</b>	<b>88</b>
<b>Resource Person</b>	Ms. Melanie D'Souza

**Brief Report:** Under IQAC organised an Expert Lecture on theme “Review of the Literature” for the First MBA students on 5<sup>th</sup> October 2023 at 10.30 to 12.00 through online mode. The master of ceremony and vote of thanks for the program was done by Ms. K Lakshmi Kamath, from I MBA B Batch. The main aim of this expert lecture was to understand how to write a review of literature, search for research articles in Google Scholar, and usage of reference management tools. Ms. Melanie D'Souza began by providing an insightful overview of the importance of literature reviews. She stressed the role of literature reviews in identifying gaps in existing research. She has explained the step-by-step process of conducting a literature review. She discussed strategies for identifying relevant sources, conducting efficient literature searches, and critically analysing research papers by quoting examples. Further, she also emphasized the usage of various tools usage for reference management and told us to maintain separate Excel sheets with the format. The session lasted for 90 minutes and ended with the Question and the answer. Ms. Melanie D'Souza provided valuable insights and practical solutions to the queries raised by the audience.



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Date: 04.10.2023

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be a seminar on “**Review of the Literature**” by **Ms. MELANIE ANDRADE**, Research Scholar, Department of Commerce, MAHE on 5<sup>th</sup> October, 2023.

Students are required to come in full Uniform Attendance is compulsory.

Prof. Ganavi K.K.  
Prof. Shruthi K.  
Faculty Co-ordinator

Dr. T. Jayaprakash Rao  
Director  
PRINCIPAL DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
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(A UNIT OF LAXMI MEMORIAL EDUCATION TRUST)

in association with  
IQAC & Research Cell  
cordially invites you for the Seminar on

**“Review of the Literature”**

**Ms. MELANIE ANDRADE**  
(Research Scholar, Department of Commerce, MAHE)  
is the resource person

Time : 10.30 am  
Date : 5<sup>th</sup> October, 2023 (Tuesday)  
Venue : Conference Hall

Prof. Ganavi K.K.  
Prof. Shruthi K.  
Faculty Co-ordinator

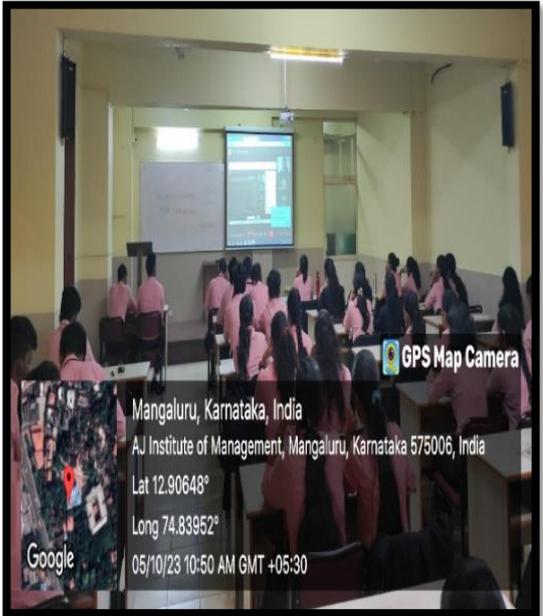
Dr. T. Jayaprakash Rao  
Director  
PRINCIPAL DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
KOTTARA CHOWDI  
MANGALORE-575 004

S.No	Reference (JRF/SSC)	Research question/Title/Theme	Methodology	Tools	Key findings	Limitation	Future scope	Comments
1	Shankar et al. (2021)	Business Performance of...	Quantitative/Qualitative	SPSS/Excel	...	Small sample size	...	

**Prepare draft summaries of the relevant articles**

Melanie is presenting

Apanya  
Melanie  
You  
Sandre 76 others





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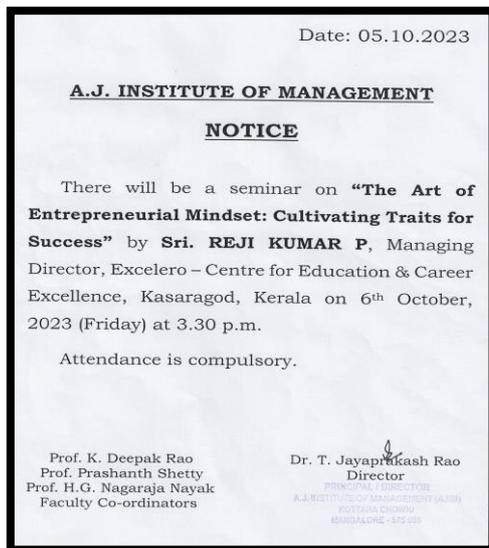
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### 30.THE ART OF ENTREPRENEURIAL MINDSET: CULTIVATING TRAITS FOR SUCCESS

<b>Date of event</b>	6-10-2023
<b>No. of participants</b>	89
<b>Resource Person</b>	Sri Reji Kumar P, MD, Excelero Centre for Education & Career Excellence, Kasaragod Kerala

**Brief Report:** Sri Reji Kumar P, the Managing Director of Excelero Centre for Education & Career Excellence in Kasaragod, Kerala, held a seminar on "The Art of Entrepreneurial Mindset: Cultivating Traits for Success" on October 6, 2022. It was attended by 89 MBA students who actively participated in engaging activities. Mr. Kumar talked about how having an entrepreneurial mindset means thinking in creative and determined ways. He shared important qualities like problem-solving and being adaptable which are crucial for success in business. The seminar was interactive and the activities made the learning experience even more enjoyable, leaving the students inspired to embrace an entrepreneurial spirit in their future ventures.





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### 31.Vendor Development Programme, Industrial Exhibition Organized by Government of India Ministry of MSME.

<b>Organiser</b>	<b>Government of India Ministry of MSME.</b>
<b>Date</b>	<b>12/10/2023</b>

Brief Report:A J Institute MBA students participated in the talk and exhibition programme organised by Government of India Ministry of MSME, the talk was about enhancing the skills required to developed the entrepreneurship and itsinnovation ,creativity and trends in business venture.Meanwhile this programme has made to see the visuality about various products which has been putup as exhibition.This workshop made the students to have a reality chek in national level.





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## 32.DEVELOPING A BUSINESS PLAN AND FINANCING ENTREPRENEURSHIP

<b>Date of the event</b>	13-10-2023
<b>No. of participants</b>	24
<b>Resource Person</b>	Sri Sundara S.M, Assistant Joint Director, MSME, Mangalore

**Brief Report:** The Entrepreneurial Skill Development workshop on the Theme "Developing a Business Plan and Financing Entrepreneurship" was held in the multi-purpose hall. Dr T Jayaprakash Rao, Director inaugurated the event with his insightful opening remarks, setting the stage for a day filled with knowledge and guidance for aspiring entrepreneurs. The workshop featured Mr. Sri Sundara S. M., an eminent resource person, who shared valuable insights into various aspects of entrepreneurship. His session was a highlight of the event, covering topics such as entrepreneurial behaviour, the entrepreneurial mindset, essential skills required for success, and how to initiate the process of creating a business plan. Resource person emphasized the significance of adopting the right mindset for entrepreneurship. He discussed the importance of resilience, adaptability, and a strong desire to create value as crucial attributes of successful entrepreneurs. Participants gained a deep understanding of how to structure and develop a business plan. The workshop covered the essential components of a business plan, including market analysis, competition assessment, and financial projections. One of the key topics covered was the capital required to start and sustain a business. Attendees learned about the different sources of funding, from personal savings to loans and investments, and how to assess their specific capital needs. In addition, sir also highlighted the valuable insights into various government schemes and subsidies available to support startups and small businesses. This knowledge was crucial in understanding the financial assistance options available to budding entrepreneurs.



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

In association with  
IQAC, Institution Innovation Council & MSME, Mangalore

All are cordially invited for the  
Workshop on  
“Developing a Business Plan and Financing Entrepreneurship”  
For Entrepreneurship Club Members

**Sri. SUNDARA S.M.**  
(Assistant Joint Director, MSME, Mangalore)

Will be the Resource Person

**Dr. T. JAYAPRAKASH RAO**  
(Director, A.J. Institute of Management)

Will Preside over the Programme

Time : 9:30 a.m.  
Date : 13<sup>th</sup> October, 2023  
Venue : Conference Hall

Prof. Mahesh P.G.  
Faculty Coordinator

**Dr. T. Jayaprakash Rao**  
Principal Director  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
KOTTARA CHOWKI  
MANGALORE - 575 006




Date: 05.10.2023

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be a Workshop on “Developing a Business Plan and Financing Entrepreneurship” by **Sri. Sundara S.M.**, Assistant Joint Director, MSME, Mangalore on 13<sup>th</sup> October, 2023 (Friday) at 9.30 am.

Entrepreneurship Club Members are required to come in full Uniform Attendance is compulsory.

Prof. Mahesh P.G.  
Faculty Coordinator

**Dr. T. Jayaprakash Rao**  
Principal Director  
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## 33. Entrepreneurial Resilience and Overcoming Failure

Date of the event	16-10-2023
No. of participants	175
Resource Person	Sri Ajith Kamath, Director Ajith Enterprises, Baikampady, Mangalore

**Brief Report:** The Entrepreneurial Skill Development workshop on the Theme "Entrepreneurial resilience and overcoming failure" was held in the college conference hall. The event aimed to provide valuable insights and strategies for aspiring entrepreneurs to navigate challenges and build resilience in their entrepreneurial journey. The workshop was graced by esteemed guests, including Mrs. Sameeksha Shetty, Ms. M. Athmika Amin, Mr. Madhukar Kuduva, Mr. Shohan J Shetty, and Mr. Ajith Kamath, who shared their knowledge and experiences with the participants. The program commenced with a soulful prayer led by Prathima and her team, setting a positive and harmonious tone for the day. Mrs. Sameeksha Shetty (Young Indians Chair Partner, Hayka Global) and Ms. M. Athmika Amin (Young Indians Co-Chair, Director, J V Group of Companies) delivered the inaugural address, emphasizing the importance of resilience in entrepreneurship. Dr. T. Jayaprakash Rao, Director of A.J. Institute of Management, shared his thoughts and insights with the participants, underlining the significance of entrepreneurship and innovation in the contemporary business landscape. An important milestone of the event was the signing of a Memorandum of Understanding (MOU) between A.J. Institute of Management and Young Indians, formalizing a collaborative partnership to foster entrepreneurial education and growth. The workshop also featured the felicitation of Prof. Slima Pinto, a distinguished faculty member at the institute, for her remarkable achievement of earning a Ph.D. degree. Her dedication and contributions were acknowledged and celebrated. Mr. Ajith Kamath, a successful entrepreneur and the resource person for the event, shared his practical insights on entrepreneurial resilience, the importance of learning from failures, and strategies for overcoming challenges in the business world. His engaging presentation and interactive session provided valuable takeaways for the attendees. As a part of the event, a book donation ceremony titled "Gyaan Dhaan" was organized. Several books, thoughtfully reviewed and presented, were donated to enhance the knowledge resources available to the students and the institution. Prof. Soumya Shetty delivered the vote of thanks, expressing gratitude to the chief guests, resource person, faculty members, and students who actively participated and contributed to the success of the workshop.



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The workshop on "Entrepreneurial Resilience and Overcoming Failure" was a significant and insightful event, where students and faculty of A.J. Institute of Management had the privilege of learning from distinguished individuals in the field of entrepreneurship. The workshop encouraged budding entrepreneurs to develop the resilience necessary to face adversity and to embrace failure as a stepping stone to success. It marked a memorable occasion of knowledge sharing and collaboration, with the signing of the MOU symbolizing a commitment to fostering entrepreneurship and education. The event concluded with a sense of empowerment, as participants left with valuable insights and inspiration to embrace the challenges and uncertainties of entrepreneurship with resilience and determination.





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**ACADEMIC YEAR**

**2021-2022**



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## 34.BSE CAPITAL MARKET AWARENESS PROGRAM

<b>Date of event</b>	09-12-2021
<b>No. of participants</b>	109
<b>Resource Person</b>	Mr Pankaj Matkar, Financial IT Space

**Brief Report:** An Expert lecture was conducted on the "Capital Market awareness program" by Bombay Stock Exchange through Lotus Knowlwealth Pvt. Ltd., on 09 Dec 2021. Mr. Pankaj Matkar, Electronic Engineer, Financial IT Space delivered the session. Introduction: The Bombay Stock Exchange (BSE) is one of the largest stock exchanges in Asia, with a history dating back to 1875. To protect the interests of its investors, the BSE has established the Investor Protection Fund (IPF). The purpose of this lecture is to provide a comprehensive overview of the IPF and its role in safeguarding the interests of investors. The following points were discussed in depth by the speaker. Purpose of the IPF: The IPF was established with the primary objective of compensating investors in the event of a default by a member of the BSE. This is done to ensure that investors receive their dues in a timely and effective manner, even in the event of a default. Eligibility for IPF: All investors who have suffered losses due to the default of a BSE member are eligible to receive compensation from the IPF. The compensation is paid to investors on a first-come, first-serve basis, subject to a maximum limit Capital Market Awareness, Mutual Fund and Financial Planning 04 Feb 2021.

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in association with  
**IQAC**

cordially invite you for the Expert Lecture on the topic  
**"BSE - Capital Market Awareness Program"**

**Mr. PANKAJ MATHKAR**  
(Electronics Engineer, Financial IT space)

is the resource person

Time : 2.45 pm  
Date : 9<sup>th</sup> December, Thursday, 2021

Prof. Swapna Shetty J.  
Faculty Coordinator

Dr. T. Jayaprakash Rao  
Director  
PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
EDITTARA CHOWKI  
MANGALORE - 575 008

Date: 08.12.2021

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

All the II MBA students are hereby informed that, there will be a **BSE Seminar** on the topic "**BSE - Capital Market Awareness Program**" by Mr. Pankaj Mathkar, Electronics Engineer, Financial IT space on 9<sup>th</sup> Dec, 2021 (Thursday) at 2.45 pm.

Venue: Conference Hall

Director  
PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
EDITTARA CHOWKI  
MANGALORE - 575 008



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### 35.STUDENT, STOCK MARKET AND CAREER

Date of event	23-12-2021
No. of participants	92
Resource Person	Mr Deepak Rao, Simplus Bangalore

#### Brief Report:

Mr. Deepak Rao, from Simplus Bangalore, conducted a seminar on "Student Stock Market and Career" on December 23, 2021, which saw enthusiastic participation from 92 MBA students. The seminar navigated the intricate relationship between student involvement in the stock market and its impact on their career trajectories. Mr. Rao adeptly elucidated the potential benefits and risks, imparting valuable insights on prudent investment strategies. The session left the attendees equipped with a deeper understanding of financial markets, empowering them to make informed decisions for their future careers.

 **A.J. INSTITUTE OF MANAGEMENT**  
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in collaboration with  
IQAC  
cordially invites you for the Guest Lecture

**"STUDENTS, STOCK MARKET AND CAREER"**

**Sri. DEEPAK K. RAO**  
(Founder & Director, Simplus Financial Consultancy Pvt. Ltd., Bangalore)  
is the resource person

**Dr. T. JAYAPRAKASH RAO**  
(Director, A.J. Institute of Management, Mangalore)  
Will preside over the function

Time : 3.00 pm.  
Date : 23<sup>rd</sup> December, 2021  
Venue : Conference Hall

Prof. N.G. Nagaraja Nayak,  
Faculty Co-ordinator

  
Dr. T. Jayaprakash Rao  
Director  
PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
KUTTARA CHOWDI  
MANGALORE - 575 002

Date: 20.12.2021

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be a seminar on **"STUDENT, STOCK MARKET AND CAREER"** by Mr. Deepak Rao, Simplus Bangalore on 23-12-2021.

Students are required to come in full Uniform  
Attendance is compulsory.

Prof. H.G. Nagaraj Nayak  
(Faculty Co-ordinator)

  
Dr. T. Jayaprakash Rao  
(Director)



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## 36. CORPORATE EXPECTATIONS VS STUDENTS' PREPAREDNESS

<b>Date of event</b>	17 February 2022
<b>No. of participants</b>	178
<b>Resource Person</b>	Dr. Vignesh & Gaonkar, Product Manager, Cognizant Technology Solutions.

### **Brief Report:**

Under IQAC an Expert Lecture was organised on the theme "Corporate Expectations vis Students Preparedness" for the 11 year MBA students on 17 February 2022 in the Conference Hall, AJIM. Dr. Vignesh & Gaonkar was the resource person. He is the Product Manager, Cognizant Technology Solutions. The programme was compered by Ms. Sachitha Kumari of IMBA and the vote of thanks was proposed by Ms Sahana Prabhu of 2<sup>nd</sup> MBAThe main aim of the lecture was to equip the students with the latest practices followed in the corporate world. He began the lecture by asking students their expectations from corporate. further be added on the expectations of corporate from the students. He highlighted the friction between the expectations and the strategies to be adopted to address the gap. He emphasised on the concept of thinking out of the box by saying that it was the need of the hour. He stressed on the importance of communication and laid down that communication is much more than the usage of sophisticated language. His lecture also delivered a great insight over the stress management, the adverse effect of stress, work life balance etc. He made the students understand the significance of team building and demonstrated some of the interview facing skills. He also threw some light on some key points on how to draft the resume further also highlighted the email etiquettes to be followed.He also demonstrated a realistic case for enhancing the decision making, problem solving and analytical skills of the students. He shared his experience of winning the race. He elaborated on the various factors that led him to climb the greater heights in his professional career. Some of those factors were understanding the reality, observing the top performers, having self-confidence, analysing the difference and finally channelizing the effort and performance. Finally, he spoke about the job prospects associated with MBA and concluded the session through his motivational and inspiring words. It was followed by Question-and-Answer session. All students actively participated in the Expert Lecture and gave positive feedback on the programme.



# A J INSTITUTE OF MANAGEMENT

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

In association with IQAC  
Cordially invites you for the Expert Lecture on

**“Corporate Expectations v/s Students Preparedness”**

**Dr. VIGNESH S GAONKAR**  
(Product Manager, Cognizant Technology Solutions)

is the resource person

Time : 2.30 pm to 4.30 pm.  
Date : 17<sup>th</sup> February, 2022  
Venue : Conference Hall

Prof. Deeksha Rao  
Faculty Co-ordinator

*[Signature]*  
**Dr. T. Jayaprakash Rao**  
Director  
PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
KOTTASIA CROSSROADS  
MANGALORE - 575 006

**Note:** Students are required to come in full uniform.

Date: 16.02.2022

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be an Expert Lecture on **“Corporate Expectations v/s Students Preparedness”** by **Dr. VIGNESH S GAONKAR**, Product Manager, Cognizant Technology Solutions on 17<sup>th</sup> February, 2022 at 2.30 pm. for the 2<sup>nd</sup> year MBA students in the Conference Hall.

Attendance is compulsory.

*[Signature]*  
**Director**  
PRINCIPAL / DIRECTOR  
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## 37.SELF- AWARENESS FOR PERSONAL EFFECTIVENESS WORKSHOP

<b>Date of event</b>	21-02-2022 to 23-02-2022
<b>No. of participants</b>	170
<b>Resource Person</b>	Dr Ganesh Bhat, Adjunct Faculty, AJIM

**Brief Report:** Three days' workshop was conducted on the 21<sup>st</sup>, 22<sup>nd</sup>, and 24<sup>th</sup> of February 2022, on the theme of "Self-awareness for Personal effectiveness" at the Institute. Mr. Vishwajeet Shetty, Head-Business Operations and Strategy, Nexstar Extrusions Pvt Ltd, Mangalore, was the Chief Guest for the inaugural program. Dr. Ganesh Bhat, Adjunct Faculty AJ Institute of Management was the resource person. The workshop was designed for First- year MBA students to become more effective individuals through goal setting, self- motivation, and practicing creative thinking to function effectively in multi-disciplinary and heterogeneous teams through the knowledge of teamwork, interpersonal relationships, conflict management, and leadership quality. Outcome: The Workshop highlighted the Concept of Self, Primacy of Self Awareness and related issues with behavioral games, Emotional Intelligence, Multiple Intelligences, and their effective blending for personal growth, communication skills, and body language; Leadership and team building, Business and Social Etiquette.





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Date: 16.02.2022

## A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be a workshop on the theme "SELF AWARENESS FOR PERSONAL EFFECTIVENESS" from 21.02.2022 to 23.02.2022 at 9.30 am (Monday to Wednesday) for I MBA students. Attendance is compulsory.

#### Workshop Schedule:

Date	Time	Session Details	Venue
21.02.2022	9.30 am to 10.30 am	Inauguration (All 1 <sup>st</sup> year students)	Conference Hall
21.02.2022	10.30 am to 04.30 pm	Session for Section 'A'	Room No 7 Third floor
22.02.2022	09.30 am to 04.15 pm	Session for Section 'B'	Room No 7. Third floor
23.02.2022	09.30 am to 04.15 pm	Session for Section 'C'	Room No 7. Third floor

Prof. Prashanth Shetty  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao

(Director)  
PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
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## 38.COMMUNICATION AND MANAGERIAL SKILLS

<b>Date of event</b>	25-02-2022
<b>No. of participants</b>	170
<b>Resource Person</b>	Mr John Rohan, Global e-soft System

### **Brief Report:**

In association with IQAC an Expert lecture was organized on the theme - "Communication and Managerial Skills "for I st MBA students on 25" February 2022 in the conference hall, AJIM. Mr. John Rohan was the resource person. He is the client service manager at global E-Softsys Mangalore. The programme was compered by Ambika Holla Ist year MBA. Vote of thanks was proposed by Ms Amrutha Ist MBA The main theme of lecture was, to build the confidence level among the students and actively involved in every events and suggested to reduce negative thoughts and increasing positive thoughts in the minds of students. He begun the programme with communication skills and how also suggested to develop fluency in English language. Later he organised some activities to the students which was motivated and students also actively participated, later he shared experiences about how knowledge on language impact on interviews it is most important key to crack any exams conducted by reputed companies. He also demonstrated a realistic case of enhancing the decision-making problem solving and analytical skills of students. He encouraged each and every student very well. He made the students to understand the significance of team building and leadership skills. He emphasized on the concept of thinking out of the box, creativity is necessary for every aspect and grab the opportunities whenever arises in our life. He also told learning is the key way to improve knowledge. Finally ended the session was followed by questions and Answers. All students are actively participated in that program and gave positive feedback.



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Date: 21.02.2022

### A.J. INSTITUTE OF MANAGEMENT

#### NOTICE

There will be an Expert Lecture on "**Communication and Managerial Skills**" by **Mr. JOHN ROHAN**, Client Services Manager, Global E-Softys, Mangalore on 25<sup>th</sup> February, 2022 at 2.30 pm. for the 1<sup>st</sup> year MBA students in the Conference Hall.

Attendance is compulsory.

  
Director



### A.J. INSTITUTE OF MANAGEMENT

(A UNIT OF LAXMI MEMORIAL EDUCATION TRUST)

in association with IQAC

cordially invites you for an Expert Lecture programme on the topic

*"Communication and Managerial Skills"*

#### **Mr. JOHN ROHAN**

(Client Services Manager, Global E-Softys, Mangalore)

*Will be the resource person*

Time : 02.30 pm. (1<sup>st</sup> year MBA students)  
Date : 25<sup>th</sup> February, 2022 (Friday)  
Venue : Conference Hall

Prof. Mahesh P.G.  
Faculty Co-ordinator

  
Dr. T. Jayaprakash Rao  
Director





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### 39.HUMAN RIGHTS AND GENDER EQUITY

<b>Date of event</b>	02-03-2022
<b>Theme</b>	Life skills
<b>No. of participants</b>	178
<b>Resource Person</b>	Mr Udayananda, Advocate, Mangalore

**Brief 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 .



Date: 26.02.2022

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be an Expert Lecture on "**HUMAN RIGHTS AND GENDER EQUITY**" by Mr. **UDAYANAND A.**, Advocate, Mangalore on 2<sup>nd</sup> March, 2022 at 2.30 p.m. for the 1<sup>st</sup> year MBA students in the Confernece Hall.

Attendance is compulsory.

  
**Director**  
 PRINCIPAL / DIRECTOR  
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 MANGALORE - 575 006



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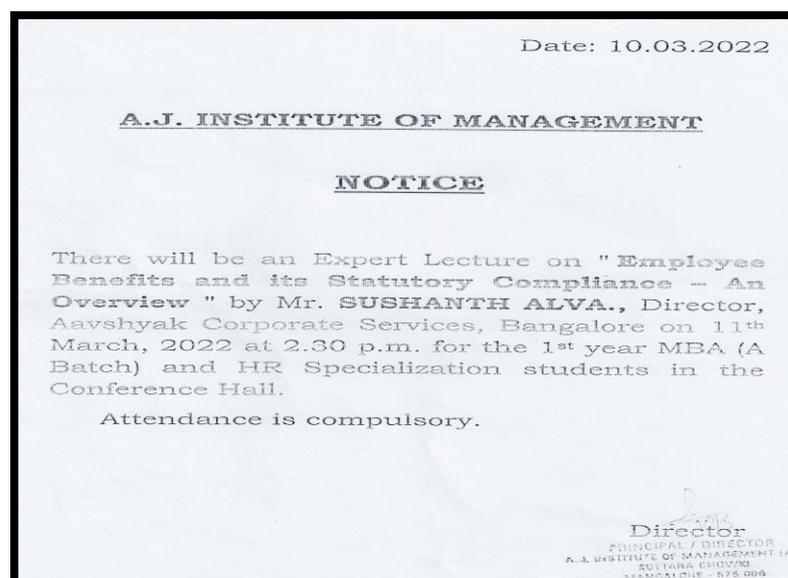
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### 40.BENEFITS OF STATUTORY COMPLIANCE FOR EMPLOYEES

<b>Date of event</b>	11-03-2022
<b>No. of participants</b>	93
<b>Resource Person</b>	Mr Sushanth Alva, Director, Avashyak Corporate Services Bangalore

**Brief Report :** Under IQAC & Elixir an Expert Lecture was organized on the theme "Employee Benefits and its Compliance - an overview" for the 2nd year students on 11th March, 2022 in the Conference Hall, AJM. Mr. Sushanth Alva, Director, Avashyak Corporate Services, Bangalore. The programme master of ceremony was done by Ms. Swathi, II MBA and vote of thanks was proposed by Ms. Nivetha, II MBA. He began the programme with the importance of statutory compliance and explained in detail about Employee Provident Fund Act, Employee State Insurance Act, Gratuity Act Minimum Wages Act, Shops and Establishment Act and Bonus Act. He also enhanced that statutory compliance in HR helps a company to manage a demanding regulatory environment and avoid non-compliance risks. All the labour and taxation laws of India come under statutory compliance. Every company in India has to mandatorily obey these laws which change on a National and State level. He concludes that each and every individual should know the importance of statutory compliance before joining an organization. Finally ended the session followed by question and answers. All students actively participated in the programme and gave positive feedback.





