



A. J. INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Educational Trust ®

NAAC Accredited Institute

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

ANNUAL REPORT

2023 – 2024

A.J. Institute of Management (AJIM)

Kottara Chowki, Bypass, Ashoknagar Post, Mangalore

ANNUAL REPORT 2023 – 2024

Profile of the Institution

1.	Name of the Institute	A.J. Institute of Management (Stand-alone MBA Institute)
2.	Basic programme offered	Two-year fulltime MBA Programme
3.	The Number of Years the PG Centre has been in Existence	25 years (since 1999)
4.	Affiliation and Recognition details	<ol style="list-style-type: none">1. Permanent affiliation of Mangalore University2. Recognition of AICTE, New Delhi and Govt. of Karnataka3. Recognition of UGC under 12(b) and 2(F)4. Recognition under Unnath Barath Abhiyan of Govt. of India.5. Recognition under SPICE of AICTE6. Recognized as the Research Centre to pursue doctoral programme under Mangalore University
5.	Accreditation Status	Accredited by NAAC
6.	Total number of batches total strength	Three batches and 360 students

Good Morning Ladies and Gentlemen,

It is well said that “education is a process of human enlightenment and empowerment, for the achievement of a better and higher quality of life. Further, an educational institution stands for humanism, for tolerance, for reason, for progress, for social value, for adventure of ideas and for the search of the truth.”

In the light of the above ideologies, the institutional governance stands for achieving twin objectives namely, contribution to the progress of our nation through institutional development and empowerment of students fraternity as per the societal expectations.

With this backdrop, I consider myself fortunate once again, to perform this revered duty of placing the annual report with pride, which illustrates the footprints of the Institution for the academic year, 2023-24 being the Silver Jubilee Year, before the dignitaries.

During the current academic year, all the institutional activities were made further student-centric by structuring them under curricular and co-curricular sections. To fine-tune our students as per the corporate expectations, Industry certified add on programmes exist in all the four semesters, with the special subjects such as Soft Skill, Logistic Management, Human Resources, Marketing and Finance. Add- on programmes such as MOOC, computer excel are also offered

Likewise, every Wednesday/Thursday afternoon is earmarked for club activities, where series of empowerment programmes are conducted such as turn-coat, Quiz, role play, case analysis, business plans etc. Further, the Institute follows the under mentioned experiential and participative pedagogy to make teaching-learning more effective.

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| <ul style="list-style-type: none">• Group Discussion• Case study training• Role play exercises• Seminar presentations• Book Review sessions• Students participation in management fest | <ul style="list-style-type: none">• Daylong workshops• Huge number of clubs and associations• Deputation of students for fests, conferences and seminars• Conduct of Spot seminars current issues• Provision of compulsory viva and assignment in each semester |
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<ul style="list-style-type: none"> • Compulsory Internship 30 days • Project Work • Industry visits • Task of preparing a short films • Inspirational Movie Presentation and in-depth discussion • Conduct of Social Survey • Expert Lecture series 	<ul style="list-style-type: none"> • Celebration of deferent festivals • Demos on the use of knowledge software and e-journals • Student participation in online aptitude test series. • Project work through in-campus vermi compost unit. • Series of add-on programmes • 100 hours of training by Bajaj finserve • Conduct of social survey under Unnath Bharath Abhiyan
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In addition, the following tables provide a birds-eye-view of empowerment activities for the current academic year under different captions:

Seminars:

S N	Theme of the Lecture	Date	Resource Person
1.	Water Management for a sustainable future	08.06.2023	Mr. Yathish Bykampady, Director, Environmental Committee of Indian Red Cross Society,
2.	Yoga for Resilience	21.06.2023	Dr. K. Krishna Sharma, Professor and Chairman, Yogic Science Department, Mangalore University.
3.	Mind and Meditation	27.06.2023	In association with Art of Living by Mrs. Amitha Sudhir Urva, District Coordinator for Government programmes, Art of Living.
4.	Small Ideas, Big Impact	19.07.2023	Mr Tharun, headvvyas ltd, Bangalore

5.	Intellectual Property Rights	02.08.2023	Dr. Chandralekha Professor, SDM Law College, Mangalore
6.	Seminar on Aviation and Hospitality Management	19.08.2023	Ms. Thriveni Founder – Chiguru, Bangalore (Alumni)
7.	Impulsive Seminar on the Theme “Chandrayana – 03”	24.08.203	In-house
8.	Seminar on Business Analytics & Visualization on Excel	25.08.2023	Mr. Roger Mathew CAST, Mangalore
9.	Exploring Overseas Education and Entrepreneurship Opportunities	22.09.2023	Mr. Shijo Mon IDP, Mangalore
10.	Seminar on Cultivating Curiosity – Exploring Research Inquisitiveness among MBA Students	03.10.2023	Dr. Ankitha Shetty Assistant Professor MAHE
11.	Seminar on SPSS for Beginners	04.10.2023	Dr. Shilpi Saha MSNIM, Bondel, Mangalore
12.	Seminar on Review of Literature	05.10.2023	Ms. Melanee Andrade Research Scholar MAHE
13.	Seminar on the “The Art of Entrepreneurial Mindset – Cultivating Traits for Success		Mr. Reji Kumar P (Alumni) MD Excelero Centre of Education and Career Excellence, Kerala

