

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

Career Readiness Program 4 Feb 2026

Aditya Institute of Management Studies organized a workshop on Career Readiness Training Program on 4th February 2026 for the students with the objective of preparing them for the competitive job market. The session was conducted by Ms. Ananya from Anudip Foundation, who shared valuable insights on career preparation, interview readiness, and professional skill development. The program aimed to equip students with

practical knowledge and skills required for successful career progression. The workshop proved to be highly beneficial for the students as it enhanced their understanding of recruitment processes and career preparation strategies. Through practical exercises and interactive discussions, students gained confidence in presenting themselves professionally.

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The Marketing Conclave 5 Feb 2026

The Marketing Conclave provided an insightful platform for MBA students to discuss and analyze the impact of the National Budget 2026 on business

and marketing strategies. The conclave focused on understanding how government policies and fiscal measures influence various sectors of the economy and shape marketing

decisions. During the session, MBA students actively discussed key themes such as the impact of budget policies on startups, sector-wise consumer demand, and shifts in spending behavior across different income groups. The discussions highlighted how taxation policies, fiscal measures, and government incentives play a significant role in business planning, pricing strategies, and market expansion. Students also examined how organizations adapt their marketing approaches based on economic policy changes. The conclave further explored the role of the National Budget in influencing marketing and advertising strategies, particularly within the media and



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advertising industry. Participants analyzed emerging opportunities for entrepreneurs catering to diverse income segments and discussed the challenges associated with

affordability, rising competition, and evolving consumer expectations. The interactive nature of the discussions encouraged students to critically evaluate real-world economic policies

and apply marketing concepts in a practical context.
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An Expert Talk 7 Feb 2026

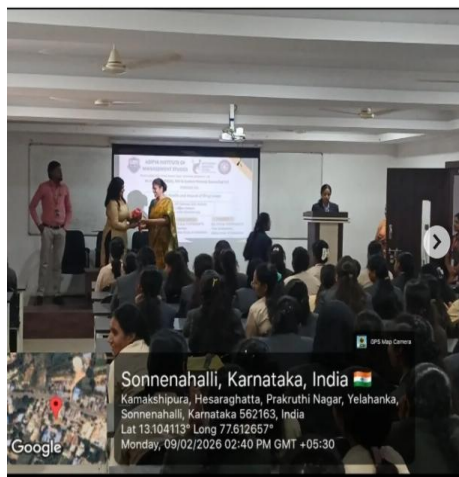
An expert talk was delivered by Mr. Varun Bajaj, who shared his inspiring entrepreneurial journey and valuable insights into building a successful business. He explained how he began his entrepreneurial venture in 2007 and later expanded into the steel and recycling rubber industries by 2008. Through his experiences, he highlighted the importance of having the right mindset, strong intellect, and perseverance as the foundation for establishing and sustaining a start-up. Mr. Bajaj emphasized that strategic thinking, continuous learning, and adaptability play a crucial role in overcoming the challenges faced during the early stages of entrepreneur



urship. By sharing real-life experiences from his own journey, he explained how determination and

innovative thinking helped him navigate obstacles and achieve business growth. To make the session more engaging, Mr. Bajaj also discussed examples from global brands such as Google and YouTube, illustrating how innovative marketing strategies and intelligent decision-making contribute to business expansion and long-term success. He introduced the audience to the “4 D’s of Success” – Desire, Dedication, Determination, and Devotion, explaining how these values guide entrepreneurs in achieving their goals and sustaining their ventures.
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Seminar on Mental Health and Impact of Drug Usage 9 Feb 2026



The seminar was delivered by Ms. Rose J, Associate Onco-Psychologist, who shared valuable insights through

real-life case illustrations and practical examples. The session included interactive discussions that helped students understand the strong connection between mental health challenges and the consequences of substance dependency. Special emphasis was placed on factors such as stress, peer pressure, and academic anxiety, and how these can influence drug use among youth. Ms. Rose also highlighted the importance of counselling, family support, and institutional support systems in addressing mental health concerns. Students actively participated by asking questions and sharing their perspectives, making the session highly engaging and impactful. As a

result, students developed a better understanding of mental health issues and the serious consequences of drug abuse, became more aware of the counselling and support services available within the institution, and improved their ability to recognize early symptoms of stress, anxiety, depression, and substance dependency. The seminar encouraged students to adopt healthy lifestyle practices, seek timely professional help when needed, and foster a sense of self-awareness and responsibility, thereby contributing to positive behavioural changes and promoting holistic development with a focus on health, well-being, and value-based education.
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Skill Development Course 10 Feb 2026

