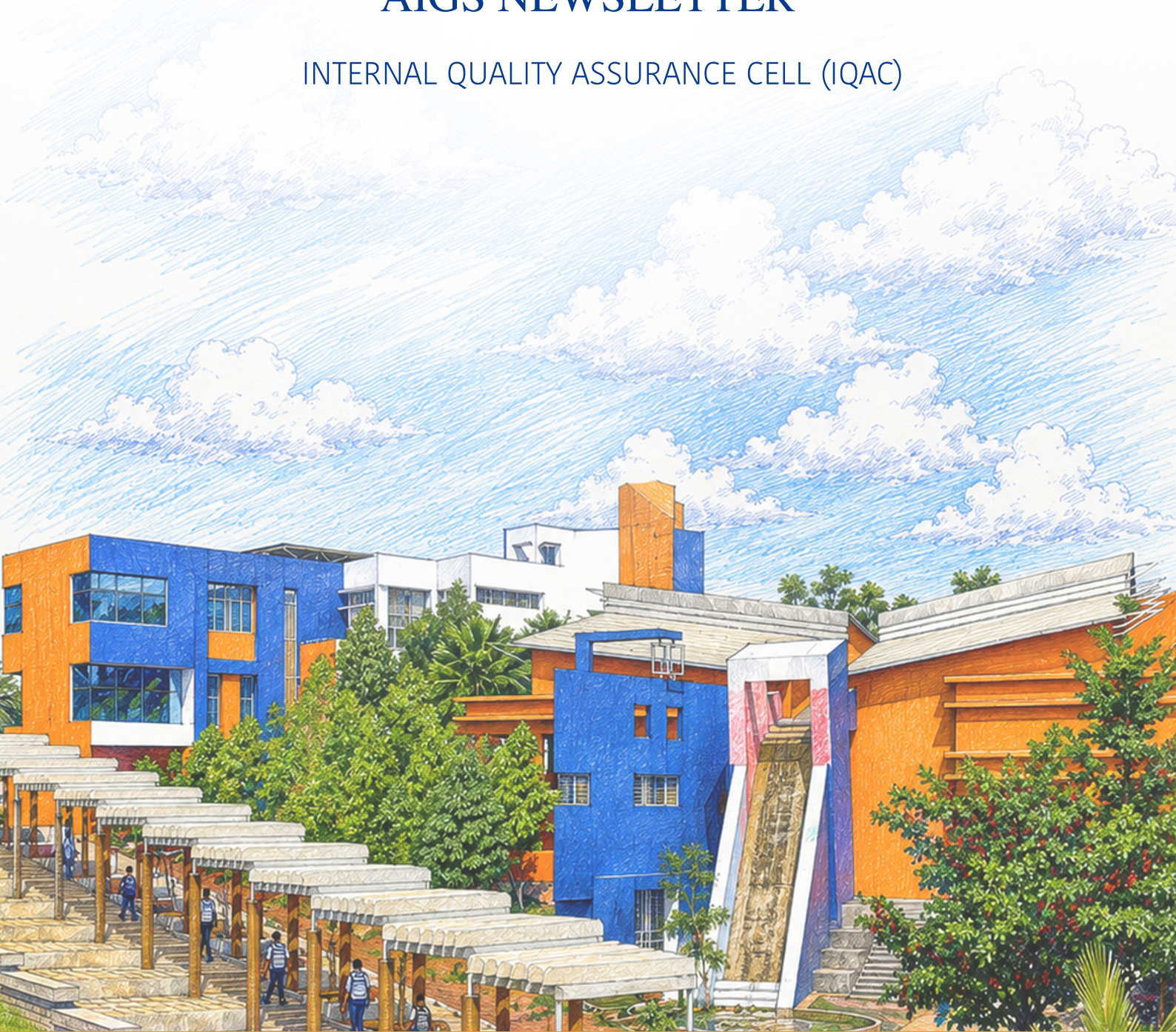




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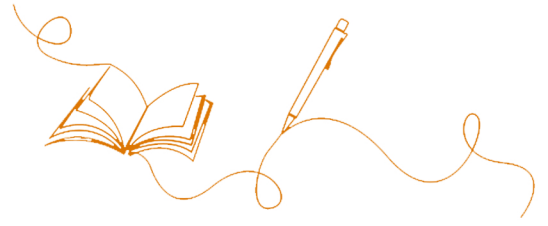
ACHARYA INSTITUTE OF GRADUATE STUDIES

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MBA Department Radiates Festive Unity at 'Aarunya 2.0' Diwali Commemoration



To promote cultural preservation, artistic expression, and community cohesion within the postgraduate management cohort, the Department of MBA organized its milestone Diwali cultural festival, "Aarunya 2.0." The vibrant 90-minute celebration unfolded on Wednesday afternoon, drawing 93 management students and faculty members to the decorated concourse of the AIGS Lobby.

The institutional festivity opened promptly at 3:00 PM under the unifying theme, "Lights, Laughter, and Togetherness." The formal tracks commenced with a traditional lamp-lighting ceremony led by Dr. Gurunath Rao Vaidya, Principal of Acharya Institute of Graduate Studies, alongside Dr. Kiran L. Maney, Head of the MBA Department, and senior faculty organizers. In his subsequent inaugural address, Dr. Vaidya emphasized that campus cultural assemblies are vital components of holistic management education, serving to build emotional intelligence, mutual respect, and collaborative ties within diverse student bodies.

Following the inaugural protocols, the platform transitioned into a showcase of student-led fine arts and performance tracks. The entrance of the administrative lobby featured an expansive Rangoli exhibition, where student teams designed intricate geometric patterns symbolizing the triumph of knowledge over ignorance.

The performance agenda featured a high-energy group dance choreography by second-semester MBA students, who seamlessly integrated traditional folk steps with contemporary rhythms. This was followed by an acoustic solo vocal track that added a refined melodic atmosphere to the gathering.

The festive assembly concluded at 4:30 PM following an official institutional group photograph and the distribution of traditional sweets. Faculty conveners Dr. Kiran L. Maney and Dr. Bhargava N noted that the compact event effectively reinforced administrative teamwork and personal branding, allowing the prospective corporate executives to showcase creative organizational talents outside standard classroom structures.

Postgraduate Management and Tech Scholars Honored at Annual Graduation Day



To honor the academic achievements, persistent research output, and professional readiness of its outbound postgraduate cohorts, Acharya Institute of Graduate Studies hosted its annual Graduation Day ceremony for the Class of 2025. Held at the Main Auditorium within the Acharya Campus on Friday, the grand four-and-a-half-hour convocation brought together 500 graduating MBA and MCA scholars, alongside institutional faculty, administrators, and families.

The formal proceedings launched at 9:30 AM under the progressive theme, “Celebrating Journeys, Igniting Futures,” commencing with a stately academic procession led by department heads and senior professors. Following the traditional lamp-lighting ceremony and an invocation song, Prof. Gurunath Rao Vaidya, Principal of AIGS, delivered the welcome address. In his speech, the Principal commended the graduates for their academic resilience and highlighted the institution's ongoing commitment to cultivating ethical, industry-ready leaders capable of navigating a highly automated and volatile global commerce landscape.

Ms. Shobhana Nikam, General Counsel and Executive Vice President at Diageo India, served as the chief guest and commencement speaker. Drawing from her extensive corporate legal background, Ms. Nikam urged the management and computer application graduates to approach their corporate trajectories with uncompromised regulatory integrity, functional agility, and strategic compassion. She emphasized the critical role of continuous skill acquisition in maintaining cross-industry competitiveness.





Following the keynote tracking, the graduating candidates stood to take the official Graduation Oath, a formal pledge administered to bind the upcoming professionals to strict ethical standards, data integrity protocols, and social responsibility across their future enterprise domains. The distribution of the official graduation scrolls followed, with faculty coordinators announcing each candidate to the stage amidst accolades from peers and families.

The ceremony also featured data-backed reflections and testimonials from graduating students, a brief celebratory musical interlude, and a concluding vote of thanks proposed by Dr. Vibinchandar, Head of the MCA Department. The convocation concluded with the rendition of the National Anthem, followed by a ceremonial cap toss and department group photography. Institutional executives noted that the milestone event effectively validated the rigorous postgraduate training tracks, preparing the newly minted managers and software engineers to transition seamlessly into high-level placement fields.

Campus-Wide Deepavali Gala Radiates Cultural Harmony and Festive Splendor at Acharya Institutes



To honor traditional values, encourage creative performing arts, and foster intercultural harmony across its diverse student demographic, the institutional Cultural Committee organized a massive campus-wide twilight festival. The grand three-and-a-half-hour open-air gala, titled "Deepavali Celebration," transformed the central Basketball Court of Acharya Institutes into a vibrant spectacle on Friday evening, drawing an enthusiastic crowd of over 500 students and faculty members.

The festival was conceptualized to celebrate the core spiritual theme of Deepavali—the timeless triumph of light over spiritual darkness and knowledge over ignorance. Student volunteer groups initiated the layout preparations by handcrafting hundreds of multicolored paper lanterns and establishing complex structural arrays around the court's perimeter. As dusk approached at 4:30 PM, the assembly commenced with students and faculty members uniting to ignite thousands of traditional clay diyas, bathing the entire sporting complex in a warm, collaborative glow.

The artistic track featured an expansive line-up of cross-regional cultural showcases. Students representing different Indian states took to the outdoor stage in elegant ethnic attire, executing traditional folk dances, classical vocal arrangements, and dramatic short skits that illustrated regional folklore and the universal values of compassion and goodwill.

A central highlight of the twilight program was the synchronized lantern-lighting ceremony. Faculty members joined the student cohorts on the floor, dancing to traditional rhythmic tracks and simultaneously raising lit lamps to symbolize collective unity, mutual respect, and the eradication of social barriers within the academic community.

The open-air carnival continued into the night with interactive group games, a curated festive musical soundtrack, and traditional refreshments. Cultural Committee organizers noted that the massive collaborative exercise served as a vital stress-relieving initiative, successfully reinforcing the institution's commitment to holistic student development and inclusive community bonding outside the lecture halls.

MCA Cohort Marks Transitional Milestone at 'Aurora 2025' Valedictory Ceremony



To celebrate the technical achievements, academic milestones, and software engineering readiness of its outbound postgraduate class, the Department of Master of Computer Applications (MCA) hosted its annual valedictory ceremony, "Aurora." Organized under the forward-looking theme, "Farewell – Goodbyes are not the end, just new beginnings," the two-hour commemorative assembly took place on Friday afternoon at the AIGS Seminar Hall, drawing a large delegation of 160 students, faculty members, and institutional researchers.

The convention was conceptualized to honor the graduating software developers while facilitating a structured transition of leadership to the upcoming batch. Second-semester MCA junior scholars anchored and managed the entire event track. The program commenced at 3:00 PM with an expressive invocation dance choreographed by student artist Rajani, establishing a positive and reverent ambiance for the formal proceeding.

Following the opening protocols, the stage transitioned into a dynamic series of student-led cultural performances. Junior teams executed a vibrant lineup of solo, duet, and synchronized group dance tracks alongside comedic skits, melodious vocal numbers, and complex percussion routines. To encourage collaborative peer interaction, the student coordinators hosted several unique team-building exercises, including a fast-paced "Pyramid Game," which challenged the seniors to solve real-time structural logic puzzles under tight constraints.

A major institutional highlight of the ceremony was the formal changing of the guard for the department's student-led technology club. The Head of the Department, alongside Student Forum Coordinator Ms. Farzeen Basith, took the stage to officially announce the new student office bearers for the "Infinity Acuity Club." The outbound executive council was formally commended for their dedicated efforts in organizing technical hackathons and research symposiums, while the newly inducted student leaders pledged to sustain the department's legacy of academic excellence.

The valedictory program concluded following an official institutional group photo session and a comprehensive vote of thanks delivered by student coordinator Madhu, which preceded a relaxed networking track over refreshments at 5:00 PM. Department executives noted that the ceremony successfully reinforced student solidarity and institutional affinity, inspiring the new computer application graduates to maintain strong ties with their alma mater as they transition into competitive global tech sectors.

Institutional Cultural Committee Anchors Grand Kannada Rajyotsava Festival Tracking Heritage Arts



To honor classical linguistic heritage, promote ethnographic research, and preserve indigenous performing arts across its multi-state student demographic, the institutional Cultural Committee orchestrated a comprehensive Kannada Rajyotsava cultural festival. The grand, week-long heritage tracks concluded with a high-energy two-hour main assembly on Thursday morning at the Acharya Institutes Basketball Court complex, engaging a massive collective of over 500 undergraduate scholars, research faculty, and administrative heads.

The extensive cultural tracking was engineered to commemorate the historical unification of Kannada-speaking territories into a singular state entity, converting dense regional history into tangible folklore preservation. The ceremonial final-day operations launched promptly at 10:00 AM with the formal unfurling of the gold-and-crimson Karnataka flag, paired with a synchronized choral rendition of the state anthem, “Jaya Bharata Jananiya Tanujate.” A distinguished celebrity guest from the Kannada film industry delivered the inaugural address, urging the academic community to protect traditional dialects, regional craftsmanship, and native histories within modern globalized contexts.



The festival was structured around sequential performance and material culture tracks that spanned the entire preceding week. A massive campus-wide procession launched the initial track, transforming the central pathways into an open-air theater for folk arts. Scholars witnessed high-intensity, synchronized rhythm displays, including traditional Dollu Kunita, Veeragase, Kamsale, and the esoteric ritual narrative of Nagamandala. Folk percussion ensembles manned active instrumentation zones, utilizing traditional leather instruments like the Tamate, Karadi, and Chende to generate complex, authentic folk metrics.

The secondary phase was dedicated to competitive academic tracking and material culture exhibitions. Student teams from various constituent colleges staged over 20 distinct cultural acts, which included classical Bharatanatyam routines and dramatic, costumed Yakshagana theater layouts based on iconic Kannada literature. Concurrently, an extensive fine-arts gallery showcased the structural nuances of historic regional handicrafts—profiling Mysuru gold-leaf paintings, geometric Bidriware metal-inlays, organic Channapatna wooden toys, and intricate sandalwood carvings.

The interdisciplinary residency also integrated specialized literary and theatrical workshops alongside an indigenous sports track featuring competitive tournaments of Lagori, Chowka Bara, and Kabaddi. The multi-day celebration concluded with a mass Dollu Kunita drum finale on the court floor, followed by an official vote of thanks acknowledging the volunteer student sub-committees. Cultural Committee administrators noted that the massive public advocacy project successfully elevated campus cultural literacy, building a strong sense of localized identity and community harmony across the student body.

Acharya Institute of Graduate Studies Celebrates NCC Day with Skill and Spirit



The 05/09 Company of the 9 Karnataka Battalion recently marked NCC Day with a series of vigorous activities at the Acharya Institute of Graduate Studies. Held on November 22, 2025, the celebration brought together 75 cadets for a full day of competition and training designed to reinforce the core values of unity, discipline, and leadership.

To ensure holistic participation, the cadets were divided into four teams: Alpha, Bravo, Charlie, and Delta. The day commenced at 9:00 AM with a debate competition judged by Lt. Sowmya, which served to hone the communication skills and critical thinking of the participants. This was followed by a technical demonstration and competition in rifle kholna-jodna, conducted by the PI Staff, which tested the precision and focus of the senior cadets.

The drill competition formed a central pillar of the day's events. First-year cadets displayed their commitment to order and synchronization, while the more experienced second and third-year cadets showcased advanced drill standards. The physical stamina and team cohesion of the company were further challenged during a 4x400m relay race, which provided an energetic conclusion to the competitive segment of the program. Capt. Subramanyam oversaw the appraisal of the drill maneuvers, ensuring that the performance met the high standards expected of the battalion.

The celebration proved to be an overwhelming success, with feedback revealing that over 81 percent of the cadets were extremely satisfied with the organization of the event. Beyond the immediate results of the competitions, the day fostered a stronger sense of belonging and institutional pride. By blending technical military training with intellectual and physical challenges, the NCC Day event successfully reaffirmed the commitment of the AIGS cadets to the spirit of the National Cadet Corps and their dedication to ongoing personal development.

Acharya Institute of Graduate Studies Observes Human Rights Week 2025



The Department of Social Work at the Acharya Institute of Graduate Studies (AIGS), Bengaluru, successfully conducted "Human Rights Week 2025" from December 1 to December 10, 2025. Aligned with a city-wide campaign involving various NGOs and academic bodies, the ten-day initiative aimed to promote constitutional values, social justice, and active citizenship among 65 participating BSW and MSW students. Under the theme "Youth as Change Agents for Equality, Dignity, and Justice," the program integrated rigorous academic discourse with experiential field-based activities.

Each day of the week was dedicated to a specific theme linked to international human rights observances. The program commenced on World AIDS Day, focusing on ending stigma and healthcare discrimination, followed by days addressing the abolition of modern slavery, the rights of persons with disabilities, and gender identity. Students engaged in workshops, documentary screenings, and campus-wide campaigns, including an "Accessibility for All" initiative and an awareness session on gender identity facilitated by the Rang Foundation.



Mid-week activities highlighted the rights of vulnerable populations, such as farmers, migrant laborers, and the urban poor. Through a "Meal for Dignity" campaign and community outreach at Sparsha Trust, students directly confronted the realities of food insecurity and child protection. Experts from organizations like Child Rights and You (CRY) and CIVIC Bangalore provided specialized training on child trafficking prevention and the Right to Information (RTI) Act, equipping students with practical advocacy tools.

The week culminated on December 10, International Human Rights Day, with a solemn oath ceremony and a valedictory vigil at St. Joseph's University. By fostering a deep sense of empathy and critical social awareness, Human Rights Week 2025 empowered students to act as responsible change agents. The initiative successfully bridged the gap between theoretical social work education and real-world advocacy, reaffirming the department's commitment to nurturing socially responsible professionals dedicated to upholding human dignity.

MBA Students Inducted at Formal Investiture and Badging Ceremony



The Department of MBA at the Acharya Institute of Graduate Studies (AIGS) officially welcomed its first-semester students into the professional fold with a formal Investiture and Badging Ceremony held at the campus auditorium. The three-hour event served as a symbolic transition, marking the commencement of the students' journey toward becoming future management professionals.

The ceremony was graced by the presence of Prof. Gurunath Rao Vaidya, Principal of AIGS, who oversaw the proceedings alongside Dr. Kiran L. Maney, HOD of the MBA Department, and program coordinators Dr. Bhargava N. and Ms. Deblina Mukherjee. The program began with the traditional lighting of the lamp, followed by a series of cultural performances, including a group song and a classical dance by the students, which set a vibrant tone for the proceedings.

The core of the event focused on instilling a sense of professional identity and accountability. During the investiture, faculty members ceremonially conferred badges upon student leaders and the incoming cohort, symbolizing the trust and responsibility bestowed upon them. Principal Prof. Gurunath Rao Vaidya addressed the gathering, emphasizing that these badges represent more than just institutional affiliation; they stand for the ethics, discipline, and commitment required to succeed in the competitive landscape of modern business.

The ceremony provided a structured platform to reinforce the core values of the institute, including teamwork, leadership, and ethical conduct. By inducting students into their respective roles, the department aimed to foster a culture of unity and professional pride from the very start of the academic year.

The event concluded with a group photograph and an inspiring closing note, urging the students to uphold the standards of excellence throughout their MBA program. Student feedback was overwhelmingly positive, with the majority of attendees praising the ceremony's disciplined structure and its effectiveness in building a strong sense of belonging within the AIGS community.

MCA Department Welcomes New Batch with 'Freshverse 2026' Celebration



The Department of MCA at the Acharya Institute of Graduate Studies (AIGS) hosted "Freshverse 2026" on Thursday, a vibrant celebration dedicated to formally welcoming the incoming batch of first-year students. Held in the Main Auditorium from 11:00 AM to 4:00 PM, the event served as a platform for new students to integrate into the campus community, fostering connections with their peers, seniors, and faculty members.

The day began with a formal inauguration marked by a prayer and a welcoming address from the Head of the Department, Dr. Vibin Chandar. In his opening remarks, Dr. Chandar emphasized the values of unity and discipline, encouraging the freshers to approach their academic journey with proactivity and enthusiasm. A significant part of the morning was dedicated to the formal induction of the "Infinity Acuity" club members, with faculty awarding badges to the new student in-charges and second-year representatives, symbolizing the transfer of responsibility and the start of a collaborative academic year.

The afternoon transitioned into a lively cultural showcase, where students from both the first and second years took the stage. The program featured an eclectic mix of solo and group dance performances, musical renditions, and a creative "Mad-Ad" event. These activities were specifically designed to help the newcomers overcome stage fright and gain confidence in their new surroundings. Beyond the cultural festivities, interactive games and team-building exercises were woven into the schedule, providing a relaxed environment for juniors and seniors to bridge the gap between their cohorts.

Faculty members also took the opportunity to address the students, offering valuable guidance on the rigorous demands of the MCA curriculum and the diverse career opportunities available in the tech industry. The event successfully met its objective of creating a sense of belonging, concluding with a group photograph that captured the spirit of the department. By the end of the day, the freshers departed with not only a deeper understanding of their academic environment but also a strengthened sense of community and excitement for the years ahead.

Acharya Institutes Commemorates 77th Republic Day with Patriotic Fervor and Cultural Splendor



The spirit of national pride and unity resonated throughout the Acharya Institutes campus on January 26, 2026, as students, faculty, and staff gathered at the Basketball Court to celebrate the 77th Republic Day. The morning's proceedings were a powerful tribute to the adoption of the Indian Constitution and the democratic values that define the nation. The celebration began with the distinguished arrival of Chief Guests Col. P. Muralidharan and Commander Surendra Prakash. Accompanied by the Principal of Acharya Institutes, the guests performed the ceremonial flag hoisting, followed by a resonant rendition of the National Anthem. The formal opening set the tone for a day characterized by discipline and artistic expression.





The NCC cadets took center stage with an impeccable march-past, their synchronized movements serving as a testament to the dedication and rigor instilled in the nation's youth. Following the parade, Col. P. Muralidharan delivered an empowering address, encouraging students to embrace the values of courage and responsibility. He provided insightful context on the significance of the day, distinguishing Republic Day from Independence Day by highlighting the transition of India into a sovereign, constitutional republic.

The gathering was further honored by the address of Commander Surendra Prakash, a recipient of the Nao Sena Medal (Gallantry). Drawing from his three decades of naval service and extensive military leadership, Commander Prakash shared anecdotes that deeply resonated with the student body, inspiring many to consider paths of national service.

The formal proceedings transitioned into a vibrant cultural showcase. NCC students presented a traditional Yakshagana performance, followed by an array of spirited dances from the Physiotherapy, Allied Health Sciences, Polytechnic, Pharmacy, and Nursing departments. A highlight of the day was the daring display of skill by NCC cadets, who performed high-energy bike and fire stunts, showcasing both bravery and precision.

The event successfully fostered a sense of collective identity and patriotism, leaving attendees inspired by the blend of cultural heritage and youthful discipline displayed across the Acharya community.

SKILL DEVELOPMENT ACTIVITIES

- BBA Students Champion Eco-Friendly Business Ideas at ‘Greenovate’ Exhibition
- MBA Students Put Future on Film at ‘Hire Hunt’ Employability Drive
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BBA Students Champion Eco-Friendly Business Ideas at 'Greenovate' Exhibition



The Open Arena at the AIGS Block turned into a hub of environmental advocacy and corporate strategy on Monday as the Department of BBA hosted its annual club activity, "Greenovate – Think Green, Market Smart." The six-hour exhibition, which commenced at 9:30 AM, challenged first-semester management students to bridge the gap between commercial viability and ecological responsibility.

A total of 55 participants divided into competitive teams to pitch innovative marketing campaigns centered around sustainable consumerism. The event kicked off with opening remarks from faculty members who emphasized the critical role future managers play in integrating green practices into corporate frameworks.

The core of the exhibition featured a dual-segment competition comprising poster presentations and live marketing pitches. Students displayed remarkable strategic insight, utilizing creative slogans, jingles, and storytelling techniques to promote eco-conscious products. Notably, several teams showcased functional prototypes, including an innovative dustbin fabricated entirely from recycled waste materials and a utility line crafted from discarded coconut shells.

A panel of judges evaluated the teams based on design aesthetics, thematic relevance, originality, and the overall market viability of their pitches. The competitive yet collaborative atmosphere drew significant engagement from both visiting faculty and fellow students, who interacted directly with the presenters.

The event concluded with an awards ceremony where the top three teams received trophies and certificates of excellence for their exceptional presentation skills and strategic depth. All other participants were recognized with certificates of appreciation. Faculty organizers noted that the initiative successfully provided experiential learning, proving that modern marketing can drive profitability while simultaneously prioritizing the health of the planet.

MBA Students Put Future on Film at 'Hire Hunt' Employability Drive



In a bid to align postgraduate management training with the evolving demands of corporate recruitment, the Department of MBA at Acharya Institute of Graduate Studies organized a Student Development Program titled "Hire Hunt: Capture Your Career on Camera." Held at the AIGS Seminar Hall, the multi-week initiative concluded on Wednesday afternoon, focusing on equipping second-semester students with digital self-branding and personal marketing skills.

The programmatic structure simulated a multi-layered corporate hiring drive to gradually filter out the top talent from a pool of 62 participating MBA students. The initial phase launched on September 12 with a rigorous written aptitude test designed to evaluate analytical reasoning and core management knowledge across corporate domains such as marketing, human resources, and business analytics. This preliminary round scaled the field down to 31 candidates.

On September 24, the remaining contenders entered a group discussion round aimed at assessing critical thinking and behavioral decorum under pressure. Students debated contemporary business issues, including the integration of artificial intelligence in administrative decisions and the impact of social media on modern corporate branding.

Following careful evaluation by faculty mentors, the final pool of 15 shortlisted students presented custom-built video résumés during yesterday's concluding session. Participants were given a strict three-minute window to deliver a visually structured presentation detailing their academic qualifications, technical competencies, and professional trajectories.

A panel of evaluators, including Dr. Asha S and Dr. Sreenivas T, graded the final entries on articulation, professional aesthetic, and presentation confidence. Following competitive reviews, Kavya S, Vinita Nayak, and Laxmi Pattan Shetty were declared winners, while Manju P M, Arpita, and Shreedevi C secured runner-up positions. Faculty organizers noted that the exercise effectively dismantled the traditional paper-résumé format to prepare students for digital-first recruitment spaces.

Budding Management Researchers Showcase Analytical Insights at ‘Symposium 1.0’



To cultivate institutional academic inquiry and strengthen corporate problem-solving capabilities, the Department of MBA at Acharya Institute of Graduate Studies hosted its inaugural Student Research Symposium 1.0. Held at the AIGS Seminar Hall on Thursday, the three-hour event engaged 60 second-semester postgraduate students in presenting empirical research across primary management verticals.