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*in association with*  
*IQAC & HR Club*

*cordially invites you for the Expert Lecture on the topic*  
**“Benefits of Statutory Compliance for Employees”**

**Mr. SUSHANTH ALVA**  
(Director, Aavshyak Corporate Services, Bangalore)

*is the resource person*

*Time : 2.30 pm.*  
*Date : 11<sup>th</sup> March, 2022 (Friday)*  
*Venue : Conference Hall*

*For I MBA - A Batch and HR Specialization students*

*Prof. Roshella Dcosta*  
Faculty Co-ordinator

*Dr. T. Jayaprakash Rao*  
Director





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### 41.MENTAL HEALTH AMONG STUDENTS- ISSUES AND CONCERNS

<b>Date of event</b>	23-03-2022
<b>No. of participants</b>	168
<b>Resource Person</b>	Ms Vishaka Vishwanath M, Nexstar Extrusions, Mangalore

**Brief Report:** Ms. Vishaka Vishwanath, from Nexstar Extrusions, Mangalore, delivered a compelling seminar on "Mental Health Among Students: Issues and Concerns" on March 23, 2022, which was attended by 168 MBA students. The seminar shed light on the pressing challenges that students face in terms of mental well-being, emphasizing the need for open conversations and support systems. Ms. Vishwanath highlighted the impact of academic pressures, social expectations, and the importance of work-life balance. She also discussed effective coping mechanisms, stress management techniques, and the significance of seeking professional help when needed. The session resonated strongly with the audience, prompting a lively Q&A session where students actively engaged with the speaker, seeking practical strategies to enhance their mental health. Overall, the seminar proved instrumental in raising awareness and fostering a more empathetic and understanding approach towards mental health in the academic environment.





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Date: 18.03.2022

## A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be an Expert Lecture on “**Mental Health among Students - Issues and Concern**” by Ms. Vishakha Vishwanath Mogral, HR Officer Nexstar Extrusions Pvt. Ltd on 23<sup>rd</sup> March, 2022 at 2.30 p.m. for the 1<sup>st</sup> year MBA students in the Conference Hall.

Attendance is compulsory.

  
Director  
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KOTYARA CHOWKI  
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## 42.CERTIFICATION PROGRAMME IN BANKING FINANCE AND INSURANCE BY BAJAJ FINSERV

<b>Date of event</b>	24-03-2022 to 14-07-2022
<b>No. of participants</b>	170
<b>Resource Person</b>	Bajaj Finserv & Walchand Plus

**Brief Report:** The CPBFI (Certificate Program in Banking Finance and Insurance) is a CSR initiative by Bajaj Fineserve in collaboration with Walchand Plus. This program aims to provide comprehensive training to students, spanning over a duration of 96 hours. The training is divided into four modules, namely SWARROP-Managing Self (12 hours), Banking (24 hours), Insurance (24 hours), and Communication (36 hours). For the first batch of students in the year 2021-22, the program was conducted entirely online. Subsequently, for the next two batches, a blended approach was adopted, incorporating both online and offline sessions. The SWARROP-Managing Self module was a pivotal component of the program, encompassing a total of 12 hours. This module focused on self-management and personal development. The Banking module, spanning over 24 hours, aimed to equip students with fundamental knowledge about banking and personal finance. The sessions were designed to foster interactive discussions, role plays, and activities related to banking and personal finance. The Insurance module, totalling 24 hours, provided students with insights into the latest trends, challenges, and innovations within the insurance sector. The Communication module, extending over 36 hours, focused on the development of effective communication skills in the workplace. Additionally, it addressed strategies for facing interviews with confidence and proficiency. The program's diverse modules, delivered through a combination of online and offline sessions, have contributed significantly to the personal and professional development of the participants.



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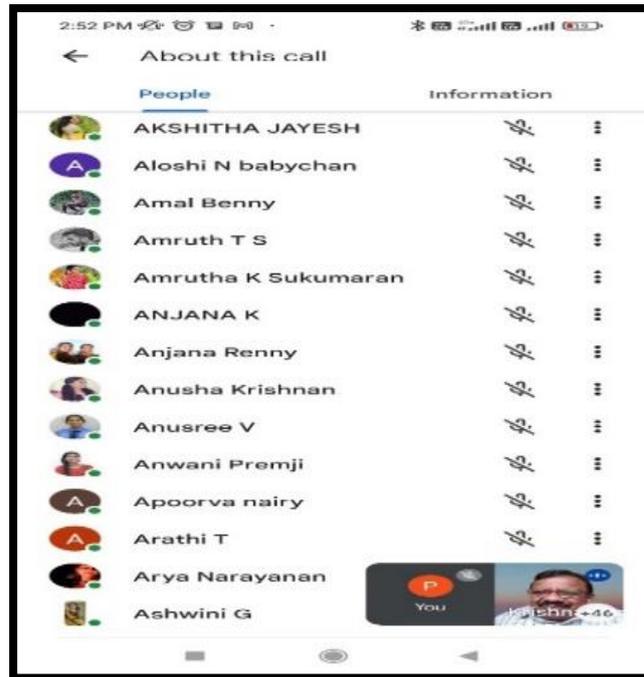
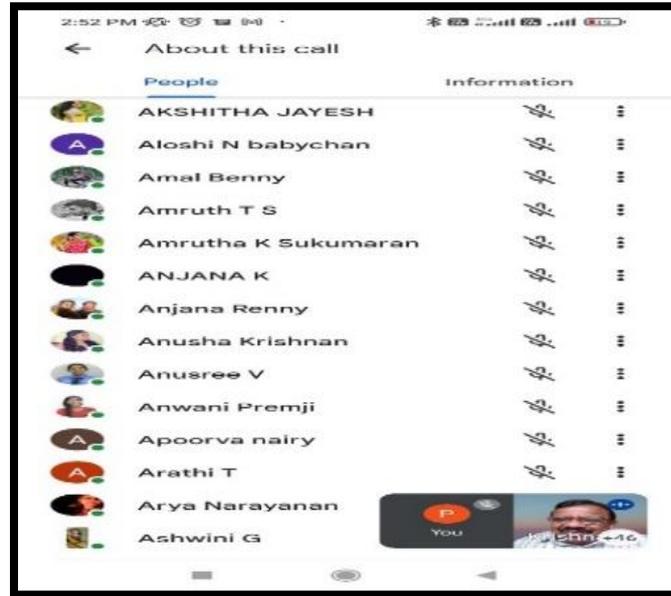




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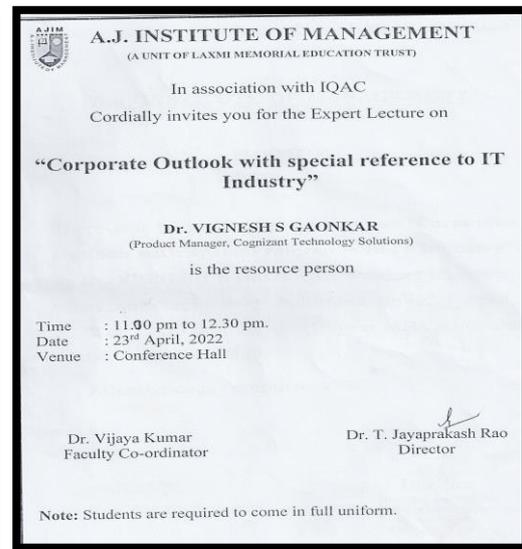
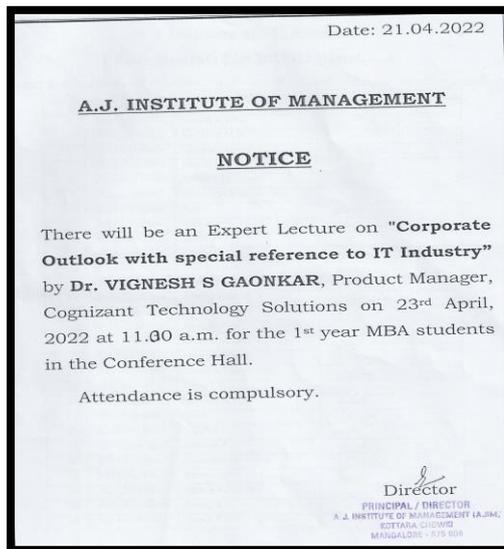
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### 43.CORPORATE OUTLOOK WITH SPECIAL REFERENCE TO IT INDUSTRY

<b>Date of event</b>	23-04-2022
<b>No. of participants</b>	158
<b>Resource Person</b>	Mr Vignesh S Gaonkar, Product Manager Cognizant Technology Solution

**Brief Report:** The expert lecture was organised by Elixir Club in association with IQAC and Management Forum Dr Vignesh S Gaonkar, Product Manager Cognizant Technology Solution explained the importance of IT Industry and also the concept related to IT. He told the role of managers in IT Industry as Accounts Manager, HR Manager, Data Analyst and Research Associate. All the students were also motivated to take on different courses with MBA and learn beyond which can give extra benefit to an individual





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## 44.APTITUDE & ANALYTICAL SKILL FOR CAREER EXCELLENCE WORKSHOP

<b>Date of event</b>	06-01-2022 and 07-01-2022
<b>No. of participants</b>	141
<b>Resource Person</b>	Mr Mohammed Taha and Mr Sandeep Kumar , Aptitude Trainers

### Brief Report:

Two days' workshop was conducted on the 6<sup>th</sup> and 7<sup>th</sup> of January 2022, on the theme of "Aptitude and Analytical skills for career excellence" at the Institute. Mr. Jackson Noronha, Director- Sales & Marketing at Lohatec Precision Mangalore was the Chief Guest for the inaugural program. Dr. T Jayaprakash Rao, Director, AJ Institute of Management has presided over the function.

The session was designed to help second-year MBA students improve their aptitude and reasoning skills. The two-day intensive training program was led by specialists in the aptitude subject. Mr.Sandeep Kumar U and Mr. Mohammed Taha were the resource persons for the workshop.. Mr. Sandeep is a freelance aptitude trainer who prepared undergraduate and postgraduate students for various aptitude tests. He was also a part of Mandamus Info Knowledge Consultants Pvt Ltd, Bengaluru as a Trainer-L&D where he conducted training classes on competitive examinations like IBPS, KPSC, SSC, etc. across Karnataka. Mr. Mohammed Taha is a certified Neuro-Linguistic Programming (NLP) Practitioner and certified soft skill trainer from talk2us Mysore. He is a Creative content developer who has designed and created modules of quantitative analysis, logical reasoning, verbal analysis interview mastery, and resume building.

Date: 04.01.2022

### A.J. INSTITUTE OF MANAGEMENT

#### NOTICE

There will be a workshop on the theme "Aptitude & Analytical Skills for Career Excellence" for II MBA registered students on 06.01.2022 and 07.01.2022 from 9.30 am to 4.30 pm. Attendance is compulsory.

Students are expected to come in formal dress. Unregistered students will have soft skill classes as per the schedule provided.

(Dr. T. Jayaprakash Rao)  
Director

	<b>A.J. INSTITUTE OF MANAGEMENT</b> (A UNIT OF LAXMI MEMORIAL EDUCATION TRUST)
All are cordially invited for the	
Two Days Workshop on	
<b>"Aptitude &amp; Analytical Skills for Career Excellence"</b>	
For Second Year MBA Students	
<b>Mr.JACKSON NORONHA</b>	
(Director-Sales and Marketing, Lohatec Precision Mangalore)	
<i>Is the Guest of Honour</i>	
<b>Dr.T.JAYAPRAKASH RAO</b>	
(Director,AJ Institute of Management)	
Will Preside over the Programme	
Time	: 9:30 a.m.
Date	: 6 <sup>th</sup> and 7 <sup>th</sup> January, 2022
Venue	: Conference Hall
Prof. Prashanth Shetty	Dr.T.Jayaprakash Rao
Faculty Coordinator	Director



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A J Institute of Management  
Career Guidance, Training and Placement Cell

Name	Register Number	Section	06/01	07/01	07/01
Abdul Shamsan	203091361010	A	100	100	100
Abhinav R	203091361102	A	100	100	100
Abhiram M	203091361104	A	100	100	100
Adithyan Sunand	203091361104	A	100	100	100
Akhil CV	203091361105	A	100	100	100
Akhil Prayag C B	203091361107	A	100	100	100
AKSHITHA JAYESH	203091361108	A	100	100	100
Aloshi Nishaychandra	203091361109	A	100	100	100
Amal Henry	203091361111	A	100	100	100
Ameen Hafeez	203091361111	A	100	100	100
Amrutha S	203091361112	A	100	100	100
Amrutha K Sukumaran	203091361112	A	100	100	100
Anand P	203091361113	A	100	100	100
Anand K	203091361113	A	100	100	100
Anand Kumar	203091361113	A	100	100	100
Anashe Krishnan	203091361118	A	100	100	100
Anashe S	203091361118	A	100	100	100
Ananya V	203091361120	A	100	100	100
Ananya Pramp	203091361121	A	100	100	100
Ananya	203091361122	A	100	100	100
Anurag	203091361123	A	100	100	100
Aparna	203091361124	A	100	100	100
Aparna Nayagan	203091361125	A	100	100	100
Ashwathi das i. k	203091361126	A	100	100	100
Ashwin C	203091361126	A	100	100	100
Ashwin Kumar P	203091361127	A	100	100	100
Ashwin K Chandran	203091361128	A	100	100	100
Ashwin S Nax	203091361129	A	100	100	100
ATHIRA P. SURIAN	203091361130	A	100	100	100
Athul R	203091361131	A	100	100	100
Athulya Sathyan	203091361132	A	100	100	100
B. S. Sreedhar	203091361133	A	100	100	100
BENNET BENNY	203091361134	A	100	100	100
Bhuvanika	203091361135	A	100	100	100
Chirag Khandari	203091361135	A	100	100	100
Chitra	203091361137	A	100	100	100

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Mithvi A 203091361129 B 100

Prathibha Nayak 2008 B 100

Surekha Shetty 2068 C 100

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A. J Institute of Management 3-32/6, Sripathy Street, Malemar, Derebail,  
Mangaluru, Karnataka 575006, India  
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Long 74.839507°  
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3-32/6, Sripathy Street, Malemar, Derebail, Mangaluru, Karnataka  
575006, India  
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Long 74.839446°  
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### 45.DIGITAL MARKETING AND SEO

<b>Date of event</b>	08-07-2022
<b>No. of participants</b>	152
<b>Resource Person</b>	Ms Amrutha Rao Global-soft System, Mangalore

**Brief Report:** On July 8, 2022, Ms. Amrutha Rao from Global e-soft System, Mangalore, conducted an insightful seminar on "Digital Marketing and SEO" for MBA students. She provided a comprehensive overview of how businesses promote their products and services online. Ms. Rao explained the importance of Search Engine Optimization (SEO) in making sure a website appears in search results. She also discussed strategies for effective digital marketing, including social media and content creation. The seminar equipped the students with practical knowledge to navigate the dynamic world of online marketing, enhancing their skills for the modern business landscape.

Date: 04.07.2022

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be an Expert Lecture on " Digital Marketing and SEO" by Ms. AMRUTHA RAO, SEO Specialist, Global Esoftsys, Mangalore on 8<sup>th</sup> July, 2022 at 2.30 pm. for the 1<sup>st</sup> year MBA students in the Conference Hall.

Attendance is compulsory.

  
Director

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

In association with IQAC  
Cordially invites you for the Expert Lecture on

**"Digital Marketing and SEO"**

Ms. AMRUTHA RAO  
(SEO Specialist, Global Esoftsys, Mangalore)

is the resource person

Time : 2.30 pm to 4.30 pm.  
Date : 8<sup>th</sup> July, 2022  
Venue : Conference Hall

Prof. Vaishnavi M.N.  
Faculty Co-ordinator

  
Dr. T. Jayaprakash Rao  
Director

Note: Students are required to come in full uniform.



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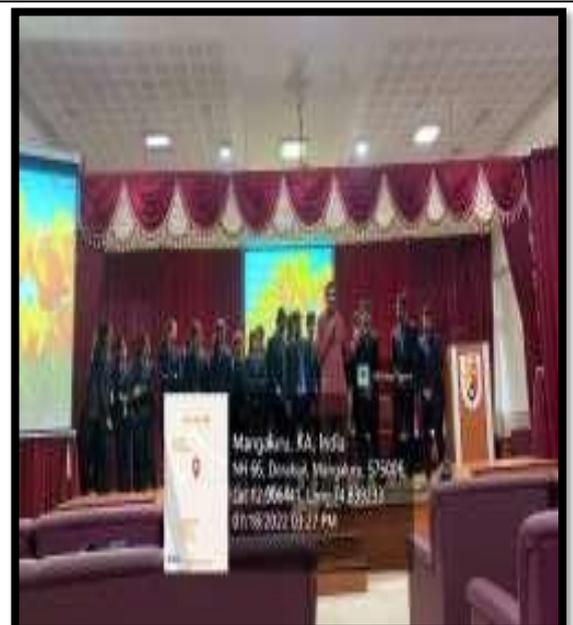
### 46.BETTER THE BEST: AN EXTRA MILE TO WALK WORKSHOP

<b>Date of event</b>	18-07-2022
<b>No. of participants</b>	163
<b>Resource Person</b>	Mr Rajendra Bhat, Trainer

**Brief Report:** Ms. Meghana Bhandary, Senior HR –Global Strategic Resourcing, Mphasis, Mangalore, was the Chief Guest for the inaugural program. Mr. Rajendra Bhat K, National level Trainer was the resource person. Dr. T Jayaprakash Rao, Director, AJ Institute of Management has presided over the function and Mr. Prashanth Shetty, Placement Officer, AJ Institute of Management has coordinated the workshop.

**Objective:** The workshop was designed for First-year MBA students to understand the importance of communication skills, human relationship and networking, group dynamics and corporate etiquettes.

**Outcome:** Through the Workshop students were able to understand and demonstrate Teamwork: Acquiring social skills and teamwork to complete a specific job, Leadership: Evaluating the task's needs, spotting the team's strengths, and utilizing the group's variety of abilities to meet the goal, knowledge of risk and safety. Communication: Exemplifying effective listening and briefing techniques, and not being hesitant to seek assistance and support when required





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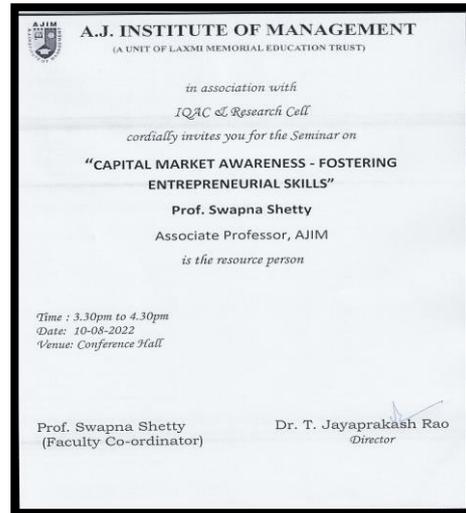
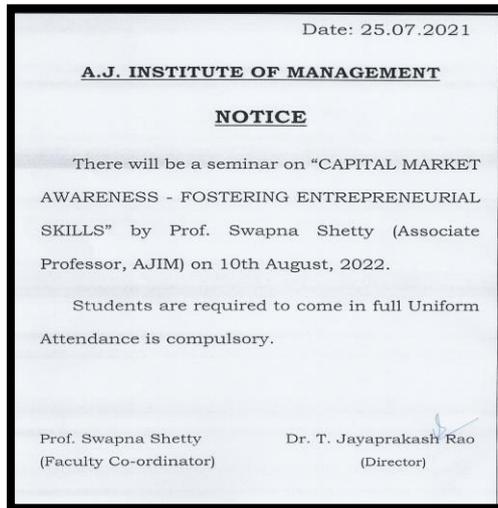
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### 47.CAPITAL MARKET AWARENESS - FOSTERING ENTREPRENEURIAL SKILLS

<b>Date of event</b>	10-08-2022
<b>No. of participants</b>	58
<b>Resource Person</b>	Prof Swapna Shetty, AJIM

#### **Brief Report:**

On August 10, 2022, Professor Swapna Shetty J from AJIM delivered an enlightening seminar on "Capital Market Awareness - Fostering Entrepreneurial Skills," attended by MBA students. The seminar adeptly navigated the realms of capital markets, emphasizing their pivotal role in nurturing entrepreneurial endeavors. Professor Shetty's comprehensive insights delved into investment strategies, risk assessment, and avenues for raising capital, providing invaluable knowledge for aspiring entrepreneurs. The seminar left an indelible mark, equipping the students with essential skills and knowledge to navigate the dynamic landscape of capital markets for their entrepreneurial pursuits.





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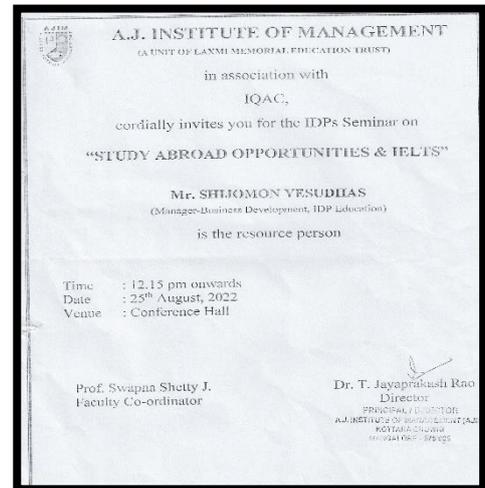
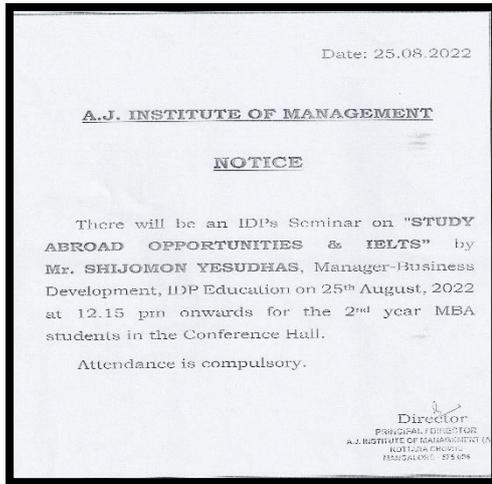
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### 48.STUDY ABROAD OPPORTUNITIES AND IELTS

<b>Date of event</b>	25-08-2022
<b>No. of participants</b>	178
<b>Resource Person</b>	Mr. Shijomon Yesudas

**Brief Report:** The speaker has shared his valuable thoughts on significance of gaining knowledge through pursuing higher studies in foreign countries. The resource person emphasised on when there are multi-cultural people are involved in developed countries, the exposure and knowledge level of students will enhance in multifold. Sir, is also stressed about holistic development as well as meeting professional and entrepreneurial goal can be maximized through the input provided by these universities.





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**ACADEMIC YEAR**  
**2020-21**



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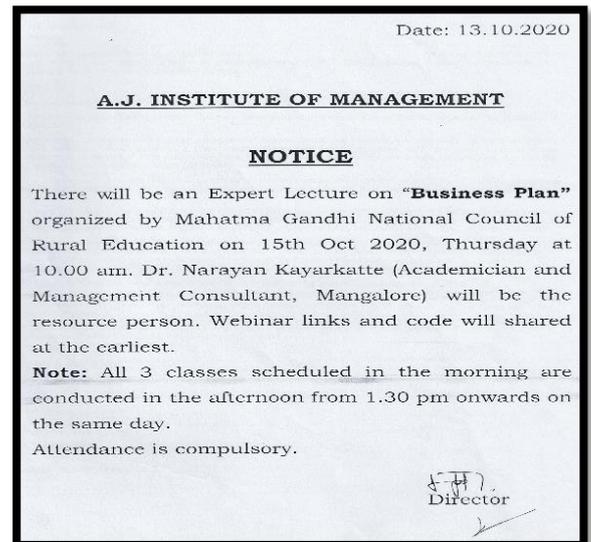
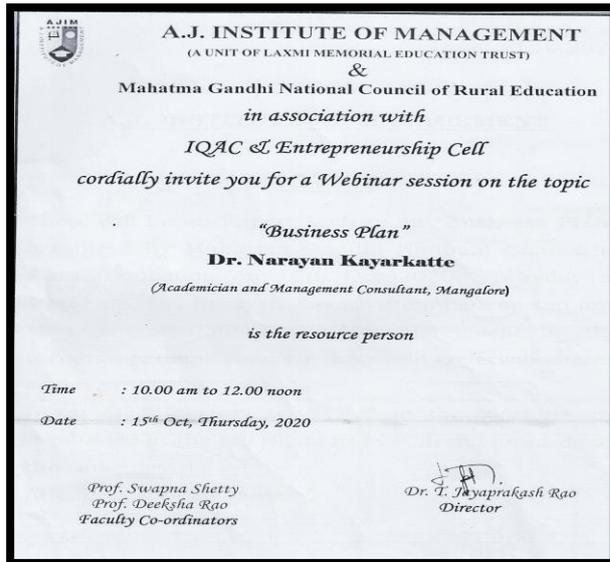
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### 49.BUSINESS PLAN

<b>Date of event</b>	15-10-2020
<b>No. of participants</b>	<b>130</b>
<b>Resource Person</b>	Dr Narayan Karyarkatte

**Brief Report:** An Expert lecture was conducted on the "Business Plan" through the Rural Entrepreneurship Development Cell (REDC) under the guidance of MGNCRE by Dr. Narayan Kayarkatte Coordinator Karnataka State on 15<sup>th</sup> Oct 2022, 10 Am to 12 noon through the online platform google meet. Encouraging entrepreneurship and boosting growth in rural economy is a National priority which has to be taken forward as a mission with commitment and involvement, in this regard business plan preparation session was undertaken. The program focused on the various activities for Entrepreneurship development, making mock Business Plans and enabling internships with FPO companies Among other things, the AICTE Entrepreneurship Cell Guidelines and encouragement process and also the guidelines of Dept. Of Science and Technology for entrepreneurship development and support in colleges were also discussed. Ms. Shahistha of I year MBA introduced and welcomed the guest to the gathering The session was co-ordinated by Mrs. Swapna Shetty and Mrs. Deeksha Rao, Assistant Professors, A J Institute of Management.





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### 50.Motivation

<b>Date of event</b>	13, January,2021
<b>No. of participants</b>	220
<b>Resource Person</b>	Dr. Amithabh Anandh, Asst. Prof., France

**Brief Report:** Dr, Amithabh has given a wonderful session on motivation to the students to fulfil their professional and entrepreneurial goal by showcasing live examples. Sir, has given many advices to keep liveliness in this busy life. Resource person also informed the students and about how to be resilient when setbacks appear. The success mantras which were highlighted the sir was impressive one and participants felt that these kinds of sessions make them to be good goers in accomplishment of professional and entrepreneurial goals.





