

KUDOS TO WINNERS

- Mr. Josin P Jose and Ms Dhanya of second year MBA secured second prize in Face Painting competition in the a National Level Management and Cultural Fest **"Echelon -15"** organised by Shree Devi Institute of Technology-Kenjar, Mangalore on 23rd and 24th February 2015
- Mr. Blesson Thomas and Mr. Salil O.M of second year MBA won the second prize in the Brain War (Business Quiz) competition in the State Level Inter Collegiate Cultural Competition **"Sentia"** organised by Mangalore Institute of Technology and Engineering, Moodabidri on 25th and 26th March 2015.
- Mr. Arun Bhalakrishnan and Mr. Milton P Maurice of first year MBA won the first prize in the marketing event- "The Innovision" in the B school level Management Fest – **"Ettin 2015"** organised by Justice K S Hegde Institute of Management, Nitte on 13th and 14th February 2015.
- In the National Level Management Fest **"Edify- 2015"** organised by the Manel Srinivas Nayak Memorial Besant Institute of Post-graduate Studies, Besant Vidya Kendra, Bondel on 16th April 2015
 - Ms Deepika A G of second year MBA and Ms Manjushree of first year MBA won First prize in Finance event- "Analyst"
 - Mr. Yajnesh and Ms Shruthi Rai of second year MBA won second prize in HR event- "Decider"
 - Institute secured Overall Runners up Championship.

WORKSHOPS AND EVENTS

- A One Day workshop for Second Year students was organised on 28-10-2014 on the theme **"Dynamics of Corporate Expectations and Career Preparation"**. Mrs Reema Bangera- Senior HR Associate, Envoy Mortgage, Mangalore was the Guest of Honour and Mrs. Shalini Sharma- Chief Placement Officer, NMAM Institute of Technology, Nitte was the resource person.
- A One Day workshop for first year students was organised on 07-11-2014 on the theme **"Personify Authentic Person: Re-imagine and Re-engineer Personal Empowerment and Excellence"** at Conference Hall. Mr. Shashank Shekhar- Supply Demand Coordinator- Shell India Pvt Ltd, Mangalore was the Guest of Honour and Prof. (Major) Radhakrishna M- Master Facilitator and Motivator: HRD and TQM, Udupi was the resource person for the programme.
- A one day workshop on **"Motivation and Goal Setting for Student Empowerment"** was held on 27-02-2015 for the first MBA students. Prof. Shobana Narayan, School of Social Work, Roshini Nilaya, Mangalore was the resource person of the programme.



Student Editor: Mr. Yakshith, 2nd year MBA

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AJIM EXPRESSIONS

A Saga of Success

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Editor-in-Chief: Dr. T. Jayaprakash Rao

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Message from the Chairman

It is a matter of great pleasure that A. J. Institute of Management has been bringing out the Institute Newsletter - **AJIM Expressions** successfully since 2012. As I understand, this Newsletter has brought out the hidden literary talents of the students and the teachers during this period. The outside world comes 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 Education Trust

Message from the 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 much pleased to note that the issue 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 Dr. Govinda Bhat, Professor and Mr. Chethan Kumar, Assistant Professor who worked to bring out the Institute Newsletter **"AJIM Expressions"**. In this Newsletter, the significant achievements of the Students and 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 in general and their literary skills and innovative ideas in particular.

Dr. T. Jayaprakash Rao
Director, A. J. Institute of Management

Pleasant Memories of Annual Day Celebrations 2013-14



From Editors' Desk

Dear Readers,
We feel privileged in presenting this issue of our Newsletter - **AJIM Expressions**. We would like to place on record our gratitude and heartfelt thanks to all those who have contributed to make this effort a success. Our special thanks are to Dr. T. Jayaprakash Rao, Director of our Institute for his support, encouragement and a free hand in this endeavour. Our gratitude also goes to Mr. Raveendra, Lab-In-charge for designing and editing this Newsletter, learned colleagues and the students for their contributions to this Newsletter. So here, the issue is now in your hand. We hope you will all enjoy it.

Dr. Govind Bhat
Professor

Prof. Chethan Kumar
Assistant Professor

Congratulations



Mrs. Swapna J. Shetty

The Management, Director, Faculties, Non Teaching Staff and Students in extending a very warm wishes to
Mrs. Swapna J. Shetty for Securing 4th Rank in the MBA Examination (2014) of Mangalore University.

We are proud of you...

