

ADITYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH



(Affiliated to Bengaluru City University | Approved by AICTE)

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MONTHLY NEWS LETTER

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ABOUT THE NEWSLETTER

This monthly newsletter presents a snapshot of the academic, co-curricular, and extracurricular activities conducted by the college during the month. It reflects the institution's commitment to quality education and holistic development.

Academic/ Co-curricular/Extra-Curricular Activities and Achievements

Skill Development Course 9-April-2025

A Workshop on “*Protecting Intellectual Property Rights (IPRs) and IP Management for Start-ups*” was organized by the IQAC, Institution's Innovation Council, and Entrepreneurship Cell for MBA students. The session was conducted by Dr. Harish Kumar P, Practicing

Advocate and Principal, Aditya College of Law. The resource person explained the Indian legal framework governing IPRs, covering key legislations such as the Patents Act, Trademarks Act, Copyright Act, Design Act, and Geographical Indications Act. The session provided insights into various forms of intellectual property, including

patents, trademarks, copyrights, and trade secrets, with specific relevance to start-ups. Participants gained practical knowledge on patent filing procedures and trademark registration for brand protection. Real-life case studies highlighted the importance of securing intellectual property and the consequences of infringement. The session emphasized the role of IP in fostering innovation and economic growth. Overall, the workshop enhanced participants' understanding of IPRs and their significance in safeguarding business innovations.

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**Anniversary of Dr. B R Ambedkar-
14 April 2025 – Online Quiz & 15
April 2025 – Pick and Speak**



**Seminar on Business Model Canvas
16-April,-2025.**

The seminar was organized with the objective of familiarizing students with the concept and practical application of the Business Model



Seminar on Awareness and Prevention of Sexual Harassment - 17 April, 2025 for UG and MBA First Year Students. A Seminar on “Awareness and Prevention of Sexual Harassment” was conducted. The session was led by Mrs. Suja Sukumaran, Liaison Officer, Enfold

The Human Rights Protection Cell and the Equal Opportunity Cell jointly celebrated the 135th Birth Anniversary of Dr. B. R. Ambedkar by organizing an online quiz competition on 14 April 2025 and “Pick and Speak” competition on 15 April 2025. The events aimed to enhance students’ confidence and public speaking skills while commemorating the legacy of Dr. B. R. Ambedkar. Participants spoke spontaneously on topics related to Dr. Ambedkar’s life, contributions,

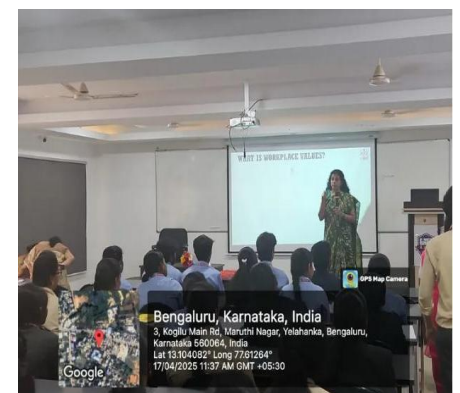
Canvas (BMC), a strategic tool used for developing new business models and documenting existing ones for effective strategic decision-making. The programme commenced with a welcome address, followed by an introduction to the topic. MBA III semester students presented the Business Model Canvas framework of selected real-world companies, clearly explaining its nine components: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. The Trust, with extensive experience in UNICEF projects and the Women and Child Department. She is a certified trainer in POSH, POCSO, Child Rights, and Life Skills, and a former Court-appointed Volunteer with Voices for Children, California. The seminar aimed to educate students on

social justice, equality, and constitutional values. Students from both UG and MBA programmes actively participated and shared their perspectives. The programme concluded with the announcement of winners and served as a meaningful reminder of Dr. Ambedkar’s enduring values of equality, justice, and education.

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session was highly interactive, featuring a question-and-answer segment and constructive feedback from the faculty team. The seminar successfully achieved its objectives by enhancing students’ understanding of the Business Model Canvas, providing practical insights into developing BMCs for their own business ideas, and stimulating interest in entrepreneurship and strategic business planning.

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the nature, consequences, and prevention of sexual harassment in educational, professional, and social settings. Emphasis was placed on fostering a safe, respectful, and inclusive environment. The resource

person explained the definition and various forms of sexual harassment using real-life case studies. Relevant legal frameworks governing sexual harassment were discussed in detail.