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Date: 12.01.2021

### A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be an Expert Lecture on "**Motivation**" by Dr. Amitabh Anand., Assistant Professor, SKEMA Business School, France on 13<sup>th</sup> Jan, 2021 at 11.00 am.

  
Director



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

*in association with*  
**IQAC & ENTREPRENEURSHIP CELL**  
*cordially invite you for a Guest Lecture programme on the topic*

**"Motivation"**

**Dr. Amitabh Anand**

*(Assistant Professor, SKEMA Business School, France)*

*is the resource person*

Time : 11.00 am.  
Date : 13<sup>th</sup> January, Wednesday, 2021  
Venue : Conference Hall

  
Dr. Vijaya Kumar  
Dean Academics

  
Dr. T. Jayaprakash Rao  
Director



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## 51.MOTIVATION TO ACHIEVE YOUR DREAMS

<b>Date of event</b>	13, January,2021
<b>No. of participants</b>	115
<b>Resource Person</b>	Dr. Amithabh Anandh, Asst. Prof., France

**Brief Report:** Mr. Amitabh Anand, an Assistant Professor at SKEMA Business School, delivered an impactful seminar on "Motivation to Achieve Your Dreams" at AJ Institute of Management for MBA students. Through engaging anecdotes and practical insights, Mr. Anand underscored the pivotal role of self-motivation in attaining personal and professional goals. Attendees were inspired to approach their aspirations with unwavering determination and resilience, leaving them with a newfound sense of purpose. He highlighted the significance of self-motivation in achieving both personal and professional aspirations. Practical tips to set and pursue goals with determination. Mr. Anand's dynamic presentation style and expertise received high praise from all participants.



Date: 12.01.2021

### A.J. INSTITUTE OF MANAGEMENT

#### NOTICE

There will be an Expert Lecture on "**Motivation**" by Dr. Amitabh Anand., Assistant Professor, SKEMA Business School, France on 13<sup>th</sup> Jan, 2021 at 11.00 am.

  
Director



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### 52.CAPITAL MARKET AWARENESS, MUTUAL FUND AND FINANCIAL PLANNING

<b>Date of event</b>	04-02-2021
<b>No. of participants</b>	135
<b>Resource Person</b>	Mrs. Srikantalahari

**Brief Report:** An Expert lecture was conducted on the "Capital Market Awareness Program" by Bombay Stock Exchange through Lotus Knowlwealth Pvt. Ltd., on 04 Feb 2021. Mrs. Srikantalahari, trainer delivered the session. Introduction: The Bombay Stock Exchange (BSE) is one of the largest stock exchanges in Asia, with a history dating back to 1875. To protect the interests of its investors, the BSE has established the Investor Protection Fund (IPF). The purpose of this lecture is to provide a comprehensive overview of the IPF and its role in safeguarding the interests of investors.

Date: 01.02.2021

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be an Expert Lecture on "Capital Market Awareness Program" by Mrs. Srikantalahari, trainer, Lotus knowlwealth, on 04<sup>th</sup> February 2021 at 3:00 pm.

Students are required to come in full Uniform  
Attendance is compulsory.

Mrs. Swapna Shetty  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao  
(Director)

PRINCIPAL/DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
KOTTARA ROAD  
MANGALORE - 575 009

**A.J. INSTITUTE OF MANAGEMENT**  
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*cordially invites you for the webinar on the topic*

**"Capital Market Awareness Program"**

**Mrs. Srikantalahari**  
*(Trainer, Lotus Knowlwealth)*

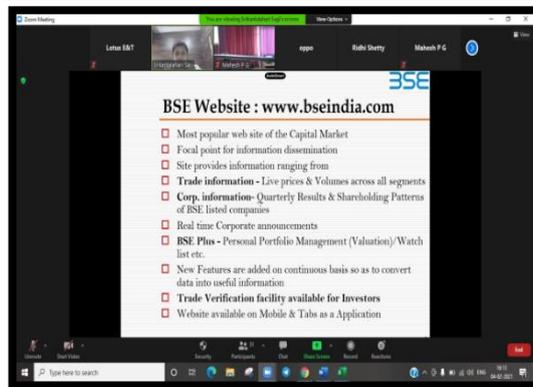
*is the resource person*

*Time : 3.00 pm to 4.30 pm.*  
*Date : 4<sup>th</sup> February 2021*  
*Venue : Conference Hall*

Mrs. Swapna Shetty  
Faculty Co-ordinator

Dr. T. Jayaprakash Rao  
Director

PRINCIPAL/DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
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## 53.BEING THE BEST

<b>Date of event</b>	10.02.2021-12.02.2021
<b>Theme</b>	Language and Communication Skills
<b>No. of participants</b>	176
<b>Resource Person</b>	Dr (Major) Radhakrishna Rao, Trainer

### Brief Report:

From February 10 to February 12, 2021, Dr. (Major) Radhakrishna Rao, a seasoned trainer, conducted a comprehensive workshop focusing on "Language and Communication Skills." Under the theme "Being the Best" Dr. Rao's expertise in the field and his role as a trainer made this event a valuable opportunity for the 176 participants seeking to enhance their communication abilities. Throughout the workshop, Dr. Rao delivered insightful sessions that delved into the intricacies of language and communication. Participants gained valuable knowledge on understanding the nuances of effective communication, honing their language skills, and developing a strong grasp of communication strategies crucial for personal and professional advancement. The workshop's central themes included language proficiency, effective verbal and written communication, and strategies for overcoming communication barriers. Dr. Rao's training methodology involved a combination of theoretical insights and practical exercises, providing participants with a holistic learning experience.





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Date: 5.02.2021

## A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be three days Induction program on "Being the Best" for I MBA students from 10.02.2021 to 12.02.2021 at 9.30 am. Attendance is compulsory.

Students are expected to come in formal dress

(Dr. T. Jayaprakash Rao)

Director

PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (A.)  
KOTTA CHOUK  
MANGALORE - 575 006



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### 54.CORPORATE CULTURE

<b>Date of event</b>	18 February 2021
<b>No. of participants</b>	176
<b>Resource Person</b>	Ms. Patricia Dlima

**Brief Report:** Under IQAC an Expert Lecture was organised on the theme "Corporate Culture" for the Ist year MBA students on 18th February 2021 in the Conference Hall, AJIM. Ms. Patricia Dima was the resource person. She is Programme Manager at IBM in United States. The programme was compered by Ms. Sandra P V of Is MBA and the vote of thanks was proposed by Ms. Ridhi Shetty of Ist MBA The main aim of the lecture was to equip the students with the latest practices followed in the corporate world. She began the lecture by asking students their expectations from corporate, further she added on the expectations of corporate from the students. She highlighted the friction between the expectations and the strategies to be adopted to address the gap. She emphasized on the concept servant leadership. She stressed on the importance of communication and laid down that communication is much more than the usage of sophisticated language. Her lecture also delivered a great insight over the multi-tasking, diversity, work life balance etc. She made the students understand the significance of team building and demonstrated some of the interview facing skills.





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### 55.APTITUDE & ANALYTICAL SKILL FOR CAREER EXCELLENCE WORKSHOP

Date of event	23-02-2021 to 25-02-2021
No. of participants	69
Resource Person	Mrs. Nirmitha (Aptitude and Soft Skill Trainer)

#### Brief Report:

From February 23rd to 25th, 2021, an extensive workshop on "Aptitude and Analytical Skills for Career Excellence" took place at our institute. The event saw the participation of Mr. Nirmitha as the primary trainer and Mr. Dheeraj Shetty, the General Manager at JBF Petro Chemicals, as the esteemed Chief Guest. The workshop aimed to enhance the aptitude and reasoning abilities of our second-year MBA students. Over the course of two days, the training program was led by accomplished specialists in the field. Their expertise and guidance provided invaluable insights to bolster the students' analytical prowess. The workshop proved to be an enriching experience for all involved, providing students with essential skills for their future career endeavors.



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

All are cordially invited for the  
Three Days Workshop on  
**"Aptitude & Analytical Skills for Career Excellence"**  
For Second Year MBA Students

**Mr. Dheeraj Shetty**  
(General Manager- HR, IR & Admin, JBF Petrochemicals Mangalore)  
*Is the Guest of Honour*

**Mrs. Nirmitha**  
(Aptitude and Soft Skill Trainer)  
*Will be the Resource Person*

**Dr. T. Jayaprakash Rao**  
(Director, A.J. Institute of Management)  
*Will Preside over the Programme*

Time : 9:30 a.m.  
Date : 23<sup>rd</sup> to 25<sup>th</sup> February, 2021  
Venue : Conference Hall

Prof. Prashanth Shetty ..... Dr. T. Jayaprakash Rao  
Faculty Coordinator ..... Director

Date: 16.02.2021

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be workshop on the theme  
**"Aptitude & Analytical Skills for Career Excellence"** for II MBA students on 23.02.2021 to 25.02.2021 from 9.30 am to 4.30 pm. Attendance is compulsory.

Students are expected to come in Uniform

(Dr. T. Jayaprakash Rao)  
Director



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A J Institute of Management  
"Aptitude and Analytical skills for Career Excellence"  
Date: 23/02/2021

Sl No	Name	Roll No	Session 1	Session 2
1	Tripti M Shetty	193005258	AB	AB
2	Darshan Madival	193005146	AB	AB
3	ASHWITHA A SHETTY	193005131	AB	AB
4	Shipali Suvarna	193005242	AB	AB
5	VISHMITHA	193005263	AB	AB
6	Nirosha Bhas	193005200	AB	AB
7	Shahista	193005237	AB	AB
8	Abhilamol CA	193005111	AB	AB
9	Lowil Ravan Aranha	193005174	AB	AB
10	Pooja G	193005209	AB	AB
11	M Trivikram Bhagvath	193005175	AB	AB
12	Jeslin Johnson	193005161	AB	AB
13	Sushma SP	193005253	AB	AB
14	Neeshal Deepthi	193005196	AB	AB
15	Kavya Shetty	193005170	AB	AB
16	Nakul A.Rao	193005192	AB	AB
17	Pintu Alex	193005208	AB	AB
18	Mariya raju	193005182	AB	AB
19	Adithya	193005104	AB	AB
20	Wilma Ilene	193005267	AB	AB
21	Padmanabha M	193005205	AB	AB
22	Rasika Ramesh Metha	193005229	AB	AB
23	Pradeep Kumar	193005212	AB	AB
24	NAVEEN VB	193005194	AB	AB
25	Bharath K J	193005134	AB	AB
26	Harshika	193005158	AB	AB
27	Meghana V S	193005184	AB	AB
28	Rakesh Suvarna	193005222	AB	AB
29	Mahima Rao	193005177	AB	AB
30	Jibin James	193005162	AB	AB
31	Pavithra	193005206	AB	AB
32	Adarsha Sharma	193005103	AB	AB
33	LIKITH K K	193005173	AB	AB
34	Rakshith	193005224	AB	AB
35	Shwetha A	193005246	AB	AB

Sl No	Name	Roll No	Session 1	Session 2
36	Jayanth J Rao	193005160	AB	AB
37	Karan Kumar	193005169	AB	AB
38	Shubhalakshmi	193005245	AB	AB
39	Vyshna.g	193005266	AB	AB
40	Vrinda	193005265	AB	AB
41	Divya Shree C	193005152	AB	AB
42	Midhun raj.k	193005186	AB	AB
43	Yashasvi	193005268	AB	AB
44	Melrick Stephen Pinto	19005185	AB	AB
45	Nithya P	193005203	AB	AB
46	Nivedya pp	193005204	AB	AB
47	Neeraja.k	193005195	AB	AB
48	Diya Elsa Abraham	193005153	AB	AB
49	Angel Mariya Roy	193005123	AB	AB
50	Prajwal J	193005214	AB	AB
51	Ranjith N D	193005227	AB	AB
52	Shashank chandrayya achari	193005240	AB	AB
53	ALLEN K.A	193005119	AB	AB
54	Diya Shetty	193005154	AB	AB
55	Aswathi v	736099367	AB	AB
56	Anusree Gangadharan	193005127	AB	AB
57	Nighina k.v	193005198	AB	AB
58	Swetha k	193005254	AB	AB
59	Santhosh B	193005236	AB	AB
60	Lavanya M K	193005172	AB	AB
61	Ahaha	193005106	AB	AB
62	Shravya S.	193005244	AB	AB
63	Bharathesh Shetty	193005215	AB	AB
64	Medha R	193005183	AB	AB
65	Sonia	193005250	AB	AB

A J Institute of Management  
"Aptitude and Analytical skills for Career Excellence"  
Date: 24/02/2021

Sl No	Name	Roll No	Session 1	Session 2
1	Tripti M Shetty	193005258	AB	AB
2	Darshan Madival	193005146	AB	AB
3	ASHWITHA A SHETTY	193005131	AB	AB
4	Shipali Suvarna	193005242	AB	AB
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23	Pradeep Kumar	193005212	AB	AB
24	NAVEEN VB	193005194	AB	AB
25	Bharath K J	193005134	AB	AB
26	Harshika	193005158	AB	AB
27	Meghana V S	193005184	AB	AB
28	Rakesh Suvarna	193005222	AB	AB
29	Mahima Rao	193005177	AB	AB
30	Jibin James	193005162	AB	AB
31	Pavithra	193005206	AB	AB
32	Adarsha Sharma	193005103	AB	AB
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43	Yashasvi	193005268	AB	AB
44	Melrick Stephen Pinto	19005185	AB	AB
45	Nithya P	193005203	AB	AB
46	Nivedya pp	193005204	AB	AB
47	Neeraja.k	193005195	AB	AB
48	Diya Elsa Abraham	193005153	AB	AB
49	Angel Mariya Roy	193005123	AB	AB
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53	ALLEN K.A	193005119	AB	AB
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63	Sonia	193005250	AB	AB
64	Medha R	193005183	AB	AB
65	Pooja G	193005209	AB	AB
66	Vandana	193005216	AB	AB
67	Bharathesh Shetty	193005215	AB	AB
68	Crin K	193005143	AB	AB
69	Shravya S.	193005244	AB	AB



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A J Institute of Management  
"Aptitude and Analytical skills for Career Excellence"

Date: 25/02/2021

Sl No	Name	Roll No	Session 1	Session 2
1	Tripti M Shetty	193005258	AL	
2	Darshan Madival	193005146	AL	
3	ASHWITHA A SHETTY	193005131	AL	
4	Shipali Savarna	193005242	Shipali	Shipali
5	VISHMITHA	193005263	Vish	Vish
6	Nirosha Bhas	193005200	Nirosha	Nirosha
7	Shahistha	193005237	Shahistha	
8	Akhilamol C A	193005111	AL	
9	Lowzil Rayan Aranha	193005174	AL	
10	Pooja G	193005209	AL	
11	M Trivikram Bhagvath	193005175	Trivikram	Trivikram
12	Jeeini Johnson	193005161	Jeeini	Jeeini
13	Sushma SP	193005253	AL	
14	Neeshal Deepthi	193005196	AL	
15	Kavya Shetty	193005170	Kavya	Kavya
16	Nakul A.Rao	193005192	AL	
17	Pintu Alex	193005208	AL	
18	Mariya raju	193005182	AL	
19	Adithya	193005104	AL	
20	Wilma Ilene	193005267	AL	
21	Padmanabha M	193005205	AL	
22	Rasika Ramesh Metha	193005229	Rasika	Rasika
23	Pradeep Kumar	193005212	AL	
24	NAVEEN VB	193005194	AL	
25	Bharath K J	193005134	AL	
26	Harshika	193005158	AL	
27	Meghana VS	193005184	Meghana V	Meghana V
28	Rakesh Suvarna	193005222	Rakesh	Rakesh
29	Mahima Rao	193005177	AL	
30	Jibin James	193005162	AL	
31	Pavithra	193005206	Pavithra	Pavithra
32	Adarsha Sharma	193005103	AL	
33	LAKSHMI K K	193005173	Lakshmi	Lakshmi
34	Rakshith	193005224	Rakshith	Rakshith
35	Shwetha A	193005246	Shwetha	Shwetha

Sl No	Name	Roll No	Session 1	Session 2
36	Jayanth J Rao	193005160	AL	
37	Karan Kumar	193005169	Karan	Karan
38	Shubhalakshmi	193005245	AL	
39	Vyshna.g	193005266	AL	
40	Vrindha	193005265	AL	
41	Divya Shree C	193005152	AL	
42	Midham raj.k	193005186	AL	
43	Yashwini	193005268	AL	
44	Melrick Stephen Pinto	19005185	Melrick	Melrick
45	Nithya P	193005203	AL	
46	Nivedya pp	193005204	AL	
47	Neeraja.k	193005195	AL	
48	Diya Elsa Abraham	193005153	AL	
49	Angel Mariya Roy	193005123	AL	
50	Prajwal J	193005214	AL	
51	Ranjith N D	193005227	AL	
52	Shashank chandrayya achari	193005240	Shashank	Shashank
53	ALLEN KA	193005119	AL	
54	Divya Shetty	193005154	Divya Shetty	Divya Shetty
55	Aswathi V	7306096367	AL	
56	Anusree Gangadharan	193005127	AL	
57	Nighina k.v	193005198	AL	
58	Swetha k	193005254	AL	
59	Santhosh B	193005236	Santhosh B	Santhosh B
60	Lavanya M K	193005172	AL	
61	Hridha	193005183	Hridha	Hridha
62	Pooja B M	193005210	Pooja	Pooja
63	Vasanthi	193005240	Vasanthi	Vasanthi
64	Abhatesh Shetty	193005135	AL	
65	Prinice	193005143	Prinice	Prinice
66	Smeyas	192005241	AL	



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## 56.AWARENESS ON FIRE AND SAFETY EMERGENCIES

<b>Date of event</b>	<b>18-03-2021</b>
<b>No. of participants</b>	<b>135</b>
<b>Resource Person</b>	<b>Mr Satyaraj, First Neuro Hospital</b>

**Brief Report:** The seminar on "Awareness on Fire and Safety Emergencies" held on 18-03-2021 by Mr. Satyaraj from First Neuro Hospital was a comprehensive learning experience for 135 students of AJIM. The inclusion of a demo session enriched the event, allowing participants to witness practical applications of safety protocols. Mr. Satyaraj's expertise, coupled with the hands-on demonstration, made the seminar highly impactful, ensuring that students gained both theoretical knowledge and practical skills in handling fire and safety emergencies.





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Date: 16/03/2021

## A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be an Expert Lecture on "AWARENESS ON FIRE AND SAFETY EMERGENCIES" by Mr. Satyaraj, First Neuro Hospital, on 18-03-2021 at 2.30 pm in the Conference Hall.

Attendance is compulsory.

  
Director

PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
KOTTARA CROSSING  
MANGALORE - 575 008



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## 57.MENSTRUAL HYGIENE

<b>Date of event</b>	25-03-2021
<b>No. of participants</b>	95
<b>Resource Person</b>	Ms Roshnee Bhownick, CSR Executive, Unicharm India

**Brief Report:** An Expert lecture was conducted on the "Menstrual Hygiene" by Ms. Roshnee Bhowmick (CSR Executive, Unicharm India) on 25 Mar 2021 through online mode. During the lecture girls were motivated to adopt hygiene during menstruation and they were made aware of the ill effects of poor menstrual and personal hygiene. Ms. Deepika of 1 year hosted the event and Mrs. Swapna Shetty, Assistant Professor, A J Institute of Management was the co-ordinator of the event.





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## 58.CYBER SAFETY AND EQUALITY

<b>Date of event</b>	25-06-2021
<b>No. of participants</b>	346
<b>Resource Person</b>	Trainer, ITC Vivel

**Brief Report:** On June 25, 2021, 346 MBA students gathered online for a seminar led by Ms. Karuna Nandi, a Supreme Court Lawyer. The seminar focused on two important topics: cyber safety and equality. Ms. Nandi explained how to stay safe while using the internet, and why it's crucial to treat everyone fairly, no matter their background. She shared practical tips for online safety, like using strong passwords and being cautious with personal information. Ms. Nandi also emphasized the importance of respecting everyone's rights and treating everyone with kindness and fairness. The seminar left a lasting impression on the students, empowering them with knowledge to navigate the digital world safely and promote equality in all aspects of life.

Date: 24.06.2021

### A.J. INSTITUTE OF MANAGEMENT

#### NOTICE

**An online webinar is organized for the students of Master of Business Administration (First Year and Final Year) on 25/06/2021 at 2.30pm (Duration: 90minutes) through zoom platform by ITC Vivel.**

**Format of the webinar**

The session comprises a Trainer from Vivel addressing the students. Then, **Supreme Court Lawyer Ms. Karuna Nundy** will be talking about the following focus areas through an interactive presentation –

1. Defining the need to know one's rights and an introduction detailing Fundamental rights and the concept of gender equality.
2. Equality – At Work and at Home which details the legal rights and framework for sexual harassment, POCSO, Domestic Violence.
3. Cyber-safety which includes cyberstalking, bullying and how the law deals with it.
4. The module, in addition, will help define the Rights one should know regarding the Police and the definition of Consent as provided by law.

**All students are hereby informed to register today through the link ([https://zoom.us/webinar/register/WN\\_MTgldbekQM24m9OIYs3m-w](https://zoom.us/webinar/register/WN_MTgldbekQM24m9OIYs3m-w)). An e-certificate will be issued to all the student participants. Therefore, registration is mandatory. Students will get a zoom link to their e-mail address, after the registration process is completed. Students' kindly note that the link provided to join the session will be active at 2.30pm on 25/06/2021.**

Director

24/6/21  
PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
ROTTARA CHOWSI  
MANGALORE - 575 006



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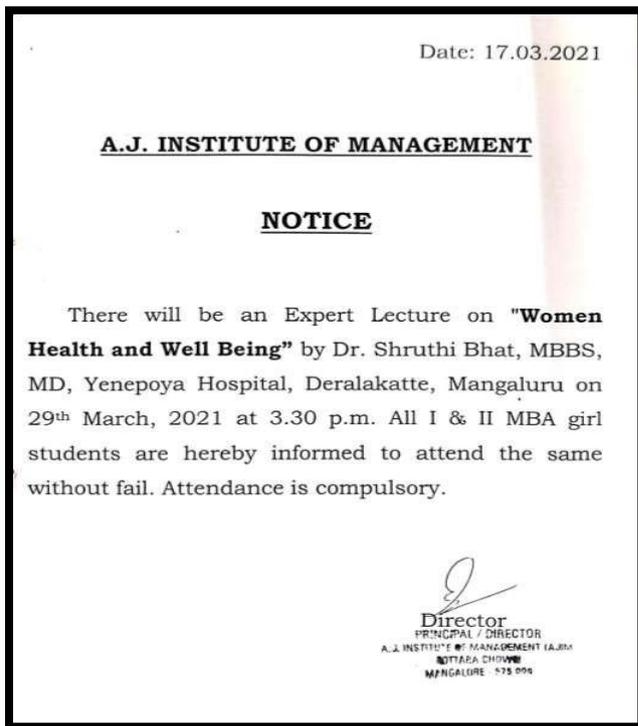
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## 59.WOMEN HEALTH AND WELL BEING

<b>Date of event</b>	29-03-2021
<b>No. of participants</b>	88
<b>Resource Person</b>	Dr Shruthi Bhat, Yenepoya Hospital , Mangalore

**Brief Report:** An Expert lecture was conducted on the "Women Health & Well Being" by Dr. Shruthi Bhat MD, Assistant Professor, Yenepoya Hospital Deralakatte, Mangaluru on 29 Mar 2021. During the session the doctor the addressed girls / women (students and faculty) regarding the issues faced by women, physical as well as mental health. Menstrual issues, nutrition and various matters were discussed. The doctor also encouraged the students to ask questions about their health. Further, one to one session was arranged for the students who needed consultation. Swapna Shetty, Assistant Professor, A J Institute of Management was the coordinator of the event.





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### 60.COVID SCENARIO: PRECAUTIONS, PREVENTIONS AND ITS TREATMENT

<b>Date of event</b>	28-05-2021
<b>No. of participants</b>	348
<b>Resource Person</b>	Dr P P Devan, AJIMS

**Brief Report:** An Online Expert lecture was conducted on the "Covid Scenario: Precautions Prevention and its Treatment" by Dr. P P Devan, Professor, Department of head neck surgery, A J Hospital and Research Centre, Mangalore on 28 May 2021. During the session the doctor addressed the audience regarding the measures precautions, preventions and treatment of Covid. The speaker suggested the methods to prevent the infection of corona virus. S frequent sips of hot water, warm milk with quarter teaspoon of turmeric powder on. He also discussed on the initial treatment to be done with the virus attached medicines were also recommended by him. Mrs. Swapna Shetty Assistant Professors A J Institute of Management Coordinator of the event.



Date: 21.05.2021

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

All the MBA students are hereby informed that, there will be a Webinar session on the topic "**Covid Scenario: Precautions, Prevention and its Treatment**" by **Dr. P.P. DEVAN**, Professor, Department of Head and Neck Surgery, A.J. Hospital and Research Centre, Mangalore on **28<sup>th</sup> May, 2021** (Friday) at 11.00 am. Web link details will be shared shortly. All the I & II MBA students are required to attend the webinar without fail. Members of the family are also invited to attend the webinar.

*[Signature]*  
**Director**  
PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (A UNIT OF)  
LAXMI MEMORIAL EDUCATION TRUST  
MANGALORE - 575 005



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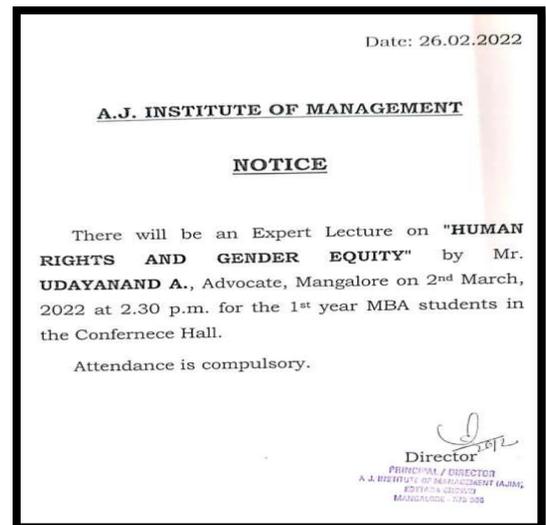
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## 61.DRUG ABUSE AND HUMAN TRAFFICKING

<b>Date of event</b>	16-07-2021
<b>No. of participants</b>	180
<b>Resource Person</b>	Mr V Jayaram, Mangalore

**Brief Report:** On July 16, 2021, a webinar was held with the theme "Drug Abuse and Human Trafficking" under the broader context of "Life Skills." The event drew the participation of 180 attendees and featured Mr. V Jayaram from Mangalore as the resource person. Mr. Jayaram's insights and expertise shed light on the critical issues of drug abuse and human trafficking. The webinar fostered awareness and understanding of these societal challenges, emphasizing the importance of life skills in addressing and preventing these issues. It provided a platform for interactive discussion and encouraged participants to engage actively in their communities to combat drug abuse and human trafficking, equipping them with the knowledge and skills necessary to make a positive impact.





