

# ADITYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH



(Affiliated to Bengaluru City University | Approved by AICTE)

No. 12, Kogilu Main Road, Behind Annapoorneshwari Temple, Yelahanka,

Bengaluru 560064, Karnataka. [www.aimsbangalore.net](http://www.aimsbangalore.net)

## 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

#### **Seminar on Emerging Technologies: Bridging Innovation, Skills, and Career Opportunities 4 March 2025**

A seminar on Emerging Technologies was organized by Siva Academy on 4th March 2025, featuring Dr. Ramesh as the Resource Person.

During the session, Dr. Ramesh provided valuable insights into the latest technological advancements shaping various industries. He elaborated on key emerging trends, their real-world applications, and potential future developments, enabling participants to understand the dynamic nature of the evolving



digital landscape. The resource person also shared important guidance on project work and internship opportunities, emphasizing the significance of hands-on experience in building industry-relevant skills.

He highlighted current industry demands, essential skill sets, and the role of practical exposure in strengthening students' professional competencies. The seminar provided practical direction on aligning academic learning with industry requirements. Students were guided on selecting relevant project topics, building innovation-oriented portfolios, and developing problem-solving skills through real-world applications.

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#### **Aditya Habba 2025 – A Grand Celebration of Talent, Culture, and Campus Spirit 7&8 March**

Aditya Institutions proudly presented its Annual Cultural Fest, Aditya Habba

2025, a vibrant two-day celebration held on 7th and 8th March 2025. Living up to its tagline, "It's not just a festival, it is an experience," the fest provided students with an inspiring

platform to express creativity, cultural richness, and talent beyond the academic sphere. The fest showcased a diverse range of cultural, artistic, and technical events, including music,



dance, fashion show, sketching, drawing, Best out of Waste, bottle painting, pencil sketching, face painting, mehndi, make-up, hairstyle, nail art, and technical quiz. A special highlight of Aditya Habba 2025 was



the traditional Yakshagana performance, which captivated the audience and reflected India's rich

**Aditya Group of Institutions Shines in THE WEEK – Women Leaders in Academia Awards 2025**

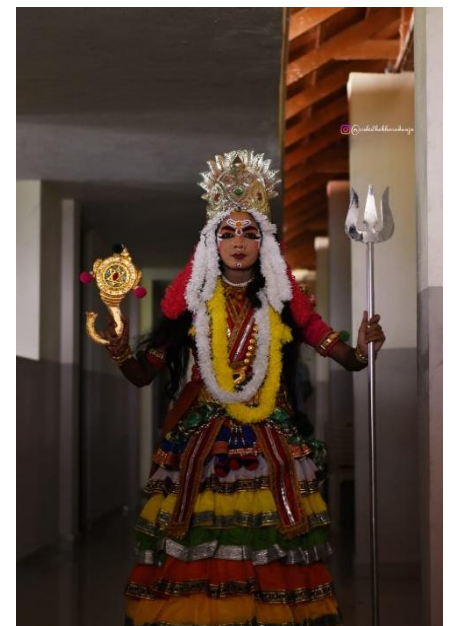
Aditya Group of Institutions takes immense pride in the feature of its Vice Chairperson, Dr. Priya Vishwanath, in *THE WEEK* magazine as part of the Women

cultural heritage. Another mesmerizing performance was the thematic dance portraying Devi Navadevi, symbolizing strength, grace, and divinity, leaving a lasting impression on the audience. The celebrations reached a grand finale with an electrifying Music Concert and DJ Night on 8th March 2025. Renowned singers Hema Nayak and Ashwin Sharma enthralled the audience with their soulful performances, followed by high-energy beats by DJ Diwu that filled the campus with enthusiasm and joy. The event was gracefully anchored by Ms. Shameera Belvai (M.C.), adding elegance and professionalism to the programme. The fest was graced by Mr. S. R. Vishwanath, Hon'ble MLA,



Yelahanka, and was inaugurated by Mr. Ramesh Aravind, Actor and Director, whose presence added prestige and inspiration to the occasion. Hosted at Aditya College of Engineering & Technology, Yelahanka, Aditya Habba 2025 emerged as a memorable celebration that strengthened campus bonding, promoted cultural diversity, and created lasting memories for students, faculty, and guests alike.