The symposium aimed to bridge the gap between abstract academic theory and practical industrial application. Dr. Preethi Inampudi, Associate Professor at Surana College, delivered the keynote address titled “Importance of Research for the Students.” Alongside co-evaluator Dr. Ranjini M L, she highlighted how systematic literature analysis, quantitative data assessment, and robust research methodologies directly improve strategic executive decision-making and modern managerial employability.

Following an opening address by student coordinator Ms. Ashwini, the presentation track commenced. Ten distinct student teams presented their research projects, defending their methodologies across the operational domains of marketing, corporate finance, human resource management, entrepreneurship, and logistics.

The investigative presentations were peer-reviewed and evaluated by the guest panel based on literature relevance, data clarity, structural articulation, and prospective corporate utility. The interactive defense sessions allowed student presenters to receive immediate, constructive feedback from panel experts to refine their data modeling techniques.

The academic exhibition concluded with an evaluation brief and the presentation of the top two research paper awards. Following the prize distribution, student coordinator Ms. Arpita delivered the official vote of thanks. Faculty coordinators noted that the symposium established a crucial baseline for student-led research within the department, positioning data literacy as a core framework for upcoming corporate placements.

Management Students Propose Industrial Green Strategies at 'Eco Audit 2.0'



To accelerate the integration of green industrial practices within modern corporate frameworks, the Department of MBA at Acharya Institute of Graduate Studies conducted "Eco Audit 2.0." The four-hour academic extension initiative, sub-themed "Sustainable Manufacturing through Optimal Waste Management," concluded on Friday at the AIGS Seminar Hall, engaging 74 second-semester postgraduate students.

The program focused on experiential research, requiring student teams to complete field study visits across multiple regional manufacturing facilities. During these field excursions, students investigated live industrial operations to assess how corporations handle solid, liquid, and hazardous production waste. The field research focused heavily on evaluating zero-waste manufacturing pipelines, circular economy models, and automated segregation systems designed to reduce corporate carbon footprints.

The project culminated in a highly competitive presentation defense track on Friday morning. Student groups compiled their field data into strategic optimization proposals, pitching actionable recommendations to transition conventional factory models into eco-efficient systems. The presentation teams detailed methods for integrating renewable energy into supply chains and leveraging green technologies to minimize raw material waste while lowering production expenditures.

A specialized evaluation panel, including faculty members Dr. Bhargava N, Dr. Sreenivas T, and Dr. P. Venkaiah Babu, scrutinized the submissions. The pitches were graded on data-gathering depth, structural innovation, regulatory alignment, and verbal defense clarity. An interactive question-and-answer session allowed the panel to challenge the operational viability of the students' corporate sustainability blueprints.

Following the evaluations, student coordinator Anamika K delivered the closing remarks, which were followed by the distribution of commendation awards to the top-performing teams. Faculty coordinators noted that the initiative successfully bridged classroom administrative theory with live factory operations, training the next generation of corporate executives to prioritize planetary health alongside institutional profitability.

B.Com Students Design New Visual Identity for Commerce Club at ‘Logo Quest’



To merge corporate branding principles with artistic expression, the Department of Commerce (UG) organized a creative design competition titled “Logo Quest: Unleash Your Creativity. Design the Identity of Commerce.” Held in Room 502 of the AIGS Block on Thursday afternoon, the two-hour event challenged 23 third-semester undergraduate commerce students to conceptualize a definitive corporate emblem for the institution's newly formed Commerce Club.

The competition was designed to bridge theoretical marketing lessons on brand recognition with hands-on creative execution. Faculty Coordinator Ms. B. Nandini inaugurated the workshop session at 2:00 PM, briefing the participants on how strategic visual assets communicate organizational values, operational synergy, and market positioning within modern business frameworks.

Working in collaborative teams of one to four members, the contestants brainstormed original concepts representing financial growth, global trade, and economic innovation. The event layout accommodated both traditional hand-drawn drafting and digital vector design techniques. Alongside the graphic layouts, each team was required to submit a technical summary explaining the color psychology, typography choice, and symbolic rationale behind their branding concept.

A panel of evaluators, comprising Dr. Shaila K., Head of Commerce (PG), and Dr. Lakshmi V., Head of Commerce (UG), assessed the final portfolio entries. Submissions were graded on conceptual clarity, originality, color coordination, and structural scalability. The evaluation process included a defense track where students presented their design drafts directly to the panel.

Following a comprehensive assessment, first-year students Sachin and Chiranjeevi were declared the winners. Their winning design was selected by the department to serve as the official crest of the Commerce Club, symbolizing academic unity and progressive industrial leadership. Organizers noted that the project successfully converted abstract commercial identities into tangible graphic assets, preparing students for professional marketing and corporate communication fields.

Commerce Students Pitch Breakthrough Innovations at ‘IdeaSprint’ Competition



To foster an entrepreneurial mindset and nurture creative problem-solving capabilities, the Department of Commerce (UG) organized a fast-paced business pitching event titled “IdeaSprint – New Product Development.” Held in Room 409 of the AIGS Block I on Friday afternoon, the two-hour competition challenged undergraduate B.Com students to engineer original, market-oriented solutions for contemporary consumer and campus needs.

The competition focused heavily on commercial viability, urging students to balance creative design with financial and structural feasibility. Faculty Coordinator Ms. Devika M S, Assistant Professor in the Department of Commerce (UG), inaugurated the track at 3:00 PM by detailing how structured product research drives modern enterprise growth.

Seven corporate-style student teams, comprising a total of 18 participants, competed across a variety of industrial segments. Each team was given a strict seven-minute window to showcase their brand concepts through

comprehensive PowerPoint slides, functional frameworks, and visual mockups. The presented pitches spanned diverse modern sectors, including logistics technology, digital education tools, sustainable agricultural solutions, and specialized healthcare devices.

Mr. Sathyanandha, Head of the Department of Aviation Management, served as the principal judge for the competition. Submissions were evaluated on conceptual originality, engineering feasibility, market scalability, and pitch articulation.

Following competitive evaluations, the first prize was awarded to Sachin Stanley, Akash, Chiranjeevi M, and Pranav for their standout proposal, “DROVIA”—an automated drone delivery system engineered to streamline intra-campus logistics within Acharya College. Sachin Stanley and Chiranjeevi M also secured second place with “Class Hub,” a student-centric platform designed for peer collaboration and academic management.



The third prize went to the international team of Clayton, Takesure, Tadiwanashe, and Komborerai for their eco-friendly development of organic manure using biodegradable waste.

The event concluded following a constructive critique session by the judge regarding product scalability, followed by an official group photo. Department representatives noted that the workshop successfully translated commercial principles into tangible start-up blueprints, building essential leadership and design competencies among the prospective business graduates.



Management Students Map Industrial Ecosystems at 'Biz-Viz' Exhibition



To accelerate experiential learning and test tactical execution, the Department of Management hosted its expansive interclass exhibition, the "Biz-Viz Management Expo 2025." The intensive six-and-a-half-hour competition, sub-themed "Exploring Functional Management Practices Across Diverse Industries," drew 350 first- and third-semester BBA students across the AIGS Block on Thursday.

The department made participation mandatory across all undergraduate sections, transforming multiple campus nodes—including the Main Arena, Seminar Hall, IQAC Lobby, and the administrative concourse—into highly structured corporate pavilions. Each class section operated as an independent business unit, assigned to analyze and simulate a distinct global industry sector. The assigned tracks included banking, automobiles, software engineering, aviation, pharmaceuticals, agriculture, fast-moving consumer goods (FMCG), luxury hospitality, e-commerce, and tourism.

Leading up to the public launch, student teams engineered an integrated marketing blitz to maximize corporate visibility. Teams deployed custom digital banners, promotional video teasers, and an exclusive Instagram brand page to handle institutional public relations. On the exhibition floor, students translated core management curricula—including corporate finance modeling, organizational behavior, resource optimization, and cross-functional operations—into interactive physical assets.

The pavilion structures featured a combination of detailed data charts, professional multimedia presentations, static diagrams, and functional working models. Notable installations included an intricate automotive supply-chain grid by the first-semester teams, a luxury hotel operations framework, and an advanced agrarian logistical setup that secured top thematic honors.

An interdepartmental panel of expert judges audited the corporate stalls, grading teams on visual asset design, thematic depth, operational realism, and team coordination. Following the final evaluation, the e-commerce sector was declared the runner-up, while the overarching championship trophy went to the top-performing operational team during the closing ceremony. Department executives noted that the comprehensive project effectively bridged classroom management theory with live industrial frameworks, building essential public speaking and strategic problem-solving competencies among the prospective management graduates.



Management Students Study Corporate Branding Dynamics at Relationship Marketing Seminar



To dissect evolving consumer acquisition frameworks and move beyond transactional revenue models, the Department of Business Administration organized a Student Development Program titled “Marketing Beyond Sales: Building Relationships and Brand Loyalty.” Held at the AIGS Seminar Hall on Friday afternoon, the two-hour professional workshop engaged 96 fifth-semester undergraduate BBA students.

The interactive educational track focused on the industrial transition from product-centric transactions to long-term, customer-centric brand equity. Ms. Accamma C G, Assistant Professor from the Center for Management Studies at Jain (Deemed-to-be University), served as the principal resource person. She introduced the cohort to the strategic mechanics of emotional branding, experiential customer retention, and digital storytelling.

To demonstrate successful market retention strategies, the speaker deconstructed live case studies from leading global conglomerates, including Apple, Starbucks, and Nike. The curriculum detailed how these multi-billion-dollar entities leverage consumer trust and high-engagement digital loyalty programs to isolate themselves from pricing competition.

The practical phase of the seminar required students to participate in live classroom challenge modules. In one notable workshop exercise, student teams were tasked with designing a relationship-driven marketing campaign to sell standard water bottles, forcing them to apply value-addition concepts and narrative branding to a basic commodity under real-time constraints.

Ms. Asha, Head of the BBA Department, addressed the assembly to highlight the importance of cross-industry trend analysis before presenting an institutional memento and appreciation letter to the speaker. The academic event concluded following a formal vote of thanks delivered by final-year student Ms. Sania. Faculty organizers noted that the workshop successfully equipped prospective business managers with the critical-thinking frameworks and strategic communication competencies required for modern corporate branding and consumer relationship sectors.

Journalism Educators Refine Media Copywriting and Visual Design Pedagogy at Master Class



To enhance instructional methodologies and align media curricula with contemporary newsroom standards, the Department of Journalism and Mass Communication conducted a specialized Faculty Development Program (FDP). The intensive five-hour technical workshop, titled “Words and Layout: Master Class in News Writing and Design,” took place on Friday at the AIGS Business Lab, engaging six core journalism faculty members

The advanced training track focused on sharpening pedagogical strategies for teaching text structuring and visual composition across print and digital media landscapes. Prof. Kanchan Kaur, an eminent academician from the Department of Liberal Arts and Humanities at Manipal University, served as the principal resource person. She inaugurated the session by deconstructing the inverted pyramid framework, analyzing its

historical development, and outlining its ongoing relevance in fast-paced digital news environments.

The initial workshop track addressed syntactic precision and media style compliance. Educators reviewed standard professional stylebooks—including AP, Reuters, and The Hindu guides—focusing on attribution mechanics, quotation handling, and specific grammatical rules such as the Oxford comma. Faculty members participated in practical training modules based on the 5Ws and 1H protocol, developing structured exercises to help students craft compelling leads and logical transitions.

The secondary module deconstructed the copyediting process, framing it as a strict method of content refinement. Prof. Kaur highlighted the essential attributes of professional sub editing: absolute brevity, granular specificity, and the active voice.



She demonstrated the responsible integration of editing applications like Grammarly, professional sub editing: absolute brevity, granular specificity, and the active voice. She demonstrated the responsible integration of editing applications like Grammarly, Hemingway Editor, and PerfectIt, while detailing how to warn students against algorithmic biases, plagiarism, and digital defamation.

The practical phase required faculty to perform hands-on text cleansing exercises, removing opinionated phrasing from sample copy and drafting structural headline layouts. The session also featured manual formatting demonstrations, during which Prof. Kaur illustrated how to design a traditional newspaper front-page dummy.

The master class concluded with a collaborative roundtable discussing the pedagogical integration of automated media tools and page-design applications like Adobe InDesign. Department organizers noted that the workshop successfully updated internal academic benchmarks, ensuring that the faculty is equipped to train media students in balancing factual text with modern graphic design.



Management Students Map the Future of Corporate Culture at 'HR Connect' Exhibition



To test the critical-reasoning capacities and visual design thinking of upcoming corporate administrators, the Department of BBA organized its flagship club convention, "HR Connect 2025." Held under the forward-looking theme "HR Today and Beyond," the six-and-a-half-hour tournament unfolded on Friday at the AIGS Block Seminar Hall, drawing 43 undergraduate management students across the first and third semesters.

The professional track was conceptualized to map the rapid structural shift from traditional administrative paperwork to automated, employee-centric workforce management systems. Dr. Asha, Head of the BBA Department, convened the platform, which was organized by faculty coordinators Prof. Deechen N. Lama and Prof. Nisha Johnson to challenge students to navigate real-world corporate governance hurdles.

The event layout was divided into two distinct competitive operations. The morning session featured "HR Switchboard," an aggressive, turncoat-style public speaking track. Contestants were handed sensitive human resource scenarios—including modern workplace ethics violations, the integration of artificial intelligence in recruiting, and building diversity on corporate boards—and forced to pivot their logical arguments instantly upon a judge's cue. Prof. Venkatesh Kumar from the Department of Commerce audited the defense track, grading participants on intellectual agility, verbal poise, and rhetorical adaptation.

The tournament transitioned in the afternoon to "HR Visionboard," an experiential collage-making lab. Eight corporate-style teams synthesized abstract management trends into tangible graphic layouts. Using mixed media, the teams illustrated the rise of hybrid workplace dynamics, corporate emotional intelligence, and digital workforce optimization.



Prof. Devika M.S. from the Department of Commerce evaluated the design portfolios based on symbolic clarity, original framing, and thematic execution. Following the final assessments, top honors were awarded to the winning speakers and collage designers during a valedictory session led by Prof. Chethan at 4:30 PM. Department executives noted that the exercise successfully converted dense organizational behavior concepts into actionable leadership traits, preparing the business graduates for modern corporate environments.



BBA Department Launches Finance Club and Hosts Three-Day Entrepreneurial Simulation Tournament



To foster localized financial literacy, train students in institutional capital structures, and simulate real-world venture investment cycles, the Department of BBA conducted a comprehensive three-day competitive convention. Run under the title “Capital Unleashed,” the six-hour total training tournament took place from November 10 to November 12 at the Mechanical Block Seminar Hall, engaging 20 select first-semester undergraduate BBA innovators.

The multi-day exercise was structured under the strategic theme “Capital Unleashed: From Ideas to IPOs.” The platform was engineered to deconstruct the complete lifecycle of corporate financing, tracing the evolution of a business entity from initial raw conceptualization through late-stage startup valuation, equity fundraising, and public market flotation.

The industrial track opened on Monday afternoon with the formal launch of the department's dedicated Finance Club. The Head of the Department inaugurated the cell with a specialized orientation brief detailing how practical exposure to capital management protects upcoming corporate administrators from structural business failures. Following the inaugural protocols, the newly formed club assembly officially announced its dedicated institutional anthem.

The program transitioned into an analytical research track on Tuesday with a finance poster presentation competition. Student teams presented complex research-based infographics covering contemporary fiscal trends, including digital micro-finance networks, sustainable environmental investing paradigms, and macroeconomic capital trends. Working on the seminar floor, contestants defended their data models before a panel of academic evaluators, strengthening their data communication skills.

The tournament culminated on Wednesday with a live "Shark Tank" business-pitch simulation. Student entrepreneurs pitched raw business models, multi-year revenue projections, and equity-dilution frameworks to a simulated panel of venture capital investors. Contestants answered rigorous questions regarding capital budgeting and market scalability metrics.



The event concluded with an executive review and feedback session, followed by the distribution of certificates and trophies to the top three performing teams. Department advisors noted that the initial club project successfully converted abstract corporate finance theories into an active learning ecosystem, equipping the freshman business graduates with the entrepreneurial confidence mandatory for advanced placement paths.

Computer Application Department Hosts National Virtual FDP on Big Data Architecture and Data Mining Trends



To systematically advance algorithmic literacy, upgrade research competencies, and align postgraduate computer science pedagogy with active enterprise cloud standards, the Department of Computer Applications conducted a national-level virtual Faculty Development Program (FDP). The intensive two-hour technical evening seminar, titled “One-Day FDP on Big Data Analytics and Data Mining Trends,” took place on Friday via the Zoom video-conferencing platform, drawing an expansive delegation of 200 educators, researchers, and computing scholars from various colleges and universities.

The virtual training architecture was engineered to bridge the gap between abstract academic database coursework and real-world, data-driven enterprise intelligence. The program was formally inaugurated at 6:00 PM by the institutional Pencil Bit Coordinator, who detailed the pressing need for educators to master advanced analytics tools to insulate students from immediate technology obsolescence.

Mr. Dibyanarayan Hazra, an Assistant Professor from the School of Computer Science at IILM University, served as the principal technical resource person. He inaugurated the lecture tracks by charting the exponential trajectory of decentralized digital data and framing the fundamental physics of the “5Vs” (Volume, Velocity, Variety, Veracity, and Value) that dictate modern Big Data engineering architecture.

The initial instruction track deconstructed the core mechanics of mass-scale data warehousing, data lakes, and complex data-mining tasks. Prof. Hazra provided comprehensive architectural breakdowns of modern open-source framework ecosystems, detailing the parallel-processing and distributed-storage capabilities of Apache Hadoop and Apache Spark against emerging cloud-native analytics platforms. The presentation directly contrasted traditional relational structures with specialized graph mining, edge analytics, and real-time Internet-of-Things (IoT) sensor data processing pipelines.

The secondary module transitioned into advanced machine learning-based data mining models and algorithmic implementation strategies. The cohort examined the mathematical optimization of predictive and clustering algorithms, explicitly isolating classification routines, association rules, and deep-frame anomaly detection. To illustrate commercial viability, Prof. Hazra mapped these algorithmic pipelines against active industry sectors—analyzing high-frequency fraud detection in banking systems, automated diagnostic predictive tools in healthcare, predictive user modeling in e-commerce, and real-time threat mitigation in cybersecurity infrastructures.

The final phase of the seminar addressed rigorous data pre-processing methodologies, data-cleansing metrics, and advanced multidimensional data visualization techniques. The FDP culminated in a collaborative virtual roundtable and interactive question-and-answer loop where participating faculty addressed curriculum expansion strategies, the integration of real-world public datasets into graduate capstone projects, and emerging research frontiers in AI-driven cloud analytics.



Following the final technical exchange, the Pencil Bit Coordinator proposed the formal institutional vote of thanks at 8:00 PM. Department organizers noted that the highly scannable, data-backed session successfully upgraded the technical readiness profiles of the participating educators, equipping them with the contemporary algorithmic tools required to foster advanced, market-relevant project-based learning.

Undergraduate Commerce Cohort Activates Professional Leadership Track at ‘Vridddhi’ Club Inauguration



To catalyze entrepreneurial mindsets, establish peer-led management structures, and scale practical skill-building loops outside traditional accounting lectures, the Department of Commerce (UG) activated its student-driven corporate laboratory. The intensive three-hour academic launch ceremony, marking the formal inauguration of the Commerce Club, titled “VRIDDHI,” took place on Friday morning at the MBA Auditorium, Acharya Institutes, drawing a registered delegation of 83 undergraduate BCom scholars, research faculty, and senior administrators.

The club was activated under the central theme, “Where Knowledge Inspires Growth and Leadership.” The strategic framework was engineered to unify foundational commerce concepts (represented by the book) with operational capabilities (the gear), corporate ambition (the torch), and professional integrity (the handshake) to shield upcoming finance graduates from changing market demands. To reinforce institutional decorum, the student

committee enforced a strict 11-point Inaugural Ceremony Protocol, standardizing seating timelines, technical staging, and professional silent-mode data tracking across the assembly floor.

The formal launching sequence commenced at 10:00 AM with an introductory welcome brief by freshman scholar Ms. Gagana Shree (first-semester BCom).





A synchronized cultural invocation dance executed by student artists Gayathri, Praveena, and Ananga initiated the performance tracks, followed by the traditional lighting of the lamp led by Dr. Gurunath Rao Vaidya, Principal of AIGS, alongside Commerce Undergraduate HOD Dr. Lakshmi V and Postgraduate HOD Dr. Shaila K.

Dr. Gurunath Rao Vaidya delivered the baseline presidential address, urging the undergraduate cohort to aggressively exploit the peer-led platform to master modern corporate governance, ethics, and collaborative decision-making models. Following his address, the Principal executed the digital unveiling of the official "VRIDDHI" corporate logo. To map out the identity metrics of the brand, first-semester scholars Chiranjeevi and Sachin presented an analytical breakdown of the logo's structural symbolism, linking the visual iconography to continuous academic expansion, market progress, and fiscal literacy.

The administrative tracking shifted into an executive appointment phase as HOD Dr. Lakshmi V mapped out the club's upcoming fiscal year agenda, profiling upcoming technical tracks in business simulation, advanced corporate auditing quizzes, product innovation hackathons, and local financial literacy clinics. The department then officially inducted its student leadership framework through a formal pinning ceremony.

The Principal, alongside Dr. Lakshmi and Dr. Shaila, awarded institutional leadership badges and formal letters of appointment to the newly selected Core Committee representatives. Following their induction, the new student executives stood to take an official leadership oath and delivered a series of rapid two-minute action-plan pitches detailing their commitment to expanding the club's corporate footprint.

The final module of the assembly was dedicated to recognizing talent. The dignitaries distributed academic certificates and competitive prizes to scholars who had secured top placements in the department's preparatory business modeling and logo design events.



The inaugural convention concluded at 1:00 PM following an official institutional group photograph and a formal vote of thanks delivered by Assistant Professor Ms. B. Nandini. Department executives recorded a highly stable student feedback metric at the close of operations, with quantitative analytics indicating an overwhelmingly favorable response across the commerce cohort.

AIGS Hosts Faculty Development Program on Advanced Research and Academic Writing



The Acharya Institute of Graduate Studies (AIGS) recently concluded a two-day Faculty Development Program (FDP) focused on "Research Methodology and Academic Writing," held at the MBA Auditorium from November 24 to 25, 2025. Organized by the institute's Research and Development (R&D) Cell, the event aimed to bolster the scholarly output of 80 participating faculty members by refining their approach to high-impact research publications.

The program was inaugurated by Dr. Viswanath, Administrative Officer, followed by addresses from Assistant Director of Research Prof. Devasis Pradhan and Central Librarian Dr. Chimoji Ramachandran. Over the course of two days, experts from across the country provided comprehensive insights into the complexities of academic publishing. Dr. Abdul Azees E.P. of Vellore Institute of Technology opened the sessions by detailing strategies for navigating the peer-review process and manuscript preparation. Dr. Rajendra Baikady from the Central University of Kerala highlighted the importance of interdisciplinary research while emphasizing ethical standards and the avoidance of predatory journals.

The second day featured a session by Dr. Prakasha G.S. of Christ University, who offered technical guidance on elevating manuscript quality to meet the stringent standards of Scopus-indexed journals. Practical training was further enhanced by Mr. Srijith Sasidharan of Clarivate ProQuest, who demonstrated how to utilize advanced databases to streamline literature reviews and data analysis. Locally, Prof. Devasis Pradhan and Dr. Chimoji Ramachandran oriented faculty on leveraging institutional research support and digital library resources.

The event concluded with a valedictory ceremony presided over by Principal Dr. Gurunath Rao Vaidya. During the closing proceedings, the institution launched a special book honor event, celebrating the accomplishments of 22 faculty members who recently published books. This FDP has significantly empowered the AIGS faculty, fostering a research culture defined by technical rigour, ethical integrity, and a global academic perspective.

Acharya Institutes Hosts "Prajnodaya 2025" Panel Discussion on Future Employability



The Training and Placement Cell of Acharya Institutes recently hosted "Prajnodaya 2025," a high-impact panel discussion focused on the evolving landscape of the modern workforce. Held on November 28, 2025, in the Main Auditorium, the event brought together 251 final and pre-final year students to explore the theme: "Rethinking Relevance – Traditional Education Systems in the Era of Gig Economy & Modern Trends in Employability."

The session featured a distinguished panel of industry experts, including Mr. Keerthi Naik (Tech Mahindra), Mr. Umesh (Avery Dennison), Ms. Nandini Vijaisimha (MMS Holdings), and Mr. Vaishak Ravindran (Adobe). Moderated by Ms. Aparna Srikanth, Chief Human Resource Officer at REConnect Energy, the discussion aimed to bridge the gap between academic training and the realities of a gig-oriented, AI-driven job market.

A central message from the panelists was that an academic degree serves as a foundational "passport" rather than a guaranteed "visa" to a career. The experts emphasized that while classroom learning is necessary, it is insufficient on its own. Industry leaders today prioritize practice over paper, valuing candidates who demonstrate uniqueness, results-oriented thinking, and the ability to apply theoretical knowledge to real-world problems. The panel identified communication, clarity, and passion as the three most critical competencies for contemporary professionals.

Furthermore, students were encouraged to move beyond mark-based studying by actively seeking internships, volunteering, and pursuing continuous skill development. With the rapid integration of artificial intelligence across all sectors, the panelists highlighted that the most employable graduates are those who remain curious, adaptable, and willing to embrace lifelong learning.

The event concluded with an interactive Q&A session, providing students with actionable insights into navigating the gig economy and aligning their personal career paths with emerging market trends. By fostering a direct dialogue between industry veterans and students, Prajnodaya 2025 successfully empowered the next generation to approach their professional futures with greater clarity, confidence, and strategic intent.

Students Test Creative Boundaries in 'De-Brand the Ad' Competition



The Department of Commerce at the Acharya Institute of Graduate Studies (AIGS) hosted a unique creative challenge on Friday, titled "De-Brand the Ad." The competition, held in room AIGS 201, tasked 23 B. Com students with a rigorous exercise in marketing communication: recreating well-known advertisements while strictly removing all logos, brand names, taglines, and identifiable corporate symbols.

Guided by the theme "Creativity Beyond Branding," the event challenged participants to strip away commercial labels to determine if an advertisement's core message, emotional appeal, and narrative could stand on their own. Divided into seven teams, students utilized posters, presentations, and live enactments to convey the intent of various advertisements, ranging from food products to stationery, without relying on brand recognition.

Ms. Ashwini TG, Assistant Professor and event coordinator, emphasized that the objective was to shift the focus from brand loyalty to the mechanics of storytelling. By removing the "crutch" of a famous logo, students were forced to rely entirely on visual cues, emotional resonance, and clear communication. The exercise proved that effective marketing is rooted in the strength of an idea rather than just the identity of the firm behind it.