14.	Seminar on Educating Entrepreneurs, navigating the capital markets for Success	26.10.2023	Dr. Swapna Shetty Associate Professor AJIM
15.	Educating Entrepreneurs on Capital Market	27.10.2023	Prof. Deeksha Rao Assistant Professor AJIM
16.	Start up and Business Failure Management	15.11.2023	Mr. Ajith Kamath Head, Ajith Enterprises , Mangalore
17.	Seminar on “Breathful Bliss: A Journey into Mindful Breathing”	11.01.2024	Mrs. Amitha Sudhir Urwa Yoga Instructor Mangalore
18.	Seminar on “Beyond the Bottom Line: Ethical Practices for Sustainable Success”	25.01.2024	Ms. Aruna Cluster Manager E-Kart Services , Mangalore
19.	Seminar on “The Rise of the Entrepreneur: Strategies for Sustainable Success”	26.01.2024	Mr. Vincent Cutinha MD of Provit Foods Pvt. Ltd. Mangalore
20.	Seminar on Leadership & Management Lessons from Swami Vivekanada	12.02.2024	Ramakrishna Mission, Mangalore
21.	Fireside Chat with Entrepreneur In association with Yi Clubs	17.02.2024	Mr. Anuj Agarwal MD, CP Milk & Food products Pvt Ltd, Lucknow
22.	Seminar on Unlock Global Opportunities – Launch your Career Abroad with an MBA	21.02.2024	
23.	Seminar on Empowering youth for Management Positions	01.03.2024	
24.	Seminar on World Forestry Day	21.03.2024	Mr. Jeeth Milan Roche

25.	Seminar on Constitution of India and Voter's Education for Youth	27.03.2024	Dr. Ananth Krishna Bhat
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Student Empowerment and Placement Workshops

Sl. No.	Theme of the Workshop	Date	Guest of Honour	Resource Person
1.	Commencement of 16 days Placement Training by Bajaj Fin Serv, Mumbai with Training Partners, Lalchand Plus, Pune.	23.06.2023	-	Mr. Subhash Bangera, Ms. Devayani, Mr. Roopesh and Mr. Peter
2.	Mock Interview	23.06.2023 – 25.06.203		Bajaj Fin Serv
3.	Make a Difference – Workshop was conducted in association with JCI Mangalore Impact to second Year students	12.09.2023		JC Anusha Prashanth Shetty JFM Deepak Raj JC HGF Prashanth B Shetty JFM Shilpa, Mulky JCI Sen Praveen udupa JC HGF Ananya Hegde
4.	Mock Interview - in association with JCI Mangalore Impact – II year Students	23.12.2023		JC Aysha Faza

5.	Swachh Bharat Abhiyan – Cleanliness Drive in association with JCI Mangalore Impact	9.06.2023		
6.	Workshop on the theme “Miraculous Power of the Sub-Conscious Mind – Mentalism Show”	17.08.2023		Mr. Kudorli Ganesh Magician
7.	Workshop on Communicate with Confidence – Unleash your Verbal Power	18.08.2023		JCI International Trainees
8.	Workshop on the theme “Speak with Confidence – Mastering the Art of Presentation and Public Speaking Skills”	19.08.2023		JCI Professional Trainees
9.	Workshop on the theme “Art of Presentation Skills”	20.08.2024		JCI Professional Trainees
10.	Workshop on Developing a Business Plan and Financing Entrepreneurships	13.10.2023		Mr. Sundra S M Assistant Joint Director MSME
11.	Workshop on Aptitude & Analytical Skills for Career Excellence	10.01.2024 11.01.2024		Mr. Sandeep Kumar & Mr. Akash

Chief Guest: Mr. Uday
Kumar Shetty – J M
Bhakshi

Student Counseling, Demo and Other Support Services

Sl. No	Resource Person / Purpose	Date	Organisation
1.	Orientation programme on Library Resources and ABC ID	01.08.2023	In-house
2.	Orientation programme on Library Resources and ABC ID	03.08.2023	In-house
3.	Demo Session on Yakshagana – ShubhaVarna Yaksha Sampada	20.11.2023	
4.	EBSCO Demo Training Programme	19.02.2024	
5.	Flipkart Internship & Hands on Training Programme	22.02.2024	

Student Activities – other Curricular, Extra-Curricular, Cultural and Sports Events

Sl. No.	Particulars	Date	Guest of Honour
1.	Swatch Bharath Abhiyaan in and around the Campus	09.06.2023	In association with JCC Wing of AJIM and Community Development Cell
2.	Club activity on “Catastrophic Management”	15.06.2023	-

3.	Club Activity on the theme “Bid Proposal and Digital Marketing”	22.06.2023	-
4.	Club Activity on the theme “Event Management”	22.06.2023	-
5.	Club Activity on the theme “Product Re-launch”	22.06.2023	-
6.	Club Activity on the theme “Maestro - Quiz”	22.06.2023	
7.	Commencement of Start of Cultural Week with the competitions like Pencil Sketch, Mehendi, Face Painting, Rangoli, Singing and Dance	30.06.2023	
8.	Farewell to 2 nd Year Students	21.07.2024	
9.	Alumni Day	22.07.2024	Ms. Earshia Mallick (2006-2008 Batch) Senior Associate CGI, Bangalore
10.	Vijay Diwas Patriotic Sing ‘n Dance Competition	23.07.2024	Intra-Class Competition
11.	Graduation Day – Uthkarsha 2023	08.08.2023	Mr. Rajeshwar Rao, Head, Talent Acquisition Edgeverve, Bangalore

12.	Certificate Distribution Ceremony – CPBFI – Bajaj FinServ	22.08.2023	Mr. Kurush Irani President Bajaj Finance
13.	Poster Release of Short Movie	30.08.2023	
14.	Quiz Competition on “Mission Chandrayan”	01.09.2023	
15.	Teacher’s Day Celebration	01.09.2023	
16.	Preparation of Short Movie & Release Programme	07.09.2023	
17.	Lamp Shade Competition	20.11.2023	
18.	Internship Orientation	20.11.2023	
19.	Online Quiz on Indian Constitution	26.11.2024	
20.	EntreChat with Yi Mangaluru	06.01.2024	Dr. Rahul Mirchandani Chairman & MD , Aries Agro Limited
21.	First Year Orientation Programme	05.02.2024	
22.	PTA Meeting	05.02.2024	

