



# ADARSH SAMPADA

KAIROS MOMENT – The Day that Changed Everything

Dec, 2022



One moment can change a day, One day can change a life  
and One life can change the world

*-Gautama Buddha*

**Adarsh Institute of Management and Information Technology**

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We've all reached a point in our lives when we make a decision that affects the rest of our lives. Many times, you were completely unaware that you were in such a situation. A Kairos moment, also known as a tipping point, is frequently encountered behind the scenes of an ordinary day. It's at this point that desperation and bravery collide. Each one of us would experience this moment in life some fall apart and some realize the purpose and potential to do something. And this scenario fits better when we are talking about the students. A turning point would definitely come in every student's life which changes everything that moment and thereon.

Each one of us have dream and ambition in life. But all of us should admit one moment that changed the direction of AIMIT was by the entry of Dr. Venkataraman, a perfect gentleman, meticulous by nature, disciplinarian, go-getter and a person who leaves no stones unturned.

Indeed, he is the best human being and Director anyone would have ever witness. The empathy towards employees and students, perfection in the work, a new thought process that was implemented definitely would have brought that KAIROS moment in everyone's life at AIMIT in one or the other way which has created an organic culture of positivity and competition.

**Seema Benakatti**

Asst. Professor, AIMIT

# Message from the Director



I am elated to see the evolution which ADARSH SAMPADA has gone through. The new edition intrigues the curiosity of the contemporary educators. I would like to congratulate the New Editorial Team for their remarkable effort.

On behalf of AIMIT, I extend a warm welcome and thank you for your interest in our institution.

For years, AIMIT has been training young men and women who have become responsible citizens and corporate leaders after joining its community. By enrolling at AIMIT, you are committing to a learning experience that will transform you academically, socially, and personally. Our guiding concepts are "Excellence and Values," which are represented in all of the Institute's activities. We expect you to uphold those values and standards in your behaviour as a student at the College, as stated in our Handbook. Our faculty is a hardworking group of people who are committed to providing the finest possible education for our pupils. We at AIMIT have made a commitment to innovation and research.

**Dr. R. Venkataraman**  
Director & Principal, AIMIT

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# Swagat







1. *Students Seminar Series (SSS) cell and Knowledge Exchange Series (KES) launch for MBA Batch 2021-23, Dreamchasers* was held on February 18<sup>th</sup>, 2022. Prof. Nivedita welcomed the gathering. Prof. Rashmi N., faculty coordinator for SSS Cell, addressed the students on the objectives and activities of the cell. Prof. Ashwini A. N., faculty coordinator for KES Cell briefed students about the objective of the cell and how the activities of the cell would add value to the learning process.
2. On February 26<sup>th</sup>, 2022, the *Student Development Cell (SDC) for MBA class 2021-2023 DREAMCHASERS* was launched. Dr. R. Venkataraman, Director and Principal, welcomed the students and inspired them with his motivational comments. Prof. Seema Benakatti, SDC's faculty coordinator, briefed the students on the cell's goals and how the cell's activities would benefit the students' overall growth.

The idea behind inaugurating the *Business Lab* on 26<sup>th</sup> Feb, 2022 is to inculcate knowledge and need-based work skills so that the post-graduates of the college find themselves



prepared for employment and self-employment avenues as and when required. In order to accomplish this task, we have incorporated practical aspects of the subject so the students may involve in experiential learning which is vital in the present business world.

As an institution, at the forefront of knowledge enrichment and dissemination of knowledge, catering to the academic needs of over 330 students, the business lab has put in place enormous knowledge resources. A well-equipped and state-of-the-art lab with updated technology is one of the strongest assets of the institution. Practical sessions provide authentic and current knowledge to every budding entrepreneur. The college takes pride in its labs that harbour's favourable nurturing ground for personal growth, research, and social progress.

3. AIMIT organized the *Yuva Orientation and MOU renewal session* on 5<sup>th</sup> March 2022, at 10:35 am. The event started with a Welcome address by the Principal and Director, Dr. R Venkataraman. The delegates from CII-Yi who graced the occasion were Ms. Krupa J Krishnan, Chair of Yuva –Yi founder of Parivarthak an NLP and POSH trainer in the Ministry of



“The bad news is time flies.

The good news is you're the pilot”

–Michael Altshuler

Women and child development. Mr. Bhavin D Pandya, Co-Chair of Yuva-Yi, Strategy Lead - Swiss Re, Life & Health Products Division. Executive MBA from IIM Calcutta, Data Science from Texas University, Mr. Abhijit R, Chair of Innovation Vertical, Yuva-Yi, an entrepreneur and football coach with Special Olympics Bharat, and Mr. Nigam Lama, heading the operation & marketing of CII Yi Bengaluru & Hubballi and secretariat for CII Karnataka Start-up Panel. After the special address by the Principal Sir the signatories from CII Yi and AIMIT signed the MOU. Further there was an electrifying talk by Mr. Abhijit R about the Magical Formula for Ideal career path. The program concluded with a vote of thanks by Dr. Uma Devi Ananth, the Institutional Coordinator for CII-Yi.

4. **ADARSH FINISHING SCHOOL** was launched on 7<sup>th</sup> March 2022, at 11:00 am. The guest speaker Mr. Sujeet Jha addressed the students and spoke about the importance of finishing school and overall development of students. Adarsh finishing school will cater to the needs of students for their holistic development to help them emerge as more employable and successful individuals.
5. Womensorship for MBA batch 2021-2023 DREAMCHASERS was held on 28<sup>th</sup> March, 2022. Director and Principal Dr. R. Venkataraman welcome the gathering and inspired the female students by his motivational words. Prof. Seema Benakatti – Femtor of Womensorship briefed the students how mentoring impact the course of students' academic and personal life trajectories.



“It's not enough to be busy, so are the ants. The question is what are we busy about?”

–Henry David Thoreau



# AIMIT PARIMANYA

## Metamorphosis – orientation program Dream chasers

Metamorphosis is one week orientation program, designed to provide a prologue to the rigorous two year journey of acquiring and enhancing skills to succeed. This is a unique initiative of AIMIT, where the student is inducted to the demands of the course, at the same time showcasing the range of possibilities that one could achieve. It aims at liberating, motivating and empowering students and to bring fair amount of clarity to envision their future.

### Inauguration of batch 2022 -24

AIMIT marked the beginning of yet another journey of learning, moulding and transforming young minds on 28th January 2022. The inauguration ceremony of MBA batch 2018-20 was held at AIMIT auditorium. Mr. Sujeet Jha, CEO, Success Alphabet, a thought leader on peak performance was the chief guest on occasion. Dr. R. Venkataraman, principal & Director, also graced the occasion.

