


GUEST LECTURE:

- A joint expert lecture in association with Indian Institution material Management On the theme “Indirect Taxation in India” by Dr. Subrahmanya, Commissioner, Central Excise, Mangalore on 4th December 2013.
- Dr. Prakash Pinto, Dean, Department of Management, St. Joseph Engineering College Mangalore delivered a guest lecture on the theme “Indian Capital Market and its Overview with Growth” on 06th December 2013
- On 17th December 2013 an expert lecture was given on the theme “Advertisement Appeal And Its Impact On Youth” by Mrs. Bharthi Shevgoor, Mangalore
- Prof. Udaya Kumar- SDM Law College, Mangalore gave a talk on “Human Rights” on 18th December 2013.
- Mr.S. S Nayak, Chartered Accountant, Mangalore, delivered a guest lecture on the theme “Accounting and Tax planning” on 10th January, 2014.
- Prof. Shoban Narayan, Roshani Nilaya Mangalore, gave a talk on the theme “Role of Women in Modern Indian” on 16th Jan, 2014.
- Twin Expert lecture programme was conducted in association with Indian Institute of Material Management on themes “Legal Metrology Act and Rule” by Thimmarayappa, Assistant Controller, Weights and Measures, Govt. of Karnataka and also “Information on CMA (ICWAI) by Sri Ullas Kumar, Chairman, ICWAI, Mangalore on 12th February 2014.
- An Expert lecture by Mr. Sumith Nayak, Vice President, Lotus Knowledge Pvt. Ltd, Mumbai on 20th Feb, 2014 on the theme “Indian Capital Market”.
- Mr. S.V. Deekshith, Shrillions Consulting Services, Mangalore gave the talk on the theme “Emerging Employment Market in Financial Sector” by on 28th Feb, 2014.
- On 9th March, 2014 an expert lecture was given on the theme “Road Safety Awareness by Mr. Joseph John, Mr. Promod Srivasthava, Mr. Nithin V.N. of Shell India Market Pvt. Ltd, Bangalore
- Mrs. Maria Shanthi Fernadies, Medical Counsellor A. J. Hospital and Research Centre Mangalore delivered a guest lecture on the theme “Role of women in society” on 13th march 2014.
- An expert lecture was given by Dr Nagaraj, Principal, Dr A. V. Baliga Hospital, Udupi, on the theme, “Ill effects of Smoking, Alcoholism and Substance Abuse among Youth on 8th May, 2014.
- Dr. Malini Hebbar, St. Agnes College Mangalore delivered a guest lecture on theme “Personal Effectiveness” on 14th May, 2014



Message from Chairman's Desk

It is a matter of great pleasure that A. J. Institute of Management is bringing out the Institute Newsletter, **AJIM Expressions**. As I understand, this Newsletters is intended to bring out the hidden literary talents in the students and the teachers and also to inculcate leadership skills among them. The outside world will come to know about the calibre of the institute through this medium. Keeping this in mind, I expect the contributions to this Newsletter to be of very high standard and quality.



Sri. A. J. Shetty,

President, Laxmi Memorial Educational Trust

Message from Director

“High achievement always takes place in the framework of high expectation” said Jack Kinder. I must admit that the working of this newsletter did start in a framework of high expectation! I am very pleased to note that volume-1 brought out during last session was appreciated very well. The name and fame of an institute depends on the calibre and achievements of the students and teachers. I congratulate our editorial team headed by the Assistant Professor Mr. Chethan Kumar, who has worked to bring out the college Newsletter **“AJIM Expressions”**. In this newsletter, the significant achievements of the Students, Faculty, Campus news and events, such as Workshop and Guest Lectures are being reported. This newsletter is going to showcase the strength of this Institute. Let this be a forum to exhibit the potential of teachers and students with their literary skills and innovative ideas.



I extend best wishes for the success of this
endeavour

Dr. T. Jayaprakash Rao

Director, A. J. Institute of Management

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IN FOND REMEMBRANCE



Birth: 05-05-1992

Mr. Libin Thomas

Death: 25-05-2014

“Time they say does heal, But neither time nor person will change the way we feel. No one knows the hearthache that lies behind our smiles.