The judges evaluated the performances based on originality, adherence to the theme, and the clarity of the underlying message. The competition fostered a high level of engagement, with participants demonstrating strong teamwork and problem-solving skills under strict constraints. Student feedback was overwhelmingly positive, with the majority rating the experience as excellent.

Ultimately, the event provided a practical platform for students to refine their analytical skills. By dismantling the familiar structures of corporate advertising, the participants gained a more sophisticated understanding of how concepts are framed and executed in the real world of commerce.

Students Sharpen Analytical Skills at Case Study Competition



The Department of Commerce at the Acharya Institute of Graduate Studies (AIGS) hosted an intensive Case Study Analysis competition on Wednesday, challenging 16 B. Com students to bridge the divide between academic theory and real-world business strategy. Held in room 401, the event provided a high-pressure environment for participants to demonstrate their problem-solving and decision-making capabilities.

The competition centered on the theme "Application of Theory to Real-World Business Decision-Making." Teams of one to two members were tasked with reviewing a complex business scenario and formulating a strategic solution within a strict 40-minute window. Students were required to apply commerce and management concepts to identify key issues, evaluate alternative strategies, and provide a logical justification for their proposed actions.

Following the preparation phase, the event transitioned into a rigorous evaluation session led by judges Ms. Ashwini T. G. and Ms. Devika. During this phase, participants presented their findings and defended their solutions against a series of probing questions from the panel. This segment tested the students' ability to think critically, communicate clearly, and maintain professional composure under scrutiny.

The judges lauded the participants for their analytical depth and the structured manner in which they presented their insights. The competition not only served as a test of subject knowledge but also as an exercise in teamwork and time management.



The event concluded with a vote of thanks delivered by Ms. Bellamkonda Nandini, who acknowledged the faculty and students for their active engagement. Feedback from the participants was highly favorable, with a majority rating the experience as excellent. By transforming theoretical classroom knowledge into a practical, competitive exercise, the department successfully reinforced the critical thinking skills essential for the students' future professional careers.

MBA Students Gain Global Insights at India–Japan Business Conclave



To foster a deeper understanding of international trade and corporate diplomacy, 20 first-semester MBA students from the Acharya Institute of Graduate Studies (AIGS) attended the India–Japan Business Conclave held at WelcomHotel by ITC. This Student Development Program (SDP) provided participants with a front-row seat to the high-level dialogues shaping the strategic economic corridor between the two nations.

Under the theme "Strengthening Japan–India Economic Synergy Through Collaboration, Innovation, and Sustainable Growth," the conclave brought together a diverse cohort of diplomats, industry leaders, and policy analysts. For the attending students, the event served as a bridge between theoretical classroom models and the practical complexities of multinational business operations.

The program featured technical sessions and panel discussions that explored critical areas such as supply chain resilience, digital transformation, and green energy initiatives. Industry representatives from both India and Japan shared case studies on successful cross-border ventures, offering students a nuanced look at the challenges and opportunities inherent in international investment. Beyond the content, the students observed the professional mechanics of large-scale corporate diplomacy, including stakeholder engagement, event protocol, and the strategic communication styles employed by global executives.

A highlight of the evening was the networking segment, which enabled students to interact directly with industry professionals. These informal conversations provided attendees with valuable guidance on global market expectations, the demand for specific managerial competencies, and the future outlook for Indo–Japanese collaborations.

The SDP concluded with a positive reception from the students, with 85% of participants rating the experience as "Good" to "Excellent." By witnessing how corporations articulate strategic priorities on an international stage, the students returned with a broadened perspective on the global business ecosystem and a clearer understanding of the diplomatic alignment required to sustain innovation-driven economic partnerships.

MSW Students Strengthen Professional Competencies at Life Skills Workshop



The Department of Social Work at the Acharya Institute of Graduate Studies (AIGS) hosted a comprehensive three-hour workshop on "Life Skills for Personal Growth and Client Intervention" on Thursday. Held in the Mechanical Block Seminar Hall, the program was designed to equip 27 first-semester Master of Social Work (MSW) students with the personal competencies necessary to navigate the complex emotional and ethical demands of their future profession.

The session was led by Ms. Jovina Madtha, an HR strategist and life transformation coach from Echo Life, India. HOD Prof. Shashi Kiran Shetty opened the workshop by emphasizing that for social workers, personal growth is not merely a private pursuit but a professional requirement. The program aimed to bridge the gap between academic theory and the practical realities of working with vulnerable individuals and communities.

Throughout the morning, Ms. Madtha facilitated a series of interactive sessions centered on emotional intelligence, communication, and resilience. Students participated in experiential learning activities, including role-plays and simulated client interviews, which allowed them to practice active listening, rapport building, and boundary setting in a controlled environment. A significant portion of the workshop was dedicated to addressing ethical dilemmas in casework, providing students with a systematic framework for decision-making under pressure.

To address the high-stress nature of social work, the resource person also introduced practical stress management techniques, including guided breathing exercises designed to help students maintain composure and focus during challenging fieldwork scenarios. These tools were presented as essential self-care strategies for long-term professional sustainability.

The workshop concluded with a formal presentation of appreciation for Ms. Madtha. Feedback from the participants was highly positive; students noted that the experiential nature of the training provided them with newfound confidence in their ability to handle client engagements. By integrating self-reflection with professional skill-building, the event successfully prepared the MSW cohort for the rigorous demands of their upcoming fieldwork and professional practice.

MBA Students Gain Real-World Recruitment Experience at 'Interview to Offer' Programme



To bridge the critical gap between academic training and corporate expectations, the Department of MBA at the Acharya Institute of Graduate Studies (AIGS) successfully concluded its "I2O – Interview to Offer" initiative. The program, which spanned two phases, culminated in a final panel interview round held at the Main Auditorium on Monday.

Designed as a high-fidelity simulation of corporate hiring practices, the initiative provided 68 MBA students with a structured environment to test their professional competencies. The process began on January 14 with rigorous aptitude assessments that evaluated numerical and logical reasoning, followed by group discussion rounds. These discussions served as a benchmark for assessing leadership, teamwork, and the ability to articulate complex management perspectives under peer scrutiny.

The final phase featured role-based panel interviews covering key management domains, including Finance, Marketing, Human Resources, Sales, and Operations. By replicating industry-standard interview panels, the program challenged students to demonstrate adaptability, stress management, and functional knowledge relevant to their specific specializations.

The initiative proved to be more than a training exercise, as recruiters were notably impressed by the quality of the candidates. The program resulted in five students—Devadathan M. S., Feba K. Philip, Rinu Rose Chazhoor, Gughan, and Abhishek Gowda B.—receiving mock offer letters. Additionally, the industry panel extended live internship opportunities to several participants, recognizing their potential to contribute to real-world business settings. Special performance certificates were also awarded to Jeevitha K. V. for the "Corporate Ready Award" and Sneha Yashwant Kondli for the "Best Performer Award."

The event concluded with a feedback summary reflecting high student satisfaction, with all participants reporting a significant reduction in interview-related anxiety. By providing this immersive experience, the Department of MBA has successfully equipped its cohort with the confidence and professional poise required to excel in future placement drives.

MBA Students Analyze Economic Priorities in Pre-Budget 2026 Panel Discussion



The Department of MBA hosted a comprehensive student-led panel discussion on January 27, 2026, titled "Pre-Budget 2026: Insights and Expectations." Held at the MBA Auditorium, the event served as a high-level academic forum where 124 students explored the complexities of India's public finance framework ahead of the upcoming Union Budget.

The session was designed to transition students from theoretical financial concepts to the practical realities of policy formulation. Under the guidance of moderator Azmath Ulla Khan, a panel of students presented deep-dive analyses into four critical pillars of the national economy: Women and Child Development, Defence, Railways, and Healthcare.

During the presentations, panelists advocated for targeted fiscal strategies. Arsha S emphasized the need for rigorous monitoring and digital integration to improve the reach of social welfare schemes for women and children.

Anamika Omanakuttan outlined the strategic necessity of increased capital expenditure for defence modernization, particularly in response to emerging cyber and technological threats. Aiswarya Menon highlighted the importance of railway infrastructure as a catalyst for regional logistics, while Feba K Philip called for robust public investment in medical education and digital health solutions to bridge urban-rural care gaps.

The latter half of the program featured a robust dialogue on the intersection of national policy and student life. Participants examined how budgetary priorities—such as education funding, student loan accessibility, and startup incubation—directly influence the future career landscape for management graduates. This interactive segment encouraged the audience to evaluate the budget not merely as a ledger of expenses, but as a proactive tool for national development.

The event concluded with an appreciation of the panelists by Dr. Benjamin Jones Abraham, who noted the high caliber of analytical thinking displayed by the students. By bridging the gap between classroom theory and real-world policy discourse, the discussion successfully equipped the future management cohort with the critical awareness necessary to navigate and contribute to India's evolving economic narrative.

First-Semester MBA Cohort Completes Behavioral Residency and Stress-Mitigation Clinic at Art of Living International Center



To integrate advanced emotional intelligence (EQ) frameworks into postgraduate business curriculum and equip upcoming corporate managers with sustainable stress-mitigation mechanics, the Department of MBA executed a specialized executive wellness residency. The comprehensive seven-hour field training program, titled "Student Enrichment Program: Visit to Art of Living," took place on Tuesday at the global headquarters of the Art of Living International Center in Bengaluru, engaging a select detachment of 51 first-semester Master of Business Administration candidates.

The off-campus residency was organized under the strategic theme, "Nurturing Inner Peace and Holistic Well-Being for a Balanced Life." The immersive track was specifically engineered to position psychological resilience and self-awareness as vital operational metrics for modern corporate leaders, directly demonstrating how mindfulness habits lower cognitive anxiety and protect decision-making workflows in volatile, high-pressure business environments.

The training schedule opened at 8:30 AM under the direction of Mr. Akash, the institutional Coordinator for Outreach Programmes. The initial track focused on the scientific foundations of the Mind-Body-Spirit continuum. Certified wellness instructors led the MBA candidates through structured breathing exercises, classical yoga postures, and deep-relaxation meditation routines inside the central Yoga Centre, located near the complex's Shiva Temple. The technical facilitators deconstructed the physiological mechanics of these ancient techniques, tracking how conscious breath regulation helps stabilize the autonomic nervous system, reduce biochemical stress indicators, and maximize cognitive processing speeds under stress.



The secondary module transitioned into a corporate management track targeting emotional regulation, workplace conflict mitigation, and adaptive behavioral ethics. The resource panel hosted interactive breakout group activities across the seminar floor, analyzing common professional bottlenecks—such as digital fatigue paradigms, heavy task workloads, and workplace interpersonal friction. The postgraduate scholars practiced using structural psychological frameworks to process negative stressors, cultivate focus under disruption, and build professional empathy to maintain team stability.

Beyond internal behavioral tracking, the outreach coordinators led the business batch on an institutional orientation tour mapping the center's large-scale social, environmental, and rural humanitarian initiatives. The cohort inspected the facility's central meditation amphitheater, toured the traditional Shiva Temple infrastructure, and audited the automated operational systems driving the campus Gaushala (bovine sanctuary). During the agricultural field audit, the management students completed a case review tracking the preservation metrics, cross-regional logistics, and care structures governing the sanctuary's purebred Gir cows, which were brought in from Rajasthan.

The field residency wrapped up following an extensive student feedback loop at 3:30 PM, where quantitative metrics confirmed a strong positive response from the cohort: 72% of the participants rated the training clinic as excellent, 22% as good, and 6% as average. Department administrators noted that this experiential behavioral residency successfully upgraded the students' corporate profiles, providing the freshman management block with the crucial human capital skills, internal discipline, and ethical foundations mandatory for modern executive leadership.

ORIENTATIONS

- Postgraduate Scholars Inducted into Enterprise and Technology Tracks at ‘Sankalp 2025’
- Acharya Institute of Graduate Studies Conducts Orientation for New Faculty Members
- Commerce Students Gain Insight into Digital Learning via SWAYAM Orientation



Postgraduate Scholars Inducted into Enterprise and Technology Tracks at ‘Sankalp 2025’



To accelerate the academic transition of fresh postgraduate candidates and systematically realign their technical profiles with institutional ethics, the Departments of MCA and MBA concluded their multi-day induction convention. Run under the strategic theme “SANKALP 2025: Ignite Your Potential,” the exhaustive three-day structural orientation spanned from November 5 to November 7 across the Main Auditorium and the AIGS Seminar Hall, integrating 106 newly admitted professional scholars into the campus ecosystem.

The administrative residency was engineered to bridge the gap between undergraduate studies and rigorous postgraduate research tracks. The inaugural day launched on Wednesday at 11:30 AM with Master of Ceremonies Ms. Farzeen Basith anchoring the initial performance tracks. Following a traditional lamp-lighting protocol, Dr. S. Vibin Chandar, Head of the MCA Department, delivered the formal welcome brief.

Dr. Gurunath Rao Vaidya, Principal of AIGS, delivered the central presidential address, outlining the institution's core operational values and presenting the senior academic board. The initial tracking modules concluded with a comprehensive introduction to campus support networks presented by Prof. Abrar Hussain, alongside an in-depth operational breakdown of the institutional mentoring and proctoring system by Dr. Shaila K. The session wrapped up with a formal address from Dr. Kiran L. Maney, Head of the MBA Department.

The secondary phase focused entirely on regulatory compliance, legal safeguards, and innovation infrastructure. Prof. Chetan K. V opened the technical tracks by detailing statutory examination protocols, grading frameworks, and anti-ragging parameters. Administrative service avenues were mapped by Dr. Vishwanatha K, while Dr. Lakshmi V deconstructed the financial and operational assistance available through the Institution’s Innovation Council (IIC) and Entrepreneurship Development (ED) Cell to catalyze original startup modeling.



The final phase deconstructed professional placement metrics, risk-mitigation cells, and curriculum architecture. Students reviewed campus event metrics with Ms. Farzeen Basith under the ALIVE learning management framework, examined academic publication tracks with Magazine Coordinator Dr. Subhalaxmi Mohanty, and assessed gender-equity initiatives with Mrs. Deepika N of the Women's Cell.

Corporate readiness benchmarks were detailed by Mrs. Rashmi Mahesh of the Placement Cell and Mr. Manoj of the Training Cell, while Mr. Aditya Diwan analyzed the data metrics driving Outcome-Based Education (OBE) curriculum designs. Additional specialized briefings introduced sports-wellness tracking via Dr. Theju Kumar C, safety protocols through the POSH Cell led by Mrs. Shashi Kiran Shetty, and advanced scholarly research funding tracks via Dr. Akhila of the Research and Development (R&D) Cell.

The three-day program concluded following a library software orientation by Mr. Abhilash, a comprehensive curriculum review by the respective department heads, and a guided structural campus tour managed by Assistant Professor Mr. C. Balaji. Department executives noted that the multi-layered induction successfully standardized student code-of-conduct compliance, providing the incoming management and computer application cohorts with the precise structural blueprint required to navigate their professional pathways with clarity and confidence.

Acharya Institute of Graduate Studies Conducts Orientation for New Faculty Members

The Acharya Institute of Graduate Studies (AIGS) recently concluded a week-long faculty orientation program, designed to integrate newly joined educators into the institute's academic and professional ecosystem. Held from December 1 to December 8, 2025, in the Business Lab, the initiative provided a comprehensive roadmap for five new faculty members to navigate their roles, institutional policies, and professional responsibilities.

The program commenced with an inaugural address by the Principal, Dr. Gurunath Rao Vaidya, who emphasized the institution's vision and mission. He guided the new members on professional conduct, encouraging them to align their individual career growth with the institutional objectives.

Throughout the week, a series of specialized sessions facilitated a deep dive into the various operational pillars of AIGS:



- **Training and Placement:** Mr. B.N. Manoj detailed the critical nature of training programs in enhancing both faculty pedagogical skills and student corporate readiness.

- **Outcome-Based Education (OBE):** Mr. Aditya U. Diwan explained the intricacies of OBE, focusing on Course Outcomes (CO) and Program Outcomes (PO) mapping.

- **Research and Development:** Dr. Akhila K.P. provided a practical guide to academic research, covering topics ranging from manuscript writing and publication ethics to navigating UGC-recommended and Scopus-indexed journals.

- **Quality Assurance:** Mr. Abrar Hussain, the IQAC coordinator, presented an overview of the seven NAAC accreditation criteria, providing vital context for the institute's recent 'A+' grade achievement.

- **Proctorship:** Dr. Shaila and Mrs. Venkata Padmaja concluded the orientation with a session on the faculty's role as proctors, covering ERP-based attendance management, meeting scheduling, and parent-teacher documentation.



The orientation was coordinated by HR-Coordinator Mrs. Mohana Kumari S. The feedback from the participants was overwhelmingly positive, with faculty members rating the sessions as excellent. This initiative successfully established a collaborative foundation, ensuring that the new faculty members are well-equipped to contribute to the institute's culture of educational excellence.

Commerce Students Gain Insight into Digital Learning via SWAYAM Orientation



The Department of Commerce at Acharya Institute of Graduate Studies recently hosted an orientation programme centered on the SWAYAM online learning platform, aimed at equipping second-semester B.Com students with essential tools for academic and skill advancement. The two-hour session, held in Block I, sought to integrate digital education resources into the students' standard curriculum.

As part of the institution's broader initiative to foster technology-enabled learning, the programme introduced students to the Government of India's SWAYAM portal. The resource person provided a comprehensive overview of how students can leverage high-quality educational content curated by premier universities. A primary objective of the session was to demystify the platform's features, including course categories, video modules, and assessment structures.

During the demonstration, students were guided through the practical requirements of the portal, specifically focusing on the registration and enrollment process. The session addressed key administrative aspects, such as how to align online coursework with university academic requirements, the protocols for credit transfer as per UGC guidelines, and the importance of maintaining strict adherence to assignment and examination timelines.

The programme concluded with an interactive Q&A segment, where students clarified queries regarding course selection and effective time management. By demonstrating how to balance online certifications alongside regular classroom studies, the session aimed to instill a self-directed learning mindset in the students.

Feedback from the 47 participants was overwhelmingly positive, with the majority of attendees rating the session as either excellent or good. The department emphasized that this orientation was a vital step in helping students enhance their employability and academic profile through continuous, autonomous learning. This initiative underscores the department's ongoing commitment to bridging the gap between traditional commerce education and the evolving demands of the digital corporate landscap

SEMINAR, GUEST TALKS, TRAINING

- Criminology Students Lead Public Campaign Against Human Trafficking and Drug Abuse
- MBA Department Hosts Faculty Development Program on Securing Funded Research Grants
- Physics Department Hosts Bengaluru University Expert for Guest Lecture on Quantum Computing
- Commerce Undergraduates Complete Intensive Infosys 'Finishing School' Placement Training
- MBA Candidates Complete Rigorous Academic Defense Track at Pre-Project Mock Viva
- English PG Department Explores Adaptation Mechanics and Cinema Terminology in International Webinar
- BBA Department Hosts Corporate Consultant to Address Mental Health and Employee Wellness
- BBA Department Hosts Corporate Mentor to Bridge Employability Skill Gaps for Intermediate Scholars
- BBA Department Hosts Corporate Consultant for Day-3 Seminar on Green HR and Corporate Sustainability
- BBA Department Hosts Cybersecurity Expert for Day-4 Seminar on HR Data Privacy and Governance
- BBA Department Hosts Corporate Strategy Mentor for Freshman MBA Management Residency
- Commerce Department Hosts 'GST Metamorphosis' Structural Analytics Tournament for Senior Scholars
- Students Explore Corporate Identity at 'Brand Bangalore' Guest Talk
- English Department Explores 'Popular Culture as Pedagogy' in Guest Lecture
- Students Master the Art of Narrative at 'Storytelling in Marketing' Guest Talk
- Psychology Students Engage in Intensive 30-Hour Psychotherapy Training Camp
- MBA Students Enhance Financial Literacy through Excel-Based Analysis Guest Talk
- MCA Students Align with Industry Standards through Infosys Springboard Webinar
- MBA Students Analyze India's Startup Landscape at Entrepreneurship Guest Talk
- MBA Students Explore the Intersection of AI and Business Statistics
- Scholars Delve into Indigenous Wisdom: Guest Lecture on Indian Psychological Thought
- MA English Students Showcase Teaching Prowess in Soundarya Group Campus Drive
- "UDAAN 2026": Women's Cell Empowers 450 Students on National Girl Child Day

Criminology Students Lead Public Campaign Against Human Trafficking and Drug Abuse



To combat escalating systemic exploitation and substance addiction through localized civic engagement, the Department of Criminology and Forensic Science organized a specialized field awareness campaign. Held on Friday morning within the public concourse of AGB Layout in Chikkabanavara, the two-hour community outreach program mobilized 20 undergraduate criminology students under the operational theme, “Protect, Prevent, Empower: A Life Free from Exploitation and Addiction.”

The field initiative was structured to bridge academic legal frameworks with neighborhood vigilance. Law enforcement personnel, including police inspectors from the Soladevanahalli Police Station, partnered with the university faculty to provide a collaborative front against regional illicit networks. Student coordinators initiated the campaign by holding direct, door-to-door interactive discussions with local residents to unpack the early indicator signs of domestic human trafficking and the physical markers of narcotics dependency.

Following the initial community briefings, master of ceremonies Helan Maria introduced the core legal and sociological hazards of substance abuse. The campaign then transitioned into an outdoor experiential art track, featuring a five-minute synchronized mime performance by the criminology students. The silent presentation dramatized the psychological trauma, physical decay, and cycle of exploitation experienced by victims of trafficking and drug operations, establishing an emotional connection with the gathered resident audience.

The outreach concluded with an open-air poster exhibition detailing community safety protocols. Students presented structural strategies regarding victim assistance networks and illustrated the safe, confidential reporting mechanisms available to citizens through the local constabulary. Department organizers noted that the collaborative exercise successfully transformed forensic and criminological theory into an impactful social safety initiative, training prospective criminal justice professionals to navigate public security challenges alongside law enforcement.

MBA Department Hosts Faculty Development Program on Securing Funded Research Grants



To enhance institutional research capabilities and train academia in securing competitive external financing, the Department of MBA at Acharya Institute of Graduate Studies (AIGS) conducted a Faculty Development Program (FDP). The specialized two-hour workshop, titled “FDP on Research Proposal for Funded Projects,” was held at the AIGS Business Lab on Friday morning to deconstruct the operational architecture of global and national funding ecosystems.

The training track focused on bridging the critical gap between conceptual project design and real-world administrative implementation. Dr. Vanishree M.R., Dean of Research & Consultancy at Surana Educational Institution, served as the principal resource person. Drawing from over two decades of academic and industrial consultancy experience, Dr. Vanishree outlined the strategic methodologies used by statutory boards and private foundations to evaluate institutional grant applications.

Following introductory remarks by Dr. Benjamin Jones and Dr. Bhargav, the presentation track detailed the specific parameters required to attract sponsors, such as corporate social responsibility (CSR) initiatives, international bodies like the United Nations, and national councils like the ICSSR. The curriculum emphasized that competitive proposals must demonstrate clear data integrity, rigorous ethical clearance, intellectual property adherence, and a strong alignment with contemporary societal or industrial needs.

The seminar also addressed structural challenges, such as navigating complex compliance protocols, managing bureaucratic audits, and mitigating stakeholder misalignment. Dr. Vanishree urged the participating faculty to build robust, internal monitoring and evaluation frameworks directly into their initial project timelines to ensure measurable operational metrics.

The session concluded after a highly technical question-and-answer track regarding budget forecasting and scaling methodologies. Dr. Thandava Sreenivas, Associate Professor, delivered the official vote of thanks, which was followed by a formal felicitation of the guest speaker by Dr. Kiran Lokesh Maney, Head of the MBA Department. Organizers noted that the program effectively established actionable frameworks to enhance faculty grant-writing success rates.

Physics Department Hosts Bengaluru University Expert for Guest Lecture on Quantum Computing



To explore the structural transformation of computational theory and introduce students to interdisciplinary quantum research, the Department of Physics organized a specialized guest lecture. The technical session, titled “A Tale of Quantum Computation,” took place on Wednesday morning at the Mechanical Seminar Hall within the Acharya Institutes campus, attracting a delegation of 75 undergraduate and postgraduate physics scholars.

The lecture focused on bridging foundational quantum mechanics with scalable data-processing applications. Dr. Gurunath Rao Vaidya, Principal of AIGS, provided leadership guidance for the platform, which was formally coordinated by Associate Professor Dr. Ram Kumar S to strengthen corporate and academic research networks.

Prof. Usha Devi A. R., a Senior Professor of Physics from Bengaluru University and a leading authority in quantum information theory, served as the chief resource person. She inaugurated the session at 11:00 AM by tracing the historical evolution of quantum physics from its early mechanics to modern multi-qubit systems. The technical track analyzed the operational mechanics of pioneering algorithms and structural frameworks, explicitly detailing the principles of Born’s Approximation, Bell’s Theorem, and Grover’s Algorithm.

Prof. Usha Devi deconstructed how multi-national conglomerates, including IBM, Google, and Microsoft, alongside major pharmaceutical entities, deploy quantum algorithms to optimize predictive modeling and accelerate molecular research. The briefing also highlighted emerging interdisciplinary pathways, illustrating how cloud computing, machine learning, and data science intersect with quantum error correction protocols.

The event concluded following an extensive student interaction track, where student coordinator Ms. Purva delivered the formal vote of thanks. Faculty organizers noted that the lecture successfully upgraded student understanding of advanced computational frameworks, encouraging upcoming physics graduates to actively pursue external research collaborations and specialized certifications in quantum processing fields.

Commerce Undergraduates Complete Intensive Infosys ‘Finishing School’ Placement Training

To systematically augment corporate employability indices and realign undergraduate qualifications with active industry specifications, the Department of Commerce UG completed an intensive, multi-week certificate program. Run under the title “ICT Academy Infosys Training for Students,” the 80-hour professional residency spanned from October 27 to November 13 inside Room 201 of the AIGS Block, equipping 56 fifth-semester B.Com undergraduates with essential career competencies.



The corporate acceleration track was executed as a formal corporate social responsibility (CSR) finishing school initiative powered by the Infosys Foundation. Assistant Professor Ms. Ashwini T. G. served as the chief institutional convener for the platform, anchoring the curriculum alongside corporate master trainer Mr. Arjun Vijayan. The program opened with a ribbon-cutting protocol and an inaugural welcome brief highlighting how structured industry collaborations insulate fresh business graduates from structural unemployment.

The instructional timeline was divided into sequential technical and behavioral modules. The initial phase focused on interpersonal mechanics, covering non-verbal cues, on-stage body alignment, and grammatical syntax refinement. To build public speaking resilience, students completed live on-the-spot table topics and 30-second elevator pitch challenges. This was paired with a media laboratory track where the cohort analyzed the rhetorical and presentation structures utilized by tech and science icons, including Steve Jobs, Pranav Mistry, and Dr. Walter Lewin.