Mr. Sujeet Jha motivated and inspired students focus on peers and application based learning, apart from instruction based learning. On this occasion, trophies and certificates were awarded for academic and co- curricular achievers.



“The bad news is time flies.

The good news is you're the pilot”

-Michael Altshuler

Orientation Program started with Ice breaking sessions by Prof. Ashwini A. N the students were motivated and empowered to come out of their shells and inhibitions through various games and group activities. The importance of seizing the moment and any kind of opportunity coming one's way was also demonstrated.

This was followed by a workshop from Mr. Himanshu Garg, titled 9 gems, aiming at building foundation to the strong learning attitude. The next day was further more practical with focus on Listen, learn and lead. Mr. Sujeet Jha, seasoned trainer held the sessions. He focused on power of observation and mind. He also stressed on image management, power of positive personality and channelizing energy positively.

Mr. Ravindra Kulkarni, an eminent speaker took students through the intricacies of goal setting using different tools like movie clips, interactive session driving through the concepts of long term and short term goals.

Mr. UVG Sekar, a seasoned trainer encouraged students and held an interactive session to enable students to stay motivated throughout the journey of learning. A session was also conducted to explore their strengths and weaknesses to suit environmental opportunities and threats. Through worksheet and questionnaire, an attempt was made to document each and everyone's personality developmental plan for the next two or more years. They were also made to present the plan they chalked out, ensuring learning and motivation within the peer group. The orientation program concluded with exciting and enjoyable treasure hunt that was organised by seniors to new batch . The program was conceptualized and coordinated by Prof. Ashwini A. N under the guidance of Director Dr. R Venkataraman.



“The shorter way to do many things is to only do one thing at a time”

- Mozart

# FINANCIAL MODELING



AIMIT conducted a Financial Literacy Program on Sources of Funds for the Support Staff of the Adarsh Group of Institutions on January 21, 2022. The program's major goal was to educate AGI employees about the many funding options available to create new businesses in India and Karnataka. Dr. R Venkataraman, the Director and Principal of AIMIT, conceived the program, and Prof. Rashmi N channelized the session.

# FINANCIAL LITERACY PROGRAM



Bengaluru, Karnataka, India  
76-1, Nanjamba Agrahara, Chamrajpet, Bengaluru, Karnataka 560019, India

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A Manager of a retail clothing store is reviewing a potential employee's application and notices that the man has never worked in retail before. He says to the man, "For a man with no experience, you are certainly asking for a high wage."

"Well Sir," the applicant replies, "the work is so much harder when you don't know what you're doing!"



Employer to applicant:  
"In this job we need someone who is responsible."

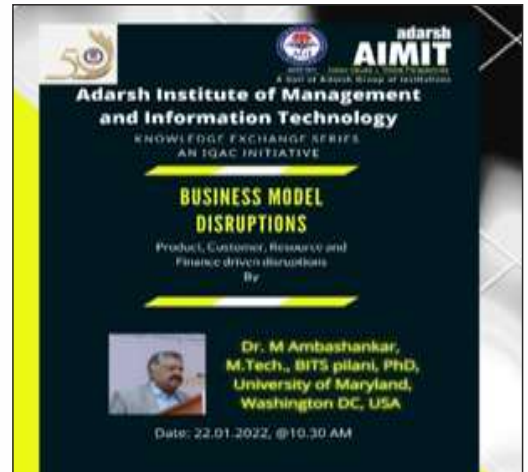
Applicant:  
"I'm the one you want."

"On my last job, every time anything went wrong, they said "I was responsible."

"The bad news is time flies.  
The good news is you're the pilot"  
-Michael Altshuler

## BUSINESS MODEL DISRUPTIONS

On the 22nd of January 2022, a guest lecture on Business Model Disruptions was held as part of the Knowledge Exchange series. Dr. M. Ambashankar, M. Tech, BITS PILANI, PhD, University of Maryland, Washington DC, USA, was the guest speaker. The discussion centered on the evolution of business models, with an emphasis on the role of innovation in disrupting company models. For understanding how to sustain disruptive innovations, few interesting cases were explored. Examples of digital disruption were also discussed, with an emphasis on new trends and technology such as artificial intelligence, augmented reality, machine learning, and the Internet of Things.



## FEW NUGGETS FOR YOUR SUCCESSFUL JOURNEY

Few nuggets for your successful journey by Mr Sundaresan Jagadeesan was an incredible session conducted by the knowledge exchange series on the 26th of March in the auditorium. Mr. Sundaresan Jagadeesan has more than 24 years industry experience with significant contribution in the software industry, technical and agile forums. He is presently heading as Director, Philips India Ltd., Healthcare R & D division. The session started with a short video that demonstrated how knowledge is not the same as understanding, which also involves procedure, technique, and practise. Mr Sundaresan

discussed the impact of cultural and behavioural factors on growth. He described behaviour as an influencing factor and how it affects and defines people.



## MANAGEMENT LESSONS FROM BHAGAVAD GITA



A session was organized under the knowledge exchange series Cell on the topic Management lessons from Bhagavad Gita. The resource person for the session was Dr. Suresh an expert from industry and academic. Dr. Suresh is passionate about research in Ancient Indian scriptures and their contribution to management and corporate governance strategies. Based on the illustrations from the Gita, he demonstrated how managers can take away some simple yet powerful lessons.

“Give me six hours to chop down the tree and I will spend first four sharpening the axe”

-Abraham Lincoln

## CZARS



Student development cell provided a platform through organising an event “CZARS” for the students of first semester MBA to identify and don the mantle of captains of business world on 23rd April 2022. 7 teams from different sections enacted as executive members of different companies like Nykaa, Byju's, Tesla, Mamaearth, HDFC, Sugar, and Biocon. Each team played the role of Chairperson, CEO, CFO, COO, General Manager, Marketing head, Finance head, HR head and also brand ambassadors providing very insightful facts and information about the companies they chose.



The event witnessed highest level of zeal, energy and enthusiasm from all students in terms of participation on and off the stage. Questions were posed from the audience at the same time the contestants prepared thoroughly in different dimensions exhibited confidence, spontaneity and creativity.



Nykaa team won the first place and Byjus team were the runner up of the event. Mr. Hemanth Kumar, Mr. Monish G were identified as the best performers of the day and Mr. Sanjay C as the captain of CZAR. Prof. Premalatha K P and Prof. Seema Benakatti coordinated the event and guided the student coordinators of the cell to make the event a great success.



“Take care of the minutes and the hours  
will take care of themselves.”