AIMS organized a 40-hour Skill Development Course for MBA students in association with Systems Domain Pvt. Ltd., under the initiative of IQAC, IIC, and the Placement Cell. The program commenced on 10 February 2026 with the objective of

equipping students with analytical and technical skills required in a data-driven business environment. The course covers Advanced Excel, Power BI, SQL, and Python, and follows an application-oriented learning approach that helps students understand the process of data handling, analysis, visualization, and reporting in a

business context. Students participate in hands-on exercises, guided lab sessions, and case-based discussions that demonstrate how analytical tools support planning, performance evaluation, and strategic decision-making in areas such as marketing, finance, operations, and human resource management. Through this



program, students are expected to gain confidence in handling business data, interpreting analytical outputs, and presenting insights in a structured manner. The course also aims to enhance students' technical proficiency, analytical thinking, and employability skills, thereby bridging the gap between academic learning and industry expectations and preparing them for analytics-oriented roles in the corporate sector.

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Seminar on Advances in Emerging Technologies and Digital Transformations 13 Feb 2026

Aditya Institute of Management Studies organized a seminar on Advances in Emerging Technologies and Digital Transformations on 13 February 2026 at the AIMS Seminar Hall. The session was delivered by Dr. B. Ramesh, CEO and Co-Founder of Codexatech, who shared valuable insights on the growing importance of data-driven technologies in today's digital world. During the seminar, he explained key concepts related to Data Science, Data Analytics, and digital transformation, and discussed technologies such as Machine



Learning, Big Data, Python, SQL, and Tableau. The resource person also highlighted the increasing job opportunities and salary growth in the data and analytics field, motivating students to continuously upgrade their skills and remain focused on their career goals. The seminar helped students understand the role of data-driven decision-making in modern industries and emphasized the importance of developing technical knowledge, communication skills, and confidence to succeed in the rapidly evolving digital economy. <https://www.instagram.com/p/DUugiAmE81l/?igsh=MTlnZmdyZmE2OHkwbA==>



Student Seminar on the Impact of Tariffs on Indian Industries 14 Feb 2026

Aditya Institute of Management Studies organized Fin Talk 2026: Student Seminar on the Impact of Tariffs on Indian Industries on 14 February 2026 at the Seminar Hall with active participation from UG and PG students of the Department of Commerce and Management. The objective of the seminar was to create awareness about tariff policies and their influence on different sectors of the Indian economy. During the session, students presented informative discussions on the impact of tariffs on industries such as agriculture, automobile sector, textile industry, FMCG sector, import and export businesses, and manufacturing

and industrial growth. The presentations explained how tariffs affect pricing, competitiveness, domestic production, international trade, and overall economic development, while also highlighting recent tariff changes and their impact on Indian industries. The seminar was highly interactive with active discussions and question-answer sessions, enabling students to gain deeper insights into economic policies and their practical implications for business and industry. Overall, the event enhanced students' understanding of tariff policies, international trade, and economic regulations, while also improving their analytical thinking, presentation skills, and awareness of how tariffs influence business decisions and market

competitiveness.

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Celebrating Academic Excellence of MBA 18-Feb-2026

AIMS proudly congratulates the Academic Toppers of MBA – II Semester (2025–26). Your hard work, dedication, and commitment to academic excellence have truly paid off. We appreciate your outstanding performance and the high standards you have set, inspiring fellow students to strive for success. May this achievement be the beginning of many more accomplishments in your academic and professional journey. Wishing you continued success and a bright future ahead.

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**“OPPORTUNITIES
DON’T JUST
HAPPEN; THEY
ARE CREATED
THROUGH HARD
WORK,
CREATIVITY, AND
TEAMWORK.”**

Bridging Academic Learning and Industry Skills with IBM Skills Build 18 Feb 2026

Aditya Institute of Management Studies organized a workshop on the IBM Skills Build Training Program on 18 February 2026 under the initiative of IQAC, IIC, and the IT Forum in association with Seventh Sense People Development Solutions. The session aimed to equip students with industry-relevant skills and practical exposure through structured learning modules. Students actively participated in the training, engaged in hands-on learning activities, and completed assignments

and assessments that helped enhance their practical knowledge and digital competencies. The workshop created an engaging and skill-oriented learning environment and enabled students to gain exposure to industry-recognized learning modules. Upon successful completion of the program, students received certificates for “Getting Started with Artificial Intelligence” through the IBM Skills Build platform, which added value to their academic profile and improved their career.

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AIMS Triumphs at IVARA'26 – Volleyball Champions 19 Feb 2026

Aditya Institute of Management Studies (AIMS) proudly celebrates the victory of its volleyball team at IVARA'26, the intercollege fest organized by Regional College of Management Bangalore on 13–14 February 2026. Team Aditya — Mohan, Shayan, Chirag, Shashank, Vishwas, Ravi Shankar, Tushar, and Tejas — demonstrated exceptional coordination, agility, and defensive strength throughout the tournament, with strategic attacks, powerful smashes, and strong defensive play. Their determination, teamwork, and consistent performance earned them the championship title, marking IVARA'26 as a proud and memorable milestone for AIMS.