The secondary phase introduced core corporate decision-making models and performance metrics. Trainees were instructed in strategic goal setting using SMART frameworks, task-prioritization modeling via the Eisenhower Matrix, and project mapping using Gantt charts. The curriculum explored complex administrative behaviors, introducing students to the Vroom-Yetton-Jago decision model, corporate conflict management strategies, and Edward de Bono's iconic "Six Thinking Hats" brainstorming methodology to stimulate creative and divergent problem-solving



The final modules transitioned into hard-skill business literacy, comprising technical email drafting, client-facing reporting, and mock interview drills mimicking Fortune 500 recruitment criteria. The technical track wrapped up with specialized seminars covering equity derivatives processing and a comprehensive final performance assessment.

Department executives noted that the comprehensive, data-driven training successfully updated the students' professional portfolios, ensuring that the graduating commerce batch possesses the precise verbal, technical, and analytical attributes demanded by international business processes.

MBA Candidates Complete Rigorous Academic Defense Track at Pre-Project Mock Viva



To optimize the analytical quality of postgraduate management research and prepare students for formal corporate defense environments, the Department of MBA organized a comprehensive academic screening. The intensive four-hour extension track, titled “Skill Enhancement through Mock Viva – A Pre-Project Evaluation,” took place on Tuesday morning at the AIGS Seminar Hall, engaging 93 second-semester MBA scholars facing their final project viva voce panels.

The diagnostic training track was structured to transform raw theoretical project blueprints into polished, professional executive presentations. The administrative phase launched at 9:00 AM with an inaugural welcome address by the Head of the Department, who emphasized that original, data-driven research remains a core pillar of modern management education, cultivating the empirical reasoning required to lead volatile corporate ecosystems.

The core evaluation track simulated real-time university thesis defense conditions. The department convened a specialized assessment panel featuring external industry consultants and senior academicians—including corporate expert CS Monica. The evaluators cross-examined the postgraduate candidates, challenging the structural validity of their core business problem statements, sampling methods, sample sizes, and empirical data analysis models.

Students defended their research choices before the panel, demonstrating their mastery over specific data-gathering tools, financial forecasting models, and qualitative marketing metrics. Following each presentation, the evaluation team delivered detailed, structured critiques. This data-backed feedback highlighted critical areas for improvement, advising students on how to refine their data interpretation formatting, eliminate speculative narrative gaps, and maintain absolute precision under pressure.

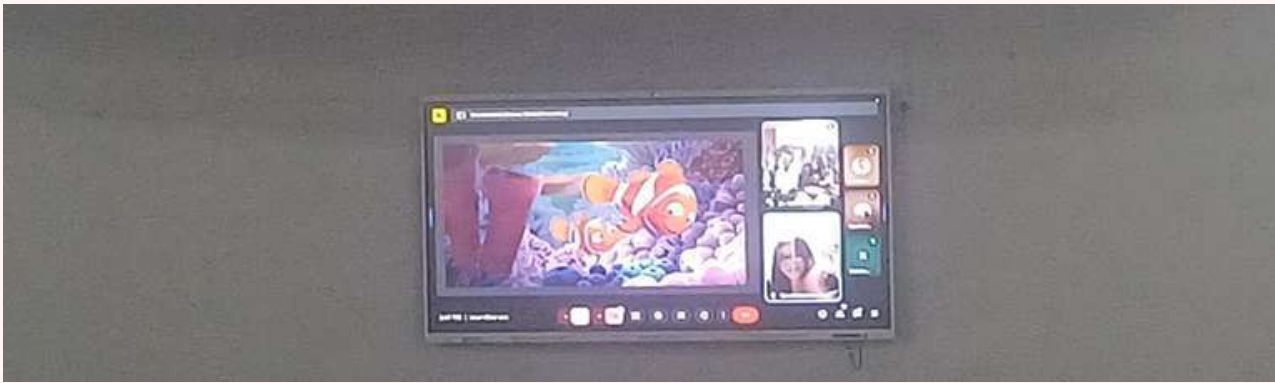
The technical program concluded with a dedicated question-and-answer synthesis track, followed by the presentation of institutional tokens of appreciation to the external reviewers by Dr. Bhargava N. and Dr. P. Venkaiah Babu. Faculty organizers noted that the mock project defense successfully lowered student evaluation anxiety, sharpening the scannability, depth, and overall academic compliance of the final project reports before their final submission.

English PG Department Explores Adaptation Mechanics and Cinema Terminology in International Webinar

To bridge classical literary analysis with active digital media workflows and introduce postgraduates to formal cinematic adaptation frameworks, the Department of English PG organized a specialized international webinar. The two-hour technical forum, titled “From Page to Screen: The Art of Script Writing and Film Studies,” took place on Monday afternoon via a virtual learning platform, engaging a select group of 40 undergraduate and postgraduate English language and literature scholars.

The virtual masterclass was engineered to deconstruct the semiotic transformation that occurs when a textual narrative is translated into a dynamic, two-dimensional visual medium. Faculty coordinators inaugurated the digital track at 2:00 PM, emphasizing that understanding multi-platform storytelling architecture is essential for protecting humanities graduates from industrial displacement in contemporary media sectors.





Dr. Bavatharani Anantharaja, a distinguished scholar in digital film production and broadcast media from Ulster University, Belfast, served as the principal international resource person. She launched the core instructional track by deconstructing the structural blueprints of classical screenplays, mapping out the linear three-act paradigm, character psychological arcs, subtextual dialogue design, and strict script pacing metrics.

The lecture directly analyzed the creative reinterpretation required during literary adaptation. Dr. Bavatharani illustrated how a screenwriter must systematically dismantle textual metaphors and reconstruct them as visual imagery, translating internal literary monologues into external cinematic action.

The secondary module transitioned into the specialized vocabulary of film studies and text-to-screen semiotics. The cohort examined the structural components of mise-en-scène, exploring how compositional framing, camera movement, editing rhythms, sound design, and color theory operate together to dictate viewer emotional responses and thematic meaning. To demonstrate these principles, the speaker integrated real-time video clips, deconstructing specific movie scenes to show how directors and cinematographers manipulate lighting and camera angles to mirror a script's narrative tension.

The webinar concluded with an interactive question-and-answer loop. Students and research faculty engaged Dr. Bavatharani in discussions regarding the changing narrative structures driven by over-the-top (OTT) streaming platforms, intellectual property laws in adaptation, and current career paths in global screenwriting and script editing.

Following the final academic exchange, the organizing committee delivered the official institutional vote of thanks at 4:00 PM. Department executives noted that the international collaboration successfully expanded the students' analytical capabilities, providing the upcoming literature graduates with the precise technical and structural toolkit required to navigate contemporary visual culture and commercial media production.

BBA Department Hosts Corporate Consultant to Address Mental Health and Employee Wellness



To introduce freshman business students to strategic human resource frameworks and instill organizational empathy for future corporate leadership, the Department of Business Administration launched its Guest Lecture Series. The inaugural 90-minute technical session, titled “Employee Wellbeing and Mental Health at Work,” took place on Tuesday afternoon at the Mechanical Block Seminar Hall, engaging 70 first-semester undergraduate BBA scholars.

The lecture focused on redefining psychological safety and holistic wellness as core drivers of corporate productivity, business engagement, and workforce retention rather than isolated administrative policies. Faculty conveners inaugurated the academic track at 3:00 PM, highlighting that preparing upcoming managers to identify systemic stressors is essential for mitigating operational burnout in high-velocity corporate environments.

Ms. Mini Vinod, corporate wellness consultant and the Founder of MYndKRAft Consulting, served as the principal resource person. She opened her presentation under the thematic title, “Building a Culture of Care: Prioritizing Employee Wellbeing and Mental Health,” directly outlining the primary systemic catalysts of contemporary workplace distress—specifically deconstructing workload escalation paradigms, digital interface fatigue, and chronic work-life imbalance.



To bridge abstract human behavioral theory with tangible enterprise practices, the speaker introduced the cohort to structural corporate wellness initiatives. The presentation analyzed the operational deployment of formal Employee Assistance Programs (EAPs), localized mindfulness interventions, proactive mental health screening protocols, and flexible work-space metrics.

During an experiential workshop segment, the first-semester scholars completed a group activity, mapping out and listing stressful corporate scenarios to evaluate coping mechanisms and peer-support dynamics. Ms. Vinod challenged the future business administrators to utilize empathetic communication styles and psychological safety frameworks to establish supportive, inclusive corporate environments capable of early stress identification.

The session concluded following an extended interactive question-and-answer track at 4:15 PM, where students addressed corporate wellness accountability and career stress management. Department executives noted that the initial lecture successfully advanced the students' organizational literacy, providing the freshman management batch with the essential human resource insights mandatory for modern corporate administration.

BBA Department Hosts Corporate Mentor to Bridge Employability Skill Gaps for Intermediate Scholars



To accelerate the transformation of academic business knowledge into specialized industry competencies and systematically equip intermediate scholars for corporate recruitment cycles, the Department of Business Administration conducted the second installment of its Guest Lecture Series. The intensive 90-minute professional orientation seminar, titled “Campus to Corporate: Bridging the Skill Gap,” took place on Wednesday afternoon at the ANA Block Seminar Hall, engaging a delegation of 68 third-semester undergraduate BBA candidates.

The professional development track was specifically engineered to address structural discrepancies between conventional classroom management curricula and the fluid operational conditions of modern enterprise ecosystems. Faculty conveners launched the assembly at 3:00 PM, emphasizing that early baseline mapping of soft skills, digital literacy, and adaptive workplace behaviors is essential to ensure rapid onboarding and high-performance retention post-graduation.

Ms. Mini Vinod, corporate workforce consultant and Founder of MYndKRAft Consulting, served as the principal resource person for the program. Running under the central theme, “Enhancing Employability Skills for Future Careers,” Ms. Vinod deconstructed current global hiring indexes, changing corporate job profiles, and employer expectations. Her lecture highlighted that hard technical qualifications must be reinforced by highly refined interpersonal etiquette, active listening, group flexibility, and advanced emotional intelligence (EQ) in high-pressure administrative environments.

To move from abstract behavioral concepts into real-world application, the speaker introduced an experiential team-building workshop tracking an onboarding case study. The students analyzed a diagnostic business scenario mapping the journey of "Nisha," a fictional recent management graduate struggling with six major operational bottlenecks during her initial month in a corporate workspace.



Working in structured breakout groups across the seminar floor, the third-semester scholars were challenged to diagnose the root systemic causes behind these onboarding failures, evaluate the friction points between academic habits and corporate environments, and pitch a series of actionable, data-driven solution blueprints. This collaborative project allowed the contestants to practice corporate presentation mechanics, logical problem-solving, and professional brand strategy before their peers.

The seminar concluded with an interactive question-and-answer track at 4:15 PM, where students addressed interview strategies and the strategic role of targeted corporate internships. Department administrators noted that the sequential guest program successfully enhanced the students' career-readiness portfolios, providing the upcoming management batch with a clear, actionable template to pursue continuous upskilling and navigate corporate structures with competitive confidence.

BBA Department Hosts Corporate Consultant for Day-3 Seminar on Green HR and Corporate Sustainability



To conclude its structured weekly guest series and introduce senior business scholars to modern environmental compliance standards within personnel management, the Department of Business Administration hosted its third consecutive seminar. The ninety-minute technical session, titled “Sustainability & Green HR Practices,” took place on Thursday afternoon at the Mechanical Block Seminar Hall, bringing together a delegation of 54 fifth-semester undergraduate BBA candidates.

The professional development track was specifically engineered to position Environmental, Social, and Governance (ESG) frameworks as central components of corporate management rather than secondary administrative obligations. Faculty conveners inaugurated the session at 3:00 PM, emphasizing that training upcoming corporate administrators to implement eco-friendly human resource strategies is essential for building resilient, energy-efficient workplace cultures.

Ms. Mini Vinod, corporate workforce consultant and the Founder of MYndKRAft Consulting, returned as the principal resource person to close out the series. Presenting under the central theme, “Building a Greener Future: Integrating Sustainability into HR Practices,” Ms. Vinod deconstructed how modern human resource divisions serve as direct catalysts for environmental responsibility through structural system updates. Her lecture detailed the operational benefits of digital onboarding ecosystems, paperless corporate document management, virtual learning systems, and sustainability-linked performance appraisals.



To bridge macro ecological principles with day-to-day enterprise operations, the speaker hosted an interactive, group-based strategy workshop on the seminar floor. The fifth-semester scholars formed structured breakout teams to engineer localized green corporate solutions. Each team was challenged to build a comprehensive action plan covering at least three distinct operational domains: energy conservation techniques, corporate waste reduction pathways, digital HR platform deployment, green office infrastructure setups, and proactive employee engagement in environmental advocacy.

The student teams actively presented their sustainable blueprints to the floor, explaining how companies can systematically lower their environmental footprints while simultaneously increasing operational efficiency and employee wellness. Ms. Vinod evaluated the pitches, offering feedback on how future human resource managers can use ethical leadership and strategic corporate social responsibility (CSR) to navigate strict international compliance demands.

The seminar wrapped up with an interactive question-and-answer track at 4:15 PM, where students addressed greenwashing vulnerabilities and corporate accountability metrics. Department executives noted that the conclusion of this multi-day lecture sequence successfully upgraded the students' strategic portfolios, providing the graduating management batch with the necessary eco-conscious insights mandatory for modern corporate administration.

BBA Department Hosts Cybersecurity Expert for Day-4 Seminar on HR Data Privacy and Governance



Bengaluru, Karnataka, India



Bengaluru, Karnataka, India
Vasundara Automation Centre, Acharya Institute,
Bengaluru, Karnataka 560107, India

To extend its structured corporate lecture series into the domain of digital asset protection and train future managers in statutory personnel compliance, the Department of Business Administration hosted its fourth consecutive seminar. The ninety-minute technical session, titled “Cybersecurity and Employee Data Privacy in HR,” was held on Friday afternoon at the Mechanical Block Seminar Hall, engaging a joint delegation of 42 first- and fifth-semester undergraduate BBA candidates.

The professional development track was engineered to position data governance and information security as critical human resource responsibilities rather than isolated IT department obligations. Faculty conveners launched the session at 3:00 PM, highlighting that preparing upcoming administrators to navigate digital vulnerabilities is essential for protecting sensitive corporate infrastructure and maintaining institutional trust.

Mr. Gobinda Chandra Patra, a prominent information security architect and the Co-founder of ISIT Consultants Pvt. Ltd., served as the principal technical resource person. Presenting under the central theme, “Protecting People Data: Strengthening HR Security in the Digital Age,” Mr. Patra deconstructed the immense data liabilities handled by modern HR operations—including banking details, comprehensive medical histories, payroll architectures, and confidential performance parameters.



His lecture directly exposed common vectors of corporate exploitation, warning the cohort against sophisticated phishing networks, social engineering risks, identity theft setups, and unauthorized database access. To provide students with a structural blueprint for organizational defense, Mr. Patra deconstructed the technical mechanics behind the "seven layers of cybersecurity." The presentation mapped out explicit administrative safeguards, analyzing the deployment of end-to-end data encryption, multi-factor access control systems, secure human resource management software (HRMS), strict password lifecycle policies, and compliance workflows aligned with global data protection laws.

The program was graced by the presence of Ms. Asha, Head of the Department of BBA, who delivered a special address to the hall on the necessity of staying aligned with rapid industry evolutions in digital compliance. Following her address, the HOD presented a formal institutional memento and an official appreciation letter to the speaker as a token of gratitude.

The seminar concluded at 4:30 PM following an extended interactive question-and-answer track, after which final-year student Ms. Ankulika proposed the formal vote of thanks on behalf of the assembly, acknowledging the institutional chairmen and principal for facilitating the Student Development Program. Department advisors noted that this fourth seminar successfully updated the students' operational literacy, providing both the freshman and graduating business blocks with the data-privacy frameworks mandatory for modern corporate governance.

BBA Department Hosts Corporate Strategy Mentor for Freshman MBA Management Residency



To convert abstract academic administration theories into active corporate intelligence and systematically train incoming postgraduates in C-suite operational benchmarks, the Department of Business Administration conducted a specialized strategic orientation. The intensive 90-minute corporate tracking seminar, titled “Corporate Mentorship Programme,” took place on Thursday morning at the AIGS Seminar Hall, engaging an audience of 70 first-semester Master of Business Administration candidates.

The professional masterclass was organized under the central theme, “Empower, Elevate, Excel.” The curriculum positioned high-level administrative coordination and executive-level accountability as critical management competencies rather than general workplace protocols, demonstrating how early adoption of corporate discipline shields young managers from operational missteps post-graduation.

The program was launched at 10:00 AM by Program Coordinator Mr. Bhargav N, who detailed how structured interaction with active industry leaders serves as a primary institutional pipeline to bridge classroom analytics with global workforce demands. Following his address, the student host introduced the principal technical mentor for the session, Mr. Abhilash S, Executive Assistant to the CEO at fintech enterprise i-exceed. Dr. Bhargav then formally presented an institutional token of appreciation to the guest speaker.

Mr. Abhilash opened his lecture by drawing from his daily operational realities of supporting top-tier leadership and managing strategic corporate operations. His presentation directly analyzed the fundamental pillars of executive-level workplace behavior—specifically deconstructing the parameters of operational accountability, professional punctuality, and organizational norms.

To bridge macro business principles with day-to-day corporate communication, the speaker focused heavily on the mechanics of corporate ethics and data control. He deconstructed the critical role of absolute confidentiality, structured reporting frameworks, and clear interpersonal boundaries within executive offices.



To bridge macro business principles with day-to-day corporate communication, the speaker focused heavily on the mechanics of corporate ethics and data control. He deconstructed the critical role of absolute confidentiality, structured reporting frameworks, and clear interpersonal boundaries within executive offices.

Additionally, the presentation mapped out practical, data-driven productivity metrics. Mr. Abhilash taught the first-semester scholars how to navigate high-pressure corporate environments by applying structured time-management methods, isolating critical task prioritization lines, and maintaining organizational efficiency during fluid corporate shifts.

The management residency transitioned into an active roundtable segment during the final half-hour, hosting an extensive student question-and-answer loop regarding internship execution matrices, verbal strategy improvement, and the core competitive attributes demanded during global hiring cycles.

Following the open floor track, Dr. Benjamin delivered the official institutional vote of thanks to wrap up the seminar at 11:30 AM, supported by a highly positive quantitative audience feedback evaluation rating of 72% Excellent, 23% Good, and 5% Average. Department organizers noted that this initial mentorship project successfully updated the students' professional portfolios, providing the freshman management block with the precise analytical mindset, communication ethics, and corporate maturity mandatory for modern executive administration

Commerce Department Hosts ‘GST Metamorphosis’ Structural Analytics Tournament for Senior Scholars



To advance macroeconomic data literacy, evaluate corporate tax-shifting behaviors, and deconstruct fiscal policy adjustments across varying market segments, the Department of Commerce (UG) conducted an intensive structural analytics competition. The two-hour collegiate tournament, titled “GST METAMORPHOSIS,” took place on Tuesday afternoon in Room 202 of the AIGS Block, engaging 23 fifth-semester Bachelor of Commerce (BCom) accounting and finance scholars.

The competition was engineered to bridge abstract fiscal statutes with active enterprise market metrics. The research focus required student teams to contrast pre-reform cascading tax frameworks with modern Goods and Services Tax (GST) slab-rate updates, tracking how localized rate rationalization directly modifies retail pricing structures and central revenue collections.

Faculty Coordinator Ms. Ayesha Siddika T inaugurated the event at 2:00 PM, emphasizing that an advanced mastery of indirect tax architectures protects upcoming finance executives from downstream corporate compliance risks.

Six specialized undergraduate research panels defended their diagnostic models before an expert evaluation bench judged by Mr. Venkatesh Kumar R, an Assistant Professor from the Department of Commerce. Each cohort utilized dynamic digital slides, market prototypes, and comparative visual aids to present an 8-to-10-minute sector-wise case analysis.

The contestants traced how moving specific commodities across different tax tiers alters end-consumer price elasticities, using concrete product examples to illustrate macro shifts in business operations, input tax credit mechanisms, and cross-border supply networks.

The panels were systematically scored on diagnostic accuracy, data representation, team coordination, and their handling of real-world regulatory constraints. The academic honors were awarded to the following tracking panels:

- First Prize: Kumaraswamy S, Pawan L, Abhishek Pradeep, and G M Mohammed Roshan. Sector tracked: Automobiles. This panel delivered the event's benchmark defense, using real market examples to illustrate how shifting multi-tiered vehicle and luxury cess slabs alters consumer purchase timing and government collections.
- Second Prize: Adhithyan Santhosh, Harikrishnan, and Jeeva Ajison. Sector tracked: Crude Oil. This team was highly commended for their economic modeling of non-GST energy exclusions, tracking how import-dependency variables and external manufacturing inputs generate unabsorbed tax structures under the current regime.
- Third Prize (Tie): Ranjith Singh G, Puneeth R, A Sharath, and S Ishak (Textiles), alongside Sneha H M, Sanjana Bai, Sathyapriya, and Sandhya (Healthcare). The remaining panels explored foundational structures within the Education and service tracking sectors.



Following the competitive rounds, Mr. Venkatesh Kumar R provided structured critiques to each panel, delivering a diagnostic breakdown of recent GST Council updates and highlighting the exact empirical standards demanded within modern financial reporting fields.

The analytical convention concluded at 4:00 PM following an official presentation of tokens of appreciation and a collaborative group photo session. Department directors noted that the tax-modeling tournament successfully enhanced the students' commercial competencies, providing the graduating BCom cohort with the data-driven tax literacy required to lead advanced corporate financial tracks.

Students Explore Corporate Identity at 'Brand Bangalore' Guest Talk



The Department of MBA at the Acharya Institute of Graduate Studies (AIGS) hosted an engaging guest lecture titled "Brand Bangalore" on Thursday, drawing an audience of 90 first-semester students. The session aimed to bridge the gap between classroom theory and the dynamic realities of managing a metropolitan identity, exploring the city's evolution into a global hub for technology, culture, and innovation.

Mr. Bhargav N, the program coordinator, opened the event by emphasizing the significance of understanding city-level branding. He noted that the initiative provides students with essential exposure to corporate culture and the professional expectations required in today's competitive landscape.

The keynote speaker, Mr. Ayush Mishra, a seasoned branding professional, led an interactive session centered on the theme of corporate identity and growth. During his presentation, Mr. Mishra deconstructed the elements that have solidified Bengaluru's reputation as a premier destination for talent and enterprise. He offered practical guidance on vital professional competencies, including workplace discipline, ethical communication, and the strategic decision-making processes necessary to sustain a brand's presence in demanding markets. By sharing real-world branding scenarios, he encouraged students to adopt a growth-oriented mindset.

A highlight of the event was the student presentation segment, where attendees showcased findings from recent field visits. These presentations analyzed the branding strategies and operational cultures of various local organizations. Mr. Mishra provided constructive feedback on these projects, helping students connect their observations to broader marketing frameworks.

The session concluded with a formal vote of thanks delivered by Dr. Benjamin, who acknowledged the guest's contributions to the students' professional development. The event successfully equipped aspiring managers with a deeper understanding of brand positioning, reinforcing the institute's commitment to providing industry-aligned, experiential learning for its students.

English Department Explores 'Popular Culture as Pedagogy' in Guest Lecture



The Department of English at the Acharya Institute of Graduate Studies (AIGS) hosted a comprehensive guest lecture on Tuesday, December 2, titled "Popular Culture as Pedagogy: Engaging Learners through Media, Music and Film." The five-hour session, held in the AIGS Seminar Hall, featured Dr. Pritha Sanyal, a distinguished scholar in cultural studies and contemporary pedagogical practices.

Addressing an audience of 30 students and faculty members, Dr. Sanyal challenged the traditional boundary between academic curriculum and everyday entertainment. She argued that media, music, and cinema are not merely leisure activities but potent educational resources that can bridge the gap between abstract academic theory and the lived experiences of students. By integrating these familiar cultural forms into the classroom, educators can foster a more inclusive, relevant, and dynamic learning environment.

Throughout the lecture, Dr. Sanyal utilized illustrative examples from film narratives, music videos, and digital media to demonstrate how these texts can be decoded to teach critical literacy. She emphasized the importance of moving beyond the passive consumption of media, encouraging students instead to critically analyze dominant narratives and social issues embedded within popular culture. The session also highlighted the role of the modern educator as a facilitator who guides students in interpreting these texts to sharpen their analytical and problem-solving skills.

The lecture included an interactive segment where participants engaged with the guest speaker on the practical challenges of curriculum design and the integration of popular culture into formal settings. The event concluded with a vote of thanks, acknowledging Dr. Sanyal's contribution to redefining pedagogical approaches. By bridging the divide between cultural text and classroom instruction, the lecture provided attendees with a fresh framework for fostering critical thinking and cultural awareness in contemporary education.

Students Master the Art of Narrative at 'Storytelling in Marketing' Guest Talk



The Department of MBA at the Acharya Institute of Graduate Studies (AIGS) continued its professional development series on Thursday with an insightful guest lecture titled "Storytelling in Marketing." Following a morning session on brand identity, the afternoon workshop hosted 90 first-semester students, focusing on the strategic power of narrative in building consumer loyalty and brand recognition.

Mr. Bhargav N, the program coordinator, opened the event by stressing that storytelling is a vital competency for modern business leaders. He noted that in an increasingly crowded marketplace, the ability to translate a brand's purpose into an emotionally resonant story is what distinguishes market leaders from their competitors.

Returning for the second half of the day, branding expert Mr. Ayush Mishra guided students through the mechanics of effective corporate narration. He argued that consumers today are not merely purchasing products; they are investing in the values and experiences associated with them. Mr. Mishra deconstructed the essential components of a powerful brand story—character development, conflict, emotional stakes, and authenticity—demonstrating how these elements work together to build long-term trust. By analyzing various real-world advertisements and case studies, he illustrated how brands successfully leverage emotional triggers to influence purchasing behavior.

The session also served as a platform for students to apply these concepts, as they presented their own narrative-driven analyses of brands they had studied during recent field visits. Mr. Mishra provided constructive critiques on these presentations, helping students refine their delivery and ensure their brand messaging remained consistent and compelling.

The program concluded on a high note, leaving students with a more sophisticated understanding of how to weave emotion into marketing strategy. By bridging theoretical frameworks with creative practice, the lecture successfully empowered the participants to approach their future professional communications with greater confidence and strategic intent.

Psychology Students Engage in Intensive 30-Hour Psychotherapy Training Camp



The Department of Psychology at the Acharya Institute of Graduate Studies (AIGS) recently concluded a rigorous, five-day "Skill Development Camp in Psychotherapy" for third-semester M.Sc. Psychology students. Held from December 9 to 13 at the Mechanical Block Seminar Hall, the 30-hour immersive program was designed to bridge the gap between academic theory and the complexities of clinical practice.

The training was led by Rev. Mr. S. M. P. Staney, founder of Atmanam, Chennai, who brought 20 years of expertise in counseling and psychotherapy to the sessions. The camp focused on experiential learning, requiring the 31 participating students to engage in supervised practice, peer role-play, and reflective group discussions.