- Lord Chesterfield

# NEWSROOM

Student Seminar Series Cell organized a seminar titled 'Dreamchasers Newsroom' on 7th May 2022. The seminar was intended to present few current affair topics of the world. Our Dreamchasers presented news reports on four important events happening around the world like Sri Lankan Economic Crisis, Pakistan's Economic and Political Crisis, Russia and Ukraine War and Indian Foreign Policy. The presentations were designed as news reports under the banner 'Dreamchasers Newsroom' which helped the audience to understand the current affairs of the world economy. The presentations also included many videos which made the concepts interesting to the audience.

The presentations were concluded by question and answer sessions and vote of thanks. The program was coordinated by Prof. Rashmi N and Prof. Nivedita Patil.



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The good news is you're the pilot”  
-Michael Altshuler

## INDUSTRY READINESS



A session was executed by Guest Speaker Mr. Mohan Kumar, Practice Head, Wipro Limited.

“Preparation doesn't assure victory, it assures confidence”

The quote aptly signifies the power of planning and foreknowledge through innovation, creating new opportunities and businesses in the VUCA world. The session was insightful and informative for the students preparing for successful professional career. Mr. Mohan Kumar, who has more than 33 years of IT experience & has been associated with Wipro limited for over 16 years, fitted right for the occasion. The interaction focused on anchoring career and how managers contribute to solving business problems. Interesting examples were discussed for understanding different domains including Finance, Human Resource, Marketing and business analytics. Digital disruption examples were also brought in with focus on emerging trends and technologies like artificial intelligence, augmented reality, machine learning and Internet of things.

More than 200 students participated in the session which was very much interactive and the students found it to be very helpful in tying the loose ends with reference to understanding their role as a fresher in the dynamic and constantly changing corporate world.

“Your future is created by what you do today, not tomorrow”

## INDUSTRIAL VISIT

Industrial visit has its own place of importance in the career of a student who is pursuing a professional degree like an MBA. In fact, it constitutes a part of the core course curriculum. Today, we all perfectly understand that theoretical knowledge is just not enough for a successful professional career. It is here that by going beyond academics, industrial visit gives every student a much more relevant practical perspective of the actual workplace and the larger world of business.

Adarsh Institute of Management and Information Technology organized an industrial visit to 3M Ltd., Research Centre, Bangalore on 1st June 2022 for first semester MBA students. 46 students and two faculties visited the company. It must be noted here that the company produces more than 70,000 products currently. The various products of the company were displayed in the research centre. Mr Hari Parthsarathi, HR Manager of 3M Ltd., gave a detailed description about the products produced at the company. Students had an opportunity to interact with a couple of scientists through a Q & A session held in 3M Auditorium. Students understood that having an active research and development department is very essential for the growth of an organization.



“Time isn't the main thing.  
It's the only thing”

–Miles Davis

## ACE

Knowledge exchange series cell organized e- poster competition under the banner AIMIT Corporate Encyclopaedia - ACE. This was an individual event, where students of first semester MBA chose one of the fortune 500 companies and designed posters for them. The objective of such interclass competitions is to foster peer learning & competitive spirit and nurture the talent. More than 200 students participated very enthusiastically showcasing their creative as well as digital skills. The posters were evaluated on their layout, creativity, facts and visual impact. Selected students were given an opportunity to present their ideas through poster competition.



## 75th Independence Day celebration at AIMIT

75  
आज़ादी का  
अमृत महोत्सव



On the occasion of 75th Independence Day students got an opportunity to deliver a speech based on the theme "India in its 100th year. Three students from MBA department were selected to talk about the youth's contribution towards making India a developed country in its 100th year celebration.

Indian economy was an important topic of the speech where Bhoomika Raghav spoke about Indian reforms, the growth in GDP, Make in India Initiative and also about how to curb the poverty and unemployment in India. India is moving forward and one of which is in technology and how to encourage the youth to participate in politics for the betterment of the country, as we youngsters are the future change makers.

Subhana Rahman inspired the students about how politics is a part of our livelihood. As more hands rise up for the profession of a doctor or an engineer similar and equal should be for the politics. The less spoken and least considered is and was about women's safety and education.

Manisha G took an opportunity to speak about the education system in India, the safety and security for women's and girls' in India. Sexual harassment, domestic violence, female foeticide were all addressed including the increasing number of old age homes and how it can be reduced through different scheme like "Beti Bachao Beti Padhao". It was a great opportunity and experience for students to deliver a speech about our country. The Management was inspired and praised all the students.

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-Michael Altshuler

## STAGE KRAFT



ASCENT – Student Development Cell organised an event “STAGE KRAFT” on 28th August 2022 through which management students were given opportunity to address the societal issues and create awareness among the young individuals in the form of skit. Three teams from second semester MBA enacted on the themes like women safety and education, social inclusion and ecological balance at AIMIT auditorium. The event was hosted by student Ms. Manisha G and judged by Prof. Sumangala V Talur and Dr. Usha Prabhu. The social themes were portrayed well by students which were appreciated by the judges and the audience. A team from section B who showcased the importance of women safety and education in different phases of life won the first place. The event was successfully coordinated by the faculty coordinators Prof. Seema Benakatti and Prof. Premalatha K P.



“All time management begins  
with planning”  
-Tom Greening

## WOMEN EMPOWERMENT PROGRAM

AIMIT have organised a Workshop on Woman Empowerment which is called as "Smart Girl Workshop" On 09/04/2022 to 10/04/2022, which is conducted by "Bharatiya Jain Sanghatana"

With the following Program objectives

- ◆ Enhance self-awareness and self-respect
- ◆ Build mind set for nurturing.
- ◆ Generate ability for balancing choice against risky temptations
- ◆ Increase awareness about important life decisions.

Workshop addressed issues and concerns related to emotional development of adolescent girls and young women. Directly attempts to achieve the goal of sustainable development goals, of achieving gender equality and empowering women and girls.

Topic covered in workshop are: Self-awareness, Communication and relationship, Menstruation and hygiene, Self-esteem and self-defence, Choices and decisions, Friendship and temptations, Dialogue with parents (parenting session).



“Either you run the day, or the day runs you

-Jim Rohn



# PRAVARTAN



By nature, I'm a planner. To be precise I had my life mapped out, but life exposed me to a challenge called change.

I'm Bhumica R Ragav from Dreamchasers section D, writing this to convey a story of the transformation which occurred in my life.

Going back to my school days, I always had an impression of fetching a post-graduation at abroad and clung to that determination. I planned and assembled everything required to pursue post-graduation soon after accomplishing my under graduation, but life had its own plans and rapidly the unexpected occurred, it was Covid-19 breakout. This shattered my visions into pieces. Everything I had ever intended came to an end. It felt like my world was falling apart.