23.	International Kite Festival Student Volunteers ThanirBhavi Beach	10.02.2024 11.02.2024	
24.	Installation Ceremony of NIPM Student Chapter	22.02.2024	
25.	Yakshakalotsava – Intercollegiate Yakshagana Competition	06.03.2024	Chief Guest: Prof. Madhur Mohan Kalluraya Mrs. Jyothi T N
26.	Elixir – National Level Management Fest	07.03.2024	Chief Guest: Mr. Anjan Kumar Gowda, Vice President, General Staffing Business , Quest Corporation Ltd, Bangalore Mrs. Ashritha Shetty, HR Manager, Entley Global Solutions Pvt. Ltd.
27.	Women’s Day Celebrations	15.03.2024	Mrs. Kushala Ishwar (Chairman, Sanmathi Charitable Trust) Mrs. Alka Manoj (Founder and Sustainable Fashion Designer, Li’l Ohana)
28.	Bazar Shastra – A Financial Quiz competition	20.03.2024	
29.	Inauguration of Student Council & Fresher’s Day	26.03.2024	Mr. Arjun Johanna D’souza
30.	Industrial Visit – Kalbhavi Industries Bykampady	27.03.2024	

31.	Annual Sports Day	28.03.2024	Dr. Jayaprakash, Principal, Gokarnatheshwara College, Mangalore
32.	Voter's Awareness Programme		
33.	Inter-Collegiate Management Fest	30.05.2024	

Student Deputation & Student Achievements

Sl. No	Date	Fest Name	College	Winners Name	Event Name	Winning Place
1)	1st & 2nd Jun 2023	Magnum	Mangalore University (M.Com.)	Harshith C M	Quiz	Winners
				Sharath Suvarna		
2)	22nd & 23rd June 2023	Shrestha	SDM College of Business Management & PG Centre	Mahim	Finance	Winners
				Narasimha Shenoy		
				Aishwarya Rose Mathew	HR	Winners
				Amalya Shaji		
				Harshith C M	Quiz	Winners
				Sharath Suvarna		
				Monica D'melo	BMT	Winners
				Shahana		
				Harsha Shibiraya		
Team	Championship	Overall Winners				
3)	11th & 12th July 2023	Agon	Alva's Institute of Engineering and Technology	Aishwarya Rose Mathew	Best Manager	Winners
				Amalya Shaji	HR	Winners
				Shahana		
				Royson	Marketing	Winners

				Harsha Shibiraya		
				Narasimha Shenoy	Finance	Winners
				Apeeksha		
				Team	Championship	Overall Winners
4)	15.03.2024 16.03.2024		A J Institute of Dental Sciences	Team	Volley ball Championship	Runner up
5)	19.04.2024		KSCST, GOK	Sanction of Student Project	Ayisha Anajana U K Ajay Narayana Akhila Varghese	Faculty Prof. Deeksha Rao Prof. Prashanth Shetty
6)	05.05.2024		A J Engineering College	Abhishek	Yakshagana	Winner
7)	04.04.2024 05.04.2024		Kateel First Grade College	Ms. Sharadhi	Stree Vesha	Winner
8)	08.05.2024 09.05.2024		A J Premier Cricket League by A J Institute of Dental Sciences	Mr. Diwith Devadiga	Best Allrounder	Winner
9)	21st Feb 2024	Insignia	AIMIT, Beeri	Ashritha S A	Marketing	Winner
10)	21st Feb 2024	Insignia	AIMIT, Beeri	Ajay Narayan	Marketing	Winner
11)	21st Feb 2024	Insignia	AIMIT, Beeri	Suhas A	Quiz	Runners
12)	21st Feb 2024	Insignia	AIMIT, Beeri	Vaishak Rao	Quiz	Runners
13)	21st Feb 2024	Insignia	AIMIT, Beeri	Team	Championship	Overall Runners
14)	1st & 2nd Mar 2024	Incident - Bizwaves	NITK, Surathkal	Sandra	Marketing	Winners
15)	1st & 2nd Mar 2024	Incident - Bizwaves	NITK, Surathkal	Niyati	Marketing	Winners
16)	1st & 2nd Mar 2024	Accolade	Kannur University	Ajay Narayan	Best Marketing Team	Winners

17)	1st & 2nd Mar 2024	Accolade	Kannur University	Ayisha	Best Marketing Team	Winners
18)	1st & 2nd Mar 2024	Accolade	Kannur University	Akshaya	Best Marketing Team	Winners
19)	1st & 2nd Mar 2024	Accolade	Kannur University	Ashwin Kumar	Best Marketing Team	Winners
20)	26th & 27th Mar 2024	Zephyr	St. Joseph College of Engineering and Management	Akshaya	Finance	Winners
21)	26th & 27th Mar 2024	Zephyr	St. Joseph College of Engineering and Management	Sowjanya	Finance	Winners
22)	23rd & 24th May 2024	Cross Roads	Mangalore University (MBA)	Ashritha S A	Marketing	Winners
23)	23rd & 24th May 2024	Cross Roads	Mangalore University (MBA)	Prajna	Marketing	Winners
24)	23rd & 24th May 2024	Cross Roads	Mangalore University (MBA)	Akshaya	Finance	Runners
25)	23rd & 24th May 2024	Cross Roads	Mangalore University (MBA)	Sowjanya	Finance	Runners
26)	23rd & 24th May 2024	Cross Roads	Mangalore University (MBA)	Suhas A	Finance	Runners
27)	23rd & 24th May 2024	Cross Roads	Mangalore University (MBA)	Narasimha Shenoy	Finance	Runners
28)	23rd & 24th May 2024	Cross Roads	Mangalore University (MBA)	Team	Championship	Overall Winners

29)	4 th & 5 th April 2024	Bramari Yaksha Jenkara 2024	SDPT First Grade College Kateel	Ms Sharadhi	Stree vesha and Best performer in Team	First place
30)	5 th & 6 th May 2024	AAKAR 2024	A J Engineering College	Mr Abhishek	Yaksha Nrithya Competition	First place
31)	15 th & 16 th March 2024	A J Volleyball League	A J medical college	Mr. Gagan (Non-Teaching Staff) Mr. Divith Mr.Prathik Mr.Prasanna Mr.Ashrith Mr.Shravan Mr.Akshay Nikhil Mr.Mohammed Iyadh and Mr.Dileep	Volleyball	Second place
32)	8 th and 9 th , 2024	A J Premier League	A J medical college	Mr. Divith Devadiga	Cricket	Best Batsman