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## 62.WEBINAR -SUPPLY CHAIN AND CUSTOMER SERVICE FOR E-COMMERCE

Date of event	13-07-2021
No. of participants	220
Resource Person	Mr Patrick D' Souza, Mangalore

**Brief Report:** On July 13, 2021, 220 MBA students gathered online for a seminar on "Supply Chain and Customer Service for E-Commerce Business." The session focused on how goods move from manufacturers to customers when shopping online. The speaker explained how important it is to make sure everything runs smoothly, from storing products to delivering them on time. They also discussed how good customer service keeps shoppers happy. The seminar gave the students valuable insights into the behind-the-scenes of e-commerce, showing them how crucial it is to keep the supply chain and customer service top-notch for a successful online business.

Date: 08.07.2021

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

All the MBA students are hereby informed that, there will be a Webinar session on the topic "**Supply Chain and Customer Service for E-commerce Businesses**" by **PATRICK D'SOUZA**, Project Manager, Amazon Luxembourg on <sup>Cause</sup> 13<sup>th</sup> July, 2021 (Tuesday) at 3.00 p.m to 4.15 p.m. Web link details will be shared shortly. All the I & II MBA students are required to attend the webinar without fail.

  
Director

**A.J. INSTITUTE OF MANAGEMENT**  
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*in association with*  
**IQAC**

*cordially invite you for a Webinar session on the topic*  
**"Supply Chain and Customer Service for E-commerce Businesses"**

**Mr. PATRICK D'SOUZA**  
*(Project Manager, Amazon Luxembourg)*

*is the resource person*

*Time : 3.00 pm to 04.15 pm*  
*Date : 13<sup>th</sup> July, Tuesday, 2021*

  
Prof. K. Deepak Rao  
Faculty Co-ordinators

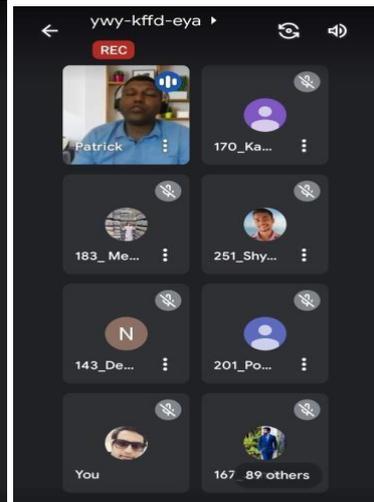
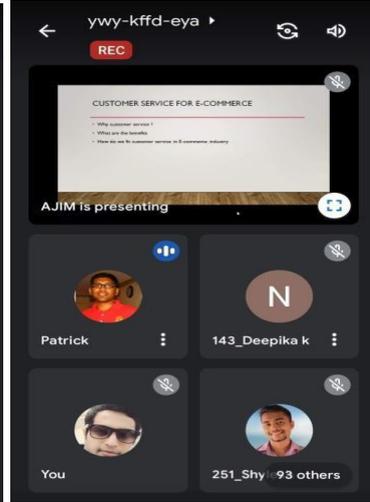
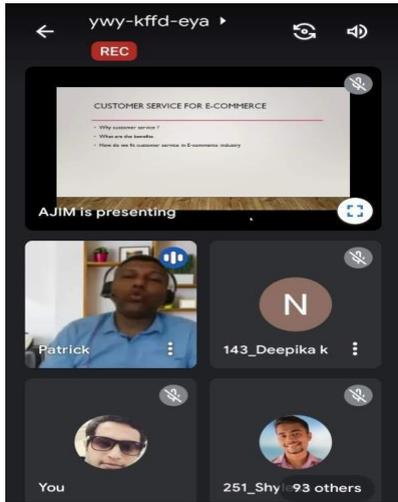
  
Dr. T. Jayaprakash Rao  
Director



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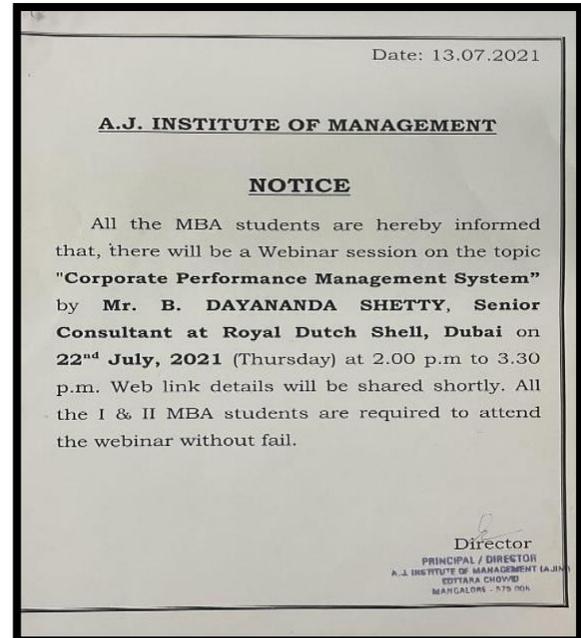
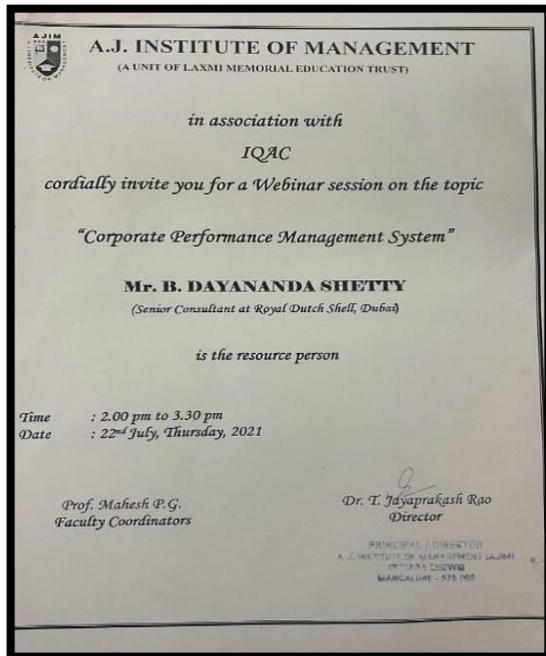
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## 63.CORPORATE PERFORMANCE MANAGEMENT SYSTEM

<b>Date of event</b>	22-07-2021
<b>No. of participants</b>	158
<b>Resource Person</b>	Mr B Dayananda Shetty, Senior Consultant at Royal Dutch Shell, Dubai

**Brief Report:** On July 22, 2021, Mr. B Dayananda Shetty, a Senior Consultant at Royal Dutch Shell based in Dubai, delivered an insightful webinar on "Corporate Performance Management System" to an audience of 158 MBA students through an online platform. Mr. Shetty's expertise in the corporate world shone through as he unravelled the intricacies of performance management within organizations. He provided valuable insights on how companies measure and improve their performance to achieve strategic goals. The virtual format did not hinder engagement, with students actively participating and posing pertinent questions. Mr. Shetty's practical knowledge and real-world examples left a lasting impression, equipping the students with valuable perspectives on optimizing corporate performance in today's competitive landscape.





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## 64.WEBINAR SESSION ON PROBLEMS & PROSPECTIVE OF REAL ESTATE INDUSTRY-A REVISIT

<b>Date of event</b>	29 July, 2021
<b>No. of participants</b>	207
<b>Resource Person</b>	Mr. Varun K Shetty Managing Partner, Lakshmi Shyam Developers, Katpadi

**Brief Report:** The webinar session was on the topic Problems and Prospective of Real Estate Industry. The Resource person highlighted that Indian real estate sector accounts for 13 per cent of the country's Gross Domestic Product and is one of the biggest and globally recognized sectors. The market size of the real estate sector was poised to reach \$1 trillion by the end of 2030. But the havoc created by the COVID-19 pandemic shattered the entire sector's revenue and market share. Nevertheless, the economy is reviving with the maximum vaccination drives. Businesses are reviving and catching pace like before and the problems created by the pandemic will slowly start decreasing. But there are certain issues that the government needs to look into and provide solutions for the sector to become more efficient and growth-oriented. Some of the problems in the real estate sector are Unavailability of land, Long pending infrastructure projects, Over Population, Outdated building techniques, Construction cost. Resource person also explained how builders in Mangaluru and Hubballi-Dharwad are grappling with a shortage of skilled labour, rising cost of raw materials and a demand slump, challenges triggered by the second wave of Covid and the resulting lockdown. But the impact has been less severe on the real estate sector in Mysore, where there is growing interest in independent housing units. The Session was very good as the resource person give a good insight on the happenings of Real estate industry and the challenges faced by builders.



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Date: 25.07.2021

### A.J. INSTITUTE OF MANAGEMENT

#### NOTICE

There will be a seminar on **“WEBINAR SESSION ON PROBLEMS & PROSPECTIVE OF REAL ESTATE INDUSTRY-A REVISIT”** By Mr. Varun K Shetty (Managing Partner, Lakshmi Shyam Developers, Katpadi) on 29th July, 2021.

Students are required to come in full Uniform Attendance is compulsory.

Prof. Mahesh Bhat  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao  
(Director)



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

*in association with*

*IQAC & Research Cell*

*cordially invites you for the Seminar on*

**“WEBINAR SESSION ON PROBLEMS & PROSPECTIVE OF REAL ESTATE INDUSTRY-A REVISIT”**

**Mr. Varun K Shetty**

(Managing Partner, Lakshmi Shyam Developers, Katpadi)

*is the resource person*

*Time : 3.30pm to 4.30pm*

*Date: 29th July, 2021*

*Venue: Conference Hall*

Prof. Mahesh Bhat  
(Faculty Co-ordinator)

Dr. T. Jayaprakash Rao  
Director



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**ACADEMIC YEAR**

**2019-2020**



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## 65.LEGAL RIGHTS AND GENDER SENSITIZATION

<b>Date of event</b>	09-09-2019
<b>No. of participants</b>	113
<b>Resource Person</b>	Ms. Avni Bhatia (Trainer and Campaign Manager, Josh Talks, ITC Vivel)

**Brief Report:** Under IQAC and Anti-Harassment Women Cell, an expert lecture program was organised on the theme "Legal Rights and Gender Sensitisation" for the II nd year MBA students on 9th September 2019 in the Conference Hall, AJIM. The resource person started off her session by narrating the story of an elephant who is chained since its childhood but is unaware about its strength and capabilities just like how many of us are unaware of our rights. She tried to explain the meaning of gender its types and the difference between gender and sex. She highlighted on marginality of women, the kind of problems faced by women in cases of crime against women and types of legal remedies used to put such crimes to an end. She further stated that "We all are aware that women safety is one big move taken into consideration by most nations. She emphasised on gender equity and spoke about the existing gender stereotypes with regard to time, age, culture, and hierarchy. From Sexual Harassment at Work Place(SHWP) to eve teasing and flirting, informed about penalty and charges taken against the accused. Finally, the students had to fill in and handover the feedback form and were awarded with the certificates and goody bags at the end of the session.





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## 66.DYNAMICS OF CORPORATE EXPECTATIONS AND CAREER PREPARATION WORKSHOP

<b>Date of event</b>	23-09-2019
<b>No. of participants</b>	118
<b>Resource Person</b>	Mr. Abhilash K. and Mrs. Flona (Trainees from Abhijnya Education Pvt. Ltd.)

### Brief Report:

The inaugural ceremony of placement workshop on "Dynamics of corporate expectation and career preparations" was held in the college conference hall in a befitting In the inaugural address Dr K V Malini explained seven golden principles of life, Identify the purpose and achieve excellence Never negotiate for your non negotiables. Attitude that decides your aptitude. Money is not everything. Be god fearing. Be prepared for hard work to achieve success in life Be perceiver Dr T Jayaprakash Rao presided over the programme and gave his presidential remarks. Prof.Deeksha Rao proposed the vote of thanks. Immediately after the inaugural function, Mr. Abhilash K and Mrs. Flona took over the session. The workshop began with an IQ test. After that they circulated a sheet of 30 questions to each students to check the aptitude. He taught many short cut method to solve the problems The students were briefed about what exactly is a Group Discussion and how students should go about it and how the Recruiters analyse the students during a GD session. Mrs Flona guided the students on essential aspects like body language, confidence, communication skills and how students should put across their points with Diplomacy as and when required.





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Placement Workshop - Dynamics of Corporate Expectations and Career Preparations  
A J Institute of Management

II Year Students List 2019-20 (Batch - A)

Sl. No.	Reg. No.	Name of the Students	
1	186873291	Ashwini R C	P
2	186873292	Ashish	P
3	186873303	Ashish	P
4	186873304	Ahmed Unaise M B	P
5	186873305	Alwarya Raj	P
6	186873306	Akash T V	P
7	186873297	Ashish Bhaskar K.	P
8	186873308	Ashish Francis	P
9	186873309	Akhay Kumar N K	P
10	186873310	Alan Abraham	P
11	186873311	Amal Prakash	P
12	186873312	Amal Roy	P
13	186873313	Amala Joseph	P
14	186873314	Anjali Girishkumar	P
15	186873315	Anjali S Nair	P
16	186873316	Anuj C Raju	P
17	186873317	Anoop James	P
18	186873318	Anoop A.	P
19	186873319	Anoop Kumar	P
20	186873320	Ampa Jose	P
21	186873321	Amasha K U	P
22	186873322	Anun Dev K K	P
23	186873323	Ashwin P	P
24	186873324	Ashwath T A	P
25	186873325	Bhagyashree	P
26	186873326	Deeksha K Bangera	P
27	186873327	Deeksha K Moolya	P
28	186873328	Deena Priyola Rodrigues	P
29	186873329	Devika Shetty	P
30	186873330	Dhanya Mariya Joseph	P
31	186873331	Dheeraj	P
32	186873332	Dheeraj E R	P

Dynamics of Corporate

33	186873333	Disha Premlal Dasra	P
34	186873334	Dhruv Durgam Naik	P
35	186873335	Dhruv Ganesh Kotian	P
36	186873336	Dan Thomas	P
37	186873337	Fani Varunika	P
38	186873338	G R Marjanaha	P
39	186873339	Gokul N G	P
40	186873340	Geetha K J	P
41	186873341	Habibul Kalam A.	P
42	186873342	Harshitha V A	P
43	186873343	Haritha P V	P
44	186873344	Hithashree S C	P
45	186873345	Jacob Sijith	P
46	186873346	Jafin M Scaria	P
47	186873347	Jancy	P
48	186873348	Jansi Dinagar	P
49	186873349	Jiby Joseph	P
50	186873350	Jibin Joseph	P
51	186873351	Jithin P Karam	P
52	186873352	Jovana George	P
53	186873353	Jyoti Jose	P
54	186873354	Jamal Mathew	P
55	186873355	Karthika U Kuttai	P
56	186873356	Karthik Anil	P
57	186873357	Kaushik M Karan	P
58	186873358	Kiran Kumar S	P
59	186873359	Kiran Raj V Achary	P
60	186873360	Krishnanda Manjunath Hegde	P

A J Institute of Management

II Year Students List 2019-20 (Batch - B)

Placement Workshop on the theme  
"Dynamics of Corporate Expectations and Career Preparations"

Sl. No.	Reg. No.	Name of the Students	24.09.2019	
			Morning	Afternoon
1	186873361	M Vandana S Shetty		
2	186873362	Madhvi M		
3	186873363	Manoharishwari R		
4	186873364	Manoos M		
5	186873365	Megha K.		
6	186873366	Meerana Thomas		
7	186873367	Mishini K		
8	186873368	Mithunoy E		
9	186873369	Mohammed Thonseer		
10	186873370	Moudeen Mouna A M		
11	186873371	Nagana		
12	186873372	Nandini		
13	186873373	Neelika K V		
14	186873374	Nikhil George		
15	186873375	Nikhita M.		
16	186873376	Nishanika K Shetty		
17	186873377	Nobin Saju		
18	186873378	Palki Shetty		
19	186873379	Prajwal		
20	186873380	Pruthvi Shetty		
21	186873381	Radhika Masti Gond		
22	186873382	Rahmes K M		
23	186873383	Rajalaxmi		
24	186873384	Rajendra K		
25	186873385	Raishak Rai		
26	186873386	Ramya		
27	186873387	Rashmita U		

28	186873388	Ravi Balachandra Hegde		
29	186873389	Reetha Mohandas		
30	186873390	Roopesh		
31	186873391	Sagar T Gowda		
32	186873392	Sandhya Vaikunth Moger		
33	186873393	Sanjay L K		
34	186873394	Seema D Puthran		
35	186873395	Shetty Disha Mahesh		
36	186873396	Shivani Janardhan Kavalekar		
37	186873397	Shonith Emmanuel		
38	186873398	Shreedevi T S		
39	186873399	Shreya Achar		
40	186874000	Shyamjith C		
41	186873401	Soanik K T		
42	186873402	Sonayya Ganapati Devadig		
43	186873403	Sruitha N K		
44	186873404	Sudharshan Kumar		
45	186873405	Sudharshan R Rao		
46	186873406	Sudhesh A		
47	186873407	Sakshitha D Shetty		
48	186873408	Santosh		
49	186873409	Sarathika S Shetty		
50	186873410	Swartha P		
51	186873411	Tinoy Tomy		
52	186873412	Vanika Kripayya Naik		
53	186873413	Varaha S Prabhu		
54	186873414	Vasanti Madav Naik		
55	186873415	Vijetha		
56	186873416	Vishnu Ganesh Yadav P G		
57	186873417	Vishnu K V		
58	186873418	Vishnu Prasad Samaga K		
59	186873419	Vivek R George		
60	186873420	Yashwini		



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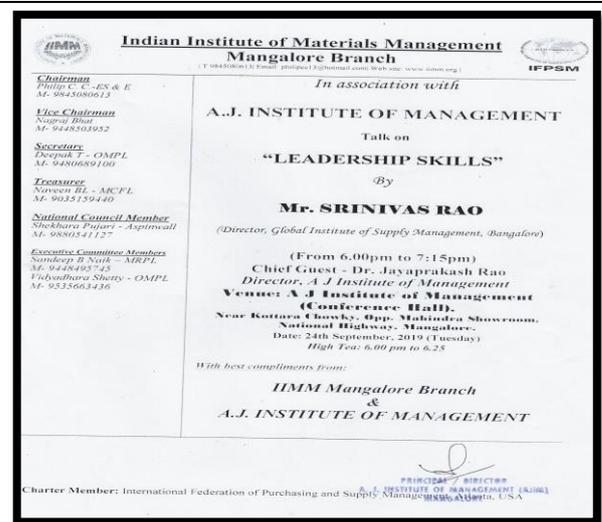
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### 67.LEADERSHIP SKILLS

<b>Date of event</b>	24-09-2019
<b>No. of participants</b>	30
<b>Resource Person</b>	Mr Srinivas Rao, Director, Global Institute of Supply Management, Bangalore

**Brief Report:** On September 24, 2019, Mr. Srinivas Rao, Director of Global Institute of Supply Management, Bangalore, conducted an expert lecture on leadership skills for MBA second-year students. Mr. Rao's session focused on imparting valuable insights into the essential qualities and techniques required for effective leadership. He emphasized the importance of clear communication, strategic thinking, and the ability to inspire and motivate teams. Mr. Rao shared practical examples and case studies, illustrating successful leadership practices. The session was highly interactive, allowing students to actively engage with the subject matter. Attendees left with a deeper understanding of the pivotal role that leadership skills play in achieving organizational success. Mr. Rao's expertise and engaging presentation style were greatly appreciated by all participants.







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### 69.CERTIFIED MANAGEMENT ACCOUNTANTS (CMA) IN ENTREPRENEURSHIP: NAVIGATING FINANCIAL EXCELLENCE FOR BUSINESS SUCCES

<b>Date of event</b>	26-09-2019
<b>No. of participants</b>	157
<b>Resource Person</b>	Mr Ravindra Satish Nayak, Brand Manager – IAM Mangalore

**Brief Report:** Under IQAC and Placement Cell, a Career Guidance Programme was organised on "CMA-Certified Management Accountants" for the 1st year MBA students on 26th September 2019 in the Conference Hall, AJIM. Mr. Ravindra Sathish Nayak was the resource person. He is the Brand Manager at IAM- School for CA, CS, ACCA(UK), CMA(US). He briefed the students about the CMA Course and said that Going for the CMA certification is a great career move, especially when you aspire to make it big in the field of management accounting. He gave the details about the course, eligibility, exam structure, salaries and the opportunities it will offer. He said that CMA has a specific Career path. It focuses exclusively on cost accounting and management topics and emphasized on the importance of it for the MBA students. He explained how it demonstrates the professional expertise in all high demand skills in the accounting and finance world. He spoke about the job great career move, especially when you aspire to make it big in the field of management accounting. He gave the details about the course, eligibility, exam structure, salaries and the opportunities it will offer. He said that CMA has a specific Career path. It focuses exclusively on cost accounting and management topics and emphasized on the importance of it for the MBA students. He explained how it demonstrates the professional expertise in all high demand skills in the accounting and finance world. He spoke about the job prospects associated with CMA and finally concluded the session through his motivational and inspiring words.



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Date: 25.09.2019

### A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be Career Guidance Programme on “CMA – Certified Management Accountants (USA)” by Sri. **Ravindra Satish Nayak**, Brand Manager, IAM, Center for CA, ACCA & CMA, Mangalore, on 26<sup>th</sup> September, 2019 at 2.30 to 4.00 pm (Thursday) in A.J. Conference Hall. All the I MBA students are required to attend the same.

Prof. Deeksha Rao  
(Faculty Co-ordinator)

  
Dr. T. Jayaprakash Rao  
(Director)  
A.J. INSTITUTE OF MANAGEMENT  
MANGALORE



### A.J. INSTITUTE OF MANAGEMENT

(A UNIT OF LAXMI MEMORIAL EDUCATION TRUST)

*in association with*

*IQAC & Research Cell*

*cordially invites you for the Seminar on*

**“CERTIFIED MANAGEMENT ACCOUNTANTS (CMA) IN  
ENTREPREURSHIP: NAVIGATING FINANCIAL EXCELLENCE  
FOR BUSINESS SUCCESS”**

**Mr. Ravindra Satish Nayak,**

(Brand Manager – IAM, Mangalore)

*is the resource person*

*Time : 3.30pm to 4.30pm*

*Date: 26-09-2019*

*Venue: Conference Hall*

Prof. Deeksha Rao  
(Faculty Co-ordinator)

  
Dr. T. Jayaprakash Rao  
*Director*





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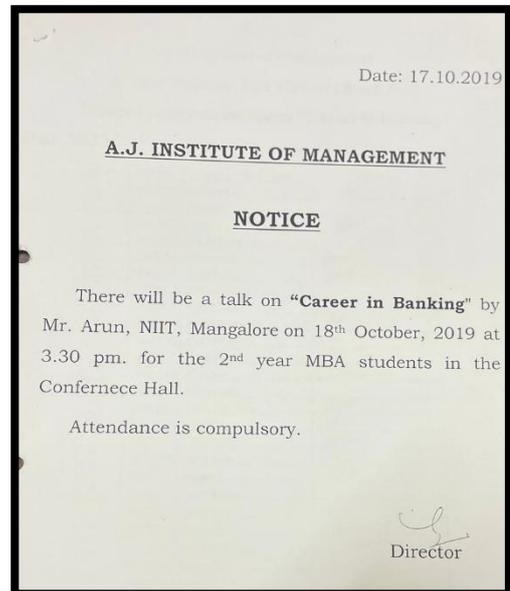
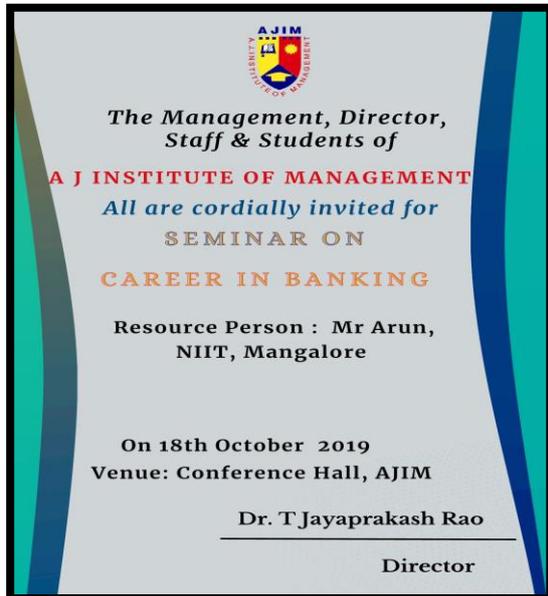
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### 70.CAREER IN BANKING

<b>Date of event</b>	18-10-2019
<b>No. of participants</b>	82
<b>Resource Person</b>	Mr. Arun P (NIIT Ltd)

**Brief Report:** On October 18, 2019, Mr. Arun from NIIT Ltd. conducted a seminar on "Career in Banking" for MBA students. Mr. Arun provided valuable insights into the opportunities and prospects within the banking industry. He discussed various roles, skill sets, and career progression paths available in this sector. The seminar was highly informative, with Mr. Arun sharing practical tips on how to prepare and excel in banking interviews and assessments. The session also covered the evolving trends and technologies shaping the banking landscape. Students found Mr. Arun's expertise and guidance instrumental in understanding and navigating the dynamic field of banking. They left the seminar with a clearer vision of their potential career paths in the banking sector.





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## 71.BEINGBEST: BUILT ON BEST OF THE BEST LIFE SKILLS

<b>Date of event</b>	22-10-2019 to 24-10-2019
<b>No. of participants</b>	159
<b>Resource Person</b>	Prof. (MAJOR) Radhakrishna M. (Motivator, Master Facilitator & Trainer: HRD & TQM)

Brief Report: Three-day Workshop was organized from 22nd to 24th October at the Institute on the theme BEING THE BEST - Built on Best of the Best 'Life Skills' for first year MBA students. Dr. K. NILLAN SHETTY (Principal, A.J. Institute of Dental Science, Mangalore) was the Guest of Honour. Prof. (MAJOR) RADHAKRISHNA M. (Motivator, Master Facilitator & Trainer: HRD & TQM) was the resource person for the workshop.





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## 72.CAREER DEVELOPMENT

Date of event	31 Oct 2019
No. of participants	177
Resource Person	Ms. Abhaya K, Trainer, Gillette India.

**Brief Report:** During her presentation, the trainer discussed topics such as work-life balance, time management, career development and goals, how to read a job description and how to approach interviews and negotiate salaries. The activity was attended by 144 participants, who actively engaged in the session by asking multiple questions with gaining knowledge. The session gave an in-depth knowledge to students on how to prepare for the interview. expectations from the interview panel members. Preparations required by the candidate for pre-interview. The trainer also gave many examples on the having right attitude and positive approach towards life. Importance of the communication was also discussed. Strategies to improve the language were also being told. Overall, the session was very productive and apt. Ms. Karishma of II-year MBA Introduce and Welcomed the guest to the gathering.