This wasn't just my situation but the whole world went through this crisis. I didn't want to spend further time so decided to pursue MBA at AIMIT, the campus is located exactly 300 meters away from my house. Being a girl who wanted to study away from home to preferring to study in the same neighbourhood was an incredible challenge for me. In the beginning, it was tough to accept the reality but when I started attending the college my perception shifted. The whole fitting into the college was an exciting process. I had a lot of

fun and that's mostly because of my amazing peers and faculty members who were very welcoming and tremendously helped by constantly checking in on our academic needs. AIMIT provided equal importance to extracurricular activities and finishing school as well. The list of activities and cells in AIMIT is endless. This encouraged me to get out of my comfort zone and to take part in various events which gave a boost to my confidence and helped me realise my true potential, that's when I realised everything happens for a reason. If I had pursued my degree else where I would just be a random student getting their degree, but here at AIMIT, every student is considered as family and all the measures taken by our beloved director is to tune us and set us ready to conquer the real world.



**BHUMICA RAGHAV**

“The bad news is time flies.

The good news is you're the pilot”

–Michael Altshuler



## JAMIUL TAROFDAR

Pursuing MBA has always been my dream and passion, ever since I was in high school; I have developed interest in business and management. I was in my comfort zone but I always wanted to come out of it and learn new things and explore myself in such a way that will be beneficial for me. But I was not sure how to do it.

And the day came when I had to choose a career path for myself and I choose to pursue MBA as I dreamt of, it is that path which will give good amount of knowledge about management and how business runs now a days. MBA teaches us how to manage an organization and it also teaches us how to be a good manager. And to learn management, first I need to learn to manage myself. For that I had to come out of my comfort zone and from my home and put myself in difficult environment, because things were little easy at home.

So, I decided to come out of my house and pursue MBA from another city where I can learn to manage my daily routine and time.

For me Bangalore was the perfect place as it is a good place to do MBA and I found my opportunity to do so in Adarsh Institute of Management & Information technology. As the culture, language and everything was different in Bangalore from my hometown, I took up the challenge of change in my life to learn new things, make new friends and work together with them and also to adopt changes, as management itself is about adapting new things and make changes in organization. Here, I have to do everything by my own like cooking, washing, etc. For which I need to manage my time in such a way that I can take out my time for studies and assignments also. I could never learn time management if I have not joined Adarsh. And I am also learning budgeting as I have to spend on a fixed budget that I receive as my monthly expense and I am learning all this because of Adarsh. I was lacking in certain aspects like communication, stage fear which is also taken care by Adarsh Finishing School.

And these two years are not just MBA years for me. It also will be two learning years for me. This is how Adarsh changed my Life.



## SHWETHA G

There was a small and cute kitten and it was adopted by one of the cat family which belongs to kitten mother. The family was strict, orthodox, followed a certain disciplines and values with number of cats under a single roof. The kitten was surrounded with lots of cats around it but even then it used to feel insecure sometimes. It used to think “Why my family is so different from others?” It used to be always doubtful about herself “Do I belong here?”

As it grew older it came to know that some cats in the family are doing her a great favour by providing her education so that the kitten can be independent or settled one day. But other cats in the family disagreed. According to them, marriage is the ultimate level or stage of being settled. The kitten lost hope. It always wanted to achieve something in its life but always felt demotivated by what other cats say. Later, her uncle cat helped it to regain its strength and stood helping the kitten against their own cats. From the beginning the kitten was timid and introverted so the uncle cat pushed the kitten into unfamiliar place to show the reality of outside world. The motive is that the kitten can learn to talk more with other animals and be confident about itself – even when it is small in nature it can also do some wonders if improved.

“If we wait until we're ready, we'll be waiting for the rest of our life”

- Lemony Snicket

So, I would say in this story I'm a kitten who was introverted and was less confident about herself and the unfamiliar place is AIMIT. It's been 136 days I'm in unfamiliar place which has become more familiar and comfortable to me now. This institution has helped me to be confident about myself. All these years I had an assumption that faculty will be strict to students and they care only about their completion of syllabus but after coming here I could say that all my assumptions are wrong. Even if they are strict it's for our own good. What I love about this institution is the faculty who does not only handle the subject topics but also guide us well through many important decisions that we take. I was the girl who was never remembered by my old teachers, all these years not a single faculty would know my name. In AIMIT when faculties remembered and recognised me by my Name-that was the 'day that changed everything to me'. It gave me hope. This institution has shown me what I need to do in order to make a difference in my life.

I thank the institution for giving me such faculties and a wonderful guide, mentor and advisors to me. I hope AIMIT will teach me more and more in the upcoming years and I can prove that my decision to study further was one of the best decision I took in my life.



“Time is what we want most,  
but what we use worst”

-William Penn



# PRASHIKSHAN



AIMIT provide academic, professional, personal guidance and support to its students. For this, AIMIT follows an efficient skill enhancement system which provides a backbone for the development of the students. External Subject experts and Industry experts who are from top tier institutes like IIMs and REC are invited to conduct sessions for the students in the areas of Finance, Marketing, HR, General Management.

CII-YI also created platform for students to get exposure to the outside world by giving and involving the students for internships. Two students from 1st year MBA underwent 25 days of training.

Mr. Hemanth Kumar and Ms. Prashila Sanjaykumar shared their experience. As an intern with CII, We worked in a HR Executive or Delegate Executive position and was responsible for registering, guiding, mailing and informing delegates about our conference. We were part of the organizer's team. Together we worked on projects to accomplish delegation.

During our internship with the company, we learned delegate service, communication and leadership skills. We were able to put these skills in practise in dealing with delegates for our projects. The work was challenging, and we learned a lot about it and gained confidence in ourselves as a result. It was a valuable experience.

The work experiences we encountered during the internship allowed us to develop leadership and service skills. We think we still need to work on our communication skills. However, the overall experience was positive, and everything we learned will be useful in our future career.

We, genuinely from the bottom of our hearts want to thank AIMIT for offering this opportunity. We want to thank our advisers and everyone at the company for their patience and assistance during our internship. Thanks to their guidance, we were able to upskill ourselves and learn about new things. These skills will help us to expand our resume and advance our career.