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The curriculum was meticulously structured to cover diverse therapeutic modalities:

- Day 1: Students explored the philosophy of Gestalt Therapy, utilizing techniques like "Empty Chair" dialogues to resolve internal conflicts and enhance "here-and-now" awareness.
- Day 2: The focus shifted to exposure-based approaches, where participants learned to design systematic desensitization hierarchies and practice trauma-informed interventions like Visual-Kinesthetic Dissociation (VKD).
- Day 3: Training moved into body-centered techniques, specifically Focusing, to help students identify somatic cues and blocked emotions within a therapeutic setting.
- Day 4: The camp introduced Narrative Belief Guidance (NBG), teaching students how to help clients "re-author" maladaptive personal narratives and identify core belief systems.
- Day 5: The final day was dedicated to integrative psychotherapy, where students synthesized these varied techniques into cohesive, client-centered intervention plans.

The program emphasized not only clinical technique but also the emotional readiness and professional maturity required of a therapist. By conducting supervised, student-led sessions, participants were able to test their skills in a structured, ethical environment. The camp concluded with positive feedback from the cohort, who noted significant improvements in their clinical sensitivity, interviewing skills, and overall confidence in preparing for their upcoming internships and future careers in mental health.

MBA Students Enhance Financial Literacy through Excel-Based Analysis Guest Talk



The Department of MBA at the Acharya Institute of Graduate Studies (AIGS) hosted an insightful guest talk on "Excel-Based Financial Analysis" in the MBA Auditorium. The two-hour session was designed to bridge the gap between abstract financial theory and the practical, data-driven demands of the corporate world, drawing an enthusiastic audience of 98 first-semester students.

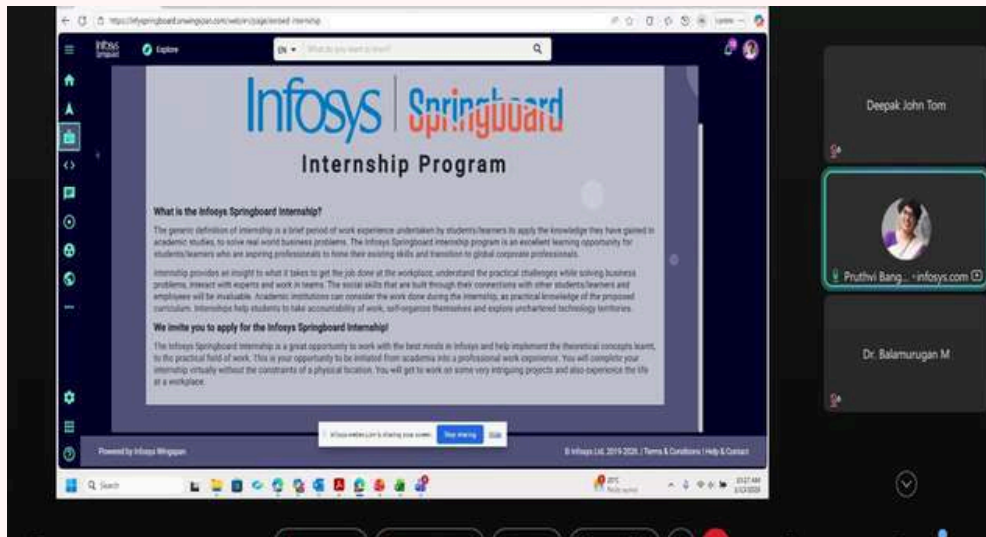
The keynote speaker, CS Monica Agarwal, led the session with a focus on transforming raw corporate data into actionable business intelligence. The program centered on the essential skill of interpreting published financial statements from listed companies, with a primary focus on leveraging Microsoft Excel to perform rigorous evaluations of liquidity, solvency, and profitability.

Throughout the presentation, students were introduced to the systematic process of sourcing reliable financial data and structuring complex income statements, balance sheets, and cash flow statements within spreadsheets. CS Monica Agarwal demonstrated how to utilize advanced Excel functions and formulas to compute key performance indicators, enabling students to assess an organization's financial health with greater accuracy and speed.

The session emphasized the importance of trend analysis and comparative reporting, teaching attendees how to identify growth patterns and operational inefficiencies over multiple financial periods. Furthermore, the speaker introduced visual storytelling techniques, such as the use of charts, pivot tables, and interactive dashboards, to convert numerical complexity into clear, professional communications. These skills are vital for modern managers who must present data-backed findings to stakeholders and investors.

The event concluded with an interactive question-and-answer segment, allowing students to address challenges related to financial modeling and industry reporting standards. By integrating technical proficiency with analytical reasoning, the guest talk significantly bolstered the students' confidence in their financial literacy. The program successfully reinforced the department's commitment to industry-aligned learning, ensuring that graduates are well-prepared to navigate the expectations of the contemporary financial sector.

MCA Students Align with Industry Standards through Infosys Springboard Webinar



The Department of MCA at the Acharya Institute of Graduate Studies (AIGS) hosted a specialized webinar on January 13, 2026, aimed at bridging the divide between academic curricula and the evolving demands of the IT industry. The session, titled "Orientation on Infosys Springboard," provided 136 first and third-semester MCA students with a comprehensive roadmap for professional skill development using industry-standard digital platforms.

The program was facilitated by Ms. Pruthvi, a Senior Associate from the Infosys Campus Connect team. Dr. Balamurugan M., Associate Professor in the Department of MCA, initiated the session with a welcome address, setting the stage for a discussion on the necessity of continuous, self-paced learning in a rapidly changing technological landscape.

During the 90-minute session, Ms. Pruthvi introduced the Infosys Springboard initiative—a flagship digital learning ecosystem designed to support career-focused education. She provided students with a detailed walkthrough of the platform, explaining the registration process and the navigation of its vast repository of curated courses. The presentation highlighted how the platform offers structured learning paths in technical, professional, and soft-skill domains, all of which are tailored to meet current industry expectations.

A key focus of the webinar was the certification pathway. Ms. Pruthvi elaborated on how these certifications validate a student's technical proficiency and enhance their professional profiles for future internships and placement opportunities. The session also featured an interactive Q&A segment, where students engaged with the resource person on topics ranging from effective course selection strategies to the integration of self-paced learning with their rigorous academic schedules.

The webinar concluded with a formal vote of thanks delivered by Dr. Vibinchandar, Head of the Department of MCA, who commended the students for their proactive approach to skill enhancement. By empowering participants to take ownership of their learning, the event successfully reinforced AIGS's commitment to industry-academia collaboration, leaving students well-positioned to leverage digital resources for long-term career success.

MBA Students Analyze India's Startup Landscape at Entrepreneurship Guest Talk



The Department of MBA at the Acharya Institute of Graduate Studies (AIGS) hosted a guest lecture on "Entrepreneurship and Startup Ecosystem: Opportunities and Challenges" on Friday in the Mechanical Seminar Hall. The event brought together 73 first-semester MBA students for an in-depth examination of the forces driving India's current innovation economy.

The keynote speaker was Mr. Pradeep Totla, a Chartered Accountant and Director of Finance Controller at Filtrex Technologies Pvt. Ltd., Bengaluru. Drawing on his extensive experience in financial management and startup mentorship, Mr. Totla provided a grounded perspective on the journey from ideation to scalable venture. He emphasized that while the modern ecosystem is bolstered by significant policy support, digital transformation, and access to global capital, success remains contingent on resilience and strategic execution.

Throughout the session, Mr. Totla deconstructed the primary hurdles facing new founders, including regulatory complexities, talent acquisition, and the necessity of maintaining financial health during early-stage growth. He stressed the importance of customer-centric innovation, advising students that the most successful ventures are those that solve genuine market problems rather than those that simply follow fleeting trends. The lecture also touched upon the critical roles played by various stakeholders—such as incubation centers and venture capitalists—in sustaining a startup's lifecycle.

The event featured a highly interactive Q&A segment where students sought advice on funding mechanisms and the realities of risk management. By sharing case studies from his own career, Mr. Totla offered a pragmatic look at the "entrepreneurial mindset," encouraging students to cultivate adaptability and a long-term vision.

The session concluded with a formal vote of thanks and a token of appreciation presented by faculty member Mrs. Debleena Mukharjee. Feedback from the participants indicated that the lecture was a significant motivator, successfully bridging the gap between academic theory and the practical challenges of the startup world. The event reinforced the MBA department's commitment to fostering a culture of innovation and preparing students to navigate the complexities of the modern business environment with confidence.

MBA Students Explore the Intersection of AI and Business Statistics



The Department of MBA at the Acharya Institute of Graduate Studies (AIGS) hosted an insightful guest lecture titled "Future of Business Statistics in the Age of AI" on Thursday in the Mechanical Engineering Seminar Hall. The three-hour session was designed to provide 50 first-semester MBA students with a forward-looking perspective on how Artificial Intelligence is reshaping the landscape of data-driven decision-making.

The keynote speaker for the event was Dr. B. Upendra Rao, who provided a comprehensive overview of how traditional statistical methods are being augmented by modern AI tools. The lecture addressed a central theme: the evolution of business statistics from a manual, interpretative process to a high-speed, automated discipline. Dr. Rao emphasized that the future of the field is not defined by AI replacing human input, but rather by the co-evolution of machine scale and human strategic oversight.

Throughout the session, students were introduced to the latest technological practices in the field, including the application of Python, Power BI, R programming, and advanced Excel. Dr. Rao deconstructed the functional differences between Artificial Intelligence, Machine Learning, and traditional statistics, demonstrating how these technologies combine to improve forecasting, risk assessment, and business planning. He also mapped out the emerging professional landscape for "Gen Z" statisticians, highlighting lucrative career roles such as big data analysts, data scientists, and sustainable business consultants.

The workshop was highly interactive, featuring a dedicated Q&A segment where students engaged with Dr. Rao on the ethical challenges of AI—specifically regarding governance, transparency, and the need for responsible data handling. By the end of the session, students had gained a clearer roadmap for professional growth in the digital economy, having been exposed to the specialized certifications and technical competencies currently demanded by leading global organizations.

The event concluded with a formal vote of thanks delivered by Ms. Swarnalaxmi U., an MBA student, and a token of appreciation presented to Dr. Rao by HOD Dr. Kiran L. Maney and Event Coordinator Dr. Sreenivas Thandava. The feedback from the attendees was overwhelmingly positive, with students noting that the talk successfully bridged the gap between academic theory and the technological disruptions defining today's competitive business environment.

Scholars Delve into Indigenous Wisdom: Guest Lecture on Indian Psychological Thought



The Department of Psychology recently concluded a two-day guest lecture series titled "Exploring Indian Psychological Thought: Indigenous Concepts and Traditions," held via Google Meet on January 29 and 31, 2026. The sessions featured Dr. Suman N, Head of the Department of Psychology at NMKRV College for Women, who guided eighteen first-year M.Sc. Psychology students through the profound philosophical foundations of Indian psychological frameworks.

The lecture series was designed to bridge the gap between contemporary psychological studies and ancient indigenous knowledge systems. Over the course of two 90-minute sessions, Dr. Suman offered a systematic exploration of complex topics, beginning with the Samkhya theory of causation. By breaking down the fundamental concepts of Prakriti and Purusha, she enabled students to relate classical philosophical principles to modern human behavioral patterns.

A core focus of the program was the detailed examination of the Guna and Kosha theories, which serve as essential pillars for understanding human personality and consciousness in Indian tradition. Dr. Suman further broadened the scope of the discussion by integrating Buddhist and Jain perspectives on mental well-being and behavior. Additionally, the sessions highlighted the role of Yoga not merely as a physical practice, but as a comprehensive way of life grounded in indigenous psychological discipline.

The interactive format of the virtual sessions encouraged robust dialogue between the students and the resource person. By contextualizing intricate Sanskrit terminology and abstract theories with everyday examples, the program successfully demystified ancient traditions for a modern academic audience. The event concluded with students expressing a renewed interest in pursuing research within indigenous psychological frameworks, marking the series as a significant milestone in their ongoing academic journey. The department noted that this engagement provided essential depth to the students' understanding of diverse psychological perspectives.

MA English Students Showcase Teaching Prowess in Soundarya Group Campus Drive



The Placement Cell at Acharya Institutes successfully hosted a recruitment drive for the Soundarya Group of Institutions, offering a pivotal career opportunity for final-year M.A. English students. The event, held on January 21, 2025, served as a bridge between academic mastery and professional teaching practice, attracting over ten enthusiastic participants.

The visiting recruitment team, led by Mrs. Suma S. Rao, Principal of Soundarya School (CBSE), alongside Ms. Gayathri Divakaran from the Learning & Development team and Mrs. Vinutha S. Reddy from Human Resources, conducted a rigorous multi-stage evaluation process. This structure was designed to assess not only the academic knowledge of the candidates but also their practical aptitude for the classroom.

The assessment began with the completion of candidate profile sheets, followed by formal self-introductions that allowed students to demonstrate their professional communication skills. Candidates then underwent a written evaluation, which tested their command of the subject matter. The final, and perhaps most critical, stage of the drive was a live demo teaching session. In this segment, students were required to deliver a lesson on fundamental grammar topics, such as nouns, verbs, and adjectives, providing the recruiters with direct insight into each candidate's clarity, teaching methodology, and ability to engage an audience.

The drive concluded with the successful shortlisting of three students for the final rounds of the selection process. Beyond the immediate hiring outcomes, the event provided all participants with invaluable exposure to real-time industrial recruitment procedures, significantly boosting their confidence and preparedness for future teaching roles.

The Placement Cell noted that the high level of participation and the positive outcomes of the drive underscore the effectiveness of the current curriculum in preparing students for the competitive landscape of professional education. The institution continues to prioritize such initiatives to ensure that graduates are well-positioned for meaningful careers in their chosen fields.

"UDAAN 2026": Women's Cell Empowers 450 Students on National Girl Child Day



In a significant initiative to commemorate National Girl Child Day, the Women's Cell of Acharya Institute of Graduate Studies hosted "UDAAN 2026," a comprehensive awareness and empowerment programme for 450 students from nearby schools. The full-day event, held on the Acharya Institutes campus, focused on equipping young girls with the essential life skills, emotional resilience, and digital literacy needed to navigate contemporary challenges.



The event featured two distinguished speakers who addressed the participants on the critical intersection of personal safety and psychological well-being. Inspector Rohini Reddy, from the Cyber Crime Police Station (North Division), led an engaging session on digital responsibility. Given the increasing prevalence of online risks, Inspector Reddy provided students with practical, age-appropriate guidance on safeguarding personal information, identifying cyber harassment, and the importance of reporting suspicious activity. Her use of real-life examples proved particularly impactful, helping the students understand the necessity of vigilance in an increasingly digital world.



Complementing this focus on external safety, Dr. Padmakshi Lokesh, a clinical psychologist and educationist, steered the conversation toward internal strength. Her session explored the foundations of mental health, teaching students how to manage stress, identify and process their emotions, and build a positive self-image. Dr. Lokesh's interactive approach encouraged students to view emotional well-being as a cornerstone of their academic and personal growth, urging them to develop healthy coping mechanisms from a young age.

"UDAAN 2026" served as more than just a lecture series; it was an interactive platform for students to reflect on their rights, aspirations, and leadership potential. The high level of engagement—evidenced by the thoughtful questions and active participation from the young audience—underscored the event's success. By blending digital safety with emotional empowerment, the Women's Cell reaffirmed its commitment to fostering a generation of girls who are not only informed and secure but also resilient and confident in their potential.

FEST & EXHIBITION

- Psychology Students Host Immersive Advocacy Exhibition for World Mental Health Day
- Institutional NSS Unit Partners with Lions Blood Bank to Mobilize 106 Units in Campus Humanitarian Drive
- Journalism Department Hosts “The Truth Reels” Film Festival
- Commerce Clash 2025: B.Com Students Compete in Analytical Challenge
- Commerce Students Analyze Business Environments at PESTLE E-Poster Competition
- First Semester B.Com Students Test Business Acumen at "Business Shotgun" Quiz 2025



Psychology Students Host Immersive Advocacy Exhibition for World Mental Health Day



To dismantle deep-seated social stigmas and increase clinical psychoeducation across the community, the Department of Psychology hosted its expansive, multi-tiered exhibition commemorating World Mental Health Day 2025. The intensive seven-hour advocacy event unfolded on Tuesday at the AIGS Arena, engaging 112 psychology scholars and hundreds of campus visitors under the global theme, “Access to Services during Catastrophies and Emergencies.”

The interactive expo converted foundational cognitive theories into public wellness installations. Undergraduate students anchored a vibrant poster exhibition, translating specialized topics like emotional regulation mechanics, cognitive resilience, stress-management paradigms, and individual learning styles into highly accessible, scannable infographics. Concurrently, postgraduate psychology scholars operated a series of live psychological assessment counters. Visitors underwent standardized screenings evaluating emotional maturity indices, attachment styles, general health profiles, and situational anxiety levels. These clinical appraisals were paired with immediate, structured feedback and psychoeducational coaching to promote proactive mental health literacy.

The exhibition also featured a dedicated Mindfulness Relaxation Zone, where student facilitators trained participants in box-breathing rhythms and progressive muscle relaxation techniques. A major educational highlight was the “Mad House,” an innovative walk-in live history museum. Through immersive acting and live staging, psychology students guided visitors chronologically through the evolution of psychiatric care—tracing a path from ancient skull trephination and Hippocrates’ bodily humor theories to early institutional asylums, early electroconvulsive therapy (ECT), and modern community-based therapeutic frameworks.

The advocacy campaign extended campus-wide via a public awareness rally featuring student-led placards, anti-stigma banners, and expressive cultural street theater. The day concluded on a high-energy note with “Zumba with Simba”—a somatic movement and fitness track led by student volunteers alongside the college mascot—followed by a musical sunset gathering. Department heads noted that the project successfully delivered vital experiential learning, proving that creative public outreach can effectively drive community empathy and clinical wellness literacy.

Institutional NSS Unit Partners with Lions Blood Bank to Mobilize 106 Units in Campus Humanitarian Drive



To address structural deficits within regional blood banking networks and foster a data-driven culture of civic responsibility and healthcare advocacy among undergraduate and postgraduate cohorts, the National Service Scheme (NSS) Unit executed a massive public health deployment. The intensive seven-hour community service operation, titled “Voluntary Blood Donation Drive,” took place on Wednesday at the AIGS Block Open Arena, successfully collecting 106 units of whole blood for clinical distribution.

The humanitarian intervention was organized under the direction of Mr. George Varied Thekkan, NSS Program Officer, in direct alignment and logistics partnership with the Lions Blood Bank and clinical resources from the National Institute of Mental Health and Neurosciences (NIMHANS) network. To maximize donor turnouts and manage the high-volume medical layout, a frontline cadre of 30 selected NSS student volunteers managed the entire site blueprint from 9:30 AM to 4:00 PM.

The public health project was supported by a two-day preparatory awareness campaign executed across the campus on November 17 and 18. Student sub-committees audited each academic division, delivering targeted briefings regarding the biological benefits of blood replenishment, vital pre-donation caloric and hydration guidelines, and structural eligibility markers. This proactive outreach addressed common demographic misconceptions regarding blood collection, resulting in a large volunteer turn-out from both the student community and university research faculty.

The operational floor of the Open Arena was converted into a regulated clinical environment overseen by licensed medical teams from the Lions Club. Potential donors underwent strict baseline diagnostic screenings, tracking hemoglobin thresholds, core temperature data, and arterial blood pressure metrics to ensure absolute medical compliance before clearance.

Following successful collections, donors were monitored in dedicated recovery zones staffed by student volunteers providing immediate nutritional support. The 30-member NSS detachment managed crowd control and queue metrics, ensuring zero medical mishaps or administrative delays throughout the high-velocity, seven-hour deployment.

The community drive concluded with a formal valedictory assembly. In recognition of the high operational efficiency and successful unit yield achieved by the department, the Lions Club President and executive board presented an official institutional memento and formal appreciation certificates to NSS Program Officer Mr. George Varied Thekkan and his volunteer team.

NSS directors noted that the large-scale social service project successfully upgraded the students’ civic leadership portfolios, providing upcoming graduates with a practical blueprint to coordinate extensive public health networks and lead regional humanitarian interventions.

Journalism Department Hosts “The Truth Reels” Film Festival

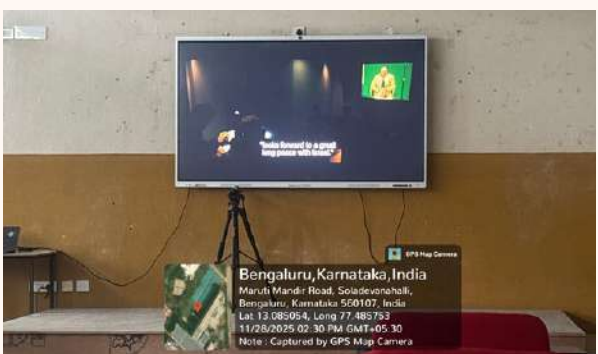
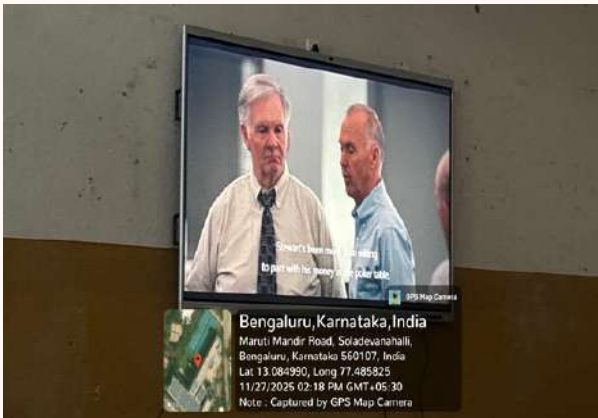


The Department of Journalism and Mass Communication at the Acharya Institute of Graduate Studies recently concluded a compelling two-day film festival titled “The Truth Reels,” held on November 27 and 28, 2025. Hosted at the Anna Block Seminar Hall, the event brought together 36 students from the BA (PJE) and MA (JMC) programs to explore the intersection of cinematic storytelling and professional journalism.

Conceptualized as an academic-cum-cultural initiative, the festival aimed to deepen students’ understanding of investigative journalism, ethical dilemmas, and newsroom dynamics. The curated selection featured two seminal films: *The Insider* and *Spotlight*. These narratives served as catalysts for critical analysis, allowing students to examine the complexities of whistleblowing, the influence of corporate pressures on media, and the meticulous nature of long-form investigative reporting.

Each screening was followed by an open discussion moderated by the faculty. Students engaged in rigorous debates regarding the moral responsibilities of journalists when handling sensitive information and compared the films’ depictions of newsroom hierarchies with contemporary industry practices. The sessions transitioned the viewing experience from mere entertainment to a tool for professional development, encouraging participants to analyze how the pursuit of truth challenges institutional resistance.

The festival concluded with positive feedback from the student body, many of whom noted that the screenings bolstered their commitment to ethical reporting and provided a clearer vision of the persistence required in investigative work. By bridging the gap between theoretical classroom concepts and visual narratives, the “The Truth Reels” festival successfully fostered an environment of analytical thinking. The department plans to continue such initiatives, reinforcing its dedication to preparing students for the real-world challenges and responsibilities of a career in journalism and mass communication.



Commerce Clash 2025: B.Com Students Compete in Analytical Challenge



The Department of Commerce at the Acharya Institute of Graduate Studies recently hosted “Commerce Clash 2025,” an intellectually stimulating competition designed to test the analytical prowess and business acumen of B.Com students. Held on November 26, 2025, in Room 201, the event drew 42 participants from various semesters, all eager to demonstrate their strategic thinking and subject expertise.

Guided by the theme “Decode • Discover • Dominate,” the competition moved beyond traditional classroom learning, offering a gamified platform for students to apply their knowledge to real-world scenarios. The event was moderated by faculty coordinator Ms. Devika M.S., who emphasized the necessity of bridging academic theory with quick, decisive action.

The contest was structured into four high-intensity rounds:

- **Commerce Puzzle:** Teams decoded complex business clues related to accounting, marketing, and banking.
- **Brand Identification:** A rapid-fire visual challenge that tested the students’ knowledge of global and Indian brand identities.
- **Word Scramble:** A test of vocabulary and technical terminology, where participants reconstructed essential commerce concepts under time pressure.
- **Rapid Fire:** The final, high-pressure round that required immediate, accurate responses to a diverse range of industry-specific questions.

The event fostered a vibrant atmosphere of friendly rivalry and teamwork. By requiring participants to solve problems under strict time constraints, the competition successfully enhanced the students’ decision-making abilities and confidence.

At the conclusion of the event, the winning teams were recognized for their performance. Participant feedback was largely positive, with over half the students rating the competition as “Good” or “Excellent.” The Department of Commerce intends to build on this success, using the event as a blueprint for future initiatives that promote experiential learning and professional development through engaging, competitive platforms.

Commerce Students Analyze Business Environments at PESTLE E-Poster Competition



The Department of Commerce (UG) at the Acharya Institute of Graduate Studies recently hosted a PESTLE E-Poster Presentation Competition, aimed at helping students bridge the gap between classroom theory and the complexities of the global business environment. Held on November 27, 2025, in AIGS Room 502, the event challenged B.Com students to apply the PESTLE analytical framework—encompassing Political, Economic, Social, Technological, Legal, and Environmental factors—to contemporary industrial issues.

Fifteen students, organized into five teams, participated in the competition. Each team selected a specific PESTLE factor and conducted in-depth research into current policy changes, market trends, and organizational impacts. The digital posters, which featured infographics and data-driven visuals, served as the foundation for 10-minute presentations. Topics ranged from the effects of economic inflation on consumer purchasing power to the integration of sustainability practices and technological innovations within modern business operations.

Mr. Manoj H.R., Assistant Professor in the Department of Management Studies, served as the judge for the event. He evaluated the teams based on the relevance of their chosen issues, the depth of their business impact analysis, and their overall presentation clarity. Following the presentations, participants engaged in a Q&A session that tested their ability to articulate complex business concepts and defend their research findings.

The competition concluded with an awards ceremony for the top-performing teams. Student feedback was overwhelmingly positive, with the majority rating the experience as “Excellent.” By encouraging a research-based approach to learning, the event successfully improved the participants’ critical thinking, creative design, and public speaking abilities. The Department of Commerce views the competition as a significant success in fostering an interactive academic environment and plans to continue such initiatives to further develop students’ professional readiness in an ever-evolving business landscape.

First Semester B.Com Students Test Business Acumen at “Business Shotgun” Quiz 2025



The Department of Commerce at the Acharya Institute of Graduate Studies hosted the annual “Business Shotgun” Quiz Competition 2025 on November 24, 2025. Held in Room 201 of the AIGS Block, the event was exclusively designed for first-semester B.Com students to cultivate a competitive spirit while reinforcing their foundational knowledge of commerce and management.

