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

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

Empowering Future Entrepreneurs: Expert Talk on Start-Up Legal & Ethical Steps 6 March 2026



Aditya Institute of Management Studies organized an Expert Talk on "Start-Up Legal & Ethical Steps". The session was conducted as an initiative of IQAC, IIC, and the Entrepreneurship Forum, in association with the MSME Technology Center, Bengaluru. The session aimed to educate students about the legal framework, ethical considerations, and regulatory requirements necessary for establishing a successful start-up. The resource person Mr. R. Gopinath Rao, Former Deputy Director, MSME Development and Facilitation Office, Ministry of MSME, Government of India, explained the step-by-step process of registering a start-up, selecting an appropriate business structure, obtaining licenses, and complying with legal regulations. He also discussed the importance of ethical business practices, transparency, and corporate responsibility in building sustainable ventures. Mr. Rao further highlighted the various government initiatives such as MSME support programs, funding opportunities, incubation support, and start-up incentives available for entrepreneurs. Students actively participated in the discussion and asked questions related to start-up registration, taxation, intellectual property rights, and funding options. https://www.instagram.com/p/DVlJdE5k7mQ/?igsh=MWJveWRuczR5a2Z5OQ==

Inspiring the Next Generation of Entrepreneurs: Expert Talk on Start-up Finance 06 March 2026.

Aditya Institute of Management Studies organized an Expert Talk on Raising Capital and Finance Management for Start-ups. The session was conducted as an initiative of IQAC, Institution's Innovation Council (IIC), and the Entrepreneurship Forum, in association with the MSME Technology Center, Bengaluru. During the session, Mr. Gopinath Rao shared valuable insights on the importance of financial planning in the early stages of a start-up. Resource person explained different funding options available to entrepreneurs, including bootstrapping, venture capital, angel investment, government grants, and bank loans. He also discussed how entrepreneurs should



prepare business proposals, financial projections, and investor presentations to attract potential investors. Mr. Rao also highlighted various MSME schemes and government initiatives that support start-ups and small businesses in India. Students gained knowledge about financial discipline, risk management, and strategic allocation of funds. The session was interactive, and students actively participated by asking questions related to start-up funding, financial sustainability, and entrepreneurial challenges.
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Campus Placement Drive 2026: Empowering Future Careers 7. March.2026.

The Campus Placement Drive was successfully conducted by Aditya Institute of Management Studies & Research, as an initiative of IQAC, IIC organized by the Skill Development and Placement Cell, providing students with promising career opportunities. The placement drive was organized with the objective of connecting students to reputed organizations and offering valuable career opportunities across diverse industries. Several prominent companies participated in the drive, including H1HR, which specializes in HR and recruitment services, and Muthoot Finance, offering roles in financial services and customer relationship management. Beepeaks Pvt. Ltd. also took part, associated with leading companies such as Infosys, KreditBee, Big Basket, Tech Mahindra, Star Health, and Accenture, thereby providing students with exposure to a wide range of professional opportunities. Students were offered opportunities in roles such as Human Resource Executive, Sales Executive, Customer Relationship Executive, Finance Associate, and Technical Support roles. The drive provided students with industry exposure and a platform to begin their professional journey. Several students were shortlisted for the final round of interviews at company offices, marking an important milestone in their career paths.
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Union Budget Insights: Students Engaging in the Post Budget Webinar 9 March 2026

The Post Budget Webinar was viewed by students and faculty members in the seminar hall of the AIMS and also individually through their mobile phones using the YouTube link provided. The session aimed to create awareness about the major announcements and policy decisions presented in the Union Budget. During the webinar, experts discussed important aspects of the budget including government spending priorities, support for infrastructure development, initiatives for entrepreneurship and startups, and policies aimed at strengthening the digital and innovation-driven economy. The speakers explained how these measures are expected to contribute to economic growth and national development. The discussion also focused on the potential impact of the budget on businesses, employment opportunities, and investment trends. Participants were able to gain insights into taxation policies, sectoral allocations, and government initiatives designed to promote sustainable economic development and global competitiveness. The webinar provided students and faculty members with a better understanding of the Union Budget and its implications for the Indian economy. It helped participants connect theoretical concepts of economics and public finance with real policy decisions. The session also encouraged critical thinking and discussion among students regarding economic policies, government priorities, and their impact on businesses and society. Overall, the webinar served as a valuable learning experience for understanding the role of fiscal policy in economic development.
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International Women's Day Celebration 9 March 2026. AIMS organized a program to celebrate International Women's Day, an initiative of IQAC & IIC. The program began with a brief introduction to the significance of International Women's Day and its importance in promoting gender equality and women empowerment. Students enthusiastically participated in the event by presenting inspiring stories of renowned women achievers from various fields. Presentations were delivered on personalities such as Kalpana Chawla, P. V. Sindhu, Sudha Murthy, Mother Teresa, Fatima Beevi, Saalumarada Thimmakka , Kiran Bedi , M.S. Subbulakshmi and Rani Lakshmi Bai. Each presentation highlighted the challenges faced by these women and how their determination and hard work led them to achieve remarkable success. The session was highly interactive and informative. Students discussed the achievements, leadership qualities, and social contributions of these personalities. The presentations motivated the audience and encouraged students to adopt values such as perseverance, courage, and dedication in their own lives. The program helped students gain a deeper understanding of the contributions made by women in different fields such as science, sports, social service, administration, and history. Learning about these inspiring personalities motivated students to appreciate the importance of determination, hard work, and social responsibility. The event successfully created awareness about women empowerment and inspired students to respect and support gender equality. https://www.instagram.com/p/DVxdnqnk9VB/?img_index=1&igsh=MXNhNWN1Y3M0cDBhdw==



