

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

Educational Excursion 10 Feb 2025

The college successfully organised an educational and recreational trip to Kerala, providing students with a rich blend of natural beauty, cultural exposure, and leisure. The tour included visits to prominent destinations such as Wayanad, Munnar, Kozhikode, and Cochin, covering attractions like Banasura Sagar Dam, Chembra Peak, Soochippara Waterfalls, tea plantations, the Munnar Tea

Museum, Echo Point, Mattupetty Dam, Pothamedu Viewpoint, backwaters and cruise rides, Cherai Beach, and Kozhikode Beach. Students experienced serene hill stations, lush greenery, cascading waterfalls, tranquil backwaters, and pristine beaches. The trip encouraged interaction, teamwork, and experiential learning beyond the classroom. It also offered a refreshing break that helped students rejuvenate and strengthen peer bonding. Overall,

the trip was a memorable and enriching experience for all participants.

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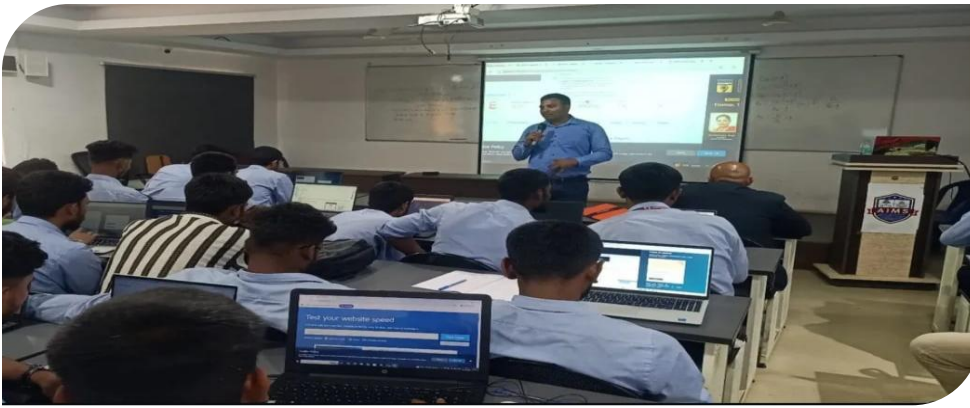


Skill Development Course on Digital Marketing 10 Feb to 26 April

The institute organized a Skill Development Course on Digital Marketing with Meta Certification from 10th February to 26th April 2025 to enhance the employability

skills of students. The program was conducted in offline mode for MBA I and III semester students, with two batches of 50 students each. The training was led by Mr. Praveen Kumar, Trainer, Netcraftz Pvt. Ltd., who provided practical insights into digital marketing tools, strategies,

and industry best practices. The course focused on hands-on learning in areas such as social media marketing, content creation, analytics, and campaign management. Successful completion of the program enabled students to earn Meta certification, adding



Skill Development Course on “Business Analytics with AI” 10th Feb – 26th April 2025

The institute organized a Skill Development Course on “Business Analytics with AI” from 10th February to 26th April 2025 with the objective of equipping students with analytical and AI-driven decision-making skills. The program was conducted under the guidance of Mr. Derrick Rozario from Systems Domain Pvt. Ltd., who shared valuable industry insights and

practical knowledge. The course focused on key concepts such as data analysis, business intelligence, AI applications in business, and predictive analytics. Through interactive sessions and hands-on exercises, students gained exposure to real-world analytical tools and techniques. The training enhanced students’ problem-solving abilities and analytical thinking. Overall, the program significantly contributed to improving students’ career readiness in the field of business analytics.

significant value to their professional credentials. Overall, the initiative effectively bridged academic learning with industry-oriented digital skills.
[Link:https://www.instagram.com/p/DJB4rADT4C6/?utm_source=ig_web_copy_link](https://www.instagram.com/p/DJB4rADT4C6/?utm_source=ig_web_copy_link)



[Link:https://www.instagram.com/p/DJB45edzwrS/?igsh=bxmxeXNsNdcyMnN5](https://www.instagram.com/p/DJB45edzwrS/?igsh=bxmxeXNsNdcyMnN5)

Aditya Kreedha Habba 19 Feb 2025

The Department of Physical Education and Sports successfully organized Kreedha Habba 2025, an Inter-Class and Inter-Departmental Sports Meet, with great enthusiasm and sporting spirit. The event was held from 19th February to 25th February 2025 at the Aditya Indoor Stadium. Students from various classes and departments actively participated in a wide range of indoor and outdoor sports events. Kreedha



Habba 2025 provided a vibrant platform for students to showcase their athletic skills, teamwork, discipline, and leadership qualities.

The competitions fostered healthy rivalry, unity, and sportsmanship among participants. Overall, the

event was a grand success and highlighted the institute's commitment to promoting physical

fitness and holistic development.
[Link:https://www.facebook.com/share/1Jtpr6ZRXL/](https://www.facebook.com/share/1Jtpr6ZRXL/)

**Study Visit to Incanto Dynamics
 20-Feb-2025**

Aditya Institute of Management Studies BCA students visited a study visit to Incanto Dynamics is at the forefront of Industry 5.0 (which refers to people working alongside robots and smart machines) providing top-tier



training to engineers, professionals, and Students learn that uncommon combination of technical skill, career readiness, professionalism, and deep values that give our prospects a strong reputation with employers.

[Link:https://www.facebook.com/share/v/1Qa7vSqDK/](https://www.facebook.com/share/v/1Qa7vSqDK/)

Placement Drive 28 Feb 2025

Aditya Institute of Management Studies (AIMS) organised a Campus Pool Placement Drive – 2025, providing a valuable platform for aspiring graduates to connect with leading recruiters from multiple sectors. The drive was conducted

with the objective of enhancing students' employability and facilitating career opportunities across diverse industries. The placement drive witnessed the participation of 15+ reputed companies representing sectors such as Information Technology, Banking,

Finance, Retail, Consulting, and other allied domains. The event attracted a large number of students from AIMS as well as from other institutions, making it a true pool campus initiative.

[Link:https://www.instagram.com/p/DGIMaP5zHtP/?igsh=MW94cWtjY2M5djRqag](https://www.instagram.com/p/DGIMaP5zHtP/?igsh=MW94cWtjY2M5djRqag)

ADITYA INSTITUTE OF MANAGEMENT STUDIES
 INSTITUTION'S INNOVATION COUNCIL (Ministry of HRD Initiative)

Recognised by Govt. of Karnataka, Affiliated to Bengaluru City University, Approved by A.I.C.T.E. New Delhi

CAMPUS POOL DRIVE 2025

In Association with

PARTICIPATING COMPANIES

LOCATION: [QR Code] REGISTRATION: [QR Code]

ON : 28/02/2025 AT : AIMS CAMPUS FROM : 9:30AM TO 3:30PM
 CONTACT : 8050816882 / 9538883854 / 9490050701