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**IQAC, PLACEMENT & CAREER GUIDANCE CELL**

*cordially invites you for a Guest Lecture programme on the topic*  
**"Career Development"**

**Mr. ABHAYA K**  
*(Trainer – Gillette India)*

*is the resource person*

*Time : 2.30 p.m.*  
*Date : 31<sup>st</sup> Oct, Thursday, 2019*  
*Venue : Conference Hall*

*Mrs. Swapna Shetty*  
Faculty Co-ordinator

*Dr. T. Jayaprakash Rao*  
Director

PRINCIPAL / DIRECTOR  
EDITARA CHOWDI  
MANGALORE, INDIA

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MANGALORE, INDIA



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## 73.INTERVIEW HANDLING AND HIRING METHODOLOGY BY CORPORATES

Date of event	06-11-2019
No. of participants	112
Resource Person	Mr Sunil George, Astha Academy

**Brief Report:** Under IQAC, an expert lecture program was organised on the theme "Interview Handling and hiring methodology by corporates" for the second year MBA students on 6th November 2019 in the conference Hall, AJIM. The Director Dr. P Jayaprakash Rao and all the faculty members were present in the session. Mr. Sunil Goerge was the Resource Person. He is the Placement trainer and the director at Asta Academy Mangalore. Ms. Vandana shenoy of II MBA was the master of ceremony. He started off his session by telling "what you see is not what you get" meaning be prepared with current event in the market and convince the customer. Then he was talking about assessing leadership style and its importance by quoting example. He tried explaining what questions students can expect and how to introduce yourself. Further he also discussed about Group discussion and how students should participate and improve. He made sure to make the session interactive by asking questions and responses from the students were well appreciated by him. He was talking the major areas that students required constant practice like quant analysis, logical reasoning, verbal reasoning, communication on convincing ability, group discussion. Lastly he closed program by playing a video about team work will lead to success.





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Date: 02.11.2019

### A.J. INSTITUTE OF MANAGEMENT

#### NOTICE

There will be an expert lecture on **“Interview Handling and Hiring Methodology by Corporates”** by Sri. Sunil George, Director, Astha Academy, Mangalore on 06<sup>th</sup> November, 2019 at 2.30 pm. for the II year MBA students in the Confernece Hall.

Attendance is compulsory.

*Sunil George*  
Director

#### A J Institute of Management II Year Students List 2019-20 (Batch – A) Expert Lecture on the theme

“Interview Handling and Hiring Methodology by Corporates”

Date: 06.11.2019

Sl. No.	Reg. No.	Name of the Students	Signature
1.	186873301	Abhinav R C	<i>Abhinav R C</i>
2.	186873302	Abhishek	<i>Abhishek</i>
3.	186873303	Aadesh	<i>Aadesh</i>
4.	186873304	Ahmed Umair M B	<i>Ahmed Umair M B</i>
5.	186873305	Aiswarya Raj	<i>Aiswarya Raj</i>
6.	186873306	Akash T V	<i>Akash T V</i>
7.	186873307	Akhil Bhaskar K	<i>Akhil Bhaskar K</i>
8.	186873308	Akhil Francis	<i>Akhil Francis</i>
9.	186873309	Akshay Kumar N K	<i>Akshay Kumar N K</i>
10.	186873310	Alan Abraham	<i>Alan Abraham</i>
11.	186873311	Amal Prakash	<i>Amal Prakash</i>
12.	186873312	Amal Roy	<i>Amal Roy</i>
13.	186873313	Amala Joseph	<i>Amala Joseph</i>
14.	186873314	Anjali Girishkumar	<i>Anjali Girishkumar</i>
15.	186873315	Anjali S Nair	<i>Anjali S Nair</i>
16.	186873316	Anju C Raju	<i>Anju C Raju</i>
17.	186873317	Anooj James	<i>Anooj James</i>
18.	186873318	Anoop A	<i>Anoop A</i>
19.	186873319	Anoop Kumar	<i>Anoop Kumar</i>
20.	186873320	Anupa Jose	<i>Anupa Jose</i>
21.	186873321	Anusha K U	<i>Anusha K U</i>
22.	186873322	Arun Dev K K	<i>Arun Dev K K</i>
23.	186873323	Asheer P	<i>Asheer P</i>
24.	186873324	Asmanol T A	<i>Asmanol T A</i>
25.	186873325	Bhagyashri	<i>Bhagyashri</i>
26.	186873326	Deeksha K Bangera	<i>Deeksha K Bangera</i>
27.	186873327	Deekshan K Moolya	<i>Deekshan K Moolya</i>

28.	186873328	Deena Priyolla Rodrigues	<i>Deena Priyolla Rodrigues</i>
29.	186873329	Devika Shetty	<i>Devika Shetty</i>
30.	186873330	Dhanya Mariya Joseph	<i>Dhanya Mariya Joseph</i>
31.	186873331	Dheeraj	<i>Dheeraj</i>
32.	186873332	Dheeraj E R	<i>Dheeraj E R</i>
33.	186873333	Disha Preemal Dsouza	<i>Disha Preemal Dsouza</i>
34.	186873334	Divya Durgappa Naik	<i>Divya Durgappa Naik</i>
35.	186873335	Divya Ramesh Kottan	<i>Divya Ramesh Kottan</i>
36.	186873336	Don Thomas	<i>Don Thomas</i>
37.	186873337	Ferni Varghese	<i>Ferni Varghese</i>
38.	186873338	G R Manjunatha	<i>G R Manjunatha</i>
39.	186873339	Gokul N G	<i>Gokul N G</i>
40.	186873340	Gopika K J	<i>Gopika K J</i>
41.	186873341	Habeeb Rahman A	<i>Habeeb Rahman A</i>
42.	186873342	Hareshita V A	<i>Hareshita V A</i>
43.	186873343	Haritha P V	<i>Haritha P V</i>
44.	186873344	Hithashree S C	<i>Hithashree S C</i>
45.	186873345	Jacob Syphy	<i>Jacob Syphy</i>
46.	186873346	Jafin M Scaria	<i>Jafin M Scaria</i>
47.	186873347	Jency	<i>Jency</i>
48.	186873348	Jesna George	<i>Jesna George</i>
49.	186873349	Jiby Joseph	<i>Jiby Joseph</i>
50.	186873350	Jithon Joseph	<i>Jithon Joseph</i>
51.	186873351	Jithen B Kanattu	<i>Jithen B Kanattu</i>
52.	186873352	Jasmine George	<i>Jasmine George</i>
53.	186873353	Jobina Jose	<i>Jobina Jose</i>
54.	186873354	Jomil Mathew	<i>Jomil Mathew</i>
55.	186873355	Karishma U Kulat	<i>Karishma U Kulat</i>
56.	186873356	Karthik Amal	<i>Karthik Amal</i>
57.	186873357	Keerthi M Kumar	<i>Keerthi M Kumar</i>
58.	186873358	Kiran Kumar S	<i>Kiran Kumar S</i>
59.	186873359	Kiran Rai V Achary	<i>Kiran Rai V Achary</i>
60.	186873360	Krishnananda Manjunath Hegde	<i>Krishnananda Manjunath Hegde</i>



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A J Institute of Management  
II Year Students List 2019-20 (Batch – B)  
Expert Lecture on the theme  
“Interview Handling and Hiring Methodology by Corporates”  
Date: 06.11.2019

Sl. No.	Reg. No.	Name of the Students	Signature
1.	186873361	M Vandana S Shenoy	[Signature]
2.	186873362	Mahish M	[Signature]
3.	186873363	Mahalakshmi R	[Signature]
4.	186873364	Mansoor M	[Signature]
5.	186873365	Megha K	[Signature]
6.	186873366	Merena Thomas	[Signature]
7.	186873367	Minimol K	[Signature]
8.	186873368	Mithunraj E	[Signature]
9.	186873369	Mohammed Thouseef	[Signature]
10.	186873370	Moiddeen Mameen A M	[Signature]
11.	186873371	Nagaraj	[Signature]
12.	186873372	Nandan	[Signature]
13.	186873373	Needu K V	[Signature]
14.	186873374	Nikhil George	[Signature]
15.	186873375	Nikitha M	[Signature]
16.	186873376	Nishmitha K Shetty	[Signature]
17.	186873377	Nohin Saju	[Signature]
18.	186873378	Palki Shetty	[Signature]
19.	186873379	Prajwal	[Signature]
20.	186873380	Pruthvi Shetty	[Signature]
21.	186873381	Radhika Masli Gond	[Signature]
22.	186873382	Rabees K M	[Signature]
23.	186873383	Rajalaxmi	[Signature]
24.	186873384	Rajendra K	[Signature]
25.	186873385	Rakshak Rai	[Signature]
26.	186873386	Ramya	[Signature]
27.	186873387	Rashmita U	[Signature]

28.	186873388	Ravi Balachandra Hegde	[Signature]
29.	186873389	Reethu Mohandas	[Signature]
30.	186873390	Roopesh	[Signature]
31.	186873391	Sagar T Gowda	[Signature]
32.	186873392	Sandhya Vaikunth Moger	[Signature]
33.	186873393	Sanjay L K	[Signature]
34.	186873394	Seema D Pathran	[Signature]
35.	186873395	Shetty Disha Mahesh	[Signature]
36.	186873396	Shivani Janardhan Kavalekar	[Signature]
37.	186873397	Shanthi Emmanuel	[Signature]
38.	186873398	Shreedevi T S	[Signature]
39.	186873399	Shreya Achar	[Signature]
40.	186873400	Shyamith C	[Signature]
41.	186873401	Sorali K T	[Signature]
42.	186873402	Soumya Ganapati Devadig	[Signature]
43.	186873403	Sruthi N K	[Signature]
44.	186873404	Sudarshan Kumar	[Signature]
45.	186873405	Sudarshan R Rao	[Signature]
46.	186873406	Sudheesh A	[Signature]
47.	186873407	Sukshitha D Shetty	[Signature]
48.	186873408	Sunish	[Signature]
49.	186873409	Suraksha S Shetty	[Signature]
50.	186873410	Swathi P	[Signature]
51.	186873411	Tincy Tomy	[Signature]
52.	186873412	Varita Kuppoyya Naik	[Signature]
53.	186873413	Varsha S Prabhu	[Signature]
54.	186873414	Vasanti Madev Naik	[Signature]
55.	186873415	Vijetha	[Signature]
56.	186873416	Vishnu Ganesh Yadav P G	[Signature]
57.	186873417	Vishnu K V	[Signature]
58.	186873418	Vishnuprasad Samaga K	[Signature]
59.	186873419	Vivek K George	[Signature]
60.	186873420	Yashwith	[Signature]



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## 74.CAMPUS TO CORPORATE TRAINING WORKSHOP

<b>Date of event</b>	22-11-2019 to 23-11-2019
<b>No. of participants</b>	100
<b>Resource Person</b>	Mr Bharath, Seventh sense Talent Solutions

**Brief Report:** The Campus to Corporate Training Workshop conducted by Mr. Bharath of Seventh Sense Talent Solutions provided an invaluable bridge for participants transitioning from campus life to the professional sphere. Through a meticulously designed curriculum, Mr. Bharath covered essential topics such as effective communication, workplace etiquette, time management, and problem-solving. His interactive approach, combined with real-world examples, not only engaged the participants but also provided practical insights into the corporate world. Attendees left the workshop equipped with newfound confidence and a deeper understanding of the skills required to excel in their professional endeavors. This workshop received outstanding feedback for its direct applicability and impact on the participants' preparedness for the corporate environment.





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### 75.Aptitude and analytical skills for Career excellence

<b>Date of event</b>	24 <sup>th</sup> and 25 <sup>th</sup> February,2020
<b>No. of participants</b>	57
<b>Resource Person</b>	Mrs. Vijayalakxmi S Suvarna

**Brief Report:** The speaker gave detailed information about how to crack the competitive exams and how to update with current affairs. This session also emphasised on importance of knowing and having intact with advanced software which helps to ease the work. This session is organised to reach the importance of both professional and entrepreneurial interested students.

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

All are cordially invited for the  
Two Days Workshop on  
**“Aptitude & Analytical Skills for Career Excellence”**  
For Second Year MBA Students

**Mrs.Vijayalakshmi S Suvarna**  
(Assistant Manager- HR Diya Systems Mangalore)

*Is the Guest of Honour*

**Dr.T.JAYAPRAKASH RAO**  
(Director,A.J.Institute of Management)

Will Preside over the Programme

Time : 9:30 a.m.  
Date : 24<sup>th</sup> and 25<sup>th</sup> February, 2020  
Venue : Conference Hall

Prof. Prashanth Shetty  
Faculty Coordinator

Dr.T.Jayaprakash Rao  
Director



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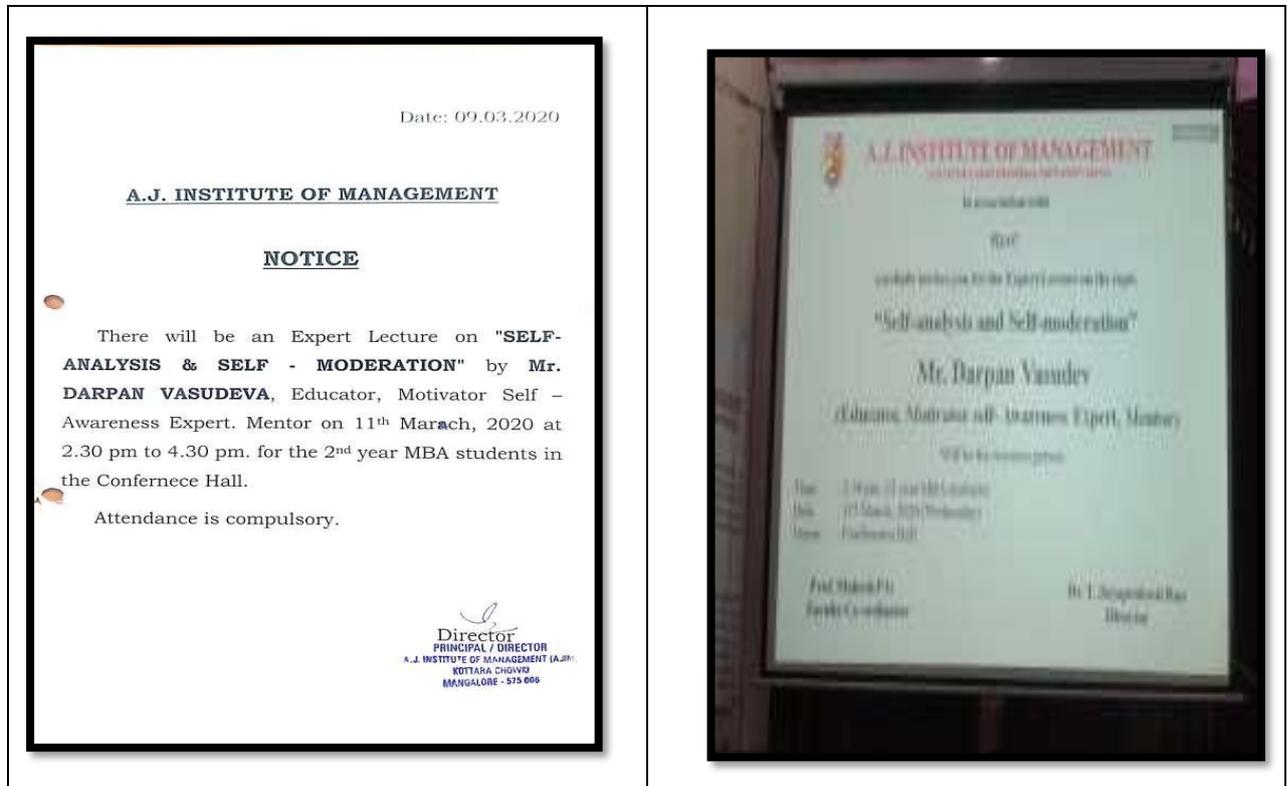
### 76.SELF-ANALYSIS AND SELF MODERATION

<b>Date of event</b>	11-03-2020
<b>No. of participants</b>	108
<b>Resource Person</b>	Mr Darpan Vasudev, Bangalore

**Brief Report:** Mr. Darpan Vasudev conducted an insightful workshop on Self-Analysis and Self- Moderation for MBA students. The session emphasized the critical importance of introspection and self-regulation in personal and professional growth. Through engaging activities and practical examples, Mr. Vasudev effectively conveyed strategies for enhancing self-awareness and fostering self-discipline.

**Key Takeaways:**

- Importance of self-reflection for personal and professional development.
- Techniques for cultivating self-discipline and moderation in various aspects of life.
- Practical exercises to enhance self-awareness and emotional intelligence.
- Strategies for maintaining a balanced and focused approach in both personal and professional spheres.





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### 77.COMMODITY DERIVATIVES

Date of event	13-03-2020
No. of participants	116
Resource Person	Mr Srikanth, FCMA, CGMA, Multi commodity Exchange

**Brief Report:** Mr. Srikanth, an expert from the Multi Commodity Exchange, conducted a seminar on "Commodity Derivatives" on March 13, 2020, attended by 116 MBA students. He explained in simple terms how commodity derivatives work, which are like special contracts related to goods like gold, oil, and more. Mr. Srikanth showed how these contracts help manage risks for businesses that depend on these goods. He also talked about how commodity markets influence the economy. The seminar gave the students a clear understanding of this important aspect of finance.





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Date: 10.03.2020

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

### **NOTICE**

There will be a Regional Seminar on "**Commodity Derivatives**" by Mr. Shrikanth, FCMA, CGMA, Multi Commodity Exchange, Mumbai on 13<sup>th</sup> March, 2020 at 11.00 am to 12.30 pm. for the 2<sup>nd</sup> year MBA students in the Confernece Hall.

Attendance is compulsory. Students are requested to come in uniform.

  
Director

PRINCIPAL / DIRECTOR  
A. J. INSTITUTE OF MANAGEMENT (A.J.M.T.)  
KOTTARA CHOWK  
MANGALORE - 575 025



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### 78.EFFECTIVE RESUME BUILDING

Date of event	07-08-2020
No. of participants	100
Resource Person	Mr. Sauvik Mallik, Industry Collaboration and Career Guidance Lead- NIIT

**Brief Report:** An expert lecture on Effective resume building was conducted at the Institute on 07 Aug 2020, by Mr. Sauvik Mallik, Industry Collaboration and Career Guidance Lead- NIIT. An effective resume needs to present all the important information about a candidate in a concise and clear way. Format and content are both important. During his presentation, the trainer discussed about tailoring the resume to the role and job description. Making resume to be short and simple, 1 page to be ideal. Some dos and don'ts, with example. The trainer shared some the standard resumes which is preferred by HR. Framing of objectives to the resume. If the resume is of an fresher the important to be highlighted is also being shared. Ms. Vishmitha of I year MBA Introduce and Welcomed the guest to the gathering.

Date: 05.08.2020

### A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be an Webinar on “**Effective Resume Building**” by Mr. Sauvik Mallik, Industry Collaboration and Career Guidance Lead- NIIT on 07 Aug 2020.

Students are required to attend the session the in formal attire. Attendance is compulsory.

Mrs. Swapna Shetty  
(Faculty Co-ordinator)

  
Dr. T. Jayaprakash Rao  
(Director)

PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
KOTTARA CHOWKI  
MANGALORE - 575 006



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Timestamp	Full Name	University Registration Number	Class	Batch
08-06-2020 20:15	Abhishek T	193005102	I Year	A
08-07-2020 09:48	Adithya	193005104	I Year	A
08-06-2020 20:34	Afrin	193005105	I Year	A
08-07-2020 09:54	Aishwarya Dileepkumar	193005107	I Year	A
08-06-2020 20:38	Akhila Benny	193005110	I Year	A
08-06-2020 21:09	AKHILAMOL C A	193005111	I Year	A
08-06-2020 20:38	Akshay M	193005114	I Year	A
08-06-2020 21:13	ALAN SHIBU	193005116	I Year	A
08-06-2020 20:56	Alan Varghese	193005117	I Year	A
08-06-2020 20:30	Aleena Benny	193005118	I Year	A
08-06-2020 22:54	ALLEN K A	193005119	I Year	A
08-06-2020 21:33	Amal Johnson	193005120	I Year	A
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08-07-2020 09:21	Ashish Patkar	193005130	I Year	A
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08-06-2020 20:51	Chinju Johny	193005141	I Year	A
08-06-2020 20:15	Christy vinoy	193005142	I Year	A
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08-06-2020 20:26	Darshan Madival	193005146	I Year	A

08-07-2020 11:49	SHAHISTHA	193005237	I Year	C
08-07-2020 09:23	Sharal zeena vas	193005238	I Year	C
08-07-2020 11:18	Shipali Suvarna	193005242	I Year	C
08-07-2020 11:21	Sijimol Joseph	193005247	I Year	C
08-07-2020 11:36	Sijimol Joseph	193005247	I Year	C
08-07-2020 15:23	Sijimol Joseph	193005247	I Year	C
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08-07-2020 09:33	Thrupthi U Anchan	193005256	I Year	C
08-07-2020 10:37	Vanishree	193005260	I Year	C
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08-06-2020 20:15	ALAN ABRAHAM	186873310	II Year	A
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08-07-2020 09:30	Mithunraj E	186873368	II Year	B
08-06-2020 22:12	Nirosha Bhas	193005200	II Year	B
08-07-2020 09:58	Prajwal	186873379	II Year	B
08-06-2020 20:38	Rashmita U	186873387	II Year	B
08-07-2020 11:04	Sagar t.gowda	186873391	II Year	B
08-07-2020 11:04	Sagar t.gowda	186873391	II Year	B
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08-07-2020 07:06	Sudarshsn R Rao	156873405	II Year	B
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08-07-2020 10:02	Vanita k	186873412	II Year	B
08-07-2020 08:52	Vijetha	186873415	II Year	B

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08-06-2020 22:13	Varsha kp	193005261	II Year	C
08-07-2020 11:12	Vishmitha	193005263	II Year	C



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## 79.POWER OF LINKEDIN

Date of event	17-08-2020
No. of participants	289
Resource Person	Mr Vignesh MK, Murthy Training Academy

**Brief Report:** An expert lecture on Power of LinkedIn was conducted at the Institute on 17 Aug 2020, by Mr. Vignesh, Freelancer through online mode. The trainer gave a brief introduction of LinkedIn as a professional networking platform that has revolutionized the job search process. With over 700 million users worldwide, LinkedIn has become the go-to platform for jobseekers and recruiters alike. Heen listed the advantages of LinkedIn in Job Search such as

1. Networking: LinkedIn provides an unparalleled opportunity to connect with professionals in your industry, making it easier to get job leads and information about potential employers.
2. Company Research: LinkedIn allows you to research companies, their employees, and their culture, giving you a better understanding of the organization before you apply.
3. Job Listings: LinkedIn has a comprehensive job listing section, where you can search and apply for jobs directly on the platform.
4. Building Your Personal Brand: LinkedIn gives you the opportunity to build your personal brand by show casing your skills, accomplishments, and interests to potential employers.

Date: 10.08.2020

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be a Online Training Session on "**Power of LinkedIn**" by **Mr. Vignesh M K, Founder of Moorthy's Training Academy, Bangalore** on 17<sup>th</sup>, August, 2020 at 11.00 am to 01.00 pm for IInd Year Students and 2.00 pm to 04.00 pm for I Year Students. Students are requested to download google meet.

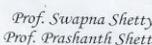
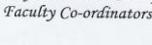
Attendance is compulsory.

  
 Director  
PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
BETTER & GREATER  
MANGALORE - 575 001


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*in association with*  
**IQAC & Placement Cell**  
*cordially invite you for a Webinar session on the topic*  
  
**"Power of LinkedIn"**  
  
**Mr. Vignesh M K**  
(Founder of Moorthy's Training Academy, Bangalore)  
  
*is the resource person*

*Time : 11.00 am to 01.00 pm for IInd Year Students*  
*Time : 2.00 pm to 04.00 pm for I Year Students*  
  
*Date : 17<sup>th</sup> Aug, Monday, 2020*

  
 Prof. Swapna Shetty  
  
 Prof. Prashanth Shetty  
 Faculty Co-ordinators

  
 Dr. T. Jayaramakrish Rao  
 Director  
PRINCIPAL / DIRECTOR  
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ONE DAY WEBINAR FOR  
AJIM MBA STUDENTS ON  
17.8.20

SPEAKER - VIGNESH MK



## LINKED IN FOR JOB SEARCH



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### 80.MUTUALFUND AWARENESS

<b>Date of event</b>	24-08-2020
<b>No. of participants</b>	289
<b>Resource Person</b>	Dr Virendra V Tatake, Trainer Jai Vatnani & Co.

**Brief Report:** An Expert lecture was conducted by Dr, Virendra V Tatake, Trainer-Jai Vatnani & Co on the theme "Online Training Session on Mutual Fund Awareness " on 24 Aug 2020. It was on online session. It is an investor awareness program, to create awareness and to build investment in younger generation. The trainer began the session with making the clear difference between saving and investment. Further, he discussed on the various risk and return associated with each investment avenues. A thorough deliberations happened on the mutual fund schemes. All the schemes and its benefits were discussed in detail. Methods of opening the mutual fund account were also told. Further, the speaker informed about the rights and duties of an investor. Ms. Shipali of 1 year MBA introduced and welcomed the guest to the gathering.

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*in association with*  
**IQAC & Placement Cell**  
*cordially invite you for a Webinar session on the topic*  
**"MUTUAL FUND AWARENESS"**

**Dr. Virendra V. Tatake**  
(Trainer - Jai Vatnani & Co.)  
*is the resource person*

*Time : 11.00 am to 01.00 pm for I & II Year Students*

*Date : 24<sup>th</sup> Aug, Monday, 2020*

Prof. Prashanth Shetty  
Prof. Swapna Shetty  
Faculty Co-ordinators

Dr. T. Jayaprakash Rao  
Director

Date: 10.08.2020

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be a Online Training Session on "MUTUAL FUND AWARENESS" by M/s Jai Vatnani & Co. (Training Division) on 24<sup>th</sup>, August, 2020 at 11.00 am to 01.00 pm for the registered I & II year Students. Medium of training session will be zoom.

  
Director

A.J. INSTITUTE OF MANAGEMENT  
MANGALORE - 575 006

**Mutual Fund Scheme - Which one to buy?**

... a matter of Risk Return Trade-Off

Risk	Return	Type of Scheme
Higher Risk	Higher Returns	Equity Schemes
Moderate Risk	Moderate Returns	Hybrid Schemes
Low - Moderate Risk	Low - Moderate Returns	Debt Schemes
Very Low Risk	Lower Returns	Liquids Schemes

L&T Financial Services

**DETERMINE WHAT YOU WANT TO INVEST FOR?**

Goal based investing



Always invest in assets with your specific financial goal in mind

L&T Financial Services

**Asset Allocation should match your needs**

Investments that Grow in Value	Investments that Generate Income
Property	Bonds
Gold	NSC/KVP
Art Collection	PPF
Equity Shares	Bank / Company Deposits
Mutual Funds	Mutual Funds

Are you investing in the right assets?