Guided by the theme “Speed, Strategy, and Success in Business Knowledge,” the competition challenged 12 participants organized into five teams to navigate a fast-paced environment. The quiz was structured into five distinct rounds, each tailored to test different cognitive and academic abilities. Participants began with an Aptitude Test focusing on logical reasoning, followed by a Logo Identification round that evaluated their brand awareness. Subsequent rounds covered Current Affairs and General Knowledge, while the final segment centered on corporate Taglines, demanding a deep understanding of marketing communication and branding.

The competition utilized a strategic scoring system where direct questions were valued at 10 marks and passing questions at 5 marks, forcing students to engage in collaborative risk-management and decision-making during team discussions. This format ensured that participants remained highly engaged while applying theoretical concepts to real-time scenarios.

The event proved to be an effective experiential learning platform, with students demonstrating improved quick-thinking capabilities and heightened confidence in responding to time-bound queries. Feedback from the participants was overwhelmingly positive, with the majority rating the competition as “Excellent.” By successfully blending academic rigor with a high-energy competitive atmosphere, the Department of Commerce continues to provide students with meaningful opportunities to sharpen their analytical skills and professional readiness. The faculty coordinators praised the participants for their enthusiasm and teamwork, noting that the event successfully fostered a vibrant culture of collaborative learning within the department.

VISITS

- B.Com Students Gain Industry Insight During BAMUL Visit
- Commerce Students Explore Agricultural Value Chains at Central Coffee Board
- Psychology Students Bridge Theory and Practice at Shrishti Special Academy
- Aviation Management Students Analyze Global Supply Chains at IKEA Logistics Hub
- Aviation Management Students Study Precision Aerospace Manufacturing at Indo-MIM
- Management Students Study Heritage Manufacturing and Value Chains at KSIC Mysore
- BBA Students Analyze Dairy Supply Chains and Processing Automation at MYMUL Mysore
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B.Com Students Gain Industry Insight During BAMUL Visit



Eighty-four first semester B.Com students of Acharya Institute of Graduate Studies took part in an industrial visit to the BAMUL facility at Kanakapura on October 9 and 10, 2025. Organised by the Department of Commerce, the visit was aimed at giving students practical exposure to large-scale dairy operations and the cooperative business model. The visit offered students an opportunity to closely observe various stages of milk processing, including collection, pasteurisation, packaging and quality control. Officials at the plant explained the systems followed to maintain hygiene, ensure product safety and manage efficient distribution. The students were also introduced to the operational structure of BAMUL and its contribution to Karnataka's dairy sector.

A key part of the visit was an interactive session led by a BAMUL representative, who explained the organisation's role under the Karnataka Milk Federation and its support to dairy farmers through a cooperative framework. Students gained a better understanding of how procurement, storage, processing and marketing are integrated in a large dairy enterprise.

The industrial visit helped bridge the gap between classroom learning and practical application. Students were able to relate academic concepts in commerce and management to real-time industrial practices. The exposure also broadened their understanding of supply chain management, quality assurance and rural economic development.

Faculty members stated that the programme was designed to strengthen industry awareness among students at an early stage of their academic journey. Feedback from participants was largely positive, with many describing the experience as informative and well organised.

The visit concluded with students expressing appreciation for the opportunity to witness the functioning of one of Karnataka's major dairy cooperatives firsthand.

Commerce Students Explore Agricultural Value Chains at Central Coffee Board



To foster practical understanding of international commodity management and agro-based entrepreneurship, the Department of Commerce (UG) organized an industrial field visit to the Central Coffee Board of India on Wednesday. The nearly five-hour educational excursion engaged 26 undergraduate B.Com students affiliated with the institution's Entrepreneurship Development Cell (EDC).

The cohort arrived at the statutory board's headquarters on Infantry Road at 2:20 PM. Technical experts and board officials conducted an exhaustive briefing outlining the administrative and economic functions of the statutory organization, which operates under the Ministry of Commerce and Industry. Students were introduced to the macroeconomic responsibilities of the board, including export promotion, international brand positioning under the "India Coffee" trademark, and financial structural frameworks designed to stabilize agricultural commerce.

The core instructional phase focused on the specialized mechanics of the coffee value chain. Technical trainers hosted an interactive lab session demonstrating standard procedures for quality testing, botanical classification, and statutory grading compliance. The curriculum covered industrial processing techniques, providing live demonstrations of roasting temperature thresholds, precision grinding calibration, and professional brewing chemistry.

Additionally, the delegation examined the commercial intersection between public research assets and private enterprises. Board officials showcased live corporate incubation partnerships, illustrating how independent start-ups collaborate with the government to drive supply-chain innovation and value-addition strategies.

The site visit concluded following an interactive question-and-answer assembly regarding agro-export logistics, after which faculty mentors presented an official institutional memento to the training coordinators. Department organizers stated that the enterprise successfully bridged foundational accounting and commerce theory with live commodities trading systems, exposing the students to prospective entrepreneurial avenues within India's agrarian export sectors.

Psychology Students Bridge Theory and Practice at Shrishti Special Academy



To integrate clinical concepts of developmental psychology with field-based observational learning, the Department of Psychology organized an instructional visit to Shrishti Special Academy on Friday. The one-day educational excursion engaged 29 third-semester undergraduate BA Psychology students, aligning directly with their core curriculum on child development and intervention models.

Accompanied by faculty mentor Mr. Swaroop, the student delegation arrived at the non-profit rehabilitation facility at 10:00 AM. Ms. Ashwini, the resident Clinical Psychologist, inaugurated the visit with an extensive orientation mapping the etiology and symptomatic presentations of neurodevelopmental conditions, including Autism Spectrum Disorder (ASD), Intellectual Disabilities, Attention Deficit Hyperactivity Disorder (ADHD), and Cerebral Palsy.

Following the clinical briefing, the cohort undertook a structured tour of the academy's multi-tiered intervention framework. Students first inspected the Early Intervention division, designed for children aged two to five, which emphasizes foundational self-care routines and basic behavioral habits. Moving to the primary tiers for ages six to fourteen, the students observed special educators delivering specialized basic literacy, numeracy, and environmental orientation lessons alongside targeted physical therapy for motor deficits. The advanced phase of the tour highlighted the academy's Pre-Vocational and Vocational training facilities for individuals aged fifteen and above. This department prepares students for mainstream open schooling while teaching self-sustaining crafts like tailoring, embroidery, and the manufacturing of eco-friendly candles, soaps, and paper bags.

A critical component of the field training required the undergraduate students to conduct one-on-one diagnostic practice using the Vineland Social Maturity Scale (VSMS). This exercise allowed participants to measure social age and competence values against standard theoretical indices. Department organizers noted that the field visit successfully sensitized the prospective psychologists to therapeutic realities, bridging classroom diagnostics with clinical empathy.

Aviation Management Students Analyze Global Supply Chains at IKEA Logistics Hub



To study large-scale international distribution models and real-world cross-functional operations, the Department of Aviation Management organized an industrial field visit to the IKEA store in Nagasandra on Wednesday. The five-hour corporate excursion engaged 65 fifth-semester undergraduate BBA Aviation students, aiming to connect academic supply chain theory with global retail logistics.

The student delegation arrived at the facility—recognized as India’s largest IKEA retail outlet—at 10:00 AM for an operational briefing led by the store’s management team. Executives introduced the cohort to the multinational’s core business philosophy and standard safety protocols before detailing how retail inventory management correlates with the strict precision tracking required in aviation logistics.

During a guided facility tour, the students investigated the commercial mechanics of the firm’s famous self-service layout. Floor managers demonstrated the functional integration of unique alpha-numeric item codes, which allow consumers to navigate the showroom and retrieve flat-packed inventory independently, minimizing floor-staff dependency.

The primary instructional phase focused on the automated high-bay warehouse operations. The logistics manager detailed the brand’s reliance on “Just-In-Time” (JIT) replenishment principles, illustrating how digital data analytics and barcode tracking coordinate global supplier networks with local distribution channels to keep inventory lean while eliminating waste.

Additionally, the tour extended into the in-store food and hospitality division, where students evaluated large-scale catering operations, strict food hygiene maintenance, and high-volume customer handling systems. Faculty coordinators noted that the field project successfully highlighted how technology integration, rigid warehouse tracking, and customer-centric design optimize terminal workflows—providing critical operational benchmarks for the prospective aviation professionals.

Aviation Management Students Study Precision Aerospace Manufacturing at Indo-MIM



To observe the practical intersection of high-precision engineering and advanced supply-chain mechanics, the Department of Aviation Management organized an industrial field visit to Indo-MIM Pvt. Ltd. on Saturday. The six-hour corporate field trip engaged 40 third-semester undergraduate BBA Aviation students, focusing on the rigorous manufacturing and quality control standards required by global high-tech industries.

The student delegation arrived at the facility at 8:30 AM and was inducted via an overview assembly in the corporate conference room. Technical executives introduced the cohort to the multinational firm's global market presence as a premier developer of Metal Injection Molding (MIM) technology. This specialized manufacturing capability supplies critical, high-tolerance components to the global aerospace, automotive, medical instrument, and defense sectors.

The primary instructional track traced the complete lifecycle of component fabrication. Company specialists guided the students through the high-volume production floor, deconstructing sequential stages from initial raw material compounding and precision injection molding to thermal sintering, finishing, and automated micro-metric inspection. The tour highlighted how advanced plant automation, digital workflows, and integrated operations planning maximize production yields while containing component variation.

Furthermore, the delegation examined the facility's aerospace-grade quality management systems and strict industrial safety protocols. The company's marketing manager hosted a dedicated product line briefing, illustrating how rigorous testing benchmarks and interdepartmental coordination insulate global aviation supply chains from component failure.

Faculty organizers noted that the enterprise successfully bridged theoretical classroom modules on operations planning and total quality management with live, high-tech industrial execution, preparing the aviation management graduates for technical roles in aviation logistics and aerospace procurement.

Management Students Study Heritage Manufacturing and Value Chains at KSIC Mysore



To study the structural integration of heritage textile manufacturing, specialized quality control, and premium brand pricing, the Department of Management organized an intensive industrial field visit to the Karnataka Silk Industries Corporation Ltd. (KSIC) production facility on Monday. The 15-hour educational journey engaged 48 third- and fifth-semester undergraduate BBA students.

The cohort departed from the college campus early in the morning at 6:30 AM, arriving at the historic state-owned enterprise in Mysore to begin the plant layout orientation. To comply with strict industrial security and intellectual property protocols, students deposited their mobile devices before entering the main administrative concourse. Plant security personnel and local law enforcement officers received the delegation, dividing the trainees into structured batches of 25 to maintain regulatory safety standards on the production floor.

A senior plant engineer led the technical walkthrough, tracing the complete industrial lifecycle of the iconic Mysore Silk brand. The instructional track covered the initial sourcing and testing of silkworm cocoons, automated reeling, thread twisting, and the chemical dynamics of the dyeing and drying chambers. Students observed the operation of specialized weaving looms, learning how the facility integrates pure silk threads with high-grade commercial zari containing genuine silver and gold threads.

The technical briefing detailed the macroeconomic and operational factors behind the high cost and market value of premium traditional textiles. The interactive session allowed the management students to discuss supply-chain logistics, raw material procurement, and quality assurance benchmarks with the factory's operational staff.

The extensive field project concluded with a formal assembly outside the factory gates, where students discussed upcoming corporate internship pathways, institutional project placements, and entrepreneurial opportunities in the textile and luxury retail sectors. Department organizers noted that the field study successfully connected textbook concepts of operations management and workplace safety regulations with a live, high-volume production ecosystem.

BBA Students Analyze Dairy Supply Chains and Processing Automation at MYMUL Mysore



To study the real-world application of cold-chain logistics, food safety compliance, and high-volume operations management, the Department of Management organized an industrial field visit to the Mysore Milk Union Limited (MYMUL) production facility on Monday. The 15-hour educational excursion engaged 48 third- and fifth-semester undergraduate BBA students.

The cohort departed from the campus at 6:30 AM, arriving at the cooperative dairy plant in Mysore to observe mass-production workflows. To maintain strict statutory hygiene and intellectual property standards, students left their mobile devices on the transit vehicles before entering the facility. Plant officials received the delegation at the administrative block, dividing the trainees into structured batches of 25 to ensure optimal coordination and safety on the processing floor.

A production executive directed the technical walkthrough, tracing the complete lifecycle of dairy processing. The instructional track began at the reception bays, where raw milk arrives from regional village cooperative societies to undergo immediate digital quality and purity testing. Students observed automated pipelines handling sequential phases of pasteurization, homogenization, rapid packaging, and blast cold-storage. The briefing also deconstructed the production mechanics behind value-added dairy derivatives, including butter, ghee, curd, and flavored milk.

The interactive field session allowed the management students to analyze MYMUL's cooperative supply-chain logistics and market distribution networks. Discussions focused on how the organization maintains uncompromised quality control benchmarks and strict regulatory compliance under fluctuating raw material input volumes.

The site visit concluded with a professional review session addressing future corporate internship pathways, industry employment trends, and independent entrepreneurial requirements within the agro-processed food sector. Department organizers noted that the project successfully bridged textbook principles of operations planning and total quality management with a live, fast-moving consumer goods ecosystem.

M.Com Scholars Study Corporate Governance and Heavy Assembly Lines at L&T Facility



To evaluate large-scale corporate governance models, human capital asset management, and high-volume industrial cost accounting, the Department of Commerce PG organized an advanced industrial field study at the L&T Construction Equipment Limited facility on Tuesday. The six-hour technical program engaged 10 postgraduate M.Com scholars across the first and third semesters.

The specialized field visit was engineered to connect textbook macroeconomic theories and operational accounting frameworks with the practical realities of a leading Indian multinational conglomerate. The instructional track commenced at 9:00 AM with an executive briefing led by Mr. Sathish, Head of Human Resources at the Doddaballapura facility. Mr. Sathish deconstructed L&T's global corporate hierarchy, focusing on the financial and administrative structures that govern its multi-sector infrastructure, hi-tech manufacturing, and service portfolios. The presentation detailed the organization's talent pipeline investments, including specialized corporate training budgets for Graduate Engineer Trainees (GETs) and Management Trainees (MTs). Additionally, the briefing focused on the capital allocations necessary to integrate industrial internet-of-things (IoT) architecture, predictive maintenance data analytics, and automated workplace safety protocols within heavy production frameworks.

Following the executive panel, the postgraduates undertook a structural walk-through of the heavy machinery manufacturing floor. Scholars analyzed the plant's capital layout, which is systematically optimized for lean material flow to compress manufacturing cycle times. The technical inspection traced industrial assembly tracks, focusing on the fabrication of heavy pressure vessels, electronic switchgear lines, and heavy component casting.

Scholars directly observed cost-control benchmarks and total quality management operations, reviewing heavy automation systems—including robotic welding units and CNC machining centers—alongside specialized non-destructive testing (NDT) stations. Department coordinators noted that the project successfully reinforced advanced managerial accounting concepts, instructing the postgraduate commerce scholars on how multi-layered corporate regulations, technological data streams, and automated safety standards dictate financial efficiency in global engineering sectors.

Aviation Management Students Complete Intensive Four-Day Residency at Belagavi Airport



To bridge the gap between classroom administrative theory and the complex operational realities of modern airfield management, the Department of Aviation Management conducted an intensive four-day industrial residency at Belagavi Airport. The comprehensive field training program, which ran from October 28 to October 31, engaged 42 fifth-semester undergraduate BBA Aviation students in daily technical tracks spanning both landside and airside airport operations.

Operating under the theme “Bridging Classroom Knowledge with Real-World Aviation Operations,” the residency was structured in collaboration with the Airports Authority of India (AAI). On the opening day, the Airport Director inaugurated the program with an exhaustive infrastructure brief detailing terminal capacity, regional connectivity growth, and statutory security protocols. Following initial security clearances, students completed landside terminal tracking, evaluating check-in queues, automated baggage handling systems, and Security Hold Area (SHA) passenger flow management.

The technical focus shifted airside on the second day, where students analyzed apron logistics, aircraft taxiway positioning, and ramp safety protocols. Ground handling specialists hosted a live demonstration of Ground Support Equipment (GSE) deployment during rapid aircraft turnaround cycles, detailing fuel replenishment safety, weight-and-balance parameters, and cargo loading mechanics. The tracking concluded at the airport’s dedicated Fire and Rescue Unit with a live display of emergency response drills and specialized airfield firefighting vehicles.

The third day deconstructed Air Traffic Management (ATM) and terminal navigation aids. Accumulating field data inside the Air Traffic Control (ATC) tower, the cohort observed live radar surveillance tracking and radio communication protocols utilized by controllers to sequence commercial arrivals and departures safely. This was paired with a laboratory briefing at the Meteorological Department regarding meteorological data integration in flight scheduling, followed by an evening seminar on airport infrastructure expansion and sustainable solar-energy practices.

The residency concluded on Friday with an administrative review tracking commercial concessionaire agreements, revenue management, and Directorate General of Civil Aviation (DGCA) statutory compliance. Following a student-led feedback session and a formal distribution of completion certificates, a student representative delivered the official institutional vote of thanks to the AAI authorities. Faculty organizers noted that the immersion successfully developed the operational data-literacy and emergency-management competencies mandatory for upcoming corporate airport placements.

Physics Scholars Inspect State-of-the-Art Material Characterization Arrays at JNCASR



To expose foundational science students to high-level experimental methodologies and deconstruct the core analytical instrumentation driving modern condensed-matter research, the Department of Physics organized an advanced laboratory field study. The extensive eight-and-a-half-hour academic residency took place on Friday at the Jawaharlal Nehru Centre for Advanced Scientific Research (JNCASR), engaging a delegation of 53 undergraduate (BSc) and postgraduate (MSc) physics scholars alongside faculty mentors.

The immersive program was engineered to bridge the gap between standard university textbook derivations and active macroscopic material science innovations. Faculty coordinators Mr. Chirag and Mr. Shubham guided the student cohort through the premier multidisciplinary campus, which operates under the aegis of the Department of Science and Technology (DST), Government of India. The visit was systematically mapped out to demystify the specialized workflows, data extraction systems, and eligibility criteria governing national integrated-PhD and institutional project fellowships.

The primary focus of the industrial tour was an extensive walkthrough of JNCASR's central characterization and material fabrication facilities. Technicians and research scholars hosted live operational demonstrations across multiple advanced sub-units. In the microscopy and surface morphology divisions, students examined the atomic-scale imaging capabilities of High-Resolution Transmis-



sion Electron Microscopy (HR-TEM)—including electron energy-loss spectroscopy (EELS)—and Field Emission Scanning Electron Microscopy (FE-SEM) integrated with energy-dispersive X-ray (EDX) elemental analysis.

The cohort then audited advanced spectroscopy and surface-state electronics suites. In these tracks, researchers demonstrated how X-ray Photoelectron Spectroscopy (XPS) maps surface valence states and thin-film oxidation chemistry, while Raman and Fourier Transform Infrared (FTIR) spectroscopy arrays function as non-destructive fingerprinting tools for carbon polymers and semiconductors. The tracking extended into thermodynamic and electronic transport laboratories, where students observed specialized material testing platforms, including Thermogravimetric Analysis (TGA), Differential Scanning Calorimetry (DSC), Physical Property Measurement Systems (PPMS) for low-temperature electrical resistivity, and ultra-sensitive SQUID Magnetometry used to probe spintronic materials.

Beyond advanced instrument profiling, the physics scholars toured a specialized class-100 Clean Room Facility to observe automated thin-film fabrication and molecular beam epitaxy layouts. The academic itinerary also included an interactive tour of the Chem Expo, a diagnostic briefing at the JNCASR administrative authority on competitive research entry standards (such as IISc, IITs, and TIFR benchmarks), and a historical walkthrough near Prof. C.N.R. Rao's office to trace the evolution of Indian solid-state physics.

The field residency concluded with a collaborative photograph in front of the Prof. C.N.R. Rao Hall of Fame. Department administrators noted that the extensive multi-disciplinary exposure successfully stimulated student research mindsets, providing the upcoming physics graduates with an empirical template to pursue advanced experimental research and competitive global scientific careers.

Criminology Seniors Analyze Restorative Justice Frameworks at Madiwala Juvenile Board




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To evaluate the statutory implementation of restorative justice models and analyze specialized diversionary systems, the Department of Criminology and Forensic Science conducted an advanced field study at the state-run Juvenile Justice Board (JJB) and Observational Home on Monday. The six-hour and forty-minute intensive clinical field deployment engaged a delegation of 57 fifth-semester Bachelor of Arts criminology seniors.

The field operation was engineered to contrast formal adult penal frameworks with the care, protective, and non-punitive methodologies mandated under the Juvenile Justice (Care and Protection of Children) Act, 2015. To optimize training met-



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rics while maintaining institutional compliance, administrators divided the student delegation into two rotating clinical batches upon arrival at the Madiwala security facility.

The baseline track began inside the temporary detention and observational units. Institutional officers, including Ms. Supriya, oriented the scholars on intake evaluation protocols, where juveniles undergo initial one-month psychological and behavioral assessments by probation officers and licensed counselors. Criminology seniors inspected the plant's security layouts, residential blocks, and specialized vocational zones, analyzing how structured therapies—such as fine arts, painting, and craft-based labor—are deployed to stabilize emotional dysregulation and counter past socio-economic traumas.

The cohort tracked the operational pipeline of long-term reformatories, analyzing how multi-year rehabilitation schemes for repeat or serious offenses synthesize formal education, discipline indexing, and family-reintegration protocols to mitigate recidivism without imposing retributive penal sentences.

The secondary phase transitioned into the specialized judicial chambers of the Juvenile Justice Board. Adv. Anant Krishna briefed the students on the non-adversarial composition of the bench, which balances judicial oversight with community psychology by seating a Metropolitan Magistrate alongside two independent social workers.

In a rare academic privilege, the senior scholars were granted security clearance to sit inside the confidential courtroom to observe an active juvenile case hearing. Students analyzed the relaxed, child-friendly layout of the tribunal and observed the non-stigmatizing, private cross-examination workflows utilized to protect the legal rights and identity of young offenders.

The educational visit concluded following an extended diagnostic debrief with board magistrates and child welfare officers. Students engaged in a strategic question-and-answer loop regarding counseling efficacy, parental accountability structures, and the post-release monitoring challenges faced by correctional administrators.

Department advisors noted that the immersive field tracking successfully updated the students' forensic literacy, teaching upcoming criminologists how interdisciplinary legal and psychological interventions are executed in real-time to convert juvenile offenders into rehabilitated citizens.

Media Scholars Audit Live Broadcast Workflows and Production Controls at News18 Kannada



To convert theoretical broadcast journalism concepts into clear, real-time data and analyze the multi-layered production pipelines of mainstream television networks, the Department of Journalism and Mass Communication orchestrated a technical field residency. The three-hour specialized media immersion took place on Wednesday morning at the regional headquarters of News18 Kannada in Bengaluru, engaging a select delegation of 24 media scholars spanning the first-semester BA PJE (Psychology, Journalism, English) and both first- and third-semester MA Journalism programs.

The industry residency was structured to strip away the abstractions of television reporting coursework, exposing students to the fast-paced coordination, content curation systems, and ethical boundaries that define live regional broadcasting. Upon entering the network's media plant, the university cohort was received by members of the editorial board and senior engineering technicians to begin a deep-dive tour of the facility's core operational nodes. The initial tracking module commenced inside the central newsroom. Program Producer Ms. Amitha hosted a structural orientation, tracking how journalists execute story research, cross-verify breaking wire updates, and format scripts for twin broadcast and digital distribution channels. Students evaluated the intense timeline demands of a real-time newsroom, observing how journalists manage psychological pressure and maintain strict factual integrity under rolling breaking news cycles.

The journalism students then shifted to the high-security engineering units, auditing the Production Control Room (PCR) and the specialized video editing bays. Technical crew members deconstructed the synchronization mechanics required to seamlessly blend incoming live satellite feeds, real-time lower-third graphics, multi-track audio engineering, and studio video outputs into a single broadcast stream. In the editing suites, scholars examined how professional non-linear editing software is deployed to rapidly compress raw field reporting footage into scannable, high-impact news packages.

The centerpiece of the media visit took place within the main broadcast studio. The student delegation observed live, real-time bulletin anchoring, tracking the operational interplay between the anchor, automated teleprompter arrays, robotic camera setups, and chroma-key green screens. This firsthand exposure highlighted the precision, timing metrics, and non-verbal control mechanics necessary to anchor live national programs.



The field residency concluded with a collaborative round-table discussion featuring senior anchors, editors, and technical directors. The media professionals addressed the current structural shifts occurring as traditional broadcast networks integrate with AI-driven digital distribution channels. The panel answered students' questions regarding contemporary fact-checking protocols used to fight misinformation, the daily challenges of field reporting, and the core ethical responsibilities of modern journalists.

Following a group photograph with the network's production team, the faculty advisors concluded the field track at 12:00 PM. Department executives noted that the comprehensive media audit successfully upgraded the students' professional portfolios, providing both the undergraduate and postgraduate blocks with the practical technical insights mandatory for modern broadcast and digital media careers.

Media Scholars Cover Live Press Briefing and Audit Information Dissemination Protocols at Bengaluru Press Club



To expose foundational media students to the operational dynamics of real-time news retrieval and deconstruct the institutional role of media hubs in democratic oversight, the Department of Journalism and Mass Communication executed a strategic field placement. The three-hour professional residency took place on Wednesday morning at the historic Press Club of Bengaluru inside Cubbon Park, engaging a selected detachment of 24 journalism scholars representing the first-semester BA PJE (Psychology, Journalism, English) alongside the first- and third-semester MA postgraduate cohorts.

The clinical field deployment was engineered to transition students from passive classroom media analysis into the high-velocity, adversarial environment of active information dissemination. The primary focus of the site visit was to observe the Press Club's systemic function as an open forum for public dialogue, political accountability, and the safeguarding of constitutional press freedoms within Karnataka's socio-political framework.

The academic itinerary immediately integrated the student reporters into an active, live-wire state press conference. The cohort covered an intense, high-profile briefing where senior leaders of the Kuruba community mounted a public critique against Chief Minister Siddaramaiah. The regional delegates publicly disputed the Chief Minister's claims regarding his personal fiscal and administrative responsibility for the development of critical community institutions, including the Kuruba Sangha infrastructure in Gandhinagar and the Kaginele Kanakaguru Peetha.

Working alongside veteran state correspondents, photojournalists, and broadcast camera crews, the journalism students actively tracked the event. They observed how senior leaders articulated their historical counter-narratives, documented how press statements are systematically recorded under tight deadlines, and analyzed the real-time interaction between political actors and investigative beat reporters.

Following the formal adjournment of the political briefing, the department organized a specialized interactive roundtable session with the club's senior correspondents, editors, and



photojournalists. The panel of media veterans deconstructed the structural challenges facing contemporary regional journalism, exploring the operational pressures of breaking news cycles, fact-checking workflows designed to counter digital misinformation, and the preservation of absolute objectivity during sensitive communal reporting.