SDP, FDP, Research, Publication of the Institution

S N	Theme	Particulars	Date / Year
	Institute has been recognized as research Centre by Mangalore University to pursue Doctoral Programme in Management.		2023
1)	Swatcch Bharath Abhiyaan in and around the Campus	In association with JCC Wing of AJIM and Community Development Cell	09.06.2023

2)	Faculty Development Programme on “NAAC Revised Accreditation Format”	In association with IQAC and Teachers Club Dr. Sureshramana Mayya, NAAC Peer Team Member, was the Resource Person	23.06.2023
3)	Faculty Development Programme on “NAAC Preparation and Documentation”	In association with IQAC and Teachers Club Dr. Shridhar Shetty, Principal SMS College of Science, Commerce and Management Studies, Mumbai was the Resource Person	17.07.2023
4)	Passport and PAN		
5)	Faculty Development Programme on ERP hands-on Session	Ms. Ramya Heraizen Technologies	24.07.2023
6)	FDP on NAAC Preparation and Documentation	Dr. Shridhar Shetty Principal S.M.S College of Science, Commerce and Management, Mumbai	18.08.2023
7)	SDP Mastering your Finances – A guide on effective money management	Mr. Deepak Rao (Alumni) Simplus Financial Services	11.01.2024
8)	FDP organized by SEBI	Attended by: Dr. Swapna Shetty Prof. Deeksha Rao	25 – 27 May 2024

Outreach and Extention Activities

SI No	Particulars	Date / Year
1	Visit to Saanidya (School of Mentally Challenged)	12.09.2023
2	Beach Cleaning Drive Sea Side Sustainability – Preserving our Coast Line for Today and Tomorrow	16.09.2023
3	Ek Tharik , EK Ganta, Ek Sath – Cleanliness Drive	01.10.2023
4	A Road Safety Awareness Programme by Young India	19.01.2024
5	A Rally & Street Play on Road Safety Awareness on the theme “ Leave Sooner, Driver Slower and Live Longer” From the Institute to Urwa Store, Mangalore	21.01.2024
6	Beach Cleaning – Clean Coast Green Future – Unite for a Sustainable Sea Shore, in association with Young India.	21.01.2024
7	A Demo on Road Safety at DKZP model Higher Primary School, Mangalore on the theme “Chota Cop” in association with Young India.	23.01.2024
8	Street Play on Road Safety Awareness Programme at Circuit House, Bejai, Mangalore	26.01.2024
9	Road Safety Awareness Prgoramme, “Chota Cop & Faristhey” at SDM School, Ashoknagar, Mangalore	01.02.2024
10	Seminar on World’s Recycling Day	18.03.2024
11	Poster Making Ceremony on World’s Earth Day	22.04.2024
12	Quiz Competition on World’s Earth Day	22.04.2024
13	Elocution on World’s Earth Day	22.04.2024

New MOU Signed During the year

S N	Particulars
1	Young India under CII
2	Mangalore Productivity Council
3	Headway for Certificate Programme
4	A J Hospital for Research Centre
5	Chiguru Institute for Aviation
6	Harsha Retail
7	IDP Education
8	United Training Services
9	Durgadas Systems and Services
10	Emdees Computer and IT Solution
11	Excelero Centre of Education and Career Excellence, Kerala
12	Shubavarna Yaksha Sampada
13	NIPM, Student Chapter

Faculty Participation, Publication and Extension

Dr. VIJAYA KUMAR

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| ➤ Recognized as Research Guide under Mangalore University for Doctoral Programme in Management | 2023 |
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Prof. CHETHAN KUMAR

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| ➤ Attended two day National Conference on Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India held at our Institute | 30 th & 31 st
Jan, 2023. |
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Prof. K. DEEPAK RAO

➤ Published article in Journal of Management Studies and Academic Research, Issue: with ISSN NO.: 2455 4960 titled “Flipped Classroom Learning- An Effective Learning Mechanism Compared to Traditional Learning”.	7 June 2023
➤ Participated in One Day State Level Seminar on Impact of NAAC Accreditation: Envisioning The Future of Education organized by SDM College of Business Management Post Graduate Centre For Management Studies and Research, Mangalore.	12th August 2023

Prof. ARATHI K.

➤ Attended One day Conference on Women and Mental wellbeing at SDM College of Management	10 th Jan 2024
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Dr. SWAPNA SHETTY J.

➤ Published paper titled “Loyalty Influencers in Adolescents : Evidence from Emerging Markets” in Scopus (Q2) in Prabhandan: Indian Journal of Management	Sep 2023
➤ Cleared Certificate Examination of NISM Series XII	29.12.2023
➤ Empaneled as a SMART Trainer from SEBI	24 th & 25 th May 2024

Prof. MAHESH P.G.

➤ Published paper titled “Loyalty Influencers in Adolescents : Evidence from Emerging Markets” in Scopus (Q2) in Prabhandan: Indian Journal of Management	Sep 2023
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Prof. DEEKSHA RAO

➤ Completed an eight-week online course titled "Marketing Research and Analysis" offered by the Indian Institute of Technology Roorkee through Swayam NPTEL	August to October 2023
➤ Cleared Certificate Examination of NISM Series XII	29.12.2023
➤ Completed an eight-week online course titled "Behavioural and Personal Finance " offered by the Indian Institute of Technology Karagpur through Swayam NPTEL	Jan to March 2024
➤ As a resource person delivered lecture on Investors Awareness program in collaboration with BSE at Besant Evening College, Mangaluru	10 th March 2024
➤ As a resource person delivered lecture on Capital Market Awareness program in collaboration with BSE at Shree Devi Institute of Technology, Mangaluru	12 th March 2024
➤ As a resource person delivered lecture on Mutual Fund Awareness program in collaboration with BSE at Swami Vivekananda College. Puttur	14 th march 2024
➤ Guided a project titled "Appraising Women Health Concerns: Employees Perspectives on Menstrual Leave Policy in the Workplace," which received funding from the Karnataka State Council For Science And Technology under the 47th Series, 2024 Student Project Programme.	April 2024
➤ Empaneled as a SMART Trainer from SEBI	24 th & 25 th May 2024
➤ As a resource person delivered lecture in Economics for the students of Manipal School on the topic “ Money Creation by Commercial Bank”	12 th July 2024
➤ Prof. GANAVI K.K.	