IP Utsav: 21 April 2025 to 26 April 2025

The live session was screened for students and faculty in the seminar hall as part of IP Utsav and World Creativity and Innovation Day, with the objective of promoting awareness

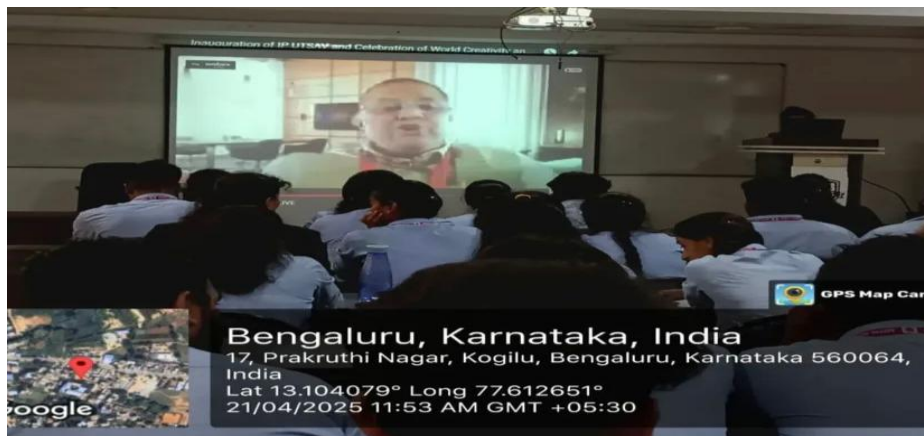
mechanisms. Through real-life examples, participants gained comprehensive insights into patents, trademarks, copyrights, and industrial designs. Sessions on design law highlighted the role of design in

The session enhanced students' legal awareness through insights into the POSH Act and the POCSO Act. [Link: https://www.instagram.com/p/DIyBtUjTUgi/?igsh=MXVqZXZmM3ZsbWVkeQ==](https://www.instagram.com/p/DIyBtUjTUgi/?igsh=MXVqZXZmM3ZsbWVkeQ==)

supported by practical legal perspectives. Trademark-oriented sessions covered brand protection, registration processes, infringement issues, and the strategic value of trademarks in business. Speakers also addressed IP commercialization pathways, including licensing, technology transfer, and start-up ventures, and emphasized the role of patents in transforming innovations into market-ready products, along with the importance of industry-academia collaboration. Overall, the programme effectively bridged theory and practice, fostering legal awareness, originality, and strategic innovation among participants.

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us for an inspiring celebration filled with dramatic readings, linguistic insights, engaging discussions, and a touch of Elizabethan flair. [Link: https://www.instagram.com/p/DJRQvUKTm0L/?utm_source=ig_web_copy_link](https://www.instagram.com/p/DJRQvUKTm0L/?utm_source=ig_web_copy_link)



of Intellectual Property (IP) rights and fostering innovation and creativity among students. Live demonstrations on patent and copyright filing procedures provided participants with practical exposure to IP protection

creating competitive advantages and explained registration procedures and infringement cases, while copyright-focused discussions emphasized the protection of original works, particularly in the fashion industry,

World Shakespeare Day, 23-April 2025

Hosted by the Linguistic Forum "All the world's a stage..." and on this stage, we invite you to honor the Bard himself — William Shakespeare — whose words have echoed through centuries and continue to shape the world of language and literature. Join



World Creativity & Innovation Day-Logo Designing Competition: 24-April-2025

A 40-hour offline Skill Development Course on *Business Analytics with AI* was conducted for MBA III semester students in association with Systems Domain Pvt. Ltd. The programme, led by Mr. Derrick Rozario, focused on data-driven decision-making through analytics and artificial

Skill Development Course on Digital Marketing with Meta Certification – From 10 February 2025 to 26 April 2025

A 40-hour Skill Development Course on *Digital Marketing* was conducted for MBA I and III semester students in association with Netcraftz Pvt. Ltd. The programme, delivered by Mr. Praveen Kumar, focused on digital marketing fundamentals, hands-on tool training, and entrepreneurial skills. The curriculum covered SEO,

Visit to Karnataka Snehajeevi Ashrama – 25 April 2025

A delegation of students and faculty visited Karnataka Snehajeevi Ashrama with the objective of fostering community service and social responsibility. The team served meals, interacted with elderly residents, and organized a cultural performance, creating a warm and compassionate environment. Residents actively participated and shared their life



intelligence. The curriculum covered statistical analysis, predictive analytics, machine learning, and data visualization. Students received hands-on training using tools such



SEM, SMM, Email Marketing, Content Marketing, Google Analytics, and Online Brand Management. Students gained practical exposure to experiences, expressing gratitude towards Mr. Hemanth Kannadiga for his selfless service and care. His dedication was widely acknowledged as a source of inspiration and comfort to the residents. The visit provided students with meaningful lessons in empathy, kindness, and social commitment. Overall, the experience was enriching and reinforced the institution's commitment to sustained community engagement and future

as Excel, Power BI, Tableau, ChatGPT, and Gemini. The course strengthened analytical competencies, enabling students to complete real-time projects and prepare for AI-driven business roles.

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tools such as Meta Business Suite, Canva, Mail chimp, and Google Ads through real-time projects. The programme enhanced professional competencies, with III semester students submitting projects to the University as part of academic requirements. Link:

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collaborative initiatives. Link:

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