The discussion also explored the ethical responsibilities of modern journalists, detailing how press clubs act as mutual legal and professional support networks to insulate independent reporters from political intimidation or commercial censorship. The field tracking concluded at 12:00 PM with a collaborative group photograph featuring the journalism faculty and the student contingent on the club grounds.

Department coordinators noted that the immersive field engagement successfully updated the students' professional portfolios, providing both the undergraduate and postgraduate blocks with the practical reporting instincts, shorthand documentation habits, and networking channels mandatory for competitive careers in modern print, broadcast, and digital journalism ecosystems.

Psychology Scholars Analyze Neurodevelopmental Intervention Frameworks and Administer VSMS Metrics at Asha Foundation



To bridge theoretical child psychopathology coursework with live observational analysis and train emerging researchers in structured neurodevelopmental assessment metrics, the Department of Psychology executed a clinical field placement. The three-hour field residency took place on Friday morning at the Asha Foundation, a premier regional non-profit academy dedicated to empowering individuals with intellectual and developmental disabilities (IDD), engaging a selected detachment of 26 third-semester Bachelor of Arts (BA) Psychology scholars.

The off-campus clinical tracking was organized under the strategic theme of “Childhood Disorders,” establishing an evidence-based overview of long-term rehabilitation pipelines. Faculty mentor Ms. Janhvi Thakur guided the undergraduate cohort through the facility, mapping out the multi-disciplinary structures—including specialized education systems, physical therapies, speech interventions, and occupational vocational loops—that protect pediatric patients from systemic social exclusion.

The clinical orientation launched at 10:00 AM under the direction of Ms. Priya Vijayan, the resident Clinical Psychologist. Ms. Vijayan established strict institutional compliance guidelines before breaking down the diagnostic profiles of prevalent childhood neurodevelopmental conditions, contrastive phenotypes, and clinical presentations across Autism Spectrum Disorder (ASD), Intellectual Disability (ID), Attention-Deficit/Hyperactivity Disorder (ADHD), and Cerebral Palsy (CP).

Following the baseline diagnostic briefing, the psychology scholars traced the institution’s developmental stage-wise classroom layouts. The tracking began inside the early intervention units (ages 2 to 5 years), where educators utilize behavior modification to build core self-regulation and basic functional habits such as handwashing, bathroom schedules, and fine-motor coordination.



The cohort then audited Primary Levels 1 and 2 (ages 6 to 14 years), observing how special educators break down cognitive learning steps to teach alphabets, numeracy, and time-tracking, alongside integrated physiotherapy setups designed to counter muscular and neurological deficits.

The secondary phase of the clinical visit transitioned into the pre-vocational and vocational training centers (ages 15 years and above). Scholars analyzed how the academy facilitates economic independence by preparing capable students for mainstream certifications via the National Institute of Open Schooling (NIOS), or training them in standardized micro-enterprise production.

Students observed individuals creating commercial crafts, tracking production workflows for handmade candles, paper bags, artisan soaps, chemical disinfectants, embroidery, and tailored handbags. To support the community center's self-sustaining model, the university delegation purchased multiple products crafted by the trainees.

To fulfill their practical curriculum requirements under strict clinical supervision, the BA scholars engaged with the children one-on-one to administer the Vineland Social Maturity Scale (VSMS). The student clinicians utilized the scale to evaluate individual social ages, isolate adaptive behavior scores, and calculate social quotients (\$SQ\$) across critical domains like self-help, communication, socialization, and locomotion.

To maintain strict ethical boundaries and guarantee patient data privacy, the facility restricted internal photography of classrooms or minor students. The clinical track concluded at 1:00 PM with a formal debriefing and an official group photograph on the complex grounds.

Department coordinators noted that the field residency successfully updated the students' diagnostic portfolios, providing the upcoming psychology graduates with the hands-on testing habits, field documentation experience, and clinical empathy mandatory to lead advanced behavioral healthcare tracks.

BBA Students Gain Real-World Tech Insights at Bangalore Tech Summit



Students from the first semester of the BBA program at the Acharya Institute of Graduate Studies recently participated in an industrial visit to the Bangalore Tech Summit, held at the Bangalore International Exhibition Centre (BIEC) on November 19, 2025. This visit was organized by the Department of Management to bridge the gap between classroom theory and the rapidly evolving demands of the global corporate landscape.

The summit, themed “Reinventing India’s Tech Future Through AI, Automation & Innovation,” provided a high-impact environment for 40 students to engage with global technology leaders, unicorn founders, and industry policymakers. With over 300 companies in attendance, the event offered a comprehensive showcase of cutting-edge developments, ranging from industrial robotics and FinTech analytics to advancements in HealthTech and smart city infrastructure.

For the BBA cohort, the experience emphasized the critical integration of technology in modern business management. The students explored how AI-driven tools and data analytics are currently transforming core functions such as finance, marketing, human resources, and operations. Key takeaways from the visit highlighted that today’s business professionals must be proficient in advanced data tools—including Power BI, SQL, and financial modeling—to remain competitive in a digital-first economy.

The visit served as a pivotal learning opportunity, allowing students to observe how innovative ideas are presented and evaluated in a real-world setting. By interacting with industry experts, the participants gained clarity on essential employability skills and the technological competencies required for future career success.

The initiative concluded on a highly positive note, with student feedback indicating the visit was an exceptionally informative experience. This industrial exposure has not only provided the students with a deeper understanding of industry trends but has also motivated them to align their academic pursuits with the practical requirements of the professional world.

Commerce Students Explore Global Consulting Standards at Grant Thornton



Third-semester ACCA students from the Department of Commerce at the Acharya Institute of Graduate Studies recently participated in an institutional visit to the Grant Thornton office at Bagmane Tech Park, Bengaluru. Held on November 29, 2025, the eight-hour program provided students with an immersive look into the operations of a leading global professional services firm.

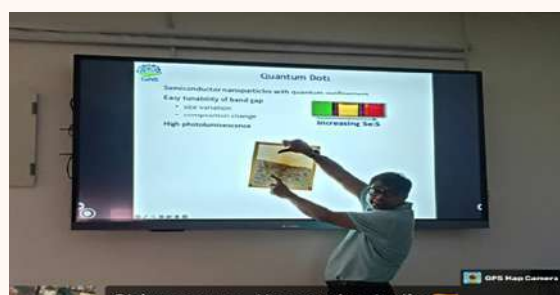
Under the theme “Achieving Problem–Solution Fit,” the visit focused on how elite consulting firms analyze client needs and develop strategic solutions. The day commenced with an orientation led by Ms. Fathima Imraz, who introduced the students to the firm’s rich history, core service lines in audit and tax, and the ethical standards that define its corporate culture.

A significant portion of the visit was dedicated to professional development and career planning. Ms. Sanmeet Kaur conducted an insightful virtual session on the ACCA qualification, highlighting its global relevance across 180 countries. She provided students with a comprehensive roadmap for their journey from registration to membership, emphasizing the critical skills—such as financial reporting, data analytics, and professional judgment—required to excel in competitive finance roles.

Complementing the technical discussions, Ms. Surbhi Trehan addressed the vital role of soft skills in the workplace. Through interactive exercises, students explored the importance of interpersonal communication, professional etiquette, and team collaboration. These skills, she noted, are essential for effectively executing solutions and thriving in high-stakes corporate environments.

The visit concluded with informal networking and a tour of the workplace, offering students a rare glimpse into a modern professional environment. The overwhelming feedback from the participants described the event as an excellent learning experience, noting that the exposure to real-world corporate practices has significantly boosted their confidence as they prepare for their professional careers in finance and consulting.

M.Sc. Chemistry Students Explore Advanced Nanomaterials at CeNS



Students and faculty from the Department of Chemistry at the Acharya Institute of Graduate Studies recently conducted an industrial visit to the Centre for Nano and Soft Matter Sciences (CeNS) in Bengaluru. Held on November 28, 2025, the visit provided 30 students from the first and third semesters of the M.Sc. Chemistry program with a comprehensive look at cutting-edge research in nanoscience and materials technology.

Led by Head of Department Dr. Sumathi R.B., alongside Dr. Shakeel Nawaz S. and lab instructor Ms. Sneha, the group spent the day immersed in the high-tech research environment of the CeNS campus. The visit aimed to bridge the gap between classroom theory and real-world scientific practice, offering students direct exposure to sophisticated instrumentation. During the laboratory tour, technical staff provided detailed demonstrations of various tools, including the X-Ray Diffractometer, Atomic Force Microscope (AFM), UV-Vis Spectrophotometer, and electrochemical workstations. Participants were also shown advanced fabrication technology, such as 3D powder mixers and printers, which are essential to modern material research.

The academic segment of the visit featured a keynote address by Prof. Bhagavatula L.V. Prasad, Director of CeNS, who outlined the institution's current research focus. This was followed by an interactive session with Dr. Pralay, who utilized live demonstrations to explain the complexities of quantum dots and nanomaterials. These interactions encouraged students to engage deeply with the science, sparking inquiries about experimental procedures and potential industrial applications.

Beyond technical training, the visit offered a pathway for future professional growth. CeNS staff briefed the students on potential internship and research opportunities, providing a roadmap for those interested in pursuing careers in advanced material science post-graduation. The day concluded with a formal vote of thanks from Dr. Sumathi R.B., who highlighted the importance of such collaborative engagements. The visit was widely praised by the students, who noted that the hands-on exposure to advanced technology significantly deepened their understanding of how theoretical chemistry translates into meaningful scientific innovation.

MBA Students Explore Dairy Operations at BAM-UL Industrial Visit



As part of an ongoing commitment to experiential learning, 79 first-semester MBA students from the Acharya Institute of Graduate Studies (AIGS) undertook an industrial visit to the Bengaluru Milk Union Limited (BAMUL) facility on Friday. The day-long program was designed to bridge the gap between classroom management theory and the complex operational realities of one of India's largest dairy cooperatives.

Operating under the theme “Behind the Brand: The Nandini Experience,” the visit provided students with an in-depth look at the entire value chain of dairy production. The tour encompassed the entire spectrum of operations, starting from the procurement of milk from village-level cooperative societies to the sophisticated processes of pasteurization, homogenization, and automated packaging. Students were given exclusive access to the facility's production lines and cold-storage infrastructure, gaining a first-hand perspective on the rigorous hygiene and quality-control standards that sustain the Nandini brand.

Beyond the technical aspects, the visit offered significant academic value through an interactive session with BAMUL's production management team. Senior managers provided students with insights into the cooperative's strategic framework, including inventory management, demand forecasting, and the intricate logistics involved in supplying milk across a metropolitan area like Bengaluru. The discussion also covered the cooperative's vital role in supporting farmers and the broader marketing strategies used to maintain its competitive edge in the FMCG sector.

The visit concluded with a spirited Q&A session, allowing students to engage with industry professionals on potential career paths in operations and supply chain management. Post-visit evaluations were overwhelmingly positive, with all participants rating the experience as highly valuable. By witnessing the intersection of cooperative management and industrial efficiency, the students gained a clearer understanding of the strategic decision-making required to manage large-scale operations in a dynamic market.

Psychology Students Gain Practical Insights Through Clinical Visit to Maarga Mind Care



Thirty-two postgraduate students from the Department of Psychology recently participated in an industrial visit to Maarga Mind Care, an initiative designed to bridge the gap between classroom theory and real-world clinical application. The three-hour program, coordinated by Assistant Professor Dhruvya Manoj, provided students with an immersive look at the daily operations of a professional psychiatric facility.

The visit focused on familiarizing students with the complex ecosystem of modern mental health care, covering the functional differences between outpatient and inpatient departments, as well as specialized rehabilitation services. Under the guidance of the clinic's multidisciplinary team—which includes psychiatrists, psychologists, speech therapists, and occupational therapists—the students observed the nuances of clinical presentation and the rigorous process behind patient diagnosis and individualized treatment planning.

A significant portion of the visit was dedicated to understanding evidence-based interventions. Students explored the application of Cognitive Behavioral Therapy (CBT) and various psychotherapeutic approaches, while also gaining rare, controlled exposure to technical aspects of care, such as the administration of Electroconvulsive Therapy (ECT) and the management of psychiatric intensive care units. These interactions highlighted the importance of a biopsychosocial approach, where psychiatrists and therapists work in tandem to address conditions ranging from schizophrenia and bipolar disorder to severe anxiety and substance use disorders.

Beyond technical knowledge, the visit emphasized the development of ethical sensitivity. Discussions centered on the critical need for confidentiality, professional rapport, and patient-centered care. By observing the collaborative dynamics between different mental health professionals, the participants gained a clearer understanding of their future roles within a clinical environment. The event concluded with an interactive session, allowing students to engage directly with experts, effectively transforming abstract academic concepts into tangible clinical skills. The department noted that this practical exposure was instrumental in preparing students for their upcoming careers in clinical psychology.

BBA Students Gain Real-World Insights During Industrial Visit to Hindustan Coca-Cola



To bridge the gap between classroom theory and industrial reality, the Department of BBA organized an educational visit for 60 second-semester students to the Hindustan Coca-Cola Beverages Private Limited plant in Bidadi on January 27, 2026. The five-hour excursion offered participants a comprehensive look at the sophisticated manufacturing processes behind one of the world's most recognizable beverage brands.

Upon arrival, students underwent a rigorous orientation and safety briefing, emphasizing the stringent operational protocols maintained within the facility. For the tour, the cohort was divided into groups of 30, led by company representatives who provided a step-by-step walk-through of the production journey.

The students observed the entire transformation process, beginning with the meticulous purification of water through advanced filtration, softening, and chlorination. A key highlight for many was learning about the highly secured areas where the iconic Coca-Cola syrup is prepared. The tour continued through the high-speed automated lines where containers are sterilized, filled, capped, and labeled. The visit concluded with a demonstration of the final packaging and distribution stages, illustrating the seamless flow from raw ingredients to finished goods ready for the retail market.

Beyond the technical processes, the visit provided students with valuable exposure to professional industrial environments. It allowed them to interact with industry personnel and gain a better understanding of the diverse job roles and career pathways available within large-scale manufacturing.

Feedback collected from the participants highlighted the success of the initiative, with over 96 percent of respondents rating the visit as either informative or highly informative. By witnessing the scale and precision of operations at the Bidadi facility, students returned to campus with a clearer perspective on global business practices and a practical appreciation for the complexity of modern industrial supply chains.

WORKSHOPS

- Computer Application Students Engineer Web Architectures at Full Stack Workshop
- Journalism Students Confront Synthesized Information at Media Verification Workshop
- Criminology Department Hosts Senior Defense Psychologist for Military Career Workshop
- Social Work Department Hosts Data Literacy Workshop to Advance Research and Fieldwork Documentation Metrics
- Psychology Department Hosts Special Educators for Deep-Dive Seminar on Autism Spectrum Dynamics and Neurodiversity
- Psychology Department Hosts Dementia India Alliance for Advanced Neurodegenerative Screening and Advocacy Clinic
- Aspiring Journalists Master Visual Storytelling at Photojournalism Workshop
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- Journalism Students Gain Broadcast Expertise in Multi-Camera Production Workshop
- MBA Students Master Strategic Planning at 'Goal Setting' Workshop
- MBA Students Explore Data-Driven Decision Making at Analytics Workshop
- Psychology Students Advance Research Competencies at Methodological Workshop
- MBA Students Gain Corporate Treasury Insights at Forex and Derivatives Workshop



Computer Application Students Engineer Web Architectures at Full Stack Workshop



To enhance specialized technical capabilities and bridge the gap between abstract programming theory and enterprise-level software implementation, the Department of Master of Computer Applications (MCA) at Acharya Institute of Graduate Studies conducted an intensive hands-on workshop titled "Full Stack Development." Held across the department computer laboratories (AI032Fo3 and I032Fo4) in the AIGS Block II on Friday, the six-hour technical training program engaged 73 postgraduate software engineering students.

The seminar focused on cutting-edge agile frameworks, specifically analyzing Python-based application development pipelines integrated with relational database architectures. Dr. Vibinchandar Selvaraj, Head of the MCA Department, inaugurated the laboratory tracks at 9:30 AM, emphasizing the growing industry demand for developers who can seamlessly navigate both client-side interfaces and server-side data operations.

The technical training modules were directed by Senior Project Engineer Ms. Akshitha R, who led a specialized engineering delegation from Pantech Solutions Private Limited, alongside co-trainers Ms. Kiruthika and Mr. Murali. The initial instructional phase deconstructed full-stack engineering architecture, mapping out the synchronous pipelines required to bind user interfaces to back-end services.



Participants were introduced to Streamlit, an open-source Python framework that allows software engineers to build interactive data scripts and graphical user dashboards rapidly, bypassing traditional HTML, CSS, and JavaScript configurations. A subsequent core lab block reviewed object-oriented Python scripting essentials, emphasizing modular code organization, exception handling routines, virtual deployment environments, and the optimization of data dependencies using NumPy and Pandas analytics libraries.

During the practical development tracks, the students designed data-driven user interfaces using integrated interactive components, including logical data entry forms, operational buttons, and dynamic display widgets. The technical workshop culminated in a deep-dive database connection seminar. Working with native Python database connectors, the student developers successfully mapped their Streamlit applications to a secure MySQL relational database management system, executing real-time CRUD (Create, Read, Update, Delete) database transactions directly from their custom web configurations.

The day concluded with an evaluation brief and a formal vote of thanks delivered by Associate Professor Dr. Balamurugan M. Following the closing address, Assistant Professor Prof. Rajesh Rao K presented institutional mementos to the industrial trainers to honor their technical contributions. Department executives noted that the training successfully equipped the computer applications graduates with the practical debugging and systems-integration competencies mandatory for upcoming corporate tech placements.

Journalism Students Confront Synthesized Information at Media Verification Workshop



To confront the mounting ethical challenges posed by synthesized information and automated content streams, the Department of Journalism and Mass Communication organized an advanced media-literacy seminar. The three-hour technical workshop, titled “Reality Check: Media in an AI-Generated World,” was held at the AIGS Seminar Hall on Monday, engaging 17 senior undergraduate and postgraduate media scholars.

The seminar targeted the operational vulnerabilities of the modern newsroom, focusing on how generative software alters news gathering, structural verification, and editorial workflows. Ms. Yusha Rahman, a prominent freelance journalist and professional fact-checker, directed the instructional tracks. She deconstructed contemporary media literacy, defining it as an essential professional requirement to identify corporate propaganda, political disinformation, and hyper-realistic synthetic media.

The training framework isolated the structural anatomy of “fake news,” differentiating between benign parody and weaponized fabrications. To address these threats, the laboratory segment transitioned into a practical, hands-on digital verification track. Working live on their laptops, the journalism students deployed specialized forensic software tools, executing reverse image lookups, structural domain tracing, and deep-frame video inspections using advanced verification extensions like InVID.

The presentation led to a highly interactive debate regarding the ethical dilemmas of real-time reporting. Students from the BAPJE and MA JMC tracks challenged the panel on managing editorial speed during fast-moving news cycles without compromising factual integrity.

Following the technical tracks, the Department Head, Prof. Surekha Deepak, joined the assembly for a concluding evaluation brief and an official group photograph. Faculty coordinators noted that the session successfully shifted the student paradigm from simple narrative storytelling toward strict, empirical evidence verification—equipping upcoming media professionals to defend journalistic integrity against algorithmic distortion.

Criminology Department Hosts Senior Defense Psychologist for Military Career Workshop



To introduce undergraduate and postgraduate scholars to strategic vocational pathways in national security, the Department of Criminology and Forensic Science hosted a specialized career seminar. Organized in collaboration with the institutional Student Welfare Committee and the campus NCC Unit, the two-hour workshop, titled “Exploring Defense Career: A Workshop on Securing National Unity,” was held at the Main Auditorium on Friday, drawing a delegation of 150 students and faculty members.

The orientation track focused on bridging general academic graduation with the rigorous tactical, psychological, and physical benchmarks demanded by the Indian Armed Forces. Program Coordinator Dr. Teju Kumar C inaugurated the assembly, introducing the keynote speaker, Col. George Thomas (Retd.), a Senior Defense Psychologist with over 34 years of active service in the military.

Col. Thomas opened his expert briefing at 11:10 AM by outlining the core values of institutional discipline, emotional stability, and operational leadership. The presentation deconstructed the diverse entry pipelines available to graduate aspirants across the Army, Navy, Air Force, and allied paramilitary divisions. Specifically, the speaker mapped out selection criteria for the National Defence Academy (NDA), Combined Defence Services (CDS), Air Force Common Admission Test (AFCAT), Technical Entry Schemes, Judge Advocate General (JAG) legal branch, and Armed Forces Medical Services.



A major technical segment of the workshop focused on navigating the multi-stage Service Selection Board (SSB) evaluation process. Drawing from his background in military psychology, Col. Thomas detailed the behavioral profiles, stress-vulnerability thresholds, and real-time decision-making metrics evaluated during official interview tracks and psychological testing batteries.

The event concluded following an extensive student interactive loop and an official vote of thanks naming NCC officers Captain Subramanya B and Lieutenant Sowmya. Faculty advisors noted that the training successfully expanded student comprehension of defense-sector job architecture, providing clear academic and physical fitness preparation blueprints for prospective military candidates.

Social Work Department Hosts Data Literacy Workshop to Advance Research and Fieldwork Documentation Metrics

To systematically enhance empirical research frameworks, upgrade data management competencies, and align community fieldwork tracking with contemporary evidence-based practices, the Department of Social Work conducted a specialized technical seminar. The intensive 150-minute hands-on training clinic, titled “Data Analysis using MS Excel for Social Work Students,” took place on Monday morning at the EE & EC Seminar Hall, engaging a joint delegation of 65 undergraduate and postgraduate scholars from the BSW (first, third, and fifth semesters) and MSW (third semester) cohorts.



The technical residency was engineered under the theme “Data Literacy for Social Work Practice and Research.” The curriculum positioned modern spreadsheet data governance as a critical professional asset for social administrators rather than an optional administrative skill, demonstrating how digital systems and structured datasets isolate community-level interventions from subjective evaluation errors.

The program was inaugurated at 11:00 AM by student host Ms. Aathira K (fifth-semester BSW), who delivered the opening remarks. Following a formal welcome address by Ms. Jashica Poonacha (fifth-semester BSW) and a guest introduction by Ms. Sona Paulson (third-semester MSW), the session transitioned into its primary technical track.

Dr. S. Madhusudan, an Assistant Professor from the Department of Social Work at DDGD Vaishnav College in Chennai, served as the principal resource person. He launched the core instructional module by framing the data-to-wisdom continuum, introducing the Data-Information-Knowledge-Wisdom (DIKW) conceptual architecture through established academic frameworks. The presentation deconstructed how raw, contextual facts (Data) are systematically refined into processed, value-added structures (Information) to facilitate strategic professional assessments, which are then enriched by active expertise (Knowledge) and applied ethically to real-world community problem-solving (Wisdom).



To translate this theoretical paradigm into functional technical skills, Dr. Madhusudan distributed an interactive Excel workbook pre-populated with specialized social survey metrics, community case files, and neighborhood assessment data. Working on their personal systems in real time, the students deconstructed the taxonomy of logical test formulas and structured conditional syntax—specifically analyzing nested IF and AND functions.

The speaker provided comprehensive error-isolation guides, teaching the scholars how to identify and debug standard compilation errors, including #NAME, #N/A, #NULL, #REF, #VALUE, #NUM, and #DIV/o! alerts caused by improper cell referencing or faulty data structures.

The final phase of the workshop focused on data visualization strategies. Students practiced converting raw, messy demographic data into clean, scannable graphics, matching specific dataset shapes to appropriate chart types. The session analyzed the strategic deployment of bar charts for long categorical variables, column charts for cross-category value distribution, line graphs for time-series trend tracking, pie charts for proportional allocation, and scatter plots to isolate statistical outliers in social surveys.

The seminar concluded with a student feedback review led by Mr. Daryl Abhishek, after which Mrs. Shashi Kiran Shetty, Head of the Department of Social Work, presented a formal institutional memento to the speaker. Associate Professor Dr. Mirshad Rahman T. M. delivered the official institutional vote of thanks at 1:30 PM. Department coordinators noted that the intensive training successfully expanded the students' research toolkits, equipping the upcoming social workers with the data-literacy foundations required to generate precise, computer-aided project monitoring and evaluation reports.

Psychology Department Hosts Special Educators for Deep-Dive Seminar on Autism Spectrum Dynamics and Neurodiversity



To enhance clinical diagnostic literacy, deconstruct the behavioral mechanics of neurodevelopmental variations, and introduce undergraduate and postgraduate scholars to active rehabilitative intervention protocols, the Department of Psychology hosted a specialized clinical seminar. The three-hour advanced training session, titled “Guest Talk on Autism Spectrum Disorder,” took place on Tuesday morning at the AIGS Hall, drawing a focused academic delegation of 57 UG and PG psychology students and research faculty.

The educational convention was engineered to bridge abstract textbook psychopathology modules with evidence-based, real-world therapeutic practices. Faculty conveners launched the assembly at 10:00 AM, emphasizing that developing a refined, strengths-based understanding of the neurodiversity spectrum is a primary competency for emerging psychologists and mental health professionals aiming to mitigate social stigma and diagnostic delays.

The technical presentation was delivered in collaboration with senior clinical representatives from the Asha Foundation, a prominent regional non-profit academy dedicated to empowering individuals with intellectual and developmental disabilities (IDD) through customized special education, speech therapy, and vocational integration programs.

The resource panel deployed a structured multimedia tracking framework, integrating conceptual slides, real-life video snippets, behavioral case studies, and comparative statistical infographics to simplify complex clinical manifestations. The initial instruction track analyzed the structural updates found in the Diagnostic and Statistical Manual of Mental Disorders (DSM-5) criteria, deconstructing why autism is classified as a multi-tier spectrum with highly variable profiles in intellectual functioning, verbal communication, and independent self-regulation.



The secondary module deconstructed the underlying genetic, environmental, and neurobiological factors that drive spectrum presentations. The speakers mapped out critical early behavioral markers and red flags, tracing sensory processing abnormalities—including hyper- and hypo-reactivity to sensory stimuli—alongside restricted, repetitive patterns of behavior, interests, or activities.

To arm the psychology scholars with actionable clinical insights, the facilitators deconstructed standard multi-disciplinary diagnostic workflows, detailing how validated, standardized observation tools are utilized in clinical settings. The presentation systematically audited active evidence-based intervention architectures, detailing the behavioral modifications driven by Applied Behavior Analysis (ABA), adaptive sensory integration through occupational therapy, structural classroom accommodations, and collaborative parent-training models designed to scale communication gains at home.

