



A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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



Criterion 7 – Institutional Values and Best Practices

7.3.1 Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words

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"Pioneering Excellence: Our Signature in Management Fests"

It is our vision to create a distinctive Institution that goes beyond conventional boundaries, striving relentlessly for the highest standards in Management education. A J Institute of Management has implemented various programs aimed at unleashing students' potential in academics and skill development, pushing boundaries to achieve excellence. Fostering skills among Management students created a platform where theoretical knowledge meets practical challenges.

Further, The Institute has initiated diverse skill development activities, including those geared towards excelling in Management competitions and fests. This endeavour surpasses traditional learning environments, providing a platform for emerging business leaders to demonstrate their strategic thinking, teamwork, and innovative capacities. With each student having offered a unique perspective, the management fest became a dynamic arena of ideas, fostering a competitive drive that propelled participants towards excellence in the field of business management.

Objectives

Recognizing the vital role of management fest in business education, our Institute has strategically prioritized the training and organization of diverse management events. The focus is on developing and refining skills in strategic decision-making, problem-solving, and project management. The training for the management fest is purposefully designed to achieve specific objectives, including filling the employment-skill gap, fostering a competitive spirit, encouraging graduates to exceed their limits, and enhancing their leadership capabilities to fortify individual profiles. Moreover, participation in the management fest, expected to contribute to resume enrichment, highlighting a proactive learning approach and a dedication to staying current with industry trends, thereby building a comprehensive and employable professional profile. Additionally, the Institute aims to facilitate interactions with industry experts, potential employers, and peers during the management fest, nurturing valuable connections for future professional pursuits.



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Mechanism

The Institute has implemented a robust system facilitated by the Management Forum to identify and cultivate students for participation in the Management Fest. This structured process includes elucidating the significance of the event, gauging student interest through classroom interactions, organizing an intra-fest to assess abilities in Finance, Human Resource, Marketing, Quiz, Best Manager, and Best Management Team categories. Subsequently, selected students undergo rigorous training to prepare for upcoming management fest competitions. Upon readiness, students are deputed to various management fests, culminating in the institute's own Management Fest conducted through Elixir. This strategic approach ensures a well-prepared and competent student participation in the Management Fest.

These endeavours are well supported by earmarking specific funds for the deputation of students to management fests and the conduct of inter and intra-collegiate management fests. Further, the Institution takes up the responsibility of the commutation arrangements for the designated Institutes. The following table depicts the amounts spent towards the Deputation and Conduct of Management Fest in the assessment period.

Amount Spent Towards Deputation and Conduct of Management Fests

Year	2018-19	2019-20	2020-21	2021-22	2022-23	Total Amount spent in Rs
Amount Spent (Rs)	1,43,331	2,97,830	5,270	4,32,022	5,25,539	14,03,992

Institutional Milestones: Unveiling Uniqueness

The distinctive focus and priority of our Institution on "**Pioneering Excellence: Our Signature in Management Fests**" have resulted in numerous positive outcomes, evident in our structured approach to student development for participation in management fests at national, state, and inter-collegiate levels. As evidence of success, during the assessment period, our students have consistently excelled, securing 315 individuals, overall, and runner-up championships.



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Management fest achievements of our students have fostered positive word-of-mouth within the student community, positively influencing admissions, brand recognition, industry networking, and addressing the employment-skill gap.

Through positive word of mouth within the student community, the Institution has been able to raise its intake from 120 to 180, establishing the brand identity.

Institute has invited 40 professionals, industry experts, prospective employers, and peers for the management fest, facilitating valuable networking opportunities and interactions to forge connections beneficial for future professional endeavours.

Institute has observed that participating in the management fests served as a proactive step towards bridging the employment skill gap for students. Beyond honing technical expertise, students had an opportunity to cultivate and showcase a wide range of essential skills sought by employers. Through engaging in various competitions held at other institutions, students refined and demonstrated their skills in real-world scenarios, thus aligning their academic knowledge with the practical requirements of the job market. Whether it's demonstrating strategic thinking in case competitions, honing communication and negotiation abilities in role-plays, or refining leadership capabilities through team challenges, students gain hands-on experience that is encountered in professional settings.

Moreover, the fest environment encouraged risk-taking, fostering a culture of creativity and resilience as students navigate challenges and embrace new ideas. Through presentations during fests, students polished their communication skills, mastering the art of articulating ideas persuasively and confidently, essential for professional success. Additionally, networking opportunities provided by the fest facilitated the development of interpersonal skills, as students engaged with diverse stakeholders, building relationships and collaborating effectively. By actively participating in a management fest, students not only bridged the gap between academia and industry but also emerged as well-rounded professionals equipped with the diverse skill set required to thrive in today's competitive job market. As a testimony to the above, our students showcased exceptional achievements in the State / National Management Fest, as illustrated in the below table.



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Performance of the Students in Management Fests: A testimony of institutional distinctiveness

Year	Fests Attended	Awards	Championships
2018-19	13	80	7
2019-20	10	52	7
2020-21	3	14	1
2021-22	14	64	4
2022-23	12	74	12

Conclusion

By fostering a culture of participation in management fests, institut empowers students to excel not only academically but also professionally. These events provide a launchpad for building industry connections, well-rounded skillset that bridges the gap between theory and practice and Institute brand recognition. The evident achievements of students, as showcased above, are a testament to the effectiveness of this approach. Investing in management fests fosters not only student success but also strengthens the Institution's reputation as a leader in developing future-ready professionals.