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Leaders in Academia Awards 2025. This recognition stands as a testament to her visionary leadership and unwavering commitment to excellence in education. The institution congratulates Dr. Priya Vishwanath and all the remarkable women leaders who continue to

make a significant impact in the field of education through their passion,

### **Holi Celebrations – A Festival of Colours and Togetherness 14-March-2025**

The campus of Aditya College came alive with vibrant colours, laughter, and joyful celebrations as students enthusiastically celebrated the festival of Holi. Students participated with great excitement, splashing colours, dancing to lively music, and sharing moments of

### **From Idea to Enterprise: A Seminar on Legal and Ethical Startup Planning 17 March 2025**



### **Empowering Startups Through Financial Literacy and Funding Strategies 17 March 2025**

A workshop on “Raising Capital and Managing Finance for Startups” was organized on 17th March 2025 by the IQAC, Institution’s Innovation

perseverance, and leadership.

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A session on “Startup Planning: Legal and Ethical Steps” was organized on 17th March 2025 by the IQAC, Institution’s Innovation Council (IIC), and Entrepreneurship Cell of AIMS, in association with the MSME Development and Facilitation Office, Government of India, for MBA and UG students. Mr. Rao provided valuable insights into the startup registration process, statutory compliance, regulatory framework, contracts and agreements, governance mechanisms, and tax procedures essential for establishing and

Council (IIC), and Entrepreneurship Cell of AIMS, in association with the MSME Development and Facilitation Office, Government of India, for MBA and UG students. The session was led by Mr. Gopinath Rao, Former Deputy Director, MSME Development &

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happiness and togetherness. The celebration reflected the essence of Holi spreading joy, positivity, and mutual respect. The event created a lively and cheerful atmosphere, fostering a spirit of unity, friendship, and cultural harmony among students [https://www.instagram.com/p/DHLcZNTM11/?img\\_index=4&igsh=cGpmNjFrOWOxMXVj](https://www.instagram.com/p/DHLcZNTM11/?img_index=4&igsh=cGpmNjFrOWOxMXVj)

managing a startup. He also highlighted the importance of ethical practices in entrepreneurship, focusing on ethical decision-making, consumer protection, data privacy, and corporate social responsibility to build stakeholder trust and long-term sustainability. The session was delivered by Mr. Gopinath Rao, Former Deputy Director, MSME Development and Facilitation Office, Government of India. [https://www.instagram.com/p/DHdaxyLM5RM/?img\\_index=4&igsh=MWxxOTdrNzM3dG1vcA=](https://www.instagram.com/p/DHdaxyLM5RM/?img_index=4&igsh=MWxxOTdrNzM3dG1vcA=)

Facilitation Office, Government of India, who began by highlighting the current startup ecosystem in India and the significant role played by Central and State governments in nurturing entrepreneurial growth. He provided valuable insights into various

fundraising strategies such as bootstrapping, government grants, angel investment, venture capital, and crowdfunding. The resource person elaborated on key Central Government funding schemes, including Startup India Seed Fund Scheme (SISFS), Credit Guarantee Scheme for Startups (CGSS), Pradhan Mantri Mudra Yojana (PMMY), Stand-Up India

### **Industrial Exposure to Dairy Processing and Cooperative Management 24 March 2025**

An Industrial Visit to KOMUL – Kolar Dairy Industry was organized by Aditya Institute of Management Studies and Research on 24th March 2025 (Monday) for IV Semester (II Year) students of B. Com, BBA, and BBA Aviation. Kolar–Chikkaballapura District Co-operative Milk Producers Union Ltd. (KOMUL) is a prominent district-level apex body of milk cooperatives in Karnataka, functioning with the objective of providing fair returns to