➤ Ganavi K K, Dr. Shakila B, “Influence of Psychological Biases on Investing Choices among Individual Investors in Mangalore City”, Published in Journal of Propulsion Technology, 2024	Jan 2024.
➤ Published paper titled “Loyalty Influencers in Adolescents : Evidence from Emerging Markets” in Scopus (Q2) in Prabhandan: Indian Journal of Management	Sep 2023
➤ Presented a paper titled “Behavioral Biases Influences on Investing Choices among Individual Investors” at the International Conference on the theme of emerging trends, challenges & and opportunities in global business, management, and Technology held at Visvesvaraya Technological University, Belagavi in collaboration with Associations of Indian Management Schools (AIMS) on 8th & 9th June 2023 (Online mode).	8th & 9th June 2023
➤ Presented a paper titled “Behavioural Biases Influences on Investing Choices among Individual Investors in Mangalore City, Karnataka” at two-day International Finance and Accounting Conference (IFAC) held at Indian Institute of Management, Jammu on 8th & 9th September 2023 (Online mode).	8th & 9th September 2023
➤ Participated Pre-Conference Workshop held at Indian Institute of Management, Jammu on 06th September 2023 (Online mode) on the topic an insight on how to publish in quality journals and guidance on the practical usage of Panel Data Analysis with Stata, Bibliometric & Meta-analyses.	06th September 2023
➤ Completed an eight-week online course titled "Marketing Research and Analysis" offered by the Indian Institute of Technology Roorkee through Swayam NPTEL	August to October 2023
➤ Completed an eight-week online course titled "Behavioural and Personal Finance " offered by the Indian Institute of Technology Karagpur through Swayam NPTEL	Jan to March 2024

➤ Attended one day research development program (RDP) on “AI-Assited Manuscript writing” at St. Joseph Engineering college.	30th May 2024
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Prof. PRASHANTH SHETTY

➤ Published a paper Titled “Major antecedents of electronic customer relationship management (E-CRM) studies in the Indian banking sector: A systematic review." In the Indian Journal of Marketing a Scopus indexed Journal.	October 2023
➤ Published a book Chapter in the book “Navigating the future: Innovations in commerce and Management”, Published by Bharathi Publications New Delhi	July 2024.
➤ Presented a paper titled “Redefining Customer Relationships: e-CRM Trends and insights from the Indian Banking sector (2015-2023)” in the International Conference held at REVA University Bangalore.	25th & 26th April 2024.
➤ Co-Guided a project titled "Appraising Women Health Concerns: Employees Perspectives on Menstrual Leave Policy in the Workplace," which received funding from the Karnataka State Council For Science And Technology under the 47th Series, 2024 Student Project Programme.	April 2024

Prof. ROSHELLA DCOSTA

➤ Topper and secured 91% in Talent Acquisition and Management Course conducted by NPTEL – AICTE jointly certified by IIT Kharagpur	Jan- Apr 2024
➤ Attended 12 week FDP on Talent Acquisition and Management Course conducted by NPTEL – AICTE	Jan- Apr 2024
➤ Attended 08 week FDP on Marketing Research and Analytics Course conducted by NPTEL – AICTE	Aug- Oct 2023
➤ Attended National Level Seminar on Women and Health on 26 th September at SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangalore.	26 Sep 2023

➤ Attended NIPM HR Conclave -2024 at Manel Srinivas Nayak Institute of Management, Mangalore	13 March 2024
➤ Attended One day management Development Programme on Prevention of Sexual Harassment (POSH) at Manel Srinivas Nayak Institute of Management, Mangalore	18 June 2024

Prof. H.G. NAGARAJA NAYAK

➤ Attended two day National Conference on Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India held at our Institute	30 th & 31 st Jan, 2023.
➤ Participated in the Virtual Faculty Development Programme on “Emerging Trends and Challenges in Management Education and Research” organized by IA School of Management Studies and Kristu Jayanti College, Bangalore.	18 th to 25 th May, 2023

Prof. SHRUTHI K.

➤ Attended One day Conference on Women and Mental wellbeing at SDM College of Management	10 th Jan 2024
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Dr. SLIMA PINTO

➤ Published paper titled Unveiling the entrepreneurial mindset: exploring orientation and intentions among students of prominent engineering disciplines in the Journal of Innovation and Entrepreneurship 13 (1), 33	2024
➤ Completed Ph.D. on thesis titled Entrepreneurial Orientation and Business Performance of Christian Entrepreneurs: A Study with reference to Dakshina Kannada and Udupi Districts. At Visvesvarayya Technological University, Under the guidance of Dr. Prakash Pinto, Professor and Dean, St Joseph Engineering College, Mangalore	30 th & 31 st Jan, 2023.

➤ Attended 12 week FDP on Talent Acquisition and Management Course conducted by NPTEL – AICTE	Jan- Apr 2024
➤ Attended 08 week FDP on Marketing Research and Analytics Course conducted by NPTEL – AICTE	Aug- Oct 2023

Prof. SOUMYA SHETTY

➤ Successfully completed PhD for the Research titled, Capital Asset Pricing Model Evidences Indian Market from Visvesvaraya Technological University, Belagavi, Under the guidance of Dr.Janet Jyothi D’Souza, Professor at Ballari Institute of Technology and Management (BITM),Ballari	October 2023
➤ Published article on the topic “Repercussion of BSE Sensex stocks during Covid-19 Crisis: An Empirical Examination” in European Chemical bulletin, June, 2023	June-2023
➤ Completed an eight-week online course titled "Behavioural and Personal Finance " offered by the Indian Institute of Technology Karagpur through Swayam NPTEL	Jan to March 2024