“The problem is not to find the answer,  
it's to face he answer”

- Terence McKenna



# JAGRUTH

## National Youth Day

1. AIMIT celebrated *Youth Day* on January 12, 2022. The event was coordinated by Prof. Vincent Raj Kumar. Dr Vincent explained why the 12th of January, 2022 will be designated as National Youth Day in his inaugural address. Since January 12, 1985, the Indian government has designated the birthday of Swami Vivekananda, a prominent philosopher and monk, as National Youth Day. This day is observed across India as National Youth Day.
2. On March 8th, 2022, AIMIT observed *International Women's Day*. The day honors women's accomplishments and their presence in general. First-year students organized numerous enjoyable events for female students, support workers, and faculty members.
3. On March 22, 2022, AIMIT commemorated *World Water Day*. Dr.R.Venkataraman conceptualized the event, which was coordinated by Prof. Vincent Raj Kumar. Ms Swetha B, Ms Shilpashree, and Ms Jayashree G N of Dreamchasers batch section D gave an intriguing presentation on the meaning and importance of World Water Day



AIMIT OBSERVES



International  
Youth Day  
On 12 Jan 2022



Turn your obstacles into opportunities  
and your problem into possibilities

-Roy T Bennett

## WORLD HEALTH DAY



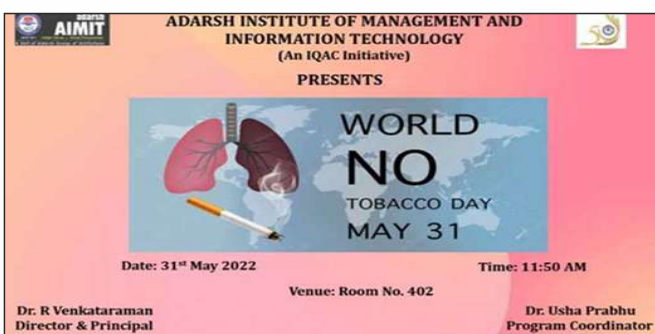
World Health Day was observed on 7th April, 2022 at Adarsh Institute of Management and Information Technology. The event was conceptualized by Dr.R.Venkataraman and coordinated by Prof. Vincent Raj Kumar. Students of Dreamchasers batch Section B including Mr. Monish M, Mr. Jagan Mohan Reddy P, Mr. Ratul Sarkar and Ms. Manisha G presented interesting facts and implications on the world health day.

## WORLD EARTH DAY



World Earth Day was observed on 22nd April, 2022 at Adarsh Institute of Management and Information Technology. The event was conceptualized by Dr.R.Venkataraman and coordinated by Prof. Vincent Raj Kumar. Students from Dreamchasers batch Section C including Mr. Sanjay C, Ms. Sahana Shree B and Ms. Sneha K did an interesting presentation on the importance of observing Earth Day.

## WORLD NO TOBACCO DAY



Every year, on May 31st AIMIT observes No Tobacco Day to spread awareness on the deadly effects of tobacco consumption. It is estimated that tobacco kills over 8 million people every year and destroys our environment, further harming human health, through the cultivation, production, distribution, consumption, and post-consumer waste. India records more than 1, 00,000 cases of oral cavity cancers every year. India has the highest prevalence of oral cancer in the world (19/100, 000 population). It is the most common cancer in men and the third most common cancer in women, and constitutes 13%–16% of all cancers.

We cannot solve the problems with the same thinking we used when we created them

– Albert Einstein

## INTERNATIONAL YOGA DAY



Adarsh Institute of Management & Information Technology (AIMIT) in association with Confederation of Indian Industry - Young Indians (CII-Yi) Bengaluru, celebrated International Yoga Day. Ms. Savitha Reddy, member of CII-Yi & yoga instructor explained the importance of yoga in the life of youngsters and regular practice of Yoga will help the students achieve better mental and physical health. She started the session with few warm-up exercise and demonstrated some of the Asanas and its benefits on the well-being of individuals.

The event was very useful to the participants and there were several takeaways relating to practice of yoga and the importance of the right breathing techniques or Pranayama. Students and faculty members enthusiastically participated and performed all asanas taught by her. This event was coordinated by Dr. Uma Devi Ananth & Dr. Usha Prabhu.

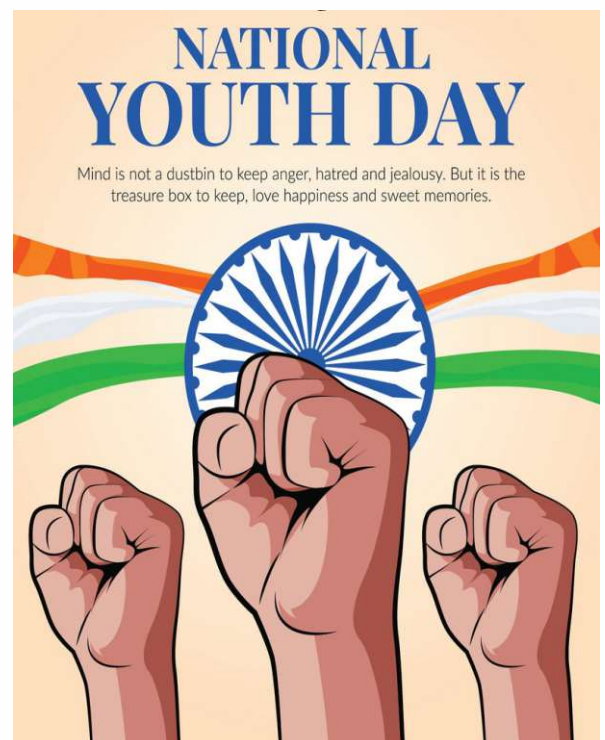
## INTERNATIONAL YOUTH DAY

International Youth Day is observed on August 12th every year across the globe. UN Secretary - General Antonio Guterres, "let's join hands across generations to break down barriers, and work as one to achieve a more equitable, just and inclusive world for all people.

The first International Youth Day was celebrated on August 12, 2000, but awareness could be traced as back as 1965. The objective of day is to draw the attention on the issues and challenges faced globally- issues can be from mental health to civic responsibility. Youth, who constitute good chunk of the population need to address the problems.

Theme of 2022: Inter-generational solidarity: creating a world for all ages, which means the world needs to leverage the full potential of all generations to achieve the Sustainable Development Goals. Sustainable Development is possible through solidarity of all the generations-"no one is left behind."

At AIMIT, Dreamchasers batch Section A observed the day. An event was organized as 'Youth Talk', Mr. Akshay S. Malagar Coordinated the event.



Problems are nothing but wake-up calls for creativity

-Gerhard Gschwantner

# CHAK DE

Adarsh Finishing School, on 18th May 2022, organised the “Chak-De: Building Performing Teams” event for the Dreamchaser Batch. It was the finale of the training module “Chak-De: Building Performing Teams” on which the students were trained during their regular AFS classes.