L&T Financial Services

**DO NOT SAVE WHAT IS LEFT AFTER SPENDING, BUT SPEND WHAT IS LEFT AFTER SAVING.**

**WARREN BUFFETT**

L&T Financial Services



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### 81. ONE DAY International E-symposium on covid-19 Disaster: Rejuvenation of social-economic and Educational Spheres

Theme	ONE DAY International E-symposium on covid-19 Disaster: Rejuvenation of social-economic and Educational Spheres
Date	4 <sup>th</sup> , September, 2020

#### Brief Report:

"COVID-19 Disaster: Rejuvenation of Socio-economic and Educational Spheres"

#### About Us:

A.J. Institute of Management (AJIM), established in 1999 under Laxmi Memorial Education Trust (LMET), is dedicated to fostering knowledge creation and educational excellence. Offering a two-year full-time MBA program affiliated with Mangalore University and recognized by AICTE and the Government of Karnataka, AJIM prioritizes a conducive learning environment that nurtures students' innate talents and global developmental needs.

#### Background:

The global COVID-19 pandemic has profoundly impacted society, posing challenges to socio-economic and educational well-being worldwide. In response, there is a critical need for strategic action to navigate the post-pandemic landscape, including reevaluating economic growth, addressing labor migration complexities, and preparing for future contingencies.

#### Objectives of the E-Symposium:

The International e-Symposium organized by AJ Institute of Management aimed to:

- Discuss labor migration complexities.
- Provide insights into economic reforms during and post-COVID-19.
- Examine disaster preparedness and mitigation challenges.
- Explore the pandemic's impact on academia.

#### Target Audience:

Researchers, academicians, faculty, students, industry experts, and the general public interested in understanding and addressing the socio-economic and educational impacts of COVID-19.

#### Session Overview:

The e-Symposium comprised five sessions, each focusing on different pandemic-related aspects:

- Issues and Dimensions of Labour Migration



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Speaker: Dr. A K Singh, Assistant Director, RCUES, Lucknow.

- Challenges and Opportunities in Academia

Speaker: Prof. Dr. Amir Mohammad Nasrullah, University of Chittagong, Bangladesh.

- Migrant Women Workers during COVID

Speaker: Dr. Atul Pratap Singh, University of Delhi, Delhi.

- Economic Reforms and Challenges for Disaster Mitigation

Speaker: Dr. Dhruv Sen Singh, Lucknow University, Lucknow.

- Disaster Mitigation and Preparedness Speaker: Ms. Seema Singh, Asian Disaster Preparedness Centre, Thailand.

- **Participants:** Approximately 1600 participants from 18 countries engaged in the e-Symposium.

**Conclusion:** The International e-Symposium facilitated insightful discussions on crucial pandemic-related issues. By assembling experts from diverse backgrounds, the symposium aimed to foster collaboration and innovative solutions to navigate the challenges and opportunities in the post-pandemic era.





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**ACADEMIC YEAR**

**2018-19**



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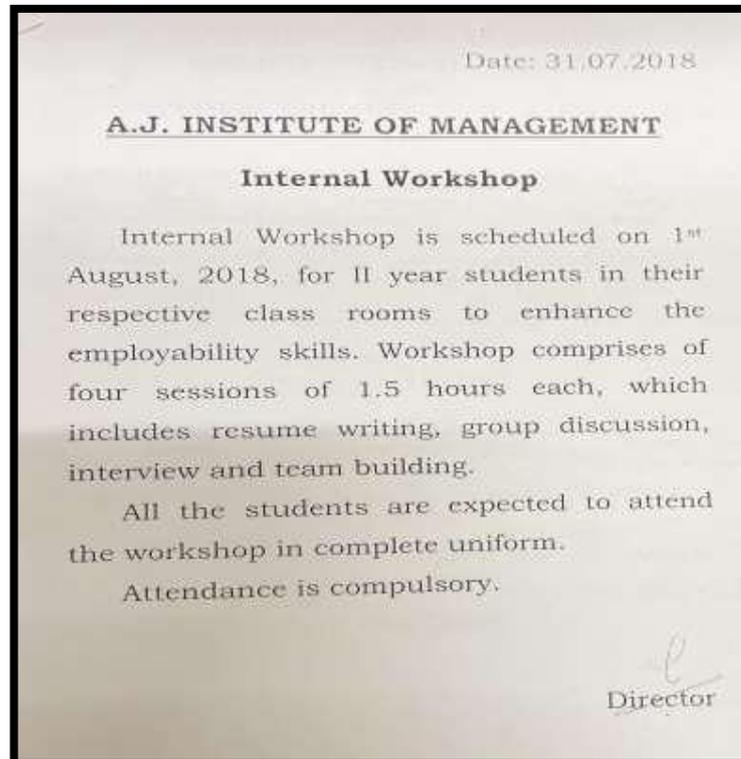
## 82.PLACEMENT ORIENTATION INTERNAL WORKSHOP

<b>Date of event</b>	01-08-2018
<b>No. of participants</b>	115
<b>Resource Person</b>	Internal Faculty

### Brief Report:

A J Institute of Management's internal faculty members held a placement orientation internal workshop for MBA students on August 1, 2018. The program sought to develop students' professional abilities in order to better prepare them for the demanding labor market. The faculty members shared insightful advice on how to create a strong résumé, conduct an effective interview, and communicate well in the workplace. They also emphasized the value of networking and building one's personal brand. To give pupils practical experience, activities and simulated interviews were undertaken. The students gave the session a positive review and were appreciative of the faculty's direction and assistance.

Notice of the event:





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## 83.FIRE AND SAFETY

<b>Date of event</b>	07-09-2018
<b>No. of participants</b>	57
<b>Resource Person</b>	Mohammed Zulfikhar Nawas (District Fire Officer, Mangalore)

**Brief Report:** The District Fire Officer of Mangalore, Mr. Sri. Mohd. Zulfikhar Nawas, led a fire safety demonstration session for MBA students on July 9. Mr. Nawas delivered practical instruction and demonstrated crucial tools and methods for fire safety. He underlined the significance of an immediate and well-coordinated reaction in an emergency. The class proved to be a priceless educational opportunity for the children, providing real-world knowledge on the crucial subject of fire safety. The pupils were really grateful for Mr. Nawas' knowledge and entertaining style.

Date: 4/09/2018

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

#### **NOTICE**

There will be an Expert Lecture on " FIRE AND SAFETY" by Mohammed Zulfikhar Nawas (District Fire Officer, Mangalore), on 07-09-2018 at 2.30 pm in the Conference Hall.

Attendance is compulsory.

Director

PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
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## 84.PRE-PLACEMENT SKILL ENHANCEMENT WORKSHOP

<b>Date of event</b>	22-10-2018
<b>No. of participants</b>	108
<b>Resource Person</b>	Mr Rajeev Swamy, Seventh Sense Talent Solution, Bangalore

**Brief Report:** The inaugural function of the Pre-Placement Skill Enhancement Workshop was held on 22<sup>nd</sup> October 2018 at 9.30am in the conference hall. The session was taken over by Nagesh Rao, he stressed the words of gaining a knowledge, in the sense we should have a ability to apply a knowledge in a positive way. and he had the question of intelligence? with a solution of 7 sense to crack a intelligence. he described how to crack a intelligence that are access yourself, prepare a good CV, self discipline, articulation, work on skill, practise, network (experience). These words directly connected with life of student who are in the position of yet to get the job. Then, Mr Rajiv Swami took over the session. he started his words by presenting in the way of MBA is stone to success. Then, Director of our College Dr. T Jayaprakash Rao gave presidential remark, He had been included in his talk about, how an student should prepare well before any act. Then he told about how to face interview and how strong to be mentally.





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## 85. SELF-AWARENESS FOR PERSONAL EFFECTIVENESS WORKSHOP

<b>Date of event</b>	30-10-2018 to 31-10-2018
<b>No. of participants</b>	117
<b>Resource Person</b>	Dr Ganesh Bhat, Retired Associate Professor, St Mary's College, Shirva

**Brief Report:** On October 30 and 31, 2018, Dr. Ganesh Bhat, a retired Associate Professor from St. Mary's College Shirva, conducted a workshop on "Self-Awareness for Professional Effectiveness" for MBA Students. Dr. Bhat delivered insightful sessions on understanding one's strengths, weaknesses, and personal development areas crucial for professional growth. The workshop focused on self-reflection, goal-setting, and strategies for enhancing individual effectiveness in a corporate setting. Dr. Bhat's extensive experience in academia and his engaging teaching style greatly enriched the learning experience for the students. Attendees expressed gratitude for the valuable tools and techniques they acquired, which they believe will greatly benefit them in their future careers.

Date: 26.10.2018

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be workshop on the theme  
**"SELF AWARENESS FOR PERSONAL  
EFFECTIVENESS"** for I MBA students on  
30.10.2018 for I MBA (Batch - A) & 31.10.2018  
for I MBA (Batch - B) from 9.30 am to 4.30 pm.  
Attendance is compulsory.

Students are expected to come in formal  
dress.

  
(Dr. T. Jayaprakash Rao)  
Director



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### 86. Two-days National Conference on the theme “Consolidating Social Enterprises Through Corporate Social Responsibility Initiatives: Issues and Challenges.

<b>Date</b>	<b>14<sup>th</sup> and 15<sup>th</sup> December, 2018</b>
<b>Theme</b>	<b>“Consolidating Social Enterprises Through Corporate Social Responsibility Initiatives: Issues and Challenges.</b>
<b>In Association with</b>	Karnataka Private Post-Graduate Colleges Associations, Bengaluru

#### **Report**

Two-day National Conference on the theme “Consolidating Social Enterprises through Corporate Social Responsibility Initiatives: Issues and Challenges”. The conference was attended by eminent academics faculty members, students from reputed educational institutions and representatives research scholars of various institutions and universities. There were four technical sessions in the conference. In these four sessions, four sub theme were discussed. In technical session one, it was discussed on the sub theme: “Corporate Social Responsibility as a business strategy”. The technical session one was held at 11.15 am which was chaired by Dr. Narayan Kayarkatte, Director, MSNM Institute of PG studies Mangaluru and Dr. Pradeep Senapathi, Associate Professor, Community Medicine, AJIMS, Mangalore was the Resource Person. Prof. Mahesh P.G., Assistant Professor, A.J. Institute of Management, Mangaluru introduced the dignitaries and In this session, Dr. Pradeep Senapathi, the resource person of technical session one gave a brief introduction about “corporate Social Responsibility as a (win-win) business strategy. He also quoted the definition defined by world business council for sustainable development. He also states that, corporation can choose to merge profit driven strategies with regulations that ensure social investment too – whether it’s improving working conditions of employees or self-regulating practices to ensure a cleaner environment. In addition to this he also says that, Aim of CSR as a strategy will be long term profits, shareholder trust, reduce business & legal risk. He also explains regarding the advantages of CSR, which include; Recruitment and retention, employee turnover, risk management, brand differentiation, reduced scrutiny, supplier relations. Dr. Narayan Kayarkatte appreciated the presentation done by Dr. Pradeep Senapathi and also tells that there is a call forth for more and more social enterprises to be established for the successful growth of every nation. The session started where in 6 delegates presented their paper



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on this topic i.e., corporate responsibilities as a business strategy. To conclude, Dr. Narayan Kayarkatte appreciated the presentations done by delegates and wished them the success in their career life. At last, Ms. Vandana Shenoy, student of 1<sup>st</sup> MBA profuse the vote of thanks and Prof. Mahesh P.G. handed over the Memento to the dignitaries and the session came to end at 12:45 pm. The IV technical session was on 15<sup>th</sup> Dec, 2018 started at 9.30 am. The session was chaired by Dr. Suprabha K.R., Asst. Professor, School of Management, NITK and Co-Chaired by Dr. O.P. Singh, Associate Professor, Department of Community Medicine and Public Health, Community King George Medical University, Lucknow. Resource Person Dr. Savitha Shelley, Associate Professor, School of Management, Manipal. The Resource Person emphasised on the importance of CSR and Role of companies in implementing their CSR activities. Further, the need for the CSR activities was also highlighted in her presentation. Six Scholars from various institute has presented research papers on the theme and clarified the questions raised by the audients, the Chair Person and the Resource Person. The session was concluded by the Chair Person. Sri. Allen Periera, Ex-Chairman of Bank of Maharashtra presently the president of Advisory Board, AJIM, Mangalore and Dr. A.K Singh, Professor, King George Medical University were present during the session. There were fore technical session in the conference. In these four session four sub themes were discussed. In technical session two “Social Entrepreneurship and Corporate Social Responsibility” was the sub theme which was discussed in detail. Dr. Prakash Pinto, Dean, St. Joseph Engineering College, Vamanjoor, Mangalore was the Chairperson of the technical session two Resource person of this technical session was Dr. Jayashri Shetty, Associate Professor, Mangalore Institute of Technology and Engineering. This session was started at 1.45 pm and continued till 3.15 pm. In this session Chairperson stated that Corporate Social Responsibility is a social responsibility. There is a difference between corporate Social Responsibility and Social Entrepreneurship. Both focus on social problem but still social entrepreneurship directly involves in family social problem or at least finding sustainable solution to the problem identified. He also put up that corporate social responsibility is basically foreign invention, but interestingly India has made mandatory for corporates to go for corporate social responsibility.

Dr. Jayashree Shetty stated that “Corporate Social Responsibility is what corporate give back to society or what is the commitment of corporate to society. She also put up that the corporate whose net worth is US\$73 million and more should compulsorily go for corporate social responsibility. Corporate should contribute at least 2% of net worth for social cause. CSR is contributing to solve social problem. Social problem like environmental problem, poverty elevation, health, education etc.



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she also put up that every corporate should have corporate social responsibility department and committee. Corporate social responsibility projects and social entrepreneurship can be considered as suitable model for corporates move. It also helps to balance between business interest and political interest. In social entrepreneurship prioritize the creation of social value being self-sustaining. They are also necessary for a balanced business ecosystem. Later, 5 of the delegates presented their paper on this topic, i.e. CSR and social entrepreneurship. To conclude, the social entrepreneurship and the actions of CSR, are oriented to the society in general and in particular to the creation of social value, the common point in the focus of the debate and that is not what makes it possible to show the main difference and although both have that feature as its central axis is the person, from which they are seeking the welfare in different aspects of the human, the CSR addresses the needs of a group to which directly or indirectly has impacted prior development of commercial, industrial or services activities and the social entrepreneurship emerge as transversal response with products / services aimed to close the gap in the activities in a globalized economic system.



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Important documents like Brochures, two-days technical session details, Inauguration, valedictory information and Images.

**TWO-DAY NATIONAL CONFERENCE**  
ON  
**"Consolidating Social Enterprises through Corporate Social Responsibility Initiatives: Issues and Challenges"**

Call for Research papers for presentation  
*Authors are invited to submit research and empirical research papers on the identified financial issues*

ON  
**14<sup>th</sup> and 15<sup>th</sup> December, 2018**  
Friday and Saturday  
AT  
**Mangaluru**

Organized by  
**A.J. Institute of Management**  
Kuttara Chowki, Mangaluru  
In Association with  
**Karnataka Private Post Graduate Colleges' Association (KPPGCA)**  
Vaidya Narayana Mahaveeram  
Bengaluru

Hosted by  
**A.J. Institute of Management, Opp. Mahadeva Swamiji Kuttara Chowki, Mangaluru, Karnataka.**

**Patrons:**  
Dr. A.J. Shetty, Managing Director, A.J. Group of Institutions  
Sri Prashanth Shetty, Vice President, A.J. Group of Institutions  
Dr. M. Prakash, Secretary, KPPGCA, Bengaluru  
Smt. Ashritha P. Shetty, Director, Laxmi Memorial Education Trust

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Prof. Basavaraj Rammal, Treasurer, KPPGCA, Bengaluru  
Sri Ashwini Prasad, Director, KPPGCA, Bengaluru  
Sri. Suresh Channarayana, Chairman, A.J.E. AIGD

**Seminar Director:**  
Dr. T. Jayaprakash Rao, Director, A.J.M.T.

**Seminar Advisors:**  
Mr. Anand, Executive Director, The Institute of Management Studies, Bangalore  
Dr. A.K. Singh, Assistant Director, SCRIE, Karnataka Education Department, Bangalore  
Dr. Soma S. Shetty, Director, MMSU, Mangaluru  
Dr. Prakash Prasad, Coordinator, Karnataka University of Health Sciences, Mangaluru  
Dr. G.R. Kirishanraman, Director, A.J.M.T.

**Seminar Secretaries:**  
Dr. Vijaya Kumar, Faculty, A.J.M.T.  
Mr. Chetan Kumar, Faculty, A.J.M.T.

**Seminar Joint Secretaries:**  
Dr. Suresh Kumar, PMS, A.J.M.T.  
Mr. Deepak Rao, Faculty, A.J.M.T.

**Organizing Committee Members:**  
Mr. Radhakrishna Kotian, Faculty, A.J.M.T.  
Mr. Mahesh PG, Faculty, A.J.M.T.  
Dr. Karishma, Faculty, MMSU, Mangaluru  
Dr. Vijaya Krishna, Faculty, A.J.M.T. Mangaluru

**Members:**  
Mr. Arjun, Faculty, A.J.M.T.  
Mr. Mahesh DGK, Faculty, A.J.M.T.  
Mr. Rama Shetty, Faculty, MMSU, Mangaluru  
Prof. Anand, Faculty, A.J.M.T. Mangaluru

**Members:**  
Ms. Arathi, Faculty, A.J.M.T.  
Mr. Rajesh, Faculty, A.J.M.T.  
Dr. Prakash, Faculty, MMSU, Mangaluru  
Sri Basavaraj Rammal, Treasurer, KPPGCA  
Directors, Member Institutions, Mangaluru Region, KPPGCA

**Corporate Social Responsibility**  
**Social Entrepreneurship**

**Corporate Social Responsibility**  
Dr. A. J. Shetty, Managing Director, A.J. Group of Institutions  
Sri Prashanth Shetty, Vice President, A.J. Group of Institutions  
Smt. Ashritha P. Shetty, Director, Laxmi Memorial Education Trust, VIET  
Dr. Prashanth Marla, Medical Director, AJIMS  
Dr. Amitha P. Marla, Director (Admin), AJIMS

**Social Entrepreneurship**  
Dr. Wooday P. Krishna, President, KPPGCA  
Dr. T. Somasekhar, Vice President, KPPGCA  
Dr. Prakash, Secretary, KPPGCA  
Sri Basavaraj Rammal, Treasurer, KPPGCA  
Directors, Member Institutions, Mangaluru Region, KPPGCA

**Profile of Partnering Institutions**  
A.J. Institute of Management, A. Institute of Management (AIAM) is a unit of Laxmi Memorial Education Trust, offering various full-time MBA program, affiliated to Mangalore University and recognized by AICTE, New Delhi. It is a constituent unit of Laxmi Memorial Education Trust, which organizes a network of multiple campuses, offering UG and PG programs in Medicine, Dentistry, Nursing, Journalism, Food Science, Engineering and Management. Having begun its journey in 1992, A.J. Institute of Management has served a distinguished name in the field of education being awarded with an accreditation status from the Council of Karnataka Private Post Graduate Colleges' Association (KPPGCA). KPPGCA, established on Jan 2005, was formed by a professional body to promote graduate support to professional education by strengthening the connection of PG educational courses such as MBA, PGDPA and MCA. Since its inception, KPPGCA has been advocating the process of admissions of MBA and MCA courses in PG management sphere of state in the similar fashion to that of having Karnataka Management Association (KMAT) in the Karnataka, besides its right of having variety of academic, co-curricular and extra-curricular programs.

**Keynote Address**  
Social entrepreneurs drive social innovation and transformation in various fields including education, health, and consumer and enterprise cooperation. This primer provides valuable insights into entrepreneurial risk, business models and their strategic financial and resource allocation practices. Corporate Social Responsibility (CSR) initiatives are crucial to a company's reputation when it was incorporated in the Companies Act, 2013, require companies to spend a part of their profits on social activities. Taking the cue, the companies sector is required beyond the mandated CSR spending, have funds on activities such as energy conservation, environment protection, and employment of underprivileged people in order to bring productivity and social growth.

**Sub-theme 1: Corporate Social Responsibility as a Business Strategy**

- Fostering CSR into the Core of an Executive Strategy
- Companies Act, 2013: Shift to ESG-driven CSR Agenda
- Discerning an Integrated CSR Strategy
- Creating an equitable world through CSR: from Opportunities and Challenges
- Social Responsibility Agenda: An emerging corporate strategy for building brand reputation and trust

**Sub-theme 2: Social Entrepreneurship and CSR Projects**

- Role of Social Media in generating awareness and involvement of the community
- CSR Strategy for SMEs: A Case Community Development-empowered by social Finance
- Entrepreneurship
- Creating Value for Society: Building a socially sensitive brand
- Challenges in Financing CSR Projects

**Multi-disciplinary of Interdisciplinary (M.D./I.D.)/Interdisciplinary (M.D./I.D.)/Interdisciplinary (M.D./I.D.)**

- Re-reading CSR for social business Models
- Integrating CSR Models
- CSR based Social Business Model/Reporting
- CSR Case Studies: Learning from the Best

**Interdisciplinary of Interdisciplinary (M.D./I.D.)/Interdisciplinary (M.D./I.D.)/Interdisciplinary (M.D./I.D.)**

- Issues of Project of Project
- Project Financing and Issues
- Financial Performance of Project Mechanism
- Innovation in Business Model: A Social Enterprise
- Sustainability of Social Enterprise
- Enhanced Social Contribution of Social Enterprise

**Interdisciplinary of Interdisciplinary (M.D./I.D.)/Interdisciplinary (M.D./I.D.)/Interdisciplinary (M.D./I.D.)**

Attendees: • Research scholars • Academic Management experts • Social Entrepreneurs/NGOs/Institutes/Research Scholars/Entrepreneurs/Students

**Important Dates**

- Paper should be based on original research work not published, not exceeding 2500 words or 10 pages. (The paper has been sent for publication then, the format should be used.)
- In order to be in the earlier review stage, submission to be before 10th October 2018.
- Soft copy should be e-mailed to [ajim@ajim.ac.in](mailto:ajim@ajim.ac.in). MS Word format only with Times New Roman font with heading in first size 12 and remaining text size 12 except 1.5 as a single line in the Conference Manual. Security paper will be published in special edition of Institute related journal/website.
- Conference email of the paper submission: [ajim@ajim.ac.in](mailto:ajim@ajim.ac.in)
- Use Helvetica for the Paper Submission: [ajim@ajim.ac.in](mailto:ajim@ajim.ac.in)
- All time participants will register and pay amount to coordinate the program on-site of the conference.