Dr. NISHKRATI VARSHNEY

➤ Presented a paper entitled “Artificial Intelligence and Sustainable Consumer Behaviour” in One Day International Conference organized by GD Goenka University,Gurugram,India (Online mode)	30-31 st May 2024
➤ Got the best paper award (Marketing Track) in the paper entitled “Application of Artificial Intelligence Technology on Sustainable Development of E-Commerce” in the International Conference held at Manel Srinivas Nayak Institute of Management, Mangalore	28 th June 2024
➤ Published a paper Journal of Cultural Heritage Management and Sustainable Development ISSN: 2044-1266 eISSN: 2044-1266 Emerald Publishing Limited (Scopus)	August 2024

Faculty pursuing Ph.D. at present and teachers with Ph.D. joined during the year

Sl. No.	Name of the Faculty	Name of the University for Ph.D. Registration	Remarks
1.	Mr Mahesh P.G.	Hampi University	Pursuing
2.	Mr Prashanth Shetty	Reva University	Pursuing
3.	Mrs Ganavi K.K.	VTU, Belgam	Pursuing
4.	Mr Deepak Rao	Srinivas University	Pursuing

Institute Journal

The Institute is bringing out a Research Journal – Anveshana with ISSN, continuously for last 14 years and also applied for UGC for listing.

Library and Computer lab

Institute has an excellent library comprising latest books and journals on Management. At present, we are subscribing to 44 periodicals, possess 15,943 books, 4555 e- books and subscribing to on line journal portals –DELNET, National Digital Library.

DELNET: DELNET Database comprises 577 No. of E-books on Management, 7847 E-journals, thesis and dissertations, Video recordings, dictionary.

National Digital Library: National Digital Library of India (NDLI) is a virtual repository of learning resources which is not just a repository with search/browse facilities but provides a host of services for the learner community

A separate and spacious air conditioned computer lab with a provision of 80 workstations is maintained with Wired LAN, Security network, Server requirements, Wi-Fi connectivity and 100 MBPS leased line internet access.

University Results

During the year 2023-24, 180 students have appeared for term end semester examination and 136 students have secured the First Class with Distinction, 44 students have passed with First Class, total percentage of result is 100%.

New Academic Initiatives

Considering the need for quality enhancement in the business education in the light of pandemic, many quality enhancement initiatives are introduced during the year. These include the detailed Course File for each subject, new Teaching Learning Practices (TLP), Course Assignment Books, student progress tracker, Course Work Diary, applying Blooms taxonomy for internal examination and specific rubrics for assignment, viva and presentation and mapping course objectives with the course attainment is also being taken up. These initiatives are expected to yield huge academic benefits during the coming days.

Curricular Enrichment:

During the year 2022-23, following industry certified programmes are offered

Semester	Name of the programme	Name of the Associating Organisation	No. of the students benefited
1	Softskills for Business (Basic)	-	180

II	Softskills for Business (Advanced)	-	180
III	Industrial Certified programme in Finance (Basic)	Simplus Financial Services Ltd.	7
	Industrial Certified programme in Marketing (Basic)	Turmerind Online Enterprise	72
	Industrial Certified programme in HRM (Basic)	Avashyak Consultancy	40
	Industrial Certified programme in Hospital Administration (Basic)	A.J. Hospital and Research Centre, Mangalore	19
	Industrial Certified programme in Logistics (Basic)	Ocean line Logistics	42
IV	Industrial Certified programme in Finance (Advanced)	Simplus Financial Services Ltd., Bangalore	7
	Industrial Certified programme in Marketing (Advanced)	Turmerind Online Enterprise	72
	Industrial Certified programme in HRM (Advanced)	Avashyak Consultancy	40
	Industrial Certified programme in Hospital Administration (Advanced)	A.J. Hospital and Research Center, Mangalore	19

	Industrial Certified programme in Logistics (Advanced)	Ocean line Logistics	42
	EXCEL	CAST, Mangalore	96

Meetings:

Meetings of Governing Council Meeting, SC/ST committee, IQAC, Library Committee, Parents –Teachers Association, Anti-ragging committee and faculty meetings were held on different dates.

Placement Report

The Training and Placement Department of the Institute is instrumental in organizing and coordinating placement training, internships and final student placements. Additionally, the department regularly arranges mock interviews, group discussions, case studies, pre-placement talks and interactive sessions with industry experts. Department conducts Personality Development programs that cover communication skills, presentation skills, career planning and more.

Placement Training Program

Two day’s workshop was conducted on 10th and 11th of January 2024, on the theme of “Aptitude and Analytical skills for career excellence” at the Institute. Mr. Uday Kumar Shetty, AGM- Branch Manager, J M Baxi L Co., Mangalore was the Chief Guest for the inaugural program. The session was designed to help second-year MBA students improve their aptitude and reasoning skills. The two-day intensive training program was led by specialists in the aptitude subject. Mr. Sandeep Kumar U and Mr. Prajwal Kumar were the resource persons for the workshop.

Sixteen days of training program on “Certificate Program in Banking, Finance Insurance and Communication skills” has been conducted by Bajaj Fineserv in association Walchand Plus from 4th July to 22nd July 2024 for the first year MBA students. Participants have up skilled themselves in Business Communication and gathered knowledge on Banking, Finance and Insurance industries. The 16 days intensive training program was led by

specialists in the particular domain. Mr. Subhash Bangera, Ms.Sarita Tenani, Ms. Bhavana Seth and Mr.Peter were the resource persons for the workshop.

Placement

For the academic year 2023-24, 26 companies have extended the support through the on-campus drive, online drive, portal hiring and off-campus drives. A total of 53 students have been placed for different companies and around 30 students are in different selection rounds. Major Recruiters where, TCS, EY, Coca Cola, Airtel, Archer & Bull, Consero Global, ESAF Bank, Bandhan Bank, Federal Bank, ICICI Prudential, Lyros Tech, Simplotel, My Captain, Ahalia Hospital, Rainbow Hospital, Motherhood Hospital Homefirst Finance etc. The Highest package for the year is 14.00 lacs per annum by Fedaral Bank and the median package for the year is 4.00 lacs per annum.