### **Expanding Global Academic and Career Horizons 26 March**

An interactive workshop titled “Skills for Tomorrow” was conducted by ISDC on 26th March 2025, organized by the Institution’s Innovation Council (IIC) and IQAC for final-year students. The session was delivered by Mr. Anupam Dubey from ISDC, who provided valuable insights into international

Scheme, MUDRA, and SIDBI venture support, along with Karnataka State



milk producers by eliminating middlemen while ensuring the supply of quality milk and milk products to consumers. The union, which began with a share capital of Rs.8.56 lakhs, has grown significantly, with a share capital of Rs.3408.9 lakhs as of 2015–16, reflecting its strong cooperative foundation. The visit was organized to provide students with practical exposure to various functional areas such as manufacturing operations, marketing, finance, and sales, enabling them to connect theoretical concepts with real-world industrial



Government initiatives such as Elevate 100, Idea2PoC Grant, New Age Incubation Network (NAIN), AVGC Startup Support, and Government of Karnataka’s Innovation and Technology Incubation Centres. [https://www.instagram.com/p/DHdax yLM5RM/?img\\_index=4&igsh=MWx xOTdrNzM3dG1vcA==](https://www.instagram.com/p/DHdax yLM5RM/?img_index=4&igsh=MWx xOTdrNzM3dG1vcA==)

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higher education opportunities. He highlighted the advantages of pursuing a master’s degree abroad, emphasizing exposure to global academic standards, multicultural learning environments, and enhanced career prospects. The workshop also focused on how international internships and global education pathways help students adapt to evolving industries and emerging career opportunities.

Students were informed about access to top-tier education, professional networking, and experiential learning that supports long-term career growth. Overall, the session

### **Enhancing Employability Through Soft Skills and Career Readiness 27 March 2025**

A Pre-Placement Workshop was conducted on 27th March 2025 in association with Back 2 Basics, aimed at enhancing the employability skills of students. The session was led by Mr. Lohitaksha Ranganathan, an engineering graduate and industry expert from Back 2 Basics. The workshop focused on soft skills training and career preparedness, highlighting how Back 2 Basics supports students

### **Strengthening Innovation Through Intellectual Property Awareness 28 March 2025**

A workshop on “Protecting Intellectual Property Rights (IPRs) and IP Management for Startups” was organized by the IQAC, Institution’s Innovation Council (IIC), and Entrepreneurship Cell of Aditya Institute of Management Studies & Research for MBA students. The session was delivered by Dr. Harish Kumar P, Practicing Advocate and Principal, Aditya College of Law, who elaborated on the legal framework governing IPRs

offered meaningful guidance and inspired students to explore global academic avenues and future-oriented career choices, making the

in becoming industry-ready. The resource person explained key



concepts such as the Applicant Tracking System (ATS), the business environment, the use of AI in India. He provided an overview of key legislations including the Patents Act, 1970; Trademarks Act, 1999; Copyright Act, 1957; Designs Act, 2000; Geographical Indications Act, 1999; and the Semiconductor Integrated Circuits Layout-Design Act, 2000, along with insights into patents, trademarks, copyrights, trade secrets, and related rights. Participants gained practical exposure to patent filing procedures and trademark registration, essential for startups to protect innovations and establish brand identity. Real-life case studies were discussed to

workshop an informative and impactful experience.

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tools in recruitment, SWOT analysis, and the dynamics of the changing corporate landscape. Through real-life examples, Mr. Ranganathan emphasized the distinction between being *literate* and *educated*, encouraging students to develop practical skills, professional attitude, and adaptability required in today’s competitive job market.

**Link:**[https://www.instagram.com/p/DHdbRW5MpoX/?img\\_index=4&igsh=b2U5YThxenR5c3F3](https://www.instagram.com/p/DHdbRW5MpoX/?img_index=4&igsh=b2U5YThxenR5c3F3)

highlight the importance of IP protection and the legal consequences of infringement, particularly for emerging enterprises.

**Link:**<https://www.instagram.com/p/DI3ePXuvKJI/?igsh=MWhiNnJjbWJsZW9nbw=>