You are so wonderful to think of, but hard to be without. You will always live in our hearts and our memories"

A Tribute of love from:

**Management, Director,
Teaching and Non-Teaching Staff and Students.
A. J. Institute of Management**



A Two Day Workshop for 1st year MBA students was organized on 24th and 25th April, 2014 on the theme **“Multi Intelligence and Leadership Development for Effective Managers”**. Mrs. Akshaya Adayanthaya Prop: Aura HR Solution was the guest of honour and Dr. Ganesh Bhat and Prof. S. L Angadi, Mysore were the resource persons.



Institute Placement Cell association with ‘9to6’ Consultancy, Bangalore, organised Two day workshop for 2nd year students on 7th and 8th Mar, 2014 on the theme **“To Be Winner In Corporate Placement”**. Dr. Parameshwar Bhat, Principal, Bharathi College Mangalore was the guest of honour.



Mr. Joselyn T. Lobo Dean and Faculty ,Roshni Nilaya Mangalore,Mrs. Ratna Pinto,General Secretary-Group For Institution Development, Mangalore organised One day workshop for first year students on 19th Dec, 2013 on the theme **“Effective Communication”**.



A J Institute Of Management in Association with Karnataka Private Postgraduate Colleges Association (KPPGCA) organised a Job Fair - 2014 on 21st and 22nd March 2014, at the Institute campus. About 35 companies of international stature as well as local Organizations and about three thousand students have participated in the event. The said fair was inaugurated jointly by Dr. A. M. Narahari, Registrar, St. Aloysius College (Autonomous) and Mr. Fernandes, CEO, Fernandes Associates, Mangalore.

A J Institute Of Management and Hindustan Petroleum Corporation Limited jointly organised one day workshop for the owners of retail outlet units on the theme **“Behavioral and Customer Relationship Management”** on 15th February 2014. About 40 owners of retail outlet functioning in Dakshina Kannada, Udupi, Shimoga and Chikamagalore District were participated in this programme.

KUDOS TO WINNERS:

- Mr. Manjunath Harikanth of II year MBA student Secured Second Place in the event – “Fashion Industry Event Expressions” in a National Level Management Fest-**“INSIGNIA 14”** organised by St. Aloysius Institute Of Management And Information Technology on 24th and 25th February, 2014.
- Ms. Swapna Shetty received the Best Paper Award in the National Level Conference- **“PARTRA SAMPARK 2014”** held at Manel Srinivas Nayak Memorial Besant Institute of Post-graduate Studies, Besant Vidya Kendra, Bondel on 3rd March 2014
- Ms. Swapna Shetty and Mr. Shrikanth Gowder won the first place in the Marketing Event in a National Level Inter Collegiate Post Graduate Commerce and Management Fest **“CANARENA- SANGRAM”** organised by the Canara College Mangalore on 6th and 7th March 2014
- Students won the Overall Runners Up prize in a National Level Inter Collegiate Post Graduate Commerce and Management Fest **“CANARENA- SANGRAM”** organised by the Canara College Mangalore on 6th and 7th March 2014.
- Students won the first prize in the event- “Ice Breaker with the theme -Combat of Superheroes” in a national Level Management Fest- **“CROSSROAD 2014”** organised by Mangalore University, Mangalagangothri on 11th and 12th March 2014.
- In the National level Management fest **“ECHELON 14”** organized by Sri Devi Institute of Technology, Mangalore on 14th Mar 2014,
Mrs. Swapna Shetty and Mr. Manjunath Harikanth , second year MBA got 1st place in HR event,
Mr. Shijomon Yesudhas of second year MBA secured the Best Manager Award,
Mr. Shrikanth Shet of 2nd year MBA secured 2nd place in the Tattoo Design event,
Ms. Reena Dolly Mathais of 2nd year MBA got 1st place in Spot Dance event,
Institute secured 1st prize in Corporate Fashion Show,
1st place in Ice Breaker event, and also
Secured **Overall Runner of Championship**, among the 31 colleges participated



CLUB IN ACTION:

- Dr. Prakash Pinto, Dean, Department of Management, St. Joseph Engineering College Mangalore inaugurated Finance Club Activities for the Academic Year 2013-14 on 06th December 2013.
- Marketing club activities for the Academic Year 2013-14 were inaugurated by Mrs. Bharthi Shevgoor on 17th December, 2013.
- Institutional Journal with ISSN-Anveshana, Vol 3, No. 2 and Institutional News Bulletin- “AJIM Expression” were released by Mr. Sumith Nayak, VP, Lotus Knowledge Wealth Pvt. Ltd, Mumbai on 20th Feb, 2014.