It all started with as a training module on which the batch was trained during the AFS classes. Once the training was over, the students faced 1st level of competition in own sections and top 2 teams were selected from each section to compete in the finale.

“Chak-De: Building Performing Teams” is a module in which the students were trained on the process of developing their skills as confident and effective team-player, handling last minute chaos, working with members from different states, developing a proper strategy to achieve their set goal. Students understood the importance of the power of coordination and performing with teams and same was displayed on the stage through their performance.

Because the Dreamchaser batch is divided into four sections, the top eight teams were chosen first. However, one more team was chosen from Section B to compete in the finale, bringing the total number of teams competing in the finale to nine.

The finale was graced by Dr. R. Venkataraman Director & Principal, Mr. Sujeet Jha & Mr. Himanshu Garg In-charges of Adarsh Finishing School, Mr. Vikram CEO, Exzellenz Career Shapers & Mr. Shyam Sundar Placement In-charge. Judges who graced the occasion were Prof. Ashwini AN, Prof. Premalatha K P, and Prof. Seema Benakatti.

We, at Adarsh Finishing School, will continue to provide such platforms to help students to grow holistically.







## Archana K M

### A PROMISE MADE IS A PROMISE KEPT”

Hello Folks,

We all Know that “Hundred percent placement” is something that most colleges promise their students to attract them. But not all colleges keep that promises as it is made. I am very lucky to join a college that gives importance to the promise and made it happen.

“ADARSH INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY

The college which made my dream to become true. My under-graduation was in science background, and I was a bit nervous when I choose MBA over a Bachelor of Science graduation. My goal was to take a good job in a reputed company. But for that, I need to be prepared but how? I was scared.....

But the college is so supportive and helped me and motivated me to reach my goal.

My MBA specialization was in Human resources and Marketing with a good academic percentage. When I attended my first interview in the college it did not go well because of my communication skills and confidence. And I failed in the second interview also.

Then the team, principal, my mentor, and placement team supported me in getting off my nervousness, they motivated me, and they helped me to realize where I am lagging off in cracking the interview. AIMIT College provided different courses to add the value to our resumes like Advanced excel, foreign language training, Six Sigma course and SAP course.

To improve soft skills and confidence in individuals they included in their curriculum the aptitude training, mock group discussions, Mock interview sessions and presentations, one to one interaction which helps us to overcome our fear and made us crack the interviews.

I am confident to say that the students will be satisfied with the placement team because the team brings lots of companies for the campus recruitment and it will give so much support the students to solve their queries, helping them to register with the companies, motivate the student to crack the interviews.

College Placement has companies like London stock exchange group (LSEG), ICICI, Byjus, Datalogics, Intellipat, Zalaris, edelweiss, HFFC, Buyerforesight, Reliance, Credvest, and Flipkart.

Finally with all the support from the principal, faculties, placement team, and my all friends I got placed in Home First Finance Company (HFFC) as a Relationship Manager with 5.5 lack per annum.

I would like to thank my college principal Dr. Venkataraman Sir, Placement department and all my professors and my friends for support and motivation.

I am so lucky to be a part of this esteemed organization which is student growth & goal-oriented and which gives you a homely environment and comforts. At AIMIT 100% assistance to all the students is given for the holistic development by keeping the promise it made.

AIMIT: THE PERFECT MANAGEMENT STUDENTS WILL BE BORN HERE

**Archana K M**  
Final Year MBA

The important thing about a problem is not the solution, but the strength we gain in finding a solution

-Seneca



## Sujay Kumar R

**"PUTTING YOUR BEST FOOT FORWARD IN THIS MOMENT  
PUTS YOU IN THE BEST POSITION FOR THE NEXT"**

It seems like only yesterday that we were young middle school students presenting a presentation on famous personality's life span. We were prepared well, but felt nervous. At this moment end of presentations, teacher verbal feedback in front of entire class was not exactly glowing. This comment has stayed with all of us to this day since it was unpleasant.

Yes, to overcome from the above comment, we all needed a platform which made us to jump into that is AIMIT PLACEMENT 2020-2022.

Despite of all our challenging work, I can say AIMIT Placement department is backbone for each student. From the beginning the institute lays greater emphasis on aptitude training, Mock interviews, sessions of group discussions, enhancing level of computer proficiency-Advance MS excel, System Application and Products with major specialization.

I'd like to express my gratitude to the Adarsh Institute placement cell for providing us with all of the necessary trainings and bringing well-known companies to campus to help us succeed in life. The best move forward from the AIMIT placement department is "HIRE CHARACTER TRAIN SKILL."

**SUJAY KUMAR R**

Final Year, MBA



It is a courage which can find the  
solution to every problem

-Amit Kalantri



# SAAMAAJIK GATIVIDHI

Service for Society - Plastic Drive at Shivagange – 7th Feb, 2022– Shivagange hills is the combination of temples and scenic beauty that makes it both pilgrimage and an adventure spot. It attracted a lot of tourists as well as adventurers during the weekend. This natural beauty is often left covered with plastic waste which is brought by people who visit it. Littering is bad for morale as well as the environment. Littering attracts animals and may spread disease. Littering also causes pollution to the environment majorly earth/soil and water. Due to this reason, for the service of the society and the environment along with some adventurous fun, a plastic drive was organised to clean the hotspot of this heritage and to raise awareness to plastic and not littering around the place. Around 10+ volunteers took part in the project and collected many sacks of plastic, which were then responsibly disposed of.

**Toastmasters** – A webinar on How to write a winning speech was held on 19<sup>th</sup> March, 2022 to boost our professional and one of important vocational activity i.e. writing a speech, be it any occasion we often tumble upon this task. While writing a speech our audience is as much as important as the message we want to deliver through it. She spoke about guiding the audience and how one want to enhance connectivity and curiosity as well as commitment among them. Along with structural part of speech, one also has to ensure grammar and lingo which is practiced among them. To sum up following were the tips she encouraged to include while writing. 1. Write like you speak. 2. Ensuring a speech structure. 3. Always prepare – your audience and our words. 4. Keep it within given time limit. 5. Ensure opening and closing remarks i.e. introduction and conclusion. The session was well received by the attendees. Everyone was excited about it and took part in Q & A session the event was held online via Zoom meetings.