**Important Dates**

- Paper Submission: Saturday, 07<sup>th</sup> November, 2018
- Full Paper Submission: Friday, 7<sup>th</sup> December, 2018
- Payment of Registration Fee: Monday, 27<sup>th</sup> December, 2018
- Conference Dates: Friday-Saturday, 14-15<sup>th</sup> December, 2018

**Important Dates**

- Registration fee is payable by each author and co-author of the paper individually and separately as detailed below.
- By 08<sup>th</sup> Dec 2018
- Faculty Members and others: Rs. 500
- PG Students: Rs. 200
- Mode of Payment: Demand Draft in Favour of A.J. Institute of Management, Mangaluru

**Karnataka Private Post Graduate Colleges' Association (KPPGCA), Bengaluru**  
and  
**A J Institute of Management (AJIM), Mangaluru**  
cordially invite you to the  
**Two-Day National Conference on the Theme**  
**"Consolidating Social Enterprises through Corporate Social Responsibility Initiatives: Issues and Challenges"**

Date: 14<sup>th</sup> and 15<sup>th</sup> December, 2018  
Venue: Auditorium, A J Institute of Management

**Corporate Social Responsibility**  
**Social Entrepreneurship**

**Dr. A. J. Shetty**, Managing Director, A.J. Group of Institutions  
**Sri Prashanth Shetty**, Vice President, A.J. Group of Institutions  
**Smt. Ashritha P. Shetty**, Director, Laxmi Memorial Education Trust, VIET  
**Dr. Prashanth Marla**, Medical Director, AJIMS  
**Dr. Amitha P. Marla**, Director (Admin), AJIMS

**Dr. Wooday P. Krishna**, President, KPPGCA  
**Dr. T. Somasekhar**, Vice President, KPPGCA  
**Dr. Prakash**, Secretary, KPPGCA  
**Sri Basavaraj Rammal**, Treasurer, KPPGCA  
Directors, Member Institutions, Mangaluru Region, KPPGCA

**Dr. T. Jayaprakash Rao**, Conference Director, AJIM  
Teaching & Non-teaching Staff and Students, AJIM

**A.J. INSTITUTE OF MANAGEMENT**  
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**KARNATAKA PRIVATE POST GRADUATE COLLEGES' ASSOCIATION (KMAT)**

**TWO-DAY NATIONAL CONFERENCE**  
ON THE Theme  
**"Consolidating Social Enterprises through Corporate Social Responsibility Initiatives: Issues and Challenges"**

Saturday, 15<sup>th</sup> Dec, 2018  
Time: 2.00 p.m.  
Venue: A.J.I.M. Conference Hall

**VALEDICTORY PROGRAMME SCHEDULE**

- **Welcome & Introduction**: Dr. T. Jayaprakash Rao (Director, A.J. Institute of Management)
- **Valedictory Address**: Dr. A. K. Singh (Assistant Director, Regional Centre for Urban and Environmental Studies, Lucknow University Campus, Lucknow)
- **Conference Proceedings & Recommendations**: Prof. Radhakrishna Kotian (Student Council Advisor, AJIM)
- **Presidential Remarks**: Smt. Ashritha P. Shetty (Director, Laxmi Memorial Education Trust and A. J. Group of Institutions)
- **Vote of thanks**: Prof. K. Deepak Rao (Conference Convener)

**National Anthem**



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<b>Technical Session II: Social Entrepreneurship and CSR Projects</b>	Date: 14 <sup>th</sup> December 2018 Time: 1.45 p.m. to 03:15 p.m.
<b>Chairperson:</b> <b>Dr Prakash Pinto</b> Dean, St. Joseph Engineering College, Vamanjoor, Mangaluru	<b>Resource Person:</b> <b>Dr Jayashri Shetty</b> Associate Professor, Mangalore Institute of Technology and Engineering, Moodibidri
<b>Technical Session III: Emerging Role of CSR in Developing Social Business Model</b>	Date: 14 <sup>th</sup> December 2018 Time: 3.30 p.m. to 05:00 p.m.
<b>Chairperson:</b> <b>Dr Seema Shenoy</b> Director, SDM College of Business Management and PG Centre for Management Studies, Mangaluru	<b>Resource Person:</b> <b>Mrs Sunita Sule</b> Corporate Affairs Director, South Asia, BASF, India
<b>DAY TWO</b>	
<b>Technical Session IV- CSR Initiatives and Social Enterprise Model</b>	Date: 15 <sup>th</sup> December 2018 Time: 9.30 a.m. to 11:00 a.m.
<b>Chair Person:</b> <b>Dr Suprabha</b> Assistant Professor NITK, Mangaluru	<b>Resource Person:</b> <b>Dr Savitha Shelley</b> Professor, School of Management, Manipal.
<b>Co-Chairman</b> <b>Dr O P Singh</b> Associate Professor, Department of Community Medicine and Public Health, King George Medical University, Lucknow	
<b>Panel Discussion: CSR in India- Under New Regulatory Framework</b>	Date: 15 <sup>th</sup> December 2018 Time: 11.15 a.m. to 1:00 p.m.
<b>Chairperson</b> <b>Sri Allen Pereira</b> Former Managing Director, Bank of Maharashtra	
<b>Panel Members:</b>	
<b>Sri P P Shetty</b> Advisor and Consultant, Syngene International Ltd, Mangaluru	<b>Sri Praveen Pinto</b> Deputy General Manager(Technical Services), MRPL, Mangaluru
<b>Dr Molly Chaudhuri</b> Head, Department of Training, Sahyadri College of Engineering and Management, Mangaluru	<b>Sri Ronald Mascarenhas,</b> Sr. General Manager - HR, PR & CSR,Syngene International Limited, Mangaluru

<b>Programme Schedule</b>	
<b>Inaugural Programme</b>	
Date: Friday, 14 <sup>th</sup> December 2018      Time: 9:30 a.m.	
<b>Inaugural Address</b>	<b>Dr Manjunath</b> Director- Shri Kshetra Dharmasthala Rural Development Projects, Dharmasthala, Dakshina Kannada
<b>Guests of Honour</b>	<b>Dr Wooday P Krishna</b> President, Karnataka Private Post Graduate Colleges' Association, Bengaluru  <b>Dr T. Somasekhar</b> Vice President, Karnataka Private Post-Graduate Colleges' Association, Bengaluru  <b>Dr Prakash</b> Secretary, Karnataka Private Post Graduate Colleges' Association, Bengaluru  <b>Sri Basavaraj Rammal</b> Treasurer, Karnataka Private Post Graduate Colleges' Association, Bengaluru
<b>President</b>	<b>Sri Prashanth Shetty</b> Vice President, Laxmi Memorial Education Trust and A J Group of Institutions, Mangaluru
<b>Valedictory Programme:</b>	
Date: Saturday, 15 <sup>th</sup> December 2018      Time: 02:00 p.m.	
<b>Valedictory Address</b>	<b>Dr A K Singh</b> Assistant Director, Regional Centre for Urban and Environmental Studies, Lucknow University Campus, Lucknow
<b>President</b>	<b>Smt Ashritha P Shetty</b> Director, Laxmi Memorial Education Trust, Mangaluru
<b>DAY ONE</b>	
<b>Technical Session I: Corporate Social Responsibility as a Business Strategy</b>	Date: 14 <sup>th</sup> December 2018 Time: 11.15 a.m. to 12:45 p.m.
<b>Chairperson:</b> <b>Dr Narayan Kayarkatte</b> Director, MSNM Institute of PG Studies, Mangaluru	<b>Resource Person:</b> <b>Dr Pradeep Senapathi</b> Associate Professor, Community Medicine, AJIMS, Mangaluru

<b>Panel Discussion: CSR in India- Under New Regulatory Framework</b>	
Date: 15 <sup>th</sup> December 2018 Time: 11.15 a.m. to 1:00 p.m.	
<b>Panel Members:</b>	
<b>Sri Allen Pereira</b> Former Managing Director, Bank of Maharashtra	
<b>Dr. Meena Monteiro</b> Assistant Professor & Dean ( Department of PG Studies) Roshmi Nilaya, Mangaluru	
<b>Dr Molly Chaudhuri</b> Head, Department of Training, Sahyadri College of Engineering and Management, Mangaluru	
<b>Sri Krishnappa</b> Joint General Manager, EHS, QC&E, MCF, Mangaluru	
<b>Sri Suresh Kumar</b> Social Enterprise Advisor and Consultant, Bengaluru	
<b>Inaugural Programme Schedule</b>	<b>Valedictory Programme Schedule</b>
Date: 14-12-2018    Time: 09:30 a.m. <ul style="list-style-type: none"> <li>• Invocation</li> <li>• Welcome and Introduction of Guests</li> <li>• Preamble on KPPGCA and its endeavours</li> <li>• Lighting of Lamp and Inaugural Address</li> <li>• Remarks by Guests of Honour</li> <li>• Presidential Remarks</li> <li>• Vote of Thanks</li> </ul>	Date: 15-12-2018    Time: 02:00 p.m. <ul style="list-style-type: none"> <li>• Invocation</li> <li>• Welcome and Introduction of Guests</li> <li>• Overview of the Conference Proceedings</li> <li>• Valedictory Address</li> <li>• Remarks by the Guests of Honour</li> <li>• Presidential Remarks</li> <li>• Vote of Thanks</li> </ul>

<b>Technical Session II: Social Entrepreneurship and CSR Projects</b>	Date: 14 <sup>th</sup> December 2018 Time: 1.45 p.m. to 03:15 p.m.
<b>Chairperson:</b> <b>Dr Prakash Pinto</b> Dean, St. Joseph Engineering College, Vamanjoor, Mangaluru	<b>Resource Person:</b> <b>Dr Jayashri Shetty</b> Associate Professor, Mangalore Institute of Technology and Engineering, Moodibidri
<b>Technical Session III: Emerging Role of CSR in Developing Social Business Model</b>	Date: 14 <sup>th</sup> December 2018 Time: 3.30 p.m. to 05:00 p.m.
<b>Chairperson:</b> <b>Dr Seema Shenoy</b> Director, SDM College of Business Management and PG Centre for Management Studies, Mangaluru	<b>Resource Person:</b> <b>Mrs Sunita Sule</b> Corporate Affairs Director, South Asia, BASF, India
<b>DAY TWO</b>	
<b>Technical Session IV- CSR Initiatives and Social Enterprise Model</b>	Date: 15 <sup>th</sup> December 2018 Time: 9.30 a.m. to 11:00 a.m.
<b>Chair Person:</b> <b>Dr Suprabha</b> Assistant Professor NITK, Mangaluru	<b>Resource Person:</b> <b>Dr Savitha Shelley</b> Professor, School of Management, Manipal.
<b>Co-Chairman</b> <b>Dr O P Singh</b> Associate Professor, Department of Community Medicine and Public Health, King George Medical University, Lucknow	
<b>Panel Discussion: CSR in India- Under New Regulatory Framework</b>	Date: 15 <sup>th</sup> December 2018 Time: 11.15 a.m. to 1:00 p.m.
<b>Chairperson</b> <b>Sri Allen Pereira</b> Former Managing Director, Bank of Maharashtra	
<b>Panel Members:</b>	
<b>Sri P P Shetty</b> Advisor and Consultant, Syngene International Ltd, Mangaluru	<b>Sri Praveen Pinto</b> Deputy General Manager(Technical Services), MRPL, Mangaluru
<b>Dr Molly Chaudhuri</b> Head, Department of Training, Sahyadri College of Engineering and Management, Mangaluru	<b>Sri Ronald Mascarenhas,</b> Sr. General Manager - HR, PR & CSR,Syngene International Limited, Mangaluru



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<b>Programme Schedule</b>	
<b>Inaugural Programme</b>	
Date: Friday, 14 <sup>th</sup> December 2018 Time: 9:30 a.m.	
Inaugural Address	<b>Dr Manjunath</b> Director- Shri Kshetra Dharmasthala Rural Development Projects, Dharmasthala, Dakshina Kannada
Guests of Honour	<b>Dr Wooday P Krishna</b> President, Karnataka Private Post Graduate Colleges' Association, Bengaluru
	<b>Dr T Somasekhar</b> Vice President, Karnataka Private Post-Graduate Colleges' Association, Bengaluru
	<b>Dr Prakash</b> Secretary, Karnataka Private Post Graduate Colleges' Association, Bengaluru
	<b>Sri Basavaraj Ramnal</b> Treasurer, Karnataka Private Post Graduate Colleges' Association, Bengaluru
President	<b>Sri Prashanth Shetty</b> Vice President, Laxmi Memorial Education Trust and A J Group of Institutions, Mangaluru
<b>Valedictory Programme:</b>	
Date: Saturday, 15 <sup>th</sup> December 2018 Time: 02:00 p.m.	
Valedictory Address	<b>Dr A K Singh</b> Assistant Director, Regional Centre for Urban and Environmental Studies, Lucknow University Campus, Lucknow
President	<b>Smt Ashritha P Shetty</b> Director, Laxmi Memorial Education Trust, Mangaluru
<b>DAY ONE</b>	
Technical Session I: Corporate Social Responsibility as a Business Strategy	Date: 14 <sup>th</sup> December 2018 Time: 11.15 a.m. to 12:45 p.m.
<b>Chairperson:</b> <b>Dr Narayan Kayarkatte</b> Director, MSNM Institute of PG Studies, Mangaluru	<b>Resource Person:</b> <b>Dr Pradeep Senapathi</b> Associate Professor, Community Medicine, AJIMS, Mangaluru

<b>A.J. INSTITUTE OF MANAGEMENT</b> (A UNIT OF LAXMI MEMORIAL EDUCATION TRUST)	
<b>&amp;</b>	
<b>KARNATAKA PRIVATE POST GRADUATE COLLEGES' ASSOCIATION (KMAT)</b>	
<b>TWO-DAY NATIONAL CONFERENCE</b>	
On the Theme	
<i>"Consolidating Social Enterprises through Corporate Social Responsibility Initiatives: Issues and Challenges"</i>	
Saturday, 15 <sup>th</sup> Dec, 2018	Time: 2.00 p.m. Venue: A.J.I.M Conference Hall
<b>VALEDICTORY PROGRAMME SCHEDULE</b>	
• Welcome & Introduction	: <b>Dr. T.Jayaprakash Rao</b> (Director, A J Institute of Management)
• Valedictory Address	: <b>Dr. A K Singh</b> (Assistant Director, Regional Centre for Urban and Environmental Studies, Lucknow University Campus, Lucknow)
• Conference Proceedings & Recommendations	: <b>Prof. Rashmitha Kotian</b> (Student Council Advisor, AJIM)
• Presidential Remarks	: <b>Smt. Ashritha P. Shetty</b> (Director, Laxmi Memorial Education Trust and A. J. Group of Institution)
• Vote of thanks	: <b>Prof. K Deepak Rao</b> (Conference Convener)
National Anthem	

<b>Programme Schedule</b>	
<b>Inaugural Programme</b>	
Date: Friday, 14 <sup>th</sup> December 2018 Time: 9:30 a.m.	
Inaugural Address	<b>Dr Manjunath</b> Director- Shri Kshetra Dharmasthala Rural Development Projects, Dharmasthala, Dakshina Kannada
Guests of Honour	<b>Dr Wooday P Krishna</b> President, Karnataka Private Post Graduate Colleges' Association, Bengaluru
	<b>Dr T Somasekhar</b> Vice President, Karnataka Private Post-Graduate Colleges' Association, Bengaluru
	<b>Dr Prakash</b> Secretary, Karnataka Private Post Graduate Colleges' Association, Bengaluru
	<b>Sri Basavaraj Ramnal</b> Treasurer, Karnataka Private Post Graduate Colleges' Association, Bengaluru
President	<b>Sri Prashanth Shetty</b> Vice President, Laxmi Memorial Education Trust and A J Group of Institutions, Mangaluru
<b>Valedictory Programme:</b>	
Date: Saturday, 15 <sup>th</sup> December 2018 Time: 02:00 p.m.	
Valedictory Address	<b>Dr A K Singh</b> Assistant Director, Regional Centre for Urban and Environmental Studies, Lucknow University Campus, Lucknow
President	<b>Smt Ashritha P Shetty</b> Director, Laxmi Memorial Education Trust, Mangaluru
<b>DAY ONE</b>	
Technical Session I: Corporate Social Responsibility as a Business Strategy	Date: 14 <sup>th</sup> December 2018 Time: 11.15 a.m. to 12:45 p.m.
<b>Chairperson:</b> <b>Dr Narayan Kayarkatte</b> Director, MSNM Institute of PG Studies, Mangaluru	<b>Resource Person:</b> <b>Dr Pradeep Senapathi</b> Associate Professor, Community Medicine, AJIMS, Mangaluru

<b>DAY ONE</b>	
Technical Session I: Corporate Social Responsibility as a Business Strategy	Date: 14 <sup>th</sup> December 2018 Time: 11.15 a.m. to 12:45 p.m.
<b>Chairperson:</b> <b>Dr Suprabha</b> Assistant Professor, NITK, Mangaluru	<b>Resource Person:</b> <b>Dr Pradeep Senapathi</b> Associate Professor, Community Medicine, AJIMS, Mangaluru
Technical Session II: Social Entrepreneurship and CSR Projects	Date: 14 <sup>th</sup> December 2018 Time: 1.45 p.m. to 03:15 p.m.
<b>Chairperson:</b> <b>Dr Prakash Pinto</b> Dean, St. Joseph Engineering College, Vamanjoor, Mangaluru	<b>Resource Person:</b> <b>Smt Vidya Dinakar</b> Social Activist, Mangaluru
Technical Session III: Emerging Role of CSR in Developing Social Business Model	Date: 14 <sup>th</sup> December 2018 Time: 3.30 p.m. to 05:00 p.m.
<b>Chairperson:</b> <b>Dr Seema Shenoy</b> Director, SDM College of Business Management and PG Centre for Management Studies, Mangaluru	<b>Resource Person:</b> <b>Mrs Sunita Sule</b> Corporate Affairs Director, South Asia, BASF, India
<b>DAY TWO</b>	



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## 87.CONTRIBUTION OF WOMEN IN PROMOTING SOCIAL ENTREPRENEURSHIP

<b>Date of event</b>	06-03-2019
<b>No. of participants</b>	113
<b>Resource Person</b>	Dr. Devi Prabha Alva (Associate Professor of Commerce, St. Agnes College,(Autonomous), Mangalore

**Brief Report:** A seminar on "Contribution of Women in Promoting Social Entrepreneurship" was held for MBA students on March 6, 2019, by Dr. Devi Prabha Alva, an associate professor of commerce at St. Agnes College. Dr. Alva emphasized how crucial women are to the advancement of social entrepreneurial activities. She emphasized the beneficial effects that successful female social entrepreneurs have on communities and society as a whole while showcasing illustrative instances of their work. The discussion shed important light on the distinctive perspectives and methods that women in social entrepreneurship bring to the area. By using inclusive and creative business models, students were better able to comprehend the possibilities for positive change. Everyone in attendance was deeply affected by Dr. Alva's knowledge and captivating presentation.



Date: 02/03/2019

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

#### **NOTICE**

There will be an Expert Lecture on " CONTRIBUTION OF WOMEN IN PROMOTING SOCIAL ENTREPRENEURSHIP" by Dr. Devi Prabha Alva (Associate Professor of Commerce, St. Agnes College, (Autonomous), Mangalore, on 06-03-2019 at 2.30 pm in the Conference Hall.

Attendance is compulsory.

  
Director  
PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (A.J.M)  
KOTTARA CHOWKI  
MANGALORE - 575 008



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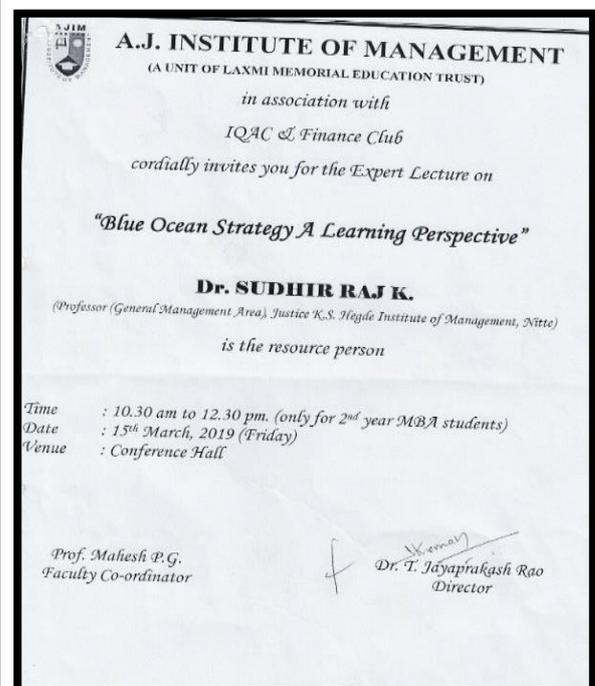
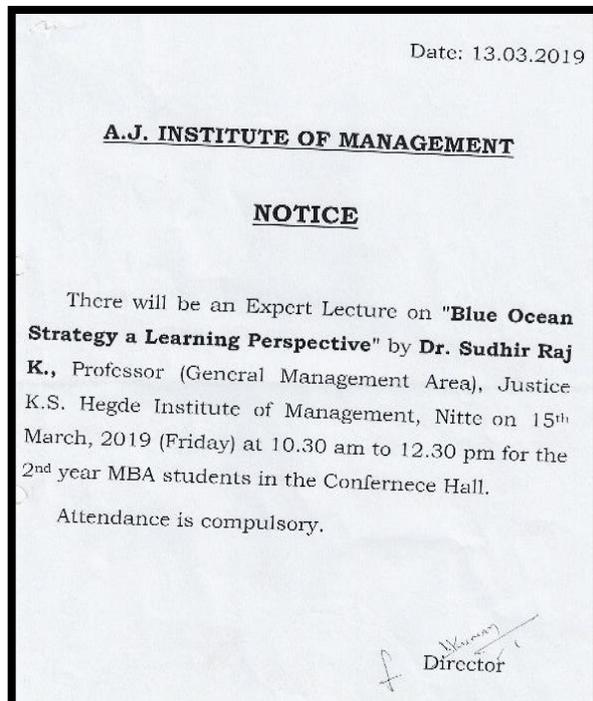
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### 88.SEMINAR ON BLUE OCEAN STRATEGY A LEARNING PERSPECTIVE

<b>Date of Event</b>	15.03.2019
<b>No. of Participants</b>	115
<b>Resource Person</b>	Mr. Sudhir Raj, Professor K.S. Hegde Institute of Management, NITTE

**Brief Report:** A J Institute of Management hosted a seminar on "Blue Ocean Strategy" for MBA students on March 15, 2019, presented by Mr. Sudhir Raj, a renowned professor from K S Hegde Institute of Management, NITTE. The formation of uncontested market areas was emphasized as Mr. Raj elaborated on the creative business strategy. To demonstrate how businesses have effectively used this strategy to achieve a competitive edge, Sir provided diverting case studies and real-world examples. The lesson piqued students' intense interest in the idea of investigating untapped business potential and pushed them to look outside the lines of conventional industry norms. In addition to gaining a fresh perspective on strategic company planning, attendees acknowledged their appreciation for Mr. Raj's clear and captivating presentation.





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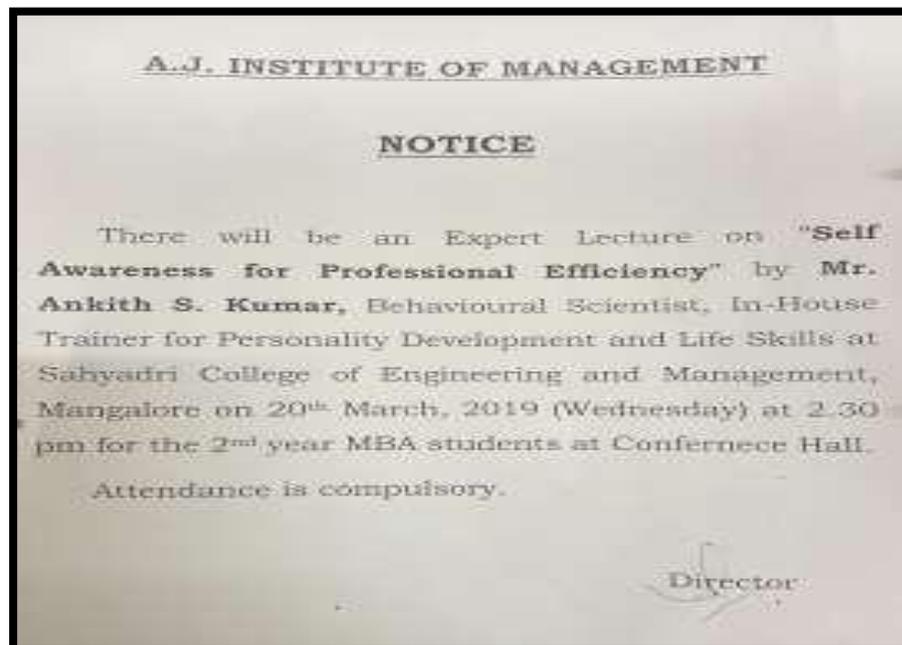
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## 89.SELF-AWARENESS FOR PROFESSIONAL EFFICIENCY

<b>Date of event</b>	20-03-2019
<b>No. of participants</b>	111
<b>Resource Person</b>	Mr Ankith Kumar, Behavioral Scientist ,Sahyadri College of Engineering and Management Mangalore

**Brief Report:** On March 20, 2019, Mr. Ankith Kumar, a distinguished Behavioral Scientist from Sahyadri College of Engineering and Management, Mangalore, conducted a seminar on "Self-Awareness for Professional Efficiency" at AJ Institute of Management for MBA students. Mr. Kumar provided valuable insights into the significance of self-awareness in professional settings. He emphasized the role of understanding one's strengths and areas for improvement in enhancing overall efficiency. Through interactive exercises and case studies, Mr. Kumar facilitated a deep introspection among the students, encouraging them to recognize and leverage their unique attributes. The session left a lasting impact, inspiring attendees to prioritize self-awareness as a cornerstone of their professional development. Mr. Kumar's expertise and dynamic presentation style were highly appreciated by all participants.





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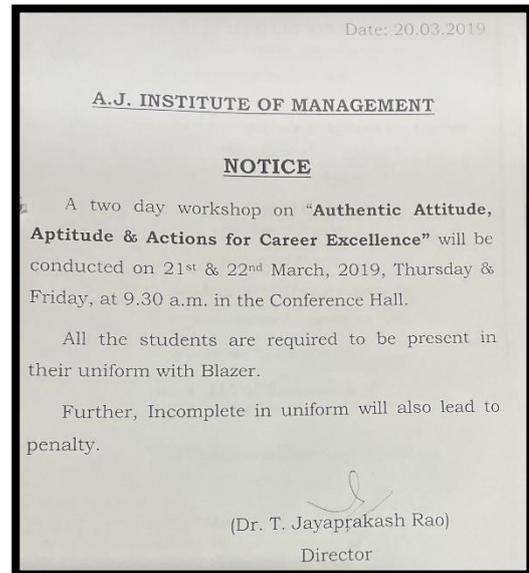
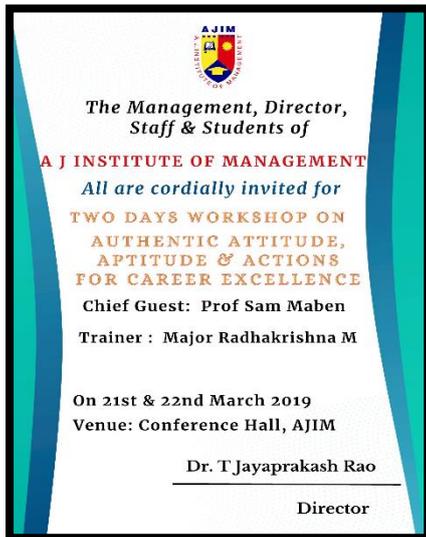
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## 90.AUTHENTIC ATTITUDE, APTITUDE & ACTIONS FOR CAREER EXCELLENCE WORKSHOP

<b>Date of event</b>	21-03-2019 to 22-03-2019
<b>No. of participants</b>	111
<b>Resource Person</b>	Dr (Major) Radhakrishna Rao, Trainer

**Brief Report:** On March 21 and 22, 2019, Dr. (Major) Radhakrishna Rao, a seasoned trainer at AJ Institute of Management, conducted a workshop on "Authentic Attitude, Aptitude & Actions for Career Excellence" for MBA students. Dr. Rao focused on the integral components of a successful career, emphasizing the significance of authenticity in attitude, aptitude, and actions. Through interactive sessions, he provided practical tools and strategies for personal and professional growth. The workshop encouraged self-reflection and instilled a sense of purpose in the students, enabling them to align their career aspirations with their inherent strengths. Dr. Rao's extensive experience and engaging delivery left a lasting impression, empowering students to approach their careers with a renewed sense of determination.





