

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

AIMS successfully organized a Guest Talk on "Business Marketing in International Commerce" under the initiative of IQAC, Institution's Innovation Council (IIC), and the Marketing & Entrepreneurship Forum. The insightful session was delivered by Mr. Lokesh S., Entrepreneur and Business Professional, Renuka Exports, who shared practical knowledge on international marketing, export opportunities, global trade practices, branding, and entrepreneurship. Students actively engaged in discussions and gained valuable exposure to the dynamic world of international business.



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Aditya Institute of Management Studies and Research (AIMS), Bengaluru, actively participated in the webinar on "Innovation & Entrepreneurship" (Episode 2) under the Nasha Mukt Yuva for Viksit Bharat initiative on 07 August 2026 from 4:00 PM to 5:00 PM through the Webex platform.

The session aimed to inspire students to adopt an innovative mindset, nurture

entrepreneurial thinking, and contribute towards building a progressive, self-reliant, and developed India. Faculty members accompanied students to the Seminar Hall, where the webinar was attended collectively, ensuring active participation and engagement.

The webinar emphasized the significance of innovation as a catalyst for social and economic development. The speakers highlighted the role of entrepreneurship in generating employment, solving real-world challenges, and empowering youth to become job creators rather than job seekers. Students were encouraged to develop creative problem-solving skills, identify entrepreneurial opportunities, and actively participate in

initiatives that support the vision of Viksit Bharat while promoting a healthy and drug-free society under the Nasha Mukh Yuva campaign.



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Har Ghar Tiranga Abhiyan – Tiranga Yatra*
HIGHLIGHTS

Aditya Institute of Management Studies & Research (AIMS&R) participated in the Har Ghar Tiranga Abhiyan – Tiranga Yatra held on 10 August 2026. A group of students from the institution, accompanied by faculty members, participated enthusiastically in the patriotic programme. The Tiranga Yatra commenced at 8:00 AM from the Government School, 8th Cross, opposite K.C. General Hospital, Malleswaram. The participation provided students with an opportunity to be part of the Har Ghar Tiranga Abhiyan and celebrate the spirit of patriotism, unity, and national pride.

The students actively participated in the Tiranga Yatra, carrying the National Flag and joining the procession with enthusiasm and patriotic spirit. The Yatra concluded at the 18th Cross Playground, Malleswaram.

Accompanied by faculty members, the students demonstrated discipline, enthusiasm, and a strong sense of collective participation. The programme created a vibrant patriotic atmosphere and encouraged the younger generation to understand and uphold the significance of the National Flag.



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Strengthening Industry-Academia Connect through Alumni Engagement & Internship Opportunities*

Aditya Institute of Management Studies & Research (AIMS) conducted an industry-academia interaction with Ms. Likhitha D, Alumna of AIMS and Human Resources & Admin, Nicomatic India Electronics Pvt. Ltd. The interaction focused on industry expectations, workplace requirements, and the importance of bridging the gap between academic learning and professional practices. Ms. Likhitha shared valuable insights from her industry experience and highlighted the skills and competencies required for students to successfully transition into the corporate environment.

The interaction also explored opportunities for providing industry exposure to final-year Undergraduate (UG) and Postgraduate (PG) students through internships at Nicomatic India Electronics Pvt. Ltd. The proposed internships will provide students with practical exposure to organizational processes, workplace practices, and real-world applications of their academic knowledge. The initiative also strengthens alumni engagement and creates a meaningful connection between alumni, industry, and current students.





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National Librarian's Day Celebration at Aditya Institute of Management Studies & Research

Aditya Institute of Management Studies & Research celebrated National Librarian's Day on 12 August 2026 with great enthusiasm to honour the invaluable role of libraries and librarians in promoting knowledge and learning. The celebration began with a puja, symbolising respect for knowledge, books, and the pursuit of learning. The Director shared insights into the history and significance of National Librarian's Day and highlighted the contributions of Dr. S. R. Ranganathan, the Father of Library Science in India. Adding to the celebration, a student delivered an insightful speech highlighting the importance of libraries, reading habits, and the role of books in shaping students' knowledge and personality. The event served as a meaningful reminder that libraries continue to be an essential source of knowledge, learning, and intellectual



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Decoding the New Labour Codes: Rights, Reforms & Responsibilities

Aditya Institute of Management Studies organized an informative session on "New Labour Code of India – Implementing from May 2026 by GOI" on 17 August 2026 as an initiative of IQAC, Institutions Innovation Council and HR Forum. The session focused on creating awareness about the major changes introduced through the new labour framework and its relevance to the contemporary employment environment. The programme highlighted important areas such as wages, social security, industrial relations, and occupational safety, providing participants with an overview of the changing regulatory landscape.

The session was led by Dr. Ravi, Principal, PNC Degree College, Kadugodi, Whitefield, Bangalore, who elaborated on the implications of the new Labour Codes for employees and organizations. The discussion emphasized the importance of understanding statutory provisions, workplace rights, employer responsibilities, and labour-law compliance. The session provided participants with practical insights into how the new framework could influence organizational policies,

employment practices, and employee welfare.



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Startup Competition: Fostering Entrepreneurial Ideas and Innovation

The Startup Competition was organised on 18 August 2026 at the AIMS Seminar Hall as an initiative of IQAC, Institution's Innovation Council (IIC) and Entrepreneurship Forum. The competition provided students with an opportunity to showcase their innovative startup ideas and demonstrate their creativity, entrepreneurial thinking and problem-solving abilities. Mr. Varun Bajaj served as the judge and evaluated the ideas based on their innovation, relevance, feasibility and potential impact.

The participating students presented a diverse range of ideas focusing on technology, sustainability and social innovation. Keerthi and Kavya (BCA

I) presented Greenify AI Nithin (BBA V) presented Aero Spore. *Nikitha* and *Akhila* (BCA III) presented “*Green Buddy AI*” while Raghavendra and Kushal (BCA III) presented Smart Waste Analysis. Ameena and Tahrin (BCA I) presented “ Chaithanya – Renewable. Among the participating ideas, *Nithin (BBA V) secured the First Prize for his innovative idea, Aero Spore.



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EK GHANTA KHEL KE MAIDAN MEIN

As part of the initiative “Ek Ghanta Khel Ke Maidan Mein,” an outdoor sports and physical activity programme was organized by the NSS Unit of Aditya Institute of Management Studies & Research on 29th August 2026. The programme

aimed to encourage students to actively participate in outdoor games and understand the importance of physical fitness, teamwork, discipline and sportsmanship.

Students enthusiastically participated in various sports and recreational activities conducted on the playground. The activities provided an opportunity for students to step away from their regular academic routine and engage in physical exercise in a refreshing and energetic environment. The NSS volunteers actively coordinated the programme and encouraged maximum participation, fostering a spirit of cooperation and healthy competition among the students.

The programme successfully promoted awareness about the importance of maintaining an active lifestyle and balancing academic commitments with physical activities. It also provided students with an engaging platform to strengthen teamwork, leadership, discipline and sportsmanship while contributing to their overall physical and mental well-being.



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Empowering Innovation and Startups: Key Initiatives, Schemes and Opportunities of MoE's Innovation Cell & AICTE

Aditya Institute of Management Studies & Research facilitated student participation in the MIC-driven activity “Empowering Innovation and Startups: Key Initiatives, Schemes and Opportunities of MoE's Innovation Cell & AICTE for Students, Startups and HEIs.” The live session was screened for students in the Seminar Hall, providing them with an opportunity to learn about various initiatives and schemes designed to promote innovation, entrepreneurship, and startup development.



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