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Students participation in Intercollegiate Competition 18 Feb 2026

The MBA students of Aditya Institute of Management Studies proudly participated in IASMS IPL 2026 – Venture X, organized by IA School of Management Studies. Inspired by the dynamic format of the Indian Premier League, the event focused on strategic bidding, team building, and entrepreneurial pitching. Our MBA I Semester students – Jithin, Pradeep Kumar, Vivek M, and Abdul

Riyaz – demonstrated exceptional analytical skills, financial planning, strategic thinking, and teamwork during the auction-based management simulation. The competition provided valuable exposure to real-time decision-making and competitive strategy, and all participants received certificates, making it an enriching and memorable learning experience. https://www.instagram.com/p/DU-SZvxE6ca/?img_index=1&igsh=dHU2d2VoNjNwcjBq



Professional Development Program on Resume Building and Interview Skills 19-Feb-2026

A Professional Development Program on Resume Building and Interview Skills was successfully organized on 19 February 2026 at Aditya Institute of Management Studies under the

initiative of IQAC, IIC, HR Forum, and Placement Cell for UG and MBA students. The workshop provided hands-on guidance on preparing professional, industry-ready resumes by focusing on proper structuring, highlighting achievements, aligning resumes with job requirements, and

avoiding common mistakes. Students were also trained in essential interview skills, including effective communication, body language, confidence building, and handling frequently asked questions. The interactive session helped participants understand current recruitment trends and employer expectations. As a result, students gained greater confidence, improved their professional presentation skills, and enhanced their overall career readiness, equipping them to face campus placements and competitive corporate interviews with clarity and preparedness.

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Professional Development Initiative 19 & 20 February 2026

A two-day professional development workshop was organized at Aditya Institute of Management Studies on 19 and 20 February 2026 under the initiative of IQAC, IIC, and IT Forum, in association with Lite & Deep Tech Skills through IBM Skill Build and NASSCOM. The program focused on certification pathways including Getting Started with Artificial Intelligence, AI Fundamentals, Project Management Fundamentals, and Job Application Essentials. Students actively participated in structured modules, hands-on activities, and assessments, gaining knowledge of

key AI concepts such as Machine Learning, Deep Learning, Natural Language Processing (NLP), and AI Ethics. The sessions also covered project management fundamentals and strategies for job applications, including resume building and interview preparation. The interactive, skill-oriented workshop successfully blended technical expertise with professional development, empowering students with both practical AI knowledge and employability skills. By bridging academic learning with industry expectations, the program prepared students for future career opportunities and enhanced their professional



readiness.

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Celebrating Academic Excellence at AIMS 26-Feb-2026

Congratulations to the Academic Toppers of MBA – IV Semester (2025–26) at Aditya Institute of Management Studies & Research. The

dedication, perseverance, and commitment to excellence have truly paid off. Wishing you continued success and many more achievements in your academic and professional journey.

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Students' Participation in Inter-College Management Fest 27 Feb 2026.

The MBA students of Aditya Institute of Management Studies proudly participated in Adhiveshana 2026: Dharmaneethi – The Battle of Business Brilliance, organized by the Department of Management Studies at Nitte Meenakshi Institute of Technology. Students from MBA I & III Semester – Ms. Sindhushree C, Ms. Sakshi Kumari J, Mr. Pradeep Kumar B R, Mr. Abdul Riyaz, Mr. Ashwath K, and Ms. Moulya M.R – actively competed in events including Finance, Business Quiz, and Human Resource Management. Its a proud moment for AIMS, MBA students Mr. Ashwath K and Ms. Moulya M.R secured the Runner-Up Prize in the Finance Event, demonstrating outstanding analytical skills, financial expertise, and

awareness of current economic trends. The fest provided students with an opportunity to apply classroom concepts to real-world scenarios, while competing with peers from various institutions enhanced their confidence, communication, critical thinking, and