Editors : Dr. Govind Bhat, Prof. Chethan Kumar

GUEST LECTURE PROGRAMMES

- Prof. Raghunandan, former Associate Professor of Commerce, SVS College Bantwal delivered a guest lecture on the theme **“Impact of Union Budget 2014-15”** on 21-08-2014 at the Institute Conference Hall.
- An Expert Lecture in association with Indian Institute of Material Management on the theme **“Individual Work Culture and the Society”** by Dr T Jayaprakash Rao- Director AJIM on 26-08-2014.
- TIME- Competitive Exam Training Institute conducted an Orientation Programme for Second Year Students on Competitive Exams concerning Banks, UPSC and KPSC on 27-08-2014 at 2:30PM at Institute Conference Hall.
- An Expert Lecture in association with Indian Institute of Material Management on the theme **“Challenges in Public Procurement”** by Sri. Ramachandran, Chief Executive Officer, OMPL, Mangalore on 26-08-2014
- A J Institute of Management and Indian Institute of Material Management jointly organised expert lecture on the theme **“Inventory Management”** By Prof. T R Mallikarjunnappa, Senior Professor – Department Of Business Administration – Mangalagangothri Konaje on 14-10-2014.
- A Guest Lecture programme on **Career Prospects in Banking Sector** was held on 20-10-2014 at the Conference Hall.
- Mr. Karthik Kateel- Martial Art Trainer conducted a workshop for female students on the theme **“Self Defence for Women”** on 29-10-2014 at the Institute Conference Hall.
- An Expert Lecture in association with Indian Institute of Material Management on the theme **“Letter Of Credit- Basic Concepts”** by Mr. Prakash Kamath- Karnataka Bank, Mangalore on 29-01-2015
- Ms. Anila Andrade, Producer 99 Games Udupi gave a talk on **“Interview Etiquettes”** on 07-02-2015 at the Institute Conference Hall.
- Entrepreneurship Cell organised a Guest Talk programme on the theme **“Financial Inclusion and Entrepreneurship”** by Dr. Selvaraj-Deputy Manager, Bankers’ Training Institute Mangalore on 11-02-2015 at the Institute Conference Hall.
- Marketing Club organised a Guest Talk programme on the **“Family Business- An overview”** by Mr. Nanda Gopal Shenoy- Chartered Accountant Mangalore on 24-02-2015 at our Conference Hall.
- On the topic **“Placement Preparations”** HR club in association with IQAC organised a Guest Lecture for students at our Institute on 20-04-2015. Shribali Shetty Proprietor, Tricies, Mangalore was the guest speaker.
- Finance Club organised a Guest Lecture on **“Impact of Union Budget 2015-16”** by Prof. Raghunandan, former Associate Professor of Commerce, SVS College, Bantwal on 07-04-2015 at our Conference Hall.

ACADEMIC ACTIVITIES

- An Orientation programme for Choice based students was held at our Conference Hall on 09-08-2014. Dr. T Jayaprakash Rao – Director of the Institute informed the students about the various facilities available in the Institute for the students
- Institute organized an orientation programme for 16th Batch- First year MBA students at the Institute on 18-08-2014. The major objective of the programme was to make the parents and students aware of the academic aspects of the course, the rules and regulations of the Institute and to ensure the parental participation through monitoring the performance and progress of their wards.
- Institute conducted **“Viva on Summer Internship Report”** for second year students on 25-08-2014.
- On 05-08-2014, Onam and Teachers Day celebrations were held at the Institute. Celebrations began with a formal programme followed by cultural events, Onam Sadhya and games.
- During this academic year for the first time an Online Aptitude Test for second year students was introduced. All the Faculty members were given the responsibility to conduct this test.
- A J Institute of Management and Hindustan Petroleum Corporation Limited jointly organised one day workshop for HPCL Retail Outlet Dealers on the theme **“Pragathi 2nd Edition”** on 20-09-2014 at the Institute Conference Hall.
- The Inaugural function of Students Council and Management Forum Activities for the academic year 2014-15 was organised on 23-09-2014 at 09:30 AM. Dr. Devan P P Vice Dean, A J Institute of Medical Science, Mangalore inaugurated the Council and gave a call to the students to develop a thirst for knowledge and work towards achieving their goals.
- Puja of Maa Saraswati, Goddess of Knowledge, was held on 01-10-2014 at 2.00PM at the Institute. All the faculty members, non-teaching staff and students actively participated in this celebrations. Rituals related to Puja, Nam Kirntan and Bhajan Samaroh were conducted by the students.
- A J Institute of Management takes the Swacch Bharat Abhiyan (Clean India for Healthy India drive) movement forward. AJIM organized Swacch Bharat Abhiyan at its campus on 08-10-2014 at 9.30 AM onwards. Institute Director, faculty members, non teaching staff and the first and second year students set out with a broom with a pledge that India can not remain unclean any longer. Speaking on the occasion Director of the Institute said **“We are pleased to organize Swachh Bharat Abhiyan at our campus and we feel proud to be a part of our Hon. Narendra Modi's vision to achieve” Swachhta.**
- Radio Mirchi in association with Wonderla Bangalore organised Campus Star Programme on 10-10-2014 at our Institute. Various cultural events such as dancing, singing and poetry programmes were performed by the students on this occasion.
- Mock interview for second year students was conducted on 07-11-2014.
- Social Survey programme for choice based students was conducted on 22-11-2014. On 27-12-2014 social survey for first year students was conducted
- Placement orientation programme for second year students was held at the Institute on 12-01-2015.
- HR Club in association with Internal Quality Assurance Cell conducted a Treasure Hunt competition for second year students on 26-02-2015 at 3:30PM at Institute campus
- Short Movie Review Session for the first year students was held in the Institute on 26-02-2015. Altogether three short movies directed and acted by first year students were released on that day.
- Cultural Club organised a **“Musical Event”** by Mr. Ganesh Poojary, Proprietor, Kushi Melodies, Mangalore on 11-03-2015 at our Conference Hall.
- On 21-02-2015 an Interactive Movie Session of **“MARRY KOM”** for first year MBA Students and on 25-03-2015 **“TARE ZAMEEN PER”** movie were screened for first and second year MBA students at the Conference Hall.
- Cultural Club celebrated cultural week for students to showcase their talents. Each day various cultural activities like Collage, Face Painting, Cooking without Fire, Pencil Sketch, Mehendi, Rangoli, Tattoo Making were held.
- Anveshana Management Forum in association with IQAC organized **“Business Plan”** competition for the first and second year students on 24-03-2015 at our Conference Hall.
- On 27-02-2015, Mock Interview was organised for the second year MBA students by HR specialists from the corporate sector.
- On 07-03-2015, Second year MBA students along with Faculty Members went on a one day Industrial Visit to MRPL, Mangalore.
- On 20-03-2015, Project Work presentation for second year students was held at the Institute.
- On 01-04-2015, Cultural Club celebrated Cultural Day. On that day various competitions like Dance, Singing, Variety Competitions were held.

