



A J INSTITUTE OF MANAGEMENT

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Criterion 7 - Institutional Values and Best Practices

7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual

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Kottara Chowki,

Opp. Mahindra Showroom, Ashok Nagar Post, Mangalore – 575006

Ph: 0824-2455340, Mob: 08904842277

Email: office@ajimmangalore.ac.in Website: www.ajimmangalore.ac.in



List of Supporting Enclosures

Sl No	Particulars	Page No
1	Seminars/ Webinars/ Conference on Women Empowerment & well being	1-9
2	Pantomime and short movies	10-13
3	Women's Day Celebration	14-18
4	Engagement of female students in Community Development Projects	19
5	Engagement of Female Students in Entrepreneurship Exhibition	20

I certify that all the evidence included in this document is authentic and duly verified.



1. Seminars/ Webinars/ Conference on Women Empowerment & well being

Promoting activities related to entrepreneurship among female students

Contribution of Women in Promoting Social Entrepreneurship

Date of event	06-03-2019
Theme	Contribution of Women in Promoting Social Entrepreneurship
No. of participants	113
Resource Person	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.





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Programmes Organised in Promotion of Gender Equity

Legal Rights and Gender Sensitization

Date of event	09-09-2019
Theme	Legal Rights and Gender Sensitization
No. of participants	113
Resource Person	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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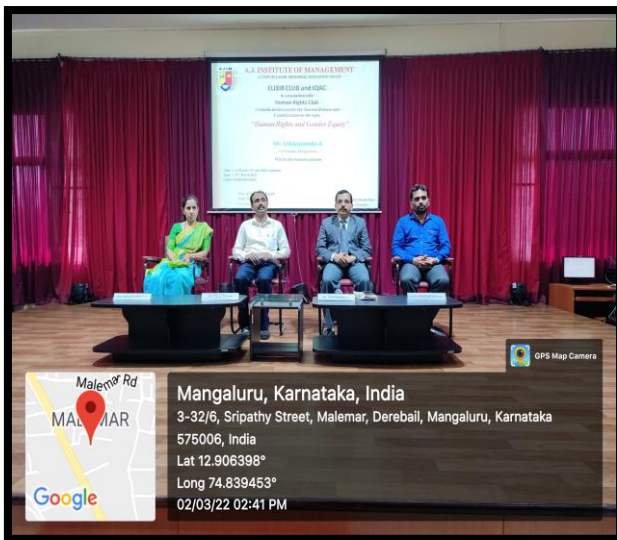
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Human Rights and Gender Equity

Date of event	02-03-2022
Theme	Human Rights and Gender Equity
No. of participants	178
Resource Person	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.





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Awareness program and campaign on Women's rights and Gender equality

Two-day National Conference on the theme 'Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India'

Date of event	30th and 31st January 2023
Theme	Gender Sensitivity
No. of participants	500
Resource Person	Eminent personalities from various fields

Brief Report:

A J Institute of Management - a unit of Laxmi Memorial Education Trust, will be organizing Two-day National Conference on the theme 'Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India', to commemorate 250th birth anniversary of father of Indian renaissance and pioneer of women empowerment - 'Raja Ram Mohan Roy', on 30th and 31st January 2023, through the sponsorship of Ministry of Culture Government of India and in association with Ananya Institute for Development and Social Action Lucknow. Mr. Sunil Kumar, Minister for Kannada, Culture and Department of Energy, Government of Karnataka and dignitaries from various fields will be participating in this program. Eminent personalities from various fields of women empowerment will present their ideologies on six key technical sessions. Dr. R.V.P Singh, Deputy Director NITI Ayog, Government of India and Mangalore South Assembly Member Mr. Vedavyasa Kamath and other dignitaries will participate in valedictory program on 31st January 2023 at 3.30 pm in the institute campus.





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Promoting activities related to health, nutrition among female students

Women Health & Well Being

Date of event	04-04-2019
Theme	Women Health & Well Being
No. of participants	115
Resource Person	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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Menstrual Hygiene

Date of event	25-03-2021
Theme	Menstrual Hygiene
No. of participants	95
Resource Person	Ms Roshnee Bhowmick, 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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Women Health & Well Being

Date of event	29-03-2021
Theme	Women Health & Well Being
No. of participants	88
Resource Person	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.