Best Practices

Institute is able to continue her best practices such as conduct of Impulsive Seminars, preparing Short Movies on social centric issues, inspirational movie presentations, organizing expert lectures, workshops, National Level Management Fest, women's day celebration, inter-collegiate Patriotic competition, Yakshakalothsava etc..

Flagship programmes of the academic year 2022-23.

The Institute has identified 5 programmes conducted during the year as the Institute flagship programmes and will continue these programmes during the coming years as the best practices of the Institution. The details are as follows.

1. AJIM is proud to be the only institute to have been offered the Bajaj FinServ 96-Hour Training Program for three consecutive years. The program is delivered by training partners Walchand Plus, Poona. The sessions are interactive and engaging, and students have the opportunity to participate in case studies and role-playing exercises. This program is designed to provide our students with the skills and knowledge they need to succeed in the financial services industry. Every year, 180 students complete the program with excellent track record of attendance above 90%.

2. AJIM is proud to host the MIME Contest on Social Centric Issues, a flagship program that engages students in creative problem-solving around social issues. The contest is designed to promote critical thinking, teamwork, and communication skills, while also raising awareness of important social issues.
3. Signing of MOU with Govt. of India for flagship programme Unnath Bharath Abhiyaan for long run research and extensions activities. Under this programme the Institute has adopted five villages near Mulky, conduct social survey of households through structured questionnaire on socio- economic issues and concerns and also organize social activities.
4. To make the students to inculcate patriotism and in auspicious occasion of Azadi Ka Amruth Mahothsav a unique contest “sing n perform live” for the Under Graduate Colleges was conducted. To embolden the local culture, a unique inter-collegiate competition Yakasha kalostava was organized and 1 hour yakashgana programme is given by the students, faculty and alumni members of the Institute.
5. AJIM also has the JJC Wing of the A. J. Institute of Management, wherein 158 members have registered from the first year, and we already have 162 members from the second year.

Ladies and Gentlemen,

Whatever the Institution has achieved in the current year, it is because of unstinted support extended by Dr. A.J. Shetty, our President, Sri. Prashanth Shetty, Vice President and Mrs. Ashritha P. Shetty, Director. Also, I place on record the contributions of our dedicated teachers, students, non-teaching staff, and members of Academic Advisory Board, Internal Quality Assurance Cell and Parent Teacher Association in the success of the Institution. I thank Sri Rohith Castelino, HRBP Lead for India Tech Hubs, Elsevier, Bangalore. Sri. Prashanth Shetty, Vice President for gracing the annual day celebrations for the year 2023.

A.J. INSTITUTE OF MANAGEMENT (AJIM)

ANNUAL REPORT 2022 – 2023

Profile of the Institution

1.	Name of the Institute	A.J. Institute of Management (Stand-alone MBA Institute) Under Laxmi Memorial Educational Trust (R)
1.	Basic programme offered	Two-year fulltime MBA Programme
2.	The Number of Years of Existence	25 years (since 1999)
3.	Affiliation and Recognition details	<ol style="list-style-type: none">1. Permanent affiliation of Mangalore University2. Recognition of AICTE, New Delhi and Govt. of Karnataka3. Recognition of UGC under 12(b) and 2(F)4. Recognition under Unnath Barath Abhiyan of Govt. of India.5. Recognition under SPICE of AICTE6. Recognized as the Research Centre to pursue doctoral programme under Mangalore University
4.	Accreditation Status	Awaiting for the result of third cycle of Accreditation
5.	Total number of batches total strength	Three batches and 360 students

Good Morning Ladies and Gentlemen,

Respected guest of honour, Sri Ajay Prabhu, CEO. KVP Business Solutions, Smt. Ashritha P Shetty, Director, Laxmi Memorial Educational Trust, members of PTA, members of faculty and non- teaching staff and dear students. At the outset, I extend a warm welcome to all of you to the annual day celebrations - 2023-24.

I consider myself fortunate once again, to perform this revered duty of placing the annual report with pride, which illustrates the footprints of the Institution for the academic year, 2023-24 being the Silver Jubilee Year, before the dignitaries.

As the Annual report runs into several pages, its full text is given to the dignitaries and its condensed version is placed before you for your consideration.

Seminar:

During the year, 25 seminars were conducted on different concepts such as Corporate Expectations, Startups, Entrepreneurship Development, Better Environment, Water Conservation, Yoga, Mind and Meditation, Indian Constitution, Chandrayana- 03 etc.

Student Empowerment and Placement Workshops:

For the current year, 11 Placement Workshops were conducted ranging from one day to two days, focusing on personal effectiveness and placement preparations. In addition, 100 hours of training programme offered by Bajaj Finserve, through their training partners Walchand Plus, Poona and 45 hours of Business Analytics by Business Intelligence Lab, Mangalore was successfully conducted during the year. In total, every student has undergone a minimum of 150 hours of placement training during the programme duration.

Student Counseling and Demo

During 2023-24, five programmes on counselling and demo and counselling were conducted including the use of online Library resources and ERP

Student Activities under co-Curricular, Extra-Curricular, Cultural and Sports

During the current year, other than seminar and workshops, 33 programmes are organized under the categories such as short movie release, inspirational movie presentations, impulsive seminar, festival celebrations, club activities, mime contest, intercollegiate patriotic competition sing n dance, Yakshakalostava, management fest, traditional day, cultural day celebrations etc.

Extention Activities

During the year 13 extension activities were conducted including visits to orphan centre, old age home, special schools with charity in cash and kind, along with the focus on sustainable environment such beach cleaning drive, road safety activities etc. Further, Institute has received **Six** recognition letter for extension activities including from Mangalore City Corporation for maintaining vermi composting unit at the Institute. Three Swach Bharath programmes were organized ion association with Young India and JCI and seven social surveys were conducted including in the five villages adopted by the Institution under Unnath Bharath Abhiyan, the flagship programme of Govt. of India.