## BLOOD DONATION CAMP



Blood Donation Camp was held on 18th April, 2022 “Blood Donation will cost you nothing, but it will save a life.” Donated blood is separated into its three components, red blood cells, platelets, and plasma, which benefits three people. On 18 April 2022, Monday, Rotaract Club of AIMIT organised Blood Donation Camp at Adarsh AIMIT, in association with Rashtrathana Blood Centre. Mr Narashimha Shastri, with his team were swift with the clinical process and the support from club was provided unconditionally. With the collaboration efforts of both the teams, this Blood Donation Camp was successful. More than 92 units of blood was collected and the donors were provided with refreshments after the blood was donated. The event was concluded with a small program and distribution of certificates to acknowledge the efforts of Rashtrathana Blood Centre and the blood donors, i.e. the Blood Soldiers.



The problem is not the problem.  
The problem is your attitude about  
the problem – Anonymous

## SAVE SOIL



SAVE SOIL was held on 7th May, 2022 to raise awareness against the sustainability and pollution, majorly understanding soil pollution, its causes and effects and how we can contribute towards the protection of soil from being eroded. Save soil is a global campaign started by Sadhguru, to increase awareness and combat land degradation along with promoting Healthy soil. The project encourages everyone to take a more conscientious approach to soil and the environment. Ms. Jyoti Allur gave insight to the campaign and talked about how they are trying to bring awareness and demonstrate to governing bodies, corporates of the countries, as well as citizen that one of the need of the hour is sustainable environment and how soil fit into this picture as, from soil lives emerges and after death, it mixes back. She explained a little about soil cycle and the nutrition that soil hold. She explained in her later talks about how ecosystem thrives on environment and soil is major part of it. Various ways in which people are raising awareness and are joining hands together with societies to implement various simple ways to reduce soil degradation in their locality were discussed. Various activities like rallies and education bootcamp's examples were given, to look into the activities we as youth can do. As closing remark, we were exposed to brainstorm session of various activities we can do like composting and using alternatives of plastic and looked into waste management activities like segregation of waste at primary level can be done. Ms Jyoti helped us understand the movement and guided to join the movement.

All the problems are illusions  
of the mind”

-Eckhart Tolle

# Fresher's

On March 20, 2022, Dreamchasers Fresher Day was held at Blue Orchid Resort in Bangalore. Adarsh fresh face, Ethnic day, and Mr and Ms. Chef were among the activities held at the college as part of fresher day. The Adarsh Fresh Face event intended to build relationships and discover talent among freshmen. Another event in similar direction was Mr. and Ms. Chef, in which students demonstrated their inventive culinary skills using contemporary cuisines. On February 28, 2022, the freshmen's week came to a close with a bright and colorful ethnic program highlighting the diaspora and diversity of Indian culture and ideals. The Director and Principal Dr. Venkataraman welcomed the gathering and introduced the chief guest Mr.Chakravathy, the budding star of sandalwood to the audience along with an upcoming artist Mr.Gowtham. Mr.Chakravarthy expressed his happiness for meeting the energetic students who were representing the vibrancy of India's diversified culture at AIMIT and conveyed his best wishes for them. The winners of Mr. Ethnic, Ms. Ethnic, Mr. Fresh Face and Ms. Fresh Face from the batch of dreamchasers were announced and prizes were distributed by the director and the chief guest. Team AIMIT felicitated the chief guest and the program concluded with lots of energy and happiness



# Week



# “Dust Up”

## SPORTS DAY 2022

AIMIT conducted Sports Day on 13<sup>th</sup> August as a part of 75<sup>th</sup> Independence Day celebration "Azadi ka Amruth Mahostav". Students from the second and third semesters, both boys and girls, enthusiastically participated in the events. Indoor activities such as chess, carom, and table tennis were organised ahead of time, and winners were chosen. Outdoor events such as the 100m running race, 4x100m relay, shot-put, and discus throw were held on the same day for both boys and girls. Both boys and girls competed in team events such as Kho-Kho, Kabaddi, Volleyball, and Throw Ball. Our Director, Dr. R Venkataraman, presented the winners with certificates and medals. The event was successfully coordinated by all the teaching and non-teaching staff of AIMIT.







# SADHANA CONA



## STUDENTS' ACHIEVEMENT

- Mr. Shashank M, a student of MBA first year, was adjudged the Best Director for the Science Drama organised by Karnataka Science and Technology Academy (KSTA) from 22nd February to 28th February 2022 on the account of Azadi Ka Amruth Mahotsav.



- Students from 1st year MBA participated and won the prizes at fest'' Infinito'' organized by Presidency College held on 30th July, 2022. Ms. Subhana Rahman won the BEST MANAGER AWARD. Ms. Monisha Samal, Mr. Poornachandra KS, Mr. Prem Kumar N, Ms. Kirana C, Mr. Rohith S, Ms. Nayana M won the first prize for Corporate Fashion Show.
- Bangalore Rural District Athletic Association had organized Karnataka State Junior & Senior Athletic Championship from 26th to 28th August, 2022 at Kanteerava Stadium and five students from AIMIT got an opportunity to be part of organizers team and be volunteers for the games conducted.

There are only two ways to solve a problem: stop dwelling and start doing

-Emily Uraih

## FACULTY ACHIEVEMENT

- Dr. R Venkataraman and Prof . Ashwini A. N co-authored a paper titled “Consumer perspectives on green banking with reference to transformation of banking operations and its impact – Empirical study in Bengaluru”. The paper was presented in international conference organised by Techno India School of Management studies, Techno Main salt lake, Kolkatta, west Bengal. The paper has been accepted for inclusion in the edited book to be published by Apple Academic Press exclusively co-published with CRC press, Taylor & Francis Group.
- Dr. R Venkataraman and Prof . Ashwini A. N co-authored a paper titled “An analysis on green quotient and embracing internet banking as a contributor to sustainability by customers at the bottom of the pyramid”. The paper was presented in National conference organised by presidency University. The paper has been accepted for publication by ICFAI University Publication – ICFAI Journal of Marketing Management, which is a UGC- CARE listed.
- Dr. Umadevi Ananth published a case study titled Sarvodaya healthcare: Making new inroads and gaining momentum in the book titled Real life management case studies published by Namya press ISBN:978-93-5545-037-1 .
- Prof. Rashmi. L published a paper titled “A study on the impact of Exchange Rate on India's Balance of Payment” in International Research Journal of Humanities and Interdisciplinary Studies, ISSN: 2582-8568, Impact Factor: 5.828, Special Issue Mar 2022.
- Prof. Rashmi. L published a paper titled “Enhancement of Learning with a blend of Content, Media and Technology: A Case Study of Byju's in Adarsh Journal of Management Research, Vol: 14, Issue: 1, ISSN: 0974-7028, Mar 2022.
- Prof. Seema Benakatti Published a book review titled "On becoming Leader by Warren Bennis" in Adarsh Journal of Management Research, Vol - 14, Issue-1, ISSN : 0914-7028, March 2022
- Prof. Nivedita Patil, Published a website Review for 3M Company, in Adarsh Journal of Management Studies. Vol - 14, Issue-1, ISSN : 0914-7028, March 2022



“The bad news is time flies.