Drug Abuse and Human Trafficking

Date of event	16-07-2021
Theme	Drug Abuse and Human Trafficking
No. of participants	180
Resource Person	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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Mental Health among Students – Issues and Concerns

Date of event	23-02-2022
Theme	Mental Health among Students – Issues and Concerns
No. of participants	168
Resource Person	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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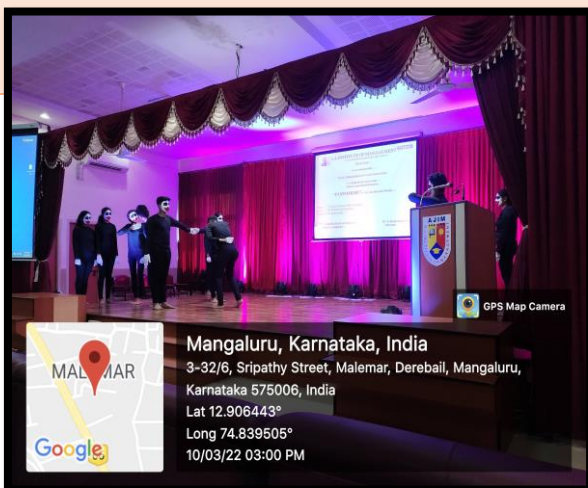
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2. A) Pantomime

2021-22

Under IQAC, Human Rights & Vermi Culture Club Organized a Mime competition on the theme "PANTOMIME" – an art beyond words " for the first- and second-year students on 10/03/2022 in the conference Hall at 2.30 pm. The main aim of the competition was to create awareness among the students on human rights and waste Management and their impact on society. The main theme of the mime act: First-year MBA: **Human Rights** Second Year MBA: Waste Management. The sub-themes chosen by the first year on human rights were as follows: Batch A- "Human Rights Warrior," batch B was "Right to Humanity." and Batch C was "women's safety. The sub-themes chosen by the second year on waste Management were as follows: Batch A was "water waste management," Batch B was "Swatch Bharath." and Batch C was "plastic management.





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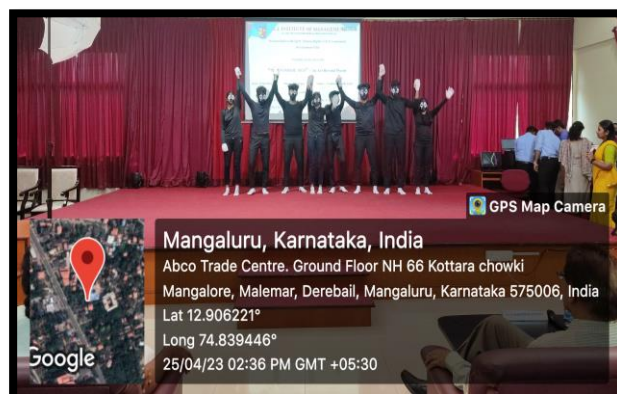
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2022-23

Under IQAC, Human Rights & Community Development Cell organized a Mime competition on the theme " PANTOMIME" – an art beyond words " for the first- and second-year students on 25/04/2023 in the conference Hall at 1.30 pm. The main aim of the competition was to create awareness among the students on human rights and waste Management and their impact on society. The main theme of the mime act: Human Rights Sub-Theme:

- First year MBA (Batch – A) : Gender Discrimination.
- First year MBA (Batch – B) : Citizenship & Participation.
- First year MBA (Batch – C) : Environmental Issues.
- Second year MBA (Batch – A) : Human Trafficking.
- Second year MBA (Batch – B) : Drug Abuse.
- Second year MBA (Batch – C) : Child Labour.