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**A J Institute of Management**  
**I Year Students List 2018-19 (Batch - A)**  
**Two Days Workshop on the theme**  
**"Authentic Attitude, Aptitude & Actions for Career Excellence"**

1-pp PM  
21.03.2019

Sl. No.	Reg. No.	Name of the Students	21.03.2019	22.03.2019
1.	186873101	Abhiram R C	✓	✓
2.	186873102	Abhishek	✓	✓
3.	186873103	Adesh	✓	✓
4.	186873104	Ahmed Unaise M B	✓	✓
5.	186873105	Aiswarya Raj	✓	✓
6.	186873106	Akash T V	stb AB	Absent
7.	186873107	Akhil Bhaskar K	✓	✓
8.	186873108	Akhil Francis	✓	✓
9.	186873109	Akshay Kumar N K	✓	✓
10.	186873110	Alan Abraham	✓	✓
11.	186873111	Amal Prakash	✓	✓
12.	186873112	Amal Roy	✓	✓
13.	186873113	Amitha Joseph	✓	✓
14.	186873114	Anjali Girishkumar	✓	✓
15.	186873115	Anjali S Nair	✓	✓
16.	186873116	Anju C Raju	✓	✓
17.	186873117	Anoop James	✓	✓
18.	186873118	Anoop A	✓	✓
19.	186873119	Anoop Kumar	✓	✓
20.	186873120	Anup Jale /	✓	✓
21.	186873121	Anusha K U	Anusha K U	✓
22.	186873122	Arun Dev K K	✓	✓
23.	186873123	Asbeer P	✓	✓
24.	186873124	Asmannol T A	✓	✓
25.	186873125	Asmathyashri	✓	✓
26.	186873126	Deeksha K Bangera	Absent	✓
27.	186873127	Deekshan K Mooliyu	✓	✓
28.	186873128	Deena Priyolla Rodrigues	✓	✓
29.	186873129	Devika Shetty	✓	✓

30.	186873130	Dhanya Mariya Joseph	✓	✓
31.	186873131	Dheeraj	✓	✓
32.	186873132	Dheeraj E R	✓	✓
33.	186873133	Disha Prezmal Dsouza	stb	✓
34.	186873134	Divya Durgappa Naik	✓	✓
35.	186873135	Divya Ramesh Ketian	✓	✓
36.	186873136	Don Thomas	✓	✓
37.	186873137	Femi Varghese	✓	✓
38.	186873138	G R Manjunatha	✓	✓
39.	186873139	Geelva N G	✓	✓
40.	186873140	Geysha K J	✓	✓
41.	186873141	Habeeb Rahman A	✓	✓
42.	186873142	Harshitha V A	stb	✓
43.	186873143	Hashim P V	✓	✓
44.	186873144	Hithashree S C	stb	✓
45.	186873145	Jacob Syphy	✓	✓
46.	186873146	Jafin M Scaria	✓	✓
47.	186873147	Jency	stb	✓
48.	186873148	Jesna George	✓	✓
49.	186873149	Jilby Joseph	✓	✓
50.	186873150	Jilson Joseph	✓	✓
51.	186873151	Jishnu B Karattu	✓	✓
52.	186873152	Jismine George	✓	✓
53.	186873153	Jobina Jose	✓	✓
54.	186873154	Jonal Mathew	✓	✓
55.	186873155	Karishma U Kulal	✓	✓
56.	186873156	Karthik Amal	✓	✓
57.	186873157	Keerthi M Kumar	stb AB	Absent
58.	186873158	Kiran Kumar S	✓	✓
59.	186873159	Kiran Raj V Achary	✓	✓
60.	186873160	Krishnananda Manjunath Hegde	✓	✓

**A J Institute of Management**  
**I Year Students List 2018-19 (Batch - B)**  
**Two Days Workshop on the theme**  
**"Authentic Attitude, Aptitude & Actions for Career Excellence"**

21.03.2019

Sl. No.	Reg. No.	Name of the Students	21.03.2019	9:30	11:30
1.	186873161	M Vandana S Shenoy	✓	✓	✓
2.	186873162	Mishra M	✓	✓	✓
3.	186873163	Mishalakeeth R	Mishalakeeth R	Absent	Absent
4.	186873164	Mansoor M	Absent	Absent	Absent
5.	186873165	Megha K	✓	✓	✓
6.	186873166	Merema Thomas	✓	✓	✓
7.	186873167	Minamol K	✓	✓	✓
8.	186873168	Mithunaji E	✓	✓	✓
9.	186873169	Mohannimol Thouseef	✓	✓	✓
10.	186873170	Moiden Marma A M	✓	✓	✓
11.	186873171	Nagaraj	Absent	✓	✓
12.	186873172	Nandan	Absent	✓	✓
13.	186873173	Neetu K V	✓	✓	✓
14.	186873174	Nikhil George	✓	✓	✓
15.	186873175	Nikitha M	✓	✓	✓
16.	186873176	Nishmitha K Shetty	✓	✓	✓
17.	186873177	Nobini Saiju	✓	✓	✓
18.	186873178	Paiki Shetty	✓	✓	✓
19.	186873179	Prakwal	Absent	✓	✓
20.	186873180	Prathibha Shetty	✓	✓	✓
21.	186873181	Radhika Alanti Gond	✓	✓	✓
22.	186873182	Rahees K M	✓	✓	✓
23.	186873183	Rajalaxmi	✓	✓	✓
24.	186873184	Rajendru K	✓	✓	✓
25.	186873185	Rakshak Rai	✓	✓	✓
26.	186873186	Ramya	Absent	✓	✓
27.	186873187	Rashmita U	✓	✓	✓
28.	186873188	Ravi Indrachandra Hegde	✓	✓	✓
29.	186873189	Roshni Mohandas	✓	✓	✓

Sl. No.	Reg. No.	Name of the Students	21.03.2019	7:30	1:30
30.	186873190	Roojesh	Absent	✓	✓
31.	186873191	Sagar T Gowda	Absent	Absent	Absent
32.	186873192	Sandhya Vaikunth Moger	✓	✓	✓
33.	186873193	Sanjay L K	✓	✓	✓
34.	186873194	Seema D Putran	✓	✓	✓
35.	186873195	Shetty Diha Mahesh	Absent	✓	✓
36.	186873196	Shivani Janardhan Kavalkar	Absent	✓	✓
37.	186873197	Shomith Emmanuel	✓	✓	✓
38.	186873198	Shreedevi T S	✓	✓	✓
39.	186873199	Shreya Achar	✓	✓	✓
40.	186873200	Shyamjith C	✓	✓	✓
41.	186873201	Sonalika K T	✓	✓	✓
42.	186873202	Sounya Ganapati Devadig	Absent	Absent	Absent
43.	186873203	Sruthi N K	✓	✓	✓
44.	186873204	Sudarshan Kumar	✓	✓	✓
45.	186873205	Sudarshan R Rao	✓	✓	✓
46.	186873206	Sudheesh A	✓	✓	✓
47.	186873207	Sukshitha D Shetty	✓	✓	✓
48.	186873208	Sumith	✓	✓	✓
49.	186873209	Surabha S Shetty	Absent	✓	✓
50.	186873210	Swarthi P	✓	✓	✓
51.	186873211	Tincy Tomy	✓	✓	✓
52.	186873212	Varita Kuppayya Naik	Absent	Absent	Absent
53.	186873213	Varsha S Prabhu	✓	✓	✓
54.	186873214	Vasanti Madev Naik	Absent	Absent	Absent
55.	186873215	Vijetha	✓	✓	✓
56.	186873216	Vishnu Ganeshi Yadav P G	✓	✓	✓
57.	186873217	Vishnu K V	✓	✓	✓
58.	186873218	Vishnu Prasad Samaga K	Absent	✓	✓
59.	186873219	Vivek K George	✓	✓	✓
60.	186873220	Yashwathi	✓	✓	✓



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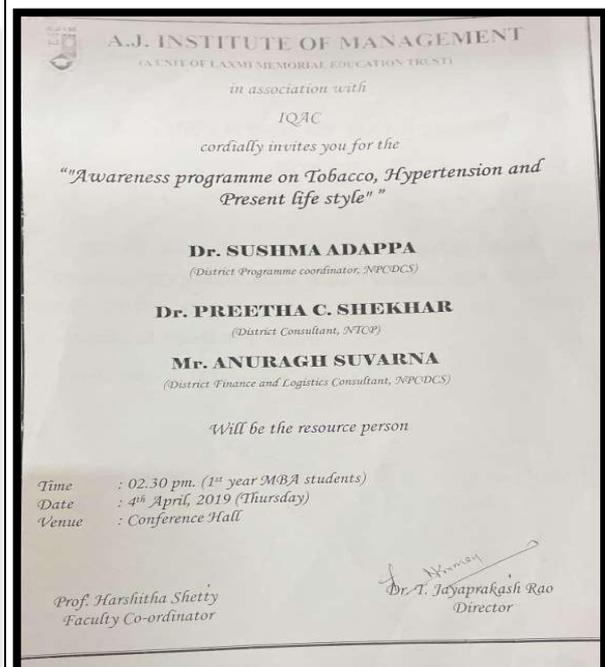
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## 91.TOBACCO CONSUMPTION, HYPERTENSION AND PRESENT LIFESTYLE

<b>Date of event</b>	04-04-2019
<b>No. of participants</b>	115
<b>Resource Person</b>	Dr. Sushma Adappa, (Dist. Programme Co-ordinator, NPCDCS, Mangalore) Dr. Preetha C Shekhar (Dist. Consultant, NTCP, Mangalore) Mr. Anuragh Suvarna(Dist. Finance and Logistics Consultant, NPCDCS, Mangalore

**Brief Report:** At the AJ Institute of Management on April 4, 2019, a session on "Tobacco Consumption, Hypertension, and Present Lifestyle" was held for MBA students. Dr. Sushma Adappa, District Programme Coordinator of NPCDCS, Mangalore, Mr. Anuragh Suvarna, District Finance and Logistics Consultant of NPCDCS, Mangalore, and Dr. Preetha C. Shekhar, District Consultant of NTCP, Mangalore, delivered the seminar. The lecture emphasized the significance of adopting healthier habits by highlighting the detrimental effects of cigarette use and bad lifestyle choices on hypertension. The experts shared insightful data and tools that helped students develop a culture of wellness and disease prevention by increasing their knowledge of the dangers of such behaviors.





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### 92.CAREER GUIDANCE

<b>Date of event</b>	20-04-2019
<b>No. of participants</b>	115
<b>Resource Person</b>	Mr. Briyan D Souza, Alumnus, Senior Tax Analyst, E & Y, Bangalore.

**Brief Report:** On April 20, 2019, Mr. Brayana Dsouza, a Senior Tax Associate at EY GDS India LLP, conducted a Career Guidance session for MBA students. Mr. Dsouza provided valuable insights into the field of taxation and shared his experiences working in a reputable firm like EY. He emphasized the importance of strong analytical skills and the ability to adapt to a dynamic work environment. The session was highly informative and greatly benefitted the students in gaining a better understanding of career prospects in the field of taxation. Mr. Dsouza's expertise and engaging presentation style were appreciated by all attendees.

  
*The Management, Director,  
Staff & Students of*  
**A J INSTITUTE OF MANAGEMENT**  
*All are cordially invited for*  
**EXPERT LECTURE ON**  
**CAREER GUIDANCE**  
**Resource Person :**  
**Mr Briyan D'Souza,**  
Senior Tax Analyst EY  
  
**On 20th April 2019**  
**Venue: Conference Hall, AJIM**  
  
**Dr. T Jayaprakash Rao**  
Director

Date: 18.04.2019  
**A.J. INSTITUTE OF MANAGEMENT**  
**NOTICE**  
  
There will be an Expert Lecture on "**Career Guidance**" by Sri. Mr. Briyan D Souza, Alumnus, Senior Tax Analyst, E&Y, Bangalore on 20 April 2019.  
  
Students are required to come in full Uniform  
Attendance is compulsory.  
  
Mrs. Swapna Shetty  
(Faculty Co-ordinator)  
  
Dr. T. Jayaprakash Rao  
(Director)  
  
PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
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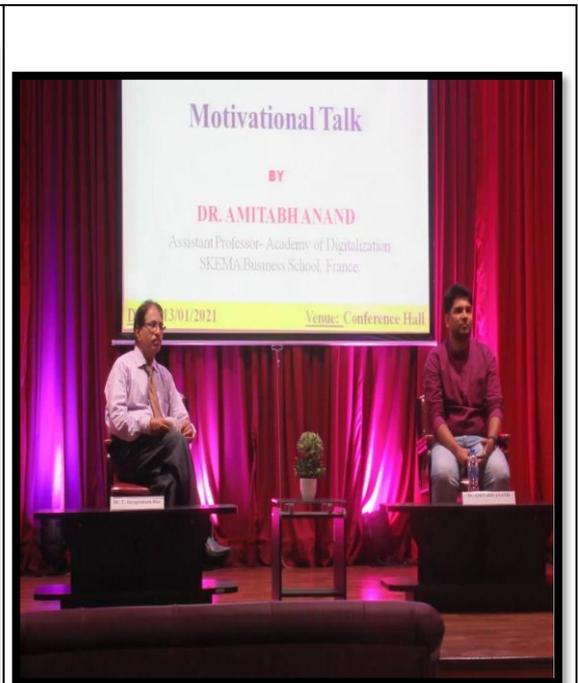
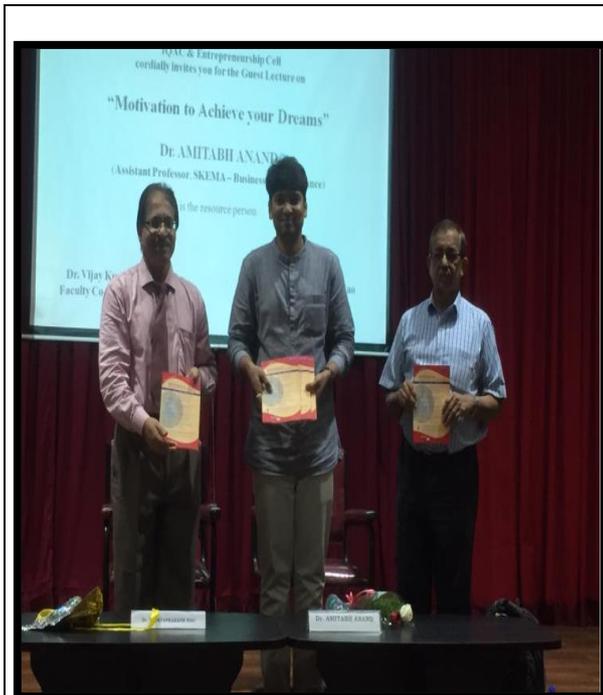
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### 93.MOTIVATION TO ACHIEVE YOUR DREAMS

Date of Event	16-08-2019
No. of Participants	111
Resource Persons	Mr. Amitabh Anand, (Assistant Professor in Academy of Digitalization at SKEMA Business School)

**Brief Report:** On August 16, 2019, Mr. Amitabh Anand, an Assistant Professor at SKEMA Business School, conducted a seminar on "Motivation to Achieve Your Dreams" at AJ Institute of Management for MBA students. Mr. Anand delivered an engaging session, emphasizing the significance of self-motivation in achieving personal and professional aspirations. Through compelling anecdotes and practical tips, he inspired students to set and pursue their goals with determination and resilience. The seminar left a profound impact on attendees, empowering them with a renewed sense of purpose and drive. Mr. Anand's expertise and dynamic presentation style were highly appreciated by all participants.





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 **A.J. INSTITUTE OF MANAGEMENT**  
(A UNIT OF LAXMI MEMORIAL EDUCATION TRUST)  
*in association with*  
IQAC & Entrepreneurship Cell  
cordially invites you for the Guest Lecture on  
**"Motivation to achieve your dreams"**

**Dr. Amitabh Anand**  
*(Assistant Professor, SKEMA – Business School, France)*  
is the resource person

Time : 2.00 pm onwards  
Date : 16<sup>th</sup> August, 2019  
Venue : Conference Hall

Dr. Vijay Kumar  
Faculty Co-ordinator

Dr. T. Jayaprakash Rao  
Director  
PRINCIPAL / DIRECTOR  
A. J. INSTITUTE OF MANAGEMENT (AJIM)  
MANGALORE

Date: 14.08.2019

**A.J. INSTITUTE OF MANAGEMENT**

**NOTICE**

There will be an Expert Lecture on **"Motivation to achieve your dreams"** by **Dr. Amitabh Anand, Assistant Professor, SKEMA – Business School, France** on 16<sup>th</sup> August, 2019 at 2.00 pm (Friday) in A.J. Conference Hall. All the students are required to wear full uniform on that day.

(Dr. T. Jayaprakash Rao)  
Director



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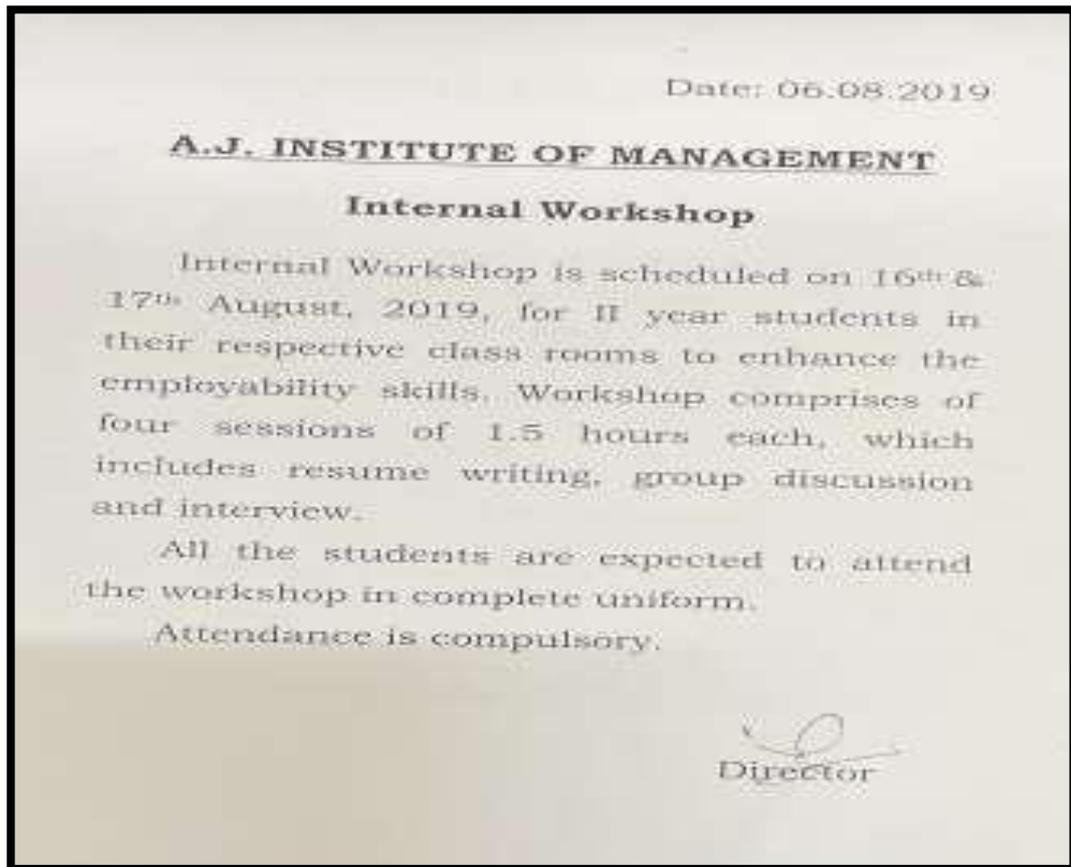
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## 94.INTERNAL WORKSHOP

<b>Date of event</b>	16-08-2019 and 17-08-2019
<b>No. of participants</b>	115
<b>Resource Person</b>	Internal Faculty

**Brief Report:** On August 16 and 17, 2019, an internal workshop was organized by the faculty at AJ Institute of Management for MBA students. The workshop aimed to enhance various professional skills crucial for their academic and future career pursuits. Internal faculty members conducted interactive sessions on subjects ranging from communication skills to problem-solving techniques. Practical exercises and group discussions were incorporated to facilitate hands-on learning. The workshop received positive feedback, with students expressing appreciation for the faculty's efforts in providing valuable insights and practical tools for their development.





# A J INSTITUTE OF MANAGEMENT

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### 95.MOCK INTERVIEW

Date of event	28-08-2019
No. of participants	120
Resource Person	Internal faculty, AJIM

**Brief Report:** A J Institute of Management's internal faculty members held a mock interview session for second-year MBA students on August 28, 2019. This session's goal was to give students a realistic interview experience in a safe and encouraging setting. Each professor acted as an interviewer, asking pertinent questions and assessing the students' answers. The session covered a number of topics, including presentational style, self-assurance, and communication skills. Following each interview, constructive criticism was given, highlighting both areas for success and those that needed work. The students were really grateful for this opportunity because it gave them the chance to learn important lessons and increased their self-assurance when it came to interviewing for actual jobs. In terms of preparing the students for their upcoming professional efforts, the workshop was a tremendous success.

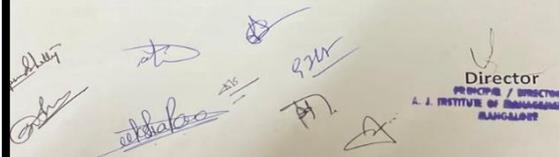
24th Aug 2019

**A.J. INSTITUTE OF MANAGEMENT**  
MOCK INTERVIEW

Mock Interview for II year students is being scheduled on **28th Aug 2019 - Wednesday , 9:30 am onwards**. Students are expected to:

- (i) Attend the mock interview with your updated hard copy of your resume.
- (ii) Select the company based on your specialization
  - (a) Finance : HDFC Life Insurance & Bajaj Capital Limited
  - (b) Marketing: Reliance Digital & Kotak Mahindra
  - (c) Human Resource: M-Phasis & Indigo Airlines
  - (d) Hospital Administration: Apollo Hospital & Leelavathy Hospital
- (iii) To be in complete uniform.
- (iv) Attendance is compulsory

Note: Mock interview consist of technical interview ( Fundamentals) and HR Interview.

  
**Director**  
 PRINCIPAL / DIRECTOR  
 A. J. INSTITUTE OF MANAGEMENT (AJIM)  
 MANGALORE

**Mock Interview**

Date: 28 Aug 2019 Time: 9:30 am onwards

Panel Members and Room Allotted

Panel I	Panel II	Panel III	Panel IV	Panel V
Dr. Vijaya Kumar Prof. Deeksha	Dr. Govinda Bhat Prof. Arathi	Dr. Rajesh M Prof. Swapna Shetty	Prof. Chethan Kumar Prof. Mahesh PG	Prof. Deepak Rao Prof. Jeevan LALWANCE
Vijay Sir's Cabin	First Floor Staff Room	Research Room	Ground Staff Room	Ground Staff Room

**Student Allotment**

Panel I	Panel II	Panel III	Panel IV	Panel V
Abhiram B.C.	Bhagavathi	Billy Joseph	Reeda K.V	Shorith Emmanuel
Abhishek	Deeksha K. Bangera	Jilson Joseph	Nikhil George	Shreedevi T.S.
Adesh	Deekshan K. Moolya	Jishnu B. Kanattu	Nikitha M.	Shriya Achar
Ahmed Unaise M.B.	Deena Priyolka Rodrigues	Jomine George	Nishitha K. Shetty	Shyamjith C.
Aiswarya Raj	Devika Shetty	Jobha Jose	Nehini Saju	Sonal K.T.
Akash T.V.	Dhanya Mariya Joseph	Jomal Mathew	Palki Shetty	Soumya Ganapati
Akhil Bhaskar K.	Dheeraj	Karthik Amoi	Prajwal	Sruthi N.K.
Akhil Francis	Dheeraj E.R.	Karthik Amoi	Pruithvi Shetty	Sudarshan Kumar
Akshay Kumar N.K.	Disha Preemal DSouza	Keerthi M. Kumar	Radhika Masti Gond	Sudarshan R. Rao
Alan Abraham	Divya Durgappa Naik	Kiran Kumar S.	Rahees K.M.	Sudheesh A.
Amal Prakash	Divya Ramesh Kotian	Kiran Raj V. Achary	Rajalaxmi	Sukshitha D. Shetty
Amal Roy	Don Thomas	Krishnananda Hegde	Rajendra K.	Sunish
Amala Joseph	Ferni Varghese	M. Vandana S. Shenoy	Rakshak Rai	Suraksha S. Shetty
Anjali Girish Kumar	G.R. Marjunatha	Mabish M	Ramya	Swathi P.
Anjali S. Nair	Gopika K.J.	Mahalakshmi R	Rashmita U.	Tiney Tommy
Anju C. Raju	Habeeb Rahman A.	Megha K.	Resthu Mohandas	Varsha S. Prabhu
Anoop A.	Harshitha V.A.	Mereena Thomas	Roopesh	Vasanti Madev Naik
Anoop Kumar	Hashim P.V.	Minimol K.	Sagar T. Gowda	Vijetha
Anupa Jose	Hithashree S.C.	Mithunraj E.	Sandhya Moger	Vishnu Ganesh Yadav
Anusha K.U.	Jacob Sybilhy	Mohammed Thouseef	Sanjay L.K.	Vishnu K.V.
Arun Dev K.K.	Jafin M. Scaria	Moldeen Mannu A.M.	Seema D. Puthran	Vishnuvasad Samaga K.
Asbeer P.	Jency	Nagaraj	Shetty Disha Mahesh	Vivek K. George
Asmamol T.A.	Jesna George	Nandan	Shivani Janardhan	Yathwith

**Director**  
 PRINCIPAL / DIRECTOR  
 A. J. INSTITUTE OF MANAGEMENT (AJIM)  
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## 96.SEMINAR ON KAIZEN

<b>Date of event</b>	30-08- 2019
<b>No. of participants</b>	110
<b>Resource Person</b>	Sri.A.K. Ayya, Former Senior Manager, Asian Paints

**Brief Report:** On August 30th, the expert lecture on “Kaizen” by Sri. A.K. Ayya, Former Senior Manager, Asian Paints was held in the Conference Hall of A.J. Institute of Management. The expert lecture was open to students and faculties of the institution. The Director Dr. T. Jayaprakash Rao, Resource Person Sri. A.K. Ayya, faculty in charge and student coordinators were on hand to open the session. The speaker started his lecture giving the introduction to “Kaizen”. He said that Kaizen is a Japanese business philosophy of continuous improvement of working practices and personal efficiency. It is a simple idea to practice any change to get a better result. Under this philosophy everyone in the organization should contribute their ideas or their suggestion. There must be positive environment for every suggestion given, the suggestion must be small and the best suggestion will be implemented. He asked some questions with the students and said to solve the situation giving suggestions based on kaizen philosophy. The speaker also taught the students about the three methods which is used to analyze the activity or any process. He spoke about fish bone diagram. He even recalled one of the incidents from ‘Ramayana’ and linked the happening of the event with Kaizen philosophy. He insisted the students to ask him more questions. He also told that people should think and ask question to themselves and get answered to their questions. He exclaimed that students should effectively utilize college resources and overcome their weakness. The speaker also spoke about various companies that is following kaizen philosophy and been successful in their business. He shared strategy of Toyota Company which employed 8000 people practicing the kaizen philosophy by giving chance of 30 seconds to all their employees to give suggestions for improvements in the company every Mondays. He also told the students how he himself and his company practiced kaizen philosophy. He also showed some of the inspiring videos which related to kaizen philosophy. At the conclusion of the session, the speaker spoke about the gains from Kaizen that is the elimination of the waste and lean management.



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Date: 27.08.2019

## A.J. INSTITUTE OF MANAGEMENT

### NOTICE

There will be an Expert Lecture on “**Kaizen**” by **Sri. A.K. AYYA**, Former Senior Manager, Asian Paints on Friday, 30<sup>th</sup> August, 2019 at 2.30 pm (Friday) in A.J. Conference Hall. All the students are required to wear full uniform on that day.

  
(Dr. T. Jayaprakash Rao)  
Director



## A.J. INSTITUTE OF MANAGEMENT

(A UNIT OF LAXMI MEMORIAL EDUCATION TRUST)

in association with

IQAC

cordially invites you for the Expert Lecture on the topic

**“Kaizen”**

**Sri. A.K. AYYA**

(Former Senior Manager, Asian Paints)

Will be the resource person

Time : 02.30 pm. (2<sup>nd</sup> year MBA students)  
Date : 30<sup>th</sup> August, 2019 (Friday)  
Venue : Conference Hall

Prof. Mahesh P.G.  
Faculty Co-ordinator

Dr. T. Jayaprakash Rao  
Director



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