Workshop on Treasury Management* 11 March 2026 Aditya Institute of Management Studies organized a Workshop on Treasury Management on 11th March 2026 in the AIMS Seminar Hall. The program was conducted as an initiative of the Internal Quality Assurance Cell (IQAC), Institution's Innovation Council (IIC), and Finance Forum with the objective of enhancing students' financial knowledge and industry exposure. The session was delivered by Mr. Sanket Katti, Certified Treasury Professional, and Mr. Sudip Dhar, Founder & CEO of Skill Tern Education Pvt. Ltd. The resource persons provided a comprehensive overview of treasury management and explained its significance in maintaining the financial stability and efficiency of organizations. They discussed the core treasury functions such as cash forecasting, liquidity management, and financial risk mitigation, which are crucial for effective financial planning and decision-making. To make the session more practical and engaging, the speakers shared real-world corporate examples from leading companies such as Tata Motors, Infosys, and IndiGo Airlines. These examples helped students relate theoretical concepts with real industry practices. The resource persons also highlighted career opportunities in Treasury Management, providing valuable guidance on the skills and competencies required to pursue professional roles in this field. The workshop significantly enhanced students' understanding of treasury management and its role in corporate financial strategy. Participants gained knowledge about key concepts such as cash forecasting, liquidity management, financial risk mitigation, investment decisions, and funding strategies, which are essential components of effective treasury operations. The session also helped students understand the practical applications of treasury management in real business environments through corporate examples. Additionally, the discussion on career opportunities motivated students to explore specialized roles in corporate finance and treasury management. https://www.instagram.com/p/DVx7ngHE_Ad/?igsh=MTRkbXB0dWk2NWNsNA==



Students Shine at Intercollegiate Debate Competition 11 March 2026

Students of Aditya Institute of Management Studies participated in an Intercollegiate Debate Competition organized by C.B. Bhandari Jain College, Shankarapuram, Bangalore on 11th March 2026. The debate was conducted on the engaging topic "AI is a Threat to Human Creativity." The event provided a valuable platform for students to present their viewpoints and enhance their debating and communication skills. Students from the II and IV Semester of BCA, B.Com, BBA, and BBA Aviation enthusiastically represented the institution in the competition. With participation from several colleges, the event created a dynamic environment for intellectual discussion and exchange of ideas on the role of Artificial Intelligence in shaping creativity. The competition brought pride to the institution as Ms. Amrutha (IV Semester BCA) secured Second Place, and Ms. Ramitha (IV Semester B.Com) secured Third Place in the debate competition. Their insightful arguments and confident presentation were highly appreciated by the judges and audience. Other participants were also honoured with participation certificates, making the event a valuable learning experience. The competition provided meaningful exposure and opportunities for students to interact and exchange ideas with peers from different colleges. Aditya Institute of Management Studies proudly congratulates all the participants for their dedication, enthusiasm, and for representing the institution with excellence.

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> To Accomplish Great Things We Must Not Only Act, But Also Dream, Not Only Plan, But Also Believe.

Research Conclave: Student's Project Demonstration 12 March 2026



Student's Project Demonstration was organized as part of the institution's initiative to strengthen research culture and experiential learning among students. The programme was conducted under the joint initiative of IQAC, Institution's Innovation Council (IIC) and the Research & Development Cell. The event provided an academic platform for students to present and demonstrate the projects they completed during their training and internships. During the demonstration session, students presented their projects focusing on business analysis, research methodologies, and practical applications of management concepts. They explained the background of the study, objectives, research methodology, tools used for data analysis and interpretation, and key findings of their projects. The presentations reflected students' understanding of real-world business problems and their ability to apply theoretical knowledge in practical scenarios. Students also discussed placement opportunities in India and globally, along with the learning outcomes and challenges faced during their project work. practical learning, innovation, and professional development.