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2.B) Short Movies

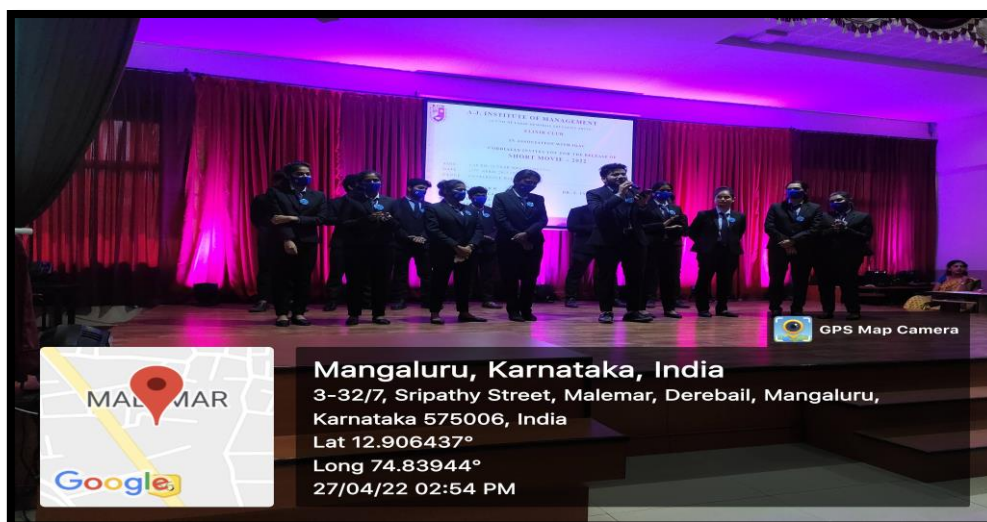
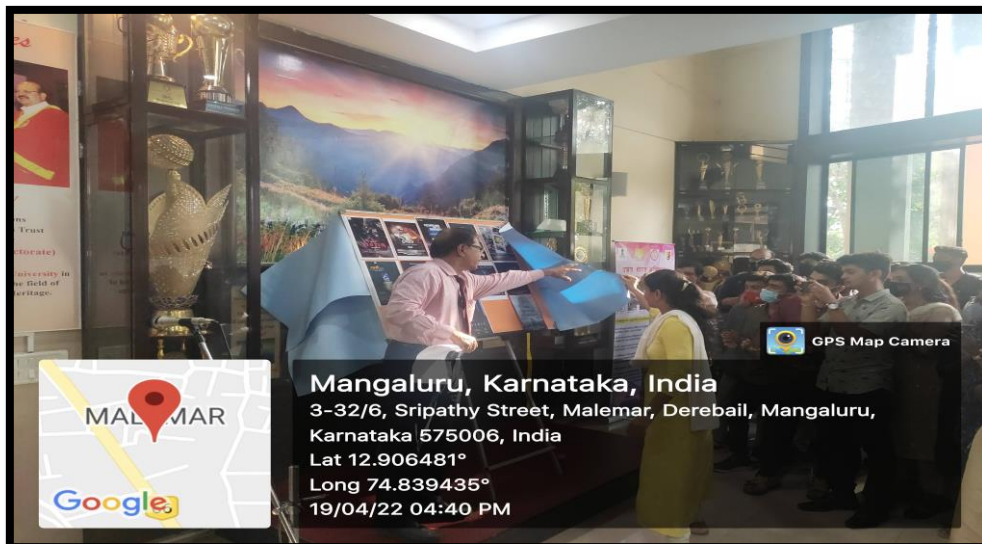
2021-22

A J Institute of Management organized a captivating Short Movie Competition for first- year students from sections A, B, and C during 19/04/ 2022 to 27/04/2022. The contest showed how creative the participants were as they told interesting stories in a short time. It not only highlighted their artistic skills but also inspired students to explore storytelling in films. The participants presented a variety of themes and styles, showcasing their unique creativity. For aspiring filmmakers, it was a chance to display their talents and share their ideas.

Themes of Short Movie : Batch A – Social Life

Batch B- Technology vs Humanity

Batch C- Saviours





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2022-23

A J Institute of Management organized a captivating Short Movie Competition for first- year students from sections A, B, and C on 21/09/ 2023. The program highlighted the participants' innovation as they told compelling narratives in a short period of time. In addition to showcasing artistic ability, the competition inspired students to investigate film storytelling. A wide range of themes and styles were presented to the audience, demonstrating the participants' unique energy. For aspiring filmmakers, this was an opportunity to showcase their talents and ideas

Themes of Short Movie : Batch A – Human vs Technology

Batch B - Professional Ethics

Batch C - Environmental and sustainability





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3. Women's Day Celebration – Women Thy name the Earth 2021-22



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Elizir Club

*In association with IQAC, Students Council and
Anti-Harassment Women Cell*

Cordially invite you to the celebration of Women's Day

"Women thy name the Earth"

Mrs. SHILPA

(Entrepreneur, Halix Mane Rottis, Mangalore)

Mrs. JYOTHI

(National Level Sports Achiever)