strategic planning abilities. Congratulations to all participants for representing AIMS with excellence and enthusiasm.
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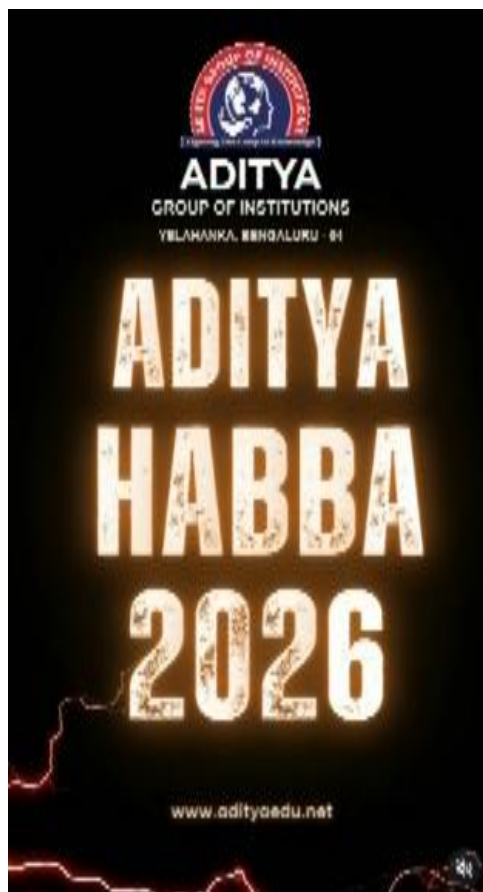


“GREAT ACHIEVEMENTS BEGIN WITH THE COURAGE TO TRY AND THE DETERMINATION TO NEVER GIVE UP.”

Upcoming Events at AIMS

ADITYA HABBA -2026

Aditya Habba 2026 is set to be a vibrant and memorable celebration that brings together enthusiasm, creativity, and team spirit. The event promises a spectacular day filled with excitement, entertainment, and opportunities for students to express their talents and abilities. It aims to create an energetic atmosphere where students can come together to celebrate culture, creativity, and collaboration. The fest will feature a variety of engaging activities including lively performances, creative competitions, and fun-filled games. Students will have the opportunity to showcase their skills in areas such as music, dance, fashion, and other cultural events. These activities are designed to encourage participation, boost confidence, and provide a platform for students to display their unique talents and interests. Aditya Habba 2026 will also serve as a platform to strengthen teamwork and build a sense of community among students. Through



group activities and collaborative events, participants will learn the value of cooperation, coordination, and healthy competition. The event will not only entertain but also inspire students to explore their creativity and work together towards a shared goal. Apart from competitions and performances, the celebration will be filled with moments of joy, laughter, and interaction among peers. It will provide students with an opportunity to take a break from their routine academic schedule and engage in a refreshing and enjoyable campus experience. Overall, Aditya Habba 2026 promises to be a grand celebration of talent, energy, and togetherness. It will create lasting memories for all participants and spectators, making it a truly special occasion. Students are encouraged to actively participate, support their peers, and be a part of this vibrant celebration that highlights the spirit and talent of the Aditya.

Awareness Program on Anti-Ragging

An Awareness Program on Anti-Ragging is planned to educate students about the importance of maintaining a respectful, safe, and inclusive campus environment. The program aims to sensitize students about the negative impact of ragging and to promote a culture of dignity, discipline, and mutual respect among all members of the institution.

The session will focus on explaining the legal provisions related to ragging, including the guidelines and regulations framed by authorities such as the University Grants Commission (UGC). Students will be informed about the strict rules that prohibit ragging in any form and the measures taken by the institution to prevent such practices. The program will also highlight the institutional policies and preventive mechanisms established to ensure the safety and well-being of every student.

Session on Startup Legal & Ethical Steps by Experts

A special session on Startup Legal and Ethical Steps will be conducted by industry experts to guide students and aspiring entrepreneurs on the essential legal and ethical aspects of establishing and managing a startup. The session aims to provide participants with practical knowledge about the legal framework and ethical responsibilities involved in launching and sustaining a successful business venture. The experts will begin by explaining the concept of startups, their growing importance in today's economy, and the opportunities they provide for innovation, employment, and economic development. Students will gain insights into how startups evolve from an idea to a structured business and the key steps involved in building a strong foundation for a new venture.





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ACADEMIC TOPPERS OF MBA – IV SEM [2025-26]

Hearty Congratulations to all the Toppers from Management, Principal, Staff & Students.



Shwetha C
8.42 SGPA



Sushmitha T
8.35 SGPA



Sridhara
8.28 SGPA



Shashank P N
8.16 SGPA



Prathibha K
8.13 SGPA



Ranjith
8.06 SGPA



Uma E
7.98 SGPA



Bhavya C M
7.98 SGPA



Hamavathi M N
7.91 SGPA



Shwetharani M
7.91 SGPA



Nandhini M
7.91 SGPA



Sandhya B V
7.90 SGPA



Mamatha R
7.88 SGPA



Chaithra C
7.88 SGPA



Vandana M B
7.80 SGPA



Shireesha K
7.78 SGPA



Suma A S
7.76 SGPA



Sathvika T M
7.74 SGPA



Priyanka N
7.7 SGPA



Bhumika T P
7.7 SGPA



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