The good news is you're the pilot”

–Michael Altshuler

## PLACEMENTS

It gives us great pleasure to inform you that our Final Placement Process has been completed successfully once again. We could accomplish this despite the ongoing slowdown. The availability of a diverse pool of students for the various profiles offered by companies across various domains has aided the process.

We would like to thank all stakeholders involved, as this process would not have been completed effectively without their unwavering support and assistance.

We would like to express our heartfelt gratitude to all of the recruiters who have shown tremendous faith in the skills and aptitude of AIMIT students. We would also like to thank our Adarsh Group Top Management Team, our Director, Faculty & Staff members, Student Coordinators who assisted during the process, and the alumni who have been a great source of support and encouragement in the smooth running of the placement.

The Placement Department is in charge of the students' training requirements, internships, and final placement. Our Career Advancement Training programmes include placement training modules that help students understand where they stand and where they need to improve.

Our student training modules are in line with business requirements and employer expectations. Our training modules are designed to teach basic life skills, communication skills, problem solving skills, leadership, and decision making skills. Pre-placement training includes resume writing, group discussions, and mock interviews. Interactions with industry professionals ensure that students gain valuable practical knowledge and experience. They are aware of current industry trends. Experienced professionals discuss various industry practises, emerging trends, opportunities, and career paths. Our students interact closely with the guests and learn from their experiences.

### Placement Details for the Batch 2020-2022

S.N	Top Highest Salary	Company Name	Designation Offered	CTC (in Rs. Lakh Per Annum)
1	Top Highest Salary	Intellipaat	Business Development Associate	9 LPA
2	2 <sup>nd</sup> Highest Salary	Buyerforesight	Marketing Specialist	7 LPA
3	3 <sup>rd</sup> Highest Salary	Zeomega	Associate Business analyst	6.5 LPA
4	4 <sup>th</sup> Highest Salary	Nakoda	Sales & Marketing Executive	5.5 LPA
5	5 <sup>th</sup> Highest Salary	HFFC	Relationship Manager	5.5 LPA
6	6 <sup>th</sup> Highest Salary	Surya Soft	Business Analyst	5 LPA
7	7 <sup>th</sup> Highest Salary	Ampere EV	Management Trainee	4.5 LPA
8	8 <sup>th</sup> Highest Salary	Edelweiss Wealth	Wealth Manager	4.25 LPA
9	9 <sup>th</sup> Highest Salary	Reliance Digital	Store Manager	3.5 LPA
10	10 <sup>th</sup> Highest Salary	ICICI	Assistant Sales Manager	3.5 LPA

“The bad news is time flies.

The good news is you're the pilot”

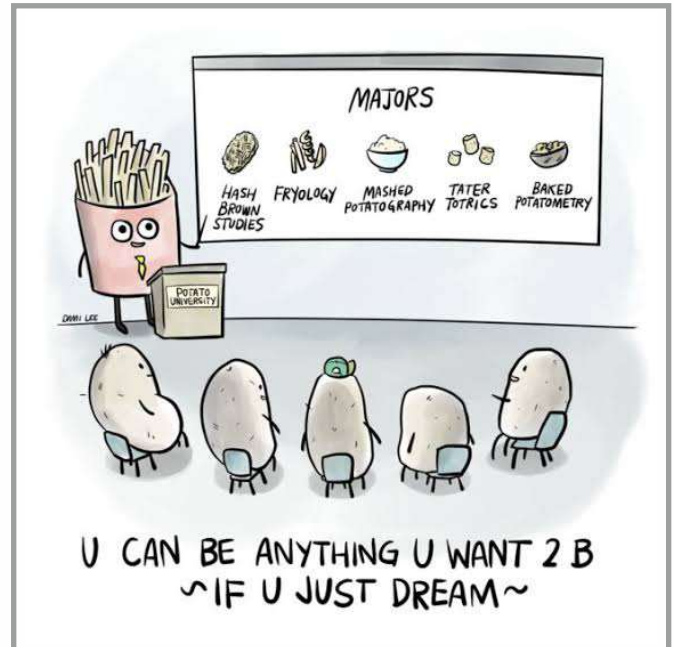
-Michael Altshuler

# Business Pass Time

Why did the accountant divorce the banker?



THEY COULDN'T RECONCILE THEIR DIFFERENCES!



U CAN BE ANYTHING U WANT 2 B ~IF U JUST DREAM~

The manager of a large office noticed a new man one day and told him to come into his office. "What's your name?" he asked the new guy.

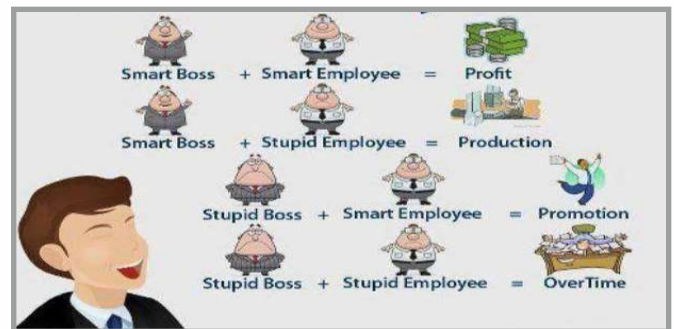
"John," the new guy replied. The manager replies "Look... I don't call anyone by their first name.

I refer to my employees by their last name only... Smith, Jones, Baker... That's all.

Now that we got that straight, what is your last name?" The new guy sighed and said,

"Darling. My name is John Darling."

"Okay John..."



Why are accountants so calm, composed, and methodical?



THEY HAVE STRONG INTERNAL CONTROLS!

## What's 2+2?

**ENGINEER:-** "It lies between 3.98 and 4.02"

**MATHEMATICIAN:-** "In two hours I can demonstrate it equals 4 with the following short proof:"

**PHYSICIST:-** "It's in the magnitude of  $1 \times 10^{11}$ ."

**LOGICIAN:-** "This problem is solvable."

**SOCIAL WORKER:-** "I don't know the answer, but I am glad that we discussed this important question."

**ATTORNEY:-** "In the case of Sven son vs. the State, 2+2 was declared to be 4."

**TRADER:-** "Are you buying or selling?"

**ACCOUNTANT:-** "What would you like it to be?"

"The bad news is time flies.

The good news is you're the pilot"

-Michael Altshuler

# Blast from the Past