Mrs. ANTHA KUMARI

(Primary Health Care Officer)

are the guest of honour

Dr. T. JAYAPRAKASH RAO

(Director, A.J. Institute of Management)

will Preside over the Programme

*Time : 2:30 p.m.
Date : Tuesday, 8th March, 2022
Venue : Conference Hall*

*Prof. Deeksha Rao
Faculty Coordinator*

*Dr. T. Jayaprakash Rao
Director*

PRINCIPAL / DIRECTOR
A.J. INSTITUTE OF MANAGEMENT (AJIM),
ROTTARA CHOWD
MANGALORE - 575 006



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Women's Day Celebration felicitating women entrepreneurs, achievers in various fields



LIGHTING THE LAMP BY THE DIGNITARIES



FELICITATION TO THE WOMEN ACHIEVERS ON THE OCASSION OF WOMENS DAY:

MRS ANITHA KUMARI, PRIMARY HEALTHCARE OFFICER, MRS JYOTHI, NATIONAL LEVEL SPORTS ACHIEVER, MRS SHILPA, ENTREPRENEUR, HALLI MANE ROTTIS , MANGALORE



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Women's Day Celebration felicitating women entrepreneurs, achievers in various fields 2022-23



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(A UNIT OF LAXMI MEMORIAL EDUCATION TRUST)

Elixir Club

*In association with IQAC, Students Council and
Anti-Harassment Women Cell*

Cordially invite you to the celebration of Women's Day

"Women thy name the Earth"

Ms. BHARATHI G

(Police Inspector, Urwa Police Station)

Mrs. MAMATHA POONJA

(President, Balkunje Grama Panchayat)

Mrs. GEETHA R SHETTY

(Founder, Sevaashram, Sevaa Bhuava Charitable Trust)

Mrs. SUMA R NAYAK

(Trustee, Animal Care Trust)

are the guest of honour

Dr. T. JAYAPRAKASH RAO

(Director, A.J. Institute of Management)

will Preside over the Programme

Time : 1:30 p.m.

Date : Wednesday, 8th March, 2023

Venue : Conference Hall

*Prof. Deeksha Rao
Faculty Coordinator*

*Dr. T. Jayaprakash Rao
Director*



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WELCOME DANCE ON THE OCCASION OF WOMENS DAY CELEBRATION



LIGHTING THE LAMP BY THE DIGNITARIES



FELICITATION TO THE WOMEN ACHIEVERS ON THE OCCASION OF WOMENS DAY: MRS GEETHA R SHETTY, FOUNDER, SEVASHRAM, SEEVA BHAVA CHARITABLE TRUST



FELICITATION TO THE WOMEN ACHIEVERS ON THE OCCASION OF WOMENS DAY: MRS SUMA R NAYAK, TRUSTEE, ANIMAL CARE TRUST



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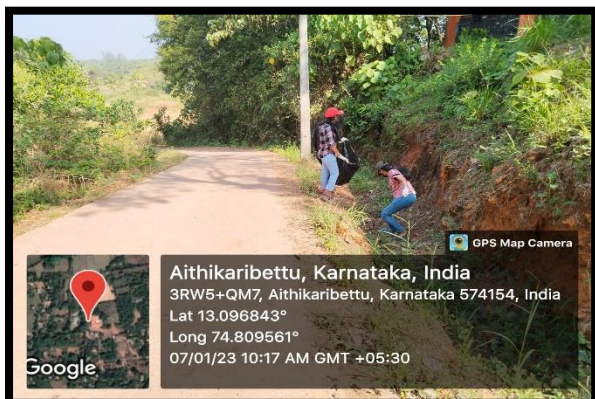
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4. Engagement of female students in Community Development Projects

Unnat Bharat Abhiyan (UBA)

The active involvement of 55 female students in conducting household surveys for the Unnat Bharat Abhiyan (UBA) Community Development Project reflects a pivotal stride towards improving the livelihoods of rural areas, in line with the Government of India's flagship program. The overarching objectives of UBA are delineated into two key categories, the first of which emphasizes the acceleration of indigenous and sustainable rural development. The engagement of these students signifies a collaborative effort aimed at expediting this development process, with a strategic focus on garnering effective support from professional institutes of higher education. Additionally, UBA underscores the importance of building capacity in higher education institutions for research, training, and the development of technologies pertinent to national needs, particularly those of rural India. This collective initiative not only enriches the educational experience of the students but also contributes significantly to the holistic upliftment of rural communities through informed and sustainable developmental strategies.





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5. Engagement of female students in Entrepreneurship Exhibition