Memorandum of Understanding

During the current year the Institute 13 MOU's are signed with corporate / non-corporate entities including Young India, Mangalore Productivity Council, Ganesh Shipping for student internship, research and local art support.

Student Deputation and Student Achievements

Performance of students in the management, cultural and sports fest organized by universities, management institutions and engineering colleges is praiseworthy. Our students have represented AJIM at many national and state level management fests and have won two runners up championships and three overall championships for this academic year. In the said fests students have won 33 First place awards and 06 second place awards in various events. Two of our students secured the best performance awards in Yakshagana completion, On behalf of the management and all other stakeholders, I place on record the commendable performance of our students holding the Institute flag high.

Research, Publication staff development programmes

During the year, our Institute has been recognized as Research Centre by Mangalore University to pursue Doctoral Programme in Management. And I call upon our students to make use of this opportunity of pursuing the research leading to Ph.D.

The Institute organized three Faculty Development Programmes and two staff development Programmes during the year.

The Institute is publishing the by annual peer reviewed research journal Anveshana for the last 14 years. Our faculty have 46 publications to their credit in Scopus, UGC enlisted journals and other peer reviewed journals. Likewise,

faculty have attended and presented papers in 29 national conferences and workshops.

During the year, faculty Dr. Swapna Shetty and Ms. Deeksha Rao cleared NISM Certification Examination, attended the training programme organized by SEBI at Bangalore and got empaneled with SEBI as SMART trainers.

Further, two of our faculties Dr Slima Pinto and Dr. Sowmya Shetty were awarded with the Doctoral degree from VTU. Further, 4 of our Faculty Members are in the pursuing the Doctoral Programme and three faculty members have applied for the research programme through our Research Centre.

Dr Swapna Shetty and Dr Nishkrathi Varshney Gupta have won the best paper award under the Finance Stream and Marketing Stream respectively at the International conference held at MSNIM, Bondel. One student project is approved by Karnataka State Council for Science and Technology, under the guidance of Faculty Ms Deeksha and Sri Prashanth Shetty.

Placement

Institute is taking up all responsibilities in preparing the students for placements. In this direction, 150 hours of structured training is given including 100 hours by Bajaj Finserve. Fact remains that during the current year, conversion rate of placement is high compared to the last year student placements.

For the academic year 2023-24, 26 companies have extended the support through the on-campus drive, online drive, portal hiring and off-campus drives. A total of 53 students have been placed for different companies and around 30 students are in different selection rounds. Major Recruiters where, TCS, EY, Coca Cola, Airtel, Archer & Bull, Consero Global, ESAF Bank, Bandhan Bank, Federal Bank, ICICI Prudential, Lyros Tech, Simplotel, My Captain, Ahalya Hospital,

Rainbow Hospital, Motherhood Hospital, Homefirst Finance etc. The Highest package for the year is 14.00 lacs per annum by Federal Bank and the median package for the year is 4.00 lacs per annum.

Library and Computer lab

Institute has an excellent library comprising latest books and journals on Management. At present, we are subscribing to 44 periodicals, possess 16,065 books, 4555 e-books and subscribing to online journal portals – EBSCO, DELNET, National Digital Library.

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Considering the need for quality enhancement in the business education in the light of rapid changes, many quality enhancement initiatives are introduced. These include the detailed Course File for each subject, new Teaching Learning Practices (TLP) framework, Course Assignment Books, Student Progress Tracker, Course Work Diary, Book review session, applying Blooms taxonomy for internal examination and specific rubrics for assignment, viva and presentation, mapping course objectives with the course attainment etc., ensuring 360 degree evaluation. These initiatives are expected to yield huge academic benefits during the coming days.

Best Practices

Institute is able to continue her good practices such as conduct of Impulsive Seminars, preparing Short Movies on social centric issues, inspirational movie presentations, organizing expert lectures, workshops, National Level Management Fest, women's day celebrations, inter-collegiate Patriotic competition, Yakshakalothsava etc. Among the good practices, NAAC has considered following two as the best practices

First best practice: “Nari Sashakthikaran”

with the theme *Yatra naryastu pujiyante ramante tatra Devata: Where women are honoured, divinity blossoms there*

It is the insight of the Institute that to foster a fair and equitable society, empowering women is essential. Institute has ensured this by enhancing opportunities for women's education, women participation and instilling social and ethical values among the students through programme initiatives. In this regard, major evidence of success reflected through Female student admissions rose to 71.67%, rise in female staff percentage to 60.71 and success in management fests with nearly 56% of winners are female, during the current year. During the last five years, female students have secured five ranks, four gold medals and two cash prizes at the University level, scholarships for female reached 329 beneficiaries, totalling Rs 1,58,08,000 and Rs. 4,75,431 is spent on Nari Sashaktikarana programmes

Second Best Practice with the

Title: “Expanding Reach: Connecting Beyond”

Community Service initiatives to cultivate social responsibility and ethical values among students

This practice promotes multifaceted learning beyond class, emphasizing selfless service and social responsibility. The programmes engage students with rural communities, understanding of their challenges and bridging societal gaps. Institute feel proud to be recognised under UBA- flagship programme of Govt. of India for rural transformation and adopted five villages to carry out socio-economic surveys. For the outreach purpose, Institute signed MOU’s with organizations like Young India under CII, Junior JCI and Shubhavartha Yakshakala Sampada etc.

Ladies and Gentlemen,

Whatever the Institution has achieved in the silver jubilee year, it is because of unstinted support extended by Dr. A.J. Shetty, President, Sri. Prashanth Shetty, Vice President and Mrs. Ashritha P. Shetty, Director of LMET. Also, I place on record the contributions of our teachers, students, non-teaching staff, members of Academic Advisory Board, Internal Quality Assurance Cell and Parent Teacher Association contributing their might in the success of the Institution. I thank Sri Ajay Prabhu, CEO. KVP Business Solutions, Smt. Ashritha P Shetty, Director, Laxmi Memorial Educational Trust for gracing the annual day celebrations for the year 2023- 2024.

Once again thank you one and all.