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Student's Seminar on Business Model Canvas 13 March 2026

The Student's Seminar on Business Model Canvas was organized with the objective of enabling MBA students to understand the practical application of the Business Model Canvas framework in analyzing modern business organizations. The seminar was conducted as part of the institution's initiative to promote experiential learning and entrepreneurial awareness among students. Students actively participated by presenting different components of the Business Model Canvas using well-structured PowerPoint presentations. During the seminar, students explained the nine building blocks of the Business Model Canvas, namely Customer Segments, Value Proposition, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. Each component was discussed in detail, enabling the audience to understand how businesses design, deliver, and capture value in competitive markets. To make the session more practical and engaging, students analyzed the business models of several well-known companies such as Wipro, Swiggy, Zomato, BMTC, Amazon, Rapido, and Blinkit, Infosys,Flipkart. Through these examples, students demonstrated how different organizations create value, reach their target customers, generate revenue streams, and manage their resources effectively across diverse industries. The seminar enabled students to gain a

practical understanding of the Business Model Canvas framework and how it can be applied to analyze organizations across industries such as IT services, e-commerce, transportation, and food delivery. It helped students connect theoretical knowledge with real-world business practices. The activity also strengthened students' teamwork, communication, analytical, and presentation skills. The seminar encouraged participants to think creatively about business ideas and inspired them to apply the Business Model Canvas framework while developing future entrepreneurial ventures and innovative business strategies.
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Outward Bond Visit. 14 March 2025

As part of experiential learning, Aditya Institute of Management Studies organised a one-day Outward Bound Visit for the students of MBA, designed to encourage teamwork, leadership, and physical endurance. The visit began with a spiritual start at Kaiwara Tatayya Temple, where students experienced the calm and spiritual atmosphere of the historic temple. After this, the students visited Gavi Gangadhareshwara Temple, a cave temple known for its unique rock formations and religious significance. The temple visit offered students a chance to observe the natural cave structure and understand its historical importance. The group then proceeded to Kailashgiri Temple, which is located on a hilltop and provides a scenic view of the surrounding landscape. The climb to the temple allowed students to enjoy nature while engaging in a light trekking experience. The final and most adventurous activity of the visit was the trek to Ambaji Durga Fort. The trek challenged the students physically and mentally, encouraging cooperation, determination, and team spirit as they navigated the rugged path to the top. The Outward Bound Visit provided students with a memorable experience outside the classroom. It helped them strengthen interpersonal relationships, develop leadership qualities, and build confidence through teamwork and adventure.
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Aditya Habba 2026 – A Celebration of Talent and Culture 27 & 28 March-2026

Aditya Habba 2026, held on the 27th and 28th of March 2026, was a vibrant celebration of talent, creativity, and cultural diversity. The fest brought together students from various institutions, creating an energetic and enthusiastic atmosphere throughout the campus. The event commenced with a grand inauguration ceremony, setting a positive and festive tone for the celebrations. The program began with a soulful invocation song followed by a graceful dance performance by the students, invoking blessings and adding a traditional





touch to the occasion. This was followed by a felicitation ceremony, where the dignitaries present were honoured for their valuable presence and contributions, making the event even more prestigious. The distinguished dignitaries included Dr. Karvekar PCI Member, Mr. Shiva Charan Syndicate Member of RGUHS, and Dr. Deepak Rai President of Puttur Club, whose presence added great value to the occasion. The event was graced and supported by the visionary leadership of Chairman Dr. B. R. Vishwanath, whose constant encouragement and commitment towards student development played a key role in making the fest a grand success. His dedication to promoting cultural and extracurricular activities continues to inspire students to explore their talents beyond academics. The two-day event featured a wide range of cultural programs and competitions, including mesmerizing dance performances, a glamorous fashion show, soulful singing, and many other engaging activities. Students





showcased their skills with great passion, making the event lively and memorable. The highlight of Day 2 was an electrifying musical evening featuring renowned singers like Anuradha Bhat and Ganesh Karanth, who enthralled the audience with their spectacular performances. The celebration reached new heights with a musical night by the renowned singer







Dr. Gurukiran, whose performance captivated the crowd and created an unforgettable experience. The excitement continued with a high-energy DJ session by DJ Sharath, where students danced their hearts out and celebrated the spirit of togetherness. Aditya Habba truly turned out to be an unforgettable experience, filled with joy, entertainment, and lasting memories. Two days of rhythm, style, and unforgettable vibes. From divine beginnings to dazzling performances – Aditya Habba 2026 was a grand celebration of culture, music, and unforgettable moments!