The masterclass featured a dedicated "myth-versus-fact" segment to correct persistent historical misconceptions regarding neurodevelopmental disorders, transitioning into an extensive interactive roundtable during the final hour. The undergraduate and postgraduate scholars engaged the guest specialists in a rigorous diagnostic case-analysis loop, evaluating the systemic socioeconomic barriers, educational exclusion patterns, and adult employment challenges faced by autistic individuals in modern Indian settings.

The seminar concluded at 1:00 PM following an official presentation of tokens of appreciation to the Asha Foundation delegation by the faculty organizers and a collaborative group photograph. Department coordinators noted that the intensive clinical briefing successfully expanded the students' diagnostic toolkits, providing the upcoming psychology graduating blocks with the professional empathy and practical intervention strategies necessary to advance inclusive behavioral healthcare.

Psychology Department Hosts Dementia India Alliance for Advanced Neurodegenerative Screening and Advocacy Clinic



To systematically upgrade clinical diagnostic capabilities, deconstruct the behavioral neurology of progressive cognitive decline, and establish certified peer-led healthcare networks for geriatric care, the Department of Psychology conducted a specialized professional training seminar. The two-hour advanced technical clinic, titled “Dementia Ambassador Training,” took place on Friday afternoon in Room 003 of the AIGS Block, engaging a selected delegation of 44 first- and third-semester Master of Science (M.Sc.) Psychology postgraduates.

The value-added training matrix was engineered to bridge abstract neuropsychological theory with active community health screening models. Faculty convener Ms. Susan Maria Baby, Assistant Professor in the Department of Psychology, launched the workshop at 2:00 PM, emphasizing that equipping postgraduate scholars with early-intervention diagnostic toolkits is crucial for establishing dementia-friendly community infrastructures and reducing public diagnostic delays.

Dr. Anu, Lead Trainer at the Dementia India Alliance (DIA) in Bangalore, served as the principal medical resource person. She opened the core instructional track by mapping out the global epidemiology, socio-economic risk parameters, and neurobiological pathways that define progressive neurodegenerative disorders, specifically focusing on Alzheimer's disease and multi-infarct vascular dementia. Her presentation detailed the critical, frequently overlooked early warning signs—including mild cognitive impairment (MCI), rapid executive dysfunction, and subtle behavioral or personality shifts—urging the future psychologists to distinguish organic neurological decay from typical age-related cognitive slow-downs.



The centerpiece of the clinical residency focused on hands-on diagnostic profiling and screening tools. Dr. Anu distributed standardized cognitive evaluation scales to the postgraduate cohort, leading step-by-step simulations on how to administer, score, and clinically interpret basic dementia screening assessments. The postgraduates analyzed real-life caregiving scenarios, deconstructing methods to evaluate short-term memory retention deficits, visual-spatial orientation loss, and secondary psychological manifestations like sundowning and emotional dysregulation.

Beyond diagnostic mechanics, the training emphasized communication ethics and professional pathways within cognitive psychology. The speaker outlined specialized internship, research, and volunteer frameworks within contemporary elder-care organizations, challenging the postgraduates to act as certified ambassadors capable of training families to build supportive, low-stimulus domestic spaces that maximize functional independence for patients.

The professional clinic concluded at 4:00 PM following an extensive interactive question-and-answer session regarding neuroplasticity interventions and cognitive remediation strategies, followed by an official institutional vote of thanks. Department administrators noted that this certified ambassador deployment successfully enhanced the students' clinical portfolios, providing the upcoming postgraduate psychology blocks with the precise diagnostic training, documentation skills, and ethical grounding mandatory for competitive careers in clinical neuropsychology and geriatric healthcare.

Aspiring Journalists Master Visual Storytelling at Photojournalism Workshop



The Department of Journalism and Mass Communication at the Acharya Institute of Graduate Studies (AIGS) hosted a comprehensive workshop titled "Foundations of Photojournalism" on Wednesday. Held in room 107, the six-hour intensive session provided first-semester MA students with a rigorous introduction to the technical and ethical demands of professional news photography.

The workshop featured K. Gopinathan, a retired Chief News Photographer from The Hindu, who brought decades of field experience to the training. The session was designed to transition students from theoretical understanding to practical field application, emphasizing that a powerful image serves as the "heartbeat" of journalism—often communicating truths that words alone cannot capture.

Gopinathan led the participants through a detailed technical curriculum, covering the essentials of camera mastery, including the intricacies of the exposure triangle—aperture, shutter speed, and ISO. The hands-on training extended to both indoor and outdoor environments, where students learned to adapt to varied lighting conditions, from managing natural golden-hour sunlight to utilizing fill flashes and reflectors in controlled settings. Furthermore, Gopinathan taught essential composition techniques, such as the rule of thirds and the strategic use of negative space, to help students isolate subjects and build compelling visual narratives.



Beyond technical proficiency, the workshop placed a heavy emphasis on journalistic ethics. Gopinathan urged the students to use their lenses to hold power to account, advocating for the capture of authentic, non-manipulated imagery that gives voice to marginalized communities. He highlighted the power of photography to humanize statistics and spark public discourse, reminding the participants that ethical visual storytelling is a cornerstone of a healthy democracy.

The workshop concluded with a critique of the students' work, where they presented photo essays developed during the indoor and outdoor sessions. Participant feedback was unanimous, with every attendee rating the workshop as excellent, marking the event as a definitive success in bridging the gap between classroom instruction and professional journalistic standards.

Journalism Students Embrace Data-Driven Storytelling at Workshop



The Department of Journalism and Mass Communication at the Acharya Institute of Graduate Studies (AIGS) hosted a specialized workshop on "Data Journalism" on Tuesday in the campus Business Lab. The three-hour intensive session was designed to equip third-semester MA students with the technical proficiencies required to navigate the modern media landscape, where big data and digital governance play an increasingly central role.

The workshop featured Tapanjana Rudra, a professional Data Journalist at Inc42, who provided an expert perspective on the intersection of statistics and investigative reporting. Prof. Surekha Deepak, Head of the Department, opened the event by emphasizing the vital role of data-driven narratives in maintaining journalistic integrity and impact.

Ms. Rudra led the students through a comprehensive overview of how raw datasets can be transformed into compelling, evidence-based news stories. Moving beyond theory, the workshop focused heavily on the practical tools of the trade. Participants engaged in hands-on training for data collection, cleaning, and visualization, with a specific focus on utilizing platforms like Canva and Flourish to create professional-grade infographics. By learning to identify patterns and trends within public datasets, students were taught how to uncover narratives that might be missed by traditional reporting methods.

A significant portion of the session was dedicated to the ethics of data journalism. Ms. Rudra stressed the necessity of verifying information accuracy and handling sensitive data with responsibility, particularly when reporting on complex public issues. The event concluded with an interactive question-and-answer session, where students explored the challenges of current newsroom practices and discussed strategies for integrating data-driven approaches into their academic and professional projects.

The workshop successfully bridged the gap between raw data analysis and visual storytelling, providing the participants with a modern toolkit to enhance their reporting capabilities in an increasingly digitized industry.

AIGS Chemistry Students Secure Opportunities at Biocon Placement Drive



The Department of Chemistry at the Acharya Institute of Graduate Studies (AIGS) successfully facilitated an off-campus placement drive for its M.Sc. Chemistry students at the Biocon Limited campus in Bengaluru. The event, held on Wednesday, December 3, offered 19 final-year students a vital opportunity to engage directly with industry leaders and gain firsthand experience in professional recruitment processes.

The day began with an orientation session led by Mr. Puduru Jaya Bharath, Senior Director of the Talent Acquisition team at Biocon. He provided students with a comprehensive overview of the company's global impact, emphasizing its commitment to health equity and its ongoing work in developing affordable treatments for diabetes, cancer, and autoimmune diseases. This interaction allowed students to gain insights into the professional culture and expectations of a leading biopharmaceutical firm.

The recruitment process was structured into two rigorous evaluation rounds. The first phase involved a comprehensive written test, which served as a preliminary assessment of the students' academic knowledge and technical proficiency. Following this, 16 candidates successfully qualified for the second round: a face-to-face, in-person interview. This final stage was conducted by a panel of senior experts, including Senior Scientific Managers Murad Ismail Inamdar and Santhosh Kumar K, and Associate Manager Shaik Allaudin.

The placement drive was a significant achievement, with all 16 candidates who reached the final round securing selection. Beyond the immediate employment prospects, the event functioned as a critical pedagogical exercise, allowing students to refine their interview skills and understand the competencies required in a real-world scientific environment.

Organized through the collaborative efforts of Dr. Anandakumar B. S., the Department of Chemistry, and the AIGS Placement Cell, the drive successfully strengthened the relationship between the institute and the biopharmaceutical industry. The event concluded with a vote of thanks and a group photograph, leaving the participants with a positive outlook on their future career trajectories in the chemical and pharmaceutical sciences.

Journalism Students Gain Broadcast Expertise in Multi-Camera Production Workshop



The Department of Journalism and Mass Communication at the Acharya Institute of Graduate Studies (AIGS) recently concluded an intensive two-day Multi-Camera Workshop, providing MA students with a comprehensive, hands-on introduction to professional television studio production. Held on January 20 and 21 at the Mechanical Seminar Hall, the event focused on the complex workflows required to produce both live news bulletins and formatted studio shows.

The workshop was led by industry experts Ashwanth, a Senior Producer, and Satheesh Kumar, a former Video Journalist, both formerly of CNN TV18. Their presence ensured that the training mirrored real-world broadcast environments, covering essential studio infrastructure, safety protocols, and the technical coordination required to manage multi-camera setups.

During the first day of training, students were immersed in the high-pressure environment of news bulletin production. Participants rotated through critical roles—including anchor, producer, floor manager, camera operator, and sound technician—to understand the synchronization necessary for a professional broadcast. By engaging in mock recordings, they learned to navigate the nuances of script preparation, vision mixing, and precise audio management.



The second day shifted focus to studio show production, where the cohort produced a panel discussion centered on the theme of youth unemployment. This practical application allowed students to master directing techniques, floor management, and the seamless use of transitions and cues. The faculty mentors and resource persons provided continuous feedback throughout the sessions, emphasizing the importance of accuracy, professional discipline, and effective team communication.

The workshop served as a vital bridge between classroom theory and industry practice, leaving students with enhanced technical competence and the confidence to operate in professional television settings. Participant feedback was highly favorable, with students noting that the program significantly improved their understanding of broadcast workflows and reinforced the teamwork skills necessary for a successful career in electronic media.

MBA Students Master Strategic Planning at 'Goal Setting' Workshop



The Department of MBA at the Acharya Institute of Graduate Studies (AIGS) hosted an intensive workshop on "Goal Setting" on Monday, providing 50 students with the tools to transition from academic ambition to structured professional success. Held in the MBA Auditorium, the 3.5-hour session was designed to cultivate a focused mindset essential for navigating both personal development and future career trajectories.

The workshop was led by Dr. Kiran L. Maney, Head of the Department of MBA, whose expertise and practical approach transformed the session into a highly motivating experience for the participants. Dr. Maney emphasized that effective goal setting functions as a roadmap, allowing students to align their daily efforts with their long-term vision, values, and interests.

The program moved beyond standard lectures, utilizing a highly interactive format that featured group discussions, reflective exercises, and goal-mapping activities. Participants worked to identify both short-term milestones and long-term aspirations, learning the critical steps required to translate these visions into reality. Throughout the session, Dr. Maney stressed the importance of time management, self-discipline, and the perseverance required to remain adaptable in a dynamic professional environment.

A central theme of the workshop was the role of self-awareness. Students were encouraged to conduct a personal inventory of their strengths, weaknesses, and unique interests to ensure their goals remained realistic and achievable. By the conclusion of the program, the participants had engaged in a comprehensive Q&A session that allowed them to connect the abstract concepts of strategic planning with their own lived experiences and academic challenges.

The feedback from the cohort was overwhelmingly positive, with participants rating the workshop as excellent. The event successfully equipped the MBA students with a structured approach to planning their futures, leaving them with increased confidence, clarity, and the determination to pursue their goals with systematic focus.

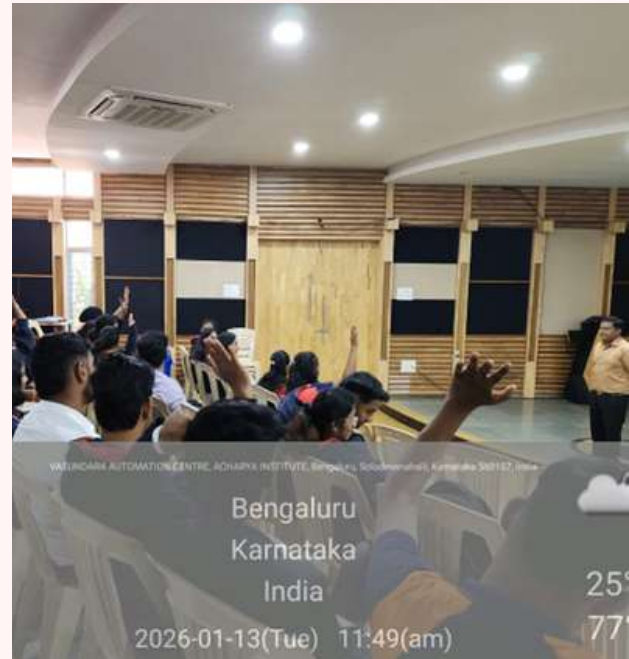
MBA Students Explore Data-Driven Decision Making at Analytics Workshop



The Department of MBA at the Acharya Institute of Graduate Studies (AIGS) hosted an intensive workshop titled "Insights of Data Analytics" on Tuesday, designed to equip 90 third-semester students with the analytical competencies required in the modern corporate landscape. Held in the M.E. Auditorium, the program focused on the strategic importance of transitioning from assumption-based decision-making to evidence-based management.

The workshop was led by Mr. Karthik S., an Assistant Manager and Data Analytics Trainer from the Learning Link Foundation, in association with Dell Technologies. Dr. Bhargav N., the program coordinator, opened the event by emphasizing that the ability to interpret data patterns is no longer just a technical skill but a foundational requirement for any successful manager. He noted that the session was specifically curated to bridge the gap between classroom theory and the fast-paced realities of global industry.

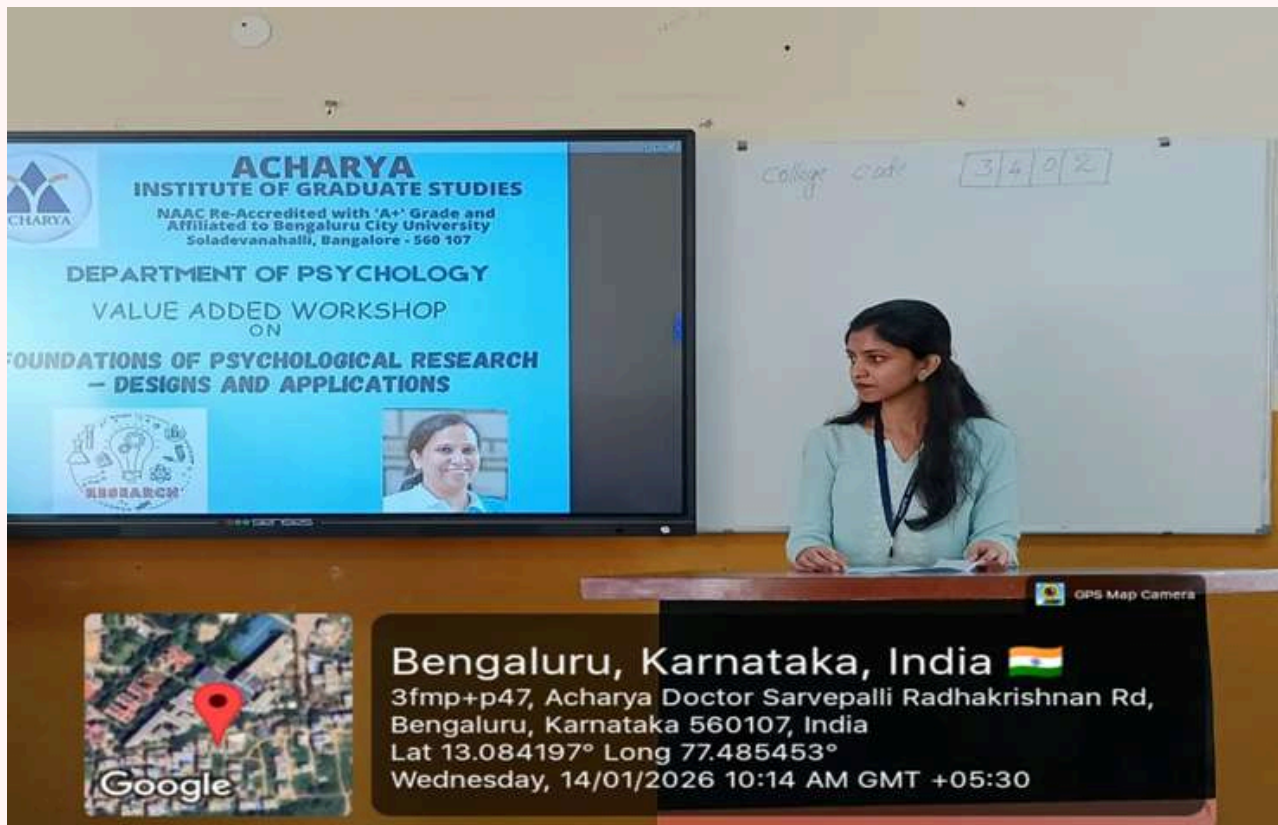
During the technical session, Mr. Karthik S. provided a comprehensive overview of how raw data is collected, cleaned, and interpreted to drive organizational efficiency. He highlighted the pivotal role of predictive analysis in anticipating market shifts and reducing operational risks, demonstrating how data-driven insights allow businesses to maintain a competitive advantage. Beyond the technical curriculum, the mentor emphasized the ethical responsibilities inherent in data handling, advising students that integrity and accountability are as critical as analytical prowess when building long-term professional credibility.



The event featured a highly interactive Q&A segment where students sought guidance on career pathways, internship opportunities, and the specific skill sets currently in demand across the analytics sector. The workshop concluded with a formal vote of thanks delivered by Arpita, a final-year student, who acknowledged the guest mentor's contribution to the students' professional readiness.

By exposing students to real-world applications of data analytics, the program successfully reinforced AIGS's commitment to industry-academia collaboration, leaving the participants motivated to apply evidence-based strategies in their upcoming professional careers.

Psychology Students Advance Research Competencies at Methodological Workshop



The Department of Psychology at the Acharya Institute of Graduate Studies (AIGS) hosted an intensive one-day workshop titled "Foundations of Psychological Research: Designs and Applications" on Wednesday at the AIGS Seminar Hall. Designed for postgraduate students, the four-hour session provided a deep dive into the methodological rigor required for academic inquiry in the behavioral sciences.

The workshop was facilitated by Dr. Prathibha M. V., an Assistant Professor from the School of Psychological Sciences at CHRIST (Deemed to be University), Bengaluru. Bringing over 17 years of teaching and research experience to the forum, Dr. Prathibha guided the 22 participating M.Sc. students through a structured curriculum that bridged the gap between theoretical research concepts and practical application.

The program was divided into three technical sessions. The first session established the foundations of scientific inquiry in psychology, outlining the characteristics of high-quality research and the critical distinctions between experimental, quasi-experimental, and non-experimental designs. Moving into the second session, the discussion shifted toward experimental research, where Dr. Prathibha deconstructed pre-experimental, true experimental, and factorial designs. This segment focused heavily on the mechanics of control, randomization, and internal validity—elements essential for students planning their own thesis work.



The final session addressed the complexities of specialized research, including causal-comparative, correlational, and Solomon four-group designs. By examining the strengths and limitations of these methods, the workshop encouraged students to think critically about how to choose the most appropriate framework for studying real-life psychological phenomena where experimental control may be limited.

Coordinated by Dr. Mohammad Faizee, the event was characterized by a highly interactive environment. Students actively participated in discussions regarding their ongoing research ideas and the methodological challenges they face in their academic projects. Feedback from the cohort highlighted a significant increase in conceptual clarity and methodological confidence. By equipping students with these essential research tools, the department successfully reaffirmed its commitment to academic excellence and scholarly rigor in psychological training.

MBA Students Gain Corporate Treasury Insights at Forex and Derivatives Workshop



The Department of MBA at the Acharya Institute of Graduate Studies (AIGS) hosted a specialized workshop on "Forex and Derivatives Trading" on Friday, designed to provide students with a high-level overview of corporate treasury operations. Held in the ANA Block Auditorium, the five-hour session bridged the divide between abstract financial theory and the practical realities of managing currency risk in the Indian regulatory framework.

The workshop featured Mr. Sanket Katti, a Certified Treasury Professional associated with the IBSFINtech Academy. With extensive industry experience in risk management, Mr. Katti guided 30 MBA students through the mechanics of the world's largest and most liquid financial market. The session was themed around an industry-oriented approach, focusing on how corporates and Authorized Dealer banks utilize financial instruments not for speculation, but as essential tools for hedging and liquidity management.

The curriculum covered the structural nuances of the Indian Forex market, including the Reserve Bank of India's (RBI) role in maintaining the managed float system and the impact of macroeconomic variables—such as crude oil prices, interest rate differentials, and trade balances—on the Indian Rupee. Participants received technical training on currency quotation systems, bid-ask spreads, and the intricacies of settlement cycles, ranging from T+0 (Cash) to forward contracts.

A significant portion of the workshop was dedicated to the concept of interest rate parity. Mr. Katti clarified that forward premiums and discounts are reflections of interest rate differentials rather than speculative predictions of future exchange rates. The session also offered a step-by-step breakdown of cross-currency calculations using the USD bridge and demonstrated how currency swaps serve as strategic tools for managing corporate liquidity.

The workshop concluded with an interactive Q&A segment that allowed students to engage with real-world treasury scenarios. The event ended with a vote of thanks by MBA student Mrs. Manju P. M. and a formal felicitation of the resource person by faculty members Dr. Bhargav N. and Dr. Benjamin Jones Abraham. By successfully connecting theoretical finance to the complexities of corporate treasury, the workshop left students with a strengthened analytical perspective on financial risk management.

ALUMNI TALKS

- Criminology Alumnus and Coast Guard Officer Shares Defense Insights at National Security Talk
- Alumni Consultant Maps Clinical Trajectories in Awake Neurocognitive Monitoring and Brain Mapping
- Alumni Talk: Transforming Media Briefs into High-Impact Ad Campaigns



Criminology Alumnus and Coast Guard Officer Shares Defense Insights at National Security Talk



Thirty-two postgraduate students from the Department of Psychology recently participated in an industrial visit to Maarga Mind Care, an initiative designed to bridge the gap between classroom theory and real-world clinical application. The three-hour program, coordinated by Assistant Professor Dhruvya Manoj, provided students with an immersive look at the daily operations of a professional psychiatric facility.

The visit focused on familiarizing students with the complex ecosystem of modern mental health care, covering the functional differences between outpatient and inpatient departments, as well as specialized rehabilitation services. Under the guidance of the clinic's multidisciplinary team—which includes psychiatrists, psychologists, speech therapists, and occupational therapists—the students observed the nuances of clinical presentation and the rigorous process behind patient diagnosis and individualized treatment planning.

A significant portion of the visit was dedicated to understanding evidence-based interventions. Students explored the application of Cognitive Behavioral Therapy (CBT) and various psychotherapeutic approaches, while also gaining rare, controlled exposure to technical aspects of care, such as the administration of Electroconvulsive Therapy (ECT) and the management of psychiatric intensive care units. These interactions highlighted the importance of a biopsychosocial approach, where psychiatrists and therapists work in tandem to address conditions ranging from schizophrenia and bipolar disorder to severe anxiety and substance use disorders.

Beyond technical knowledge, the visit emphasized the development of ethical sensitivity. Discussions centered on the critical need for confidentiality, professional rapport, and patient-centered care. By observing the collaborative dynamics between different mental health professionals, the participants gained a clearer understanding of their future roles within a clinical environment. The event concluded with an interactive session, allowing students to engage directly with experts, effectively transforming abstract academic concepts into tangible clinical skills. The department noted that this practical exposure was instrumental in preparing students for their upcoming careers in clinical psychology.

Alumni Consultant Maps Clinical Trajectories in Awake Neurocognitive Monitoring and Brain Mapping



To introduce undergraduate and postgraduate psychology scholars to emerging frontiers in cognitive neuroscience and deconstruct the specialized clinical competencies required within neurosurgical teams, the Department of Psychology hosted its latest installment of the Alumni Interaction Series. The ninety-minute medical seminar, titled “Exploring Neuropsychology: Bridging Brain and Behavior,” took place on Thursday morning in Room 003 of the AIGS Block, engaging a joint delegation of 97 BA and M.Sc Psychology students.

The professional orientation track was engineered to map out advanced vocational pathways and bridge abstract behavioral theories with live clinical practice. Assistant Professor Mr. George Varied, Head of the Department of Psychology, inaugurated the session at 11:30 AM by emphasizing that interaction with practicing corporate healthcare specialists provides students with the precise structural and clinical data required to successfully navigate advanced postgraduate training.

Mr. Adarsh S. Kumar, a prominent alumnus of the institution and currently a Consultant Neuropsychologist at Aster Medcity in Kochi—one of India’s leading multi-specialty healthcare networks—served as the principal resource person. Mr. Adarsh opened his presentation by outlining the central mechanics of the brain-behavior paradigm, detailing how clinical neuropsychologists operate as vital components within trauma wards, epilepsy units, oncology departments, and neurodegenerative rehabilitation centers.

A major technical segment of the seminar focused on the operational deployment of real-time cognitive mapping during complex neurosurgeries. The speaker shared specialized medical data regarding awake brain surgeries (craniotomies), illustrating how neuropsychologists operate inside the theater alongside neurosurgeons. He deconstructed the structural protocols where a conscious patient performs synchronized linguistic, memory, and fine-motor tasks while the surgical team maps functional cortical boundaries to optimize tumor removal or lesion resections without causing permanent post-operative neurological deficits.

To transition from abstract surgical descriptions into active skill building, Mr. Adarsh hosted two interactive cognitive profiling simulations on the seminar floor. The student cohorts engaged in role-play exercises, practicing standardized neuropsychological evaluation scoring, baseline cognitive mapping, and the formatting of structured remediation plans for



patients with acute neurological impairment. The speaker detailed that these procedures demand high scientific rigor, clinical intuition, and deep emotional resilience to insulate fragile patients and families from diagnostic panic.

The technical program wrapped up following an interactive student loop regarding specialized clinical certifications and internship standards across major Indian hospital chains. Assistant Professor Mr. Md. Swaroop delivered the formal institutional vote of thanks to conclude the session at 1:00 PM. Department executives noted that this alumni collaboration successfully updated the students' scientific portfolios, motivating the upcoming graduating blocks to target competitive, data-driven careers in international clinical psychology and neuropsychological health.

Alumni Talk: Transforming Media Briefs into High-Impact Ad Campaigns



The Department of MBA at the Acharya Institute of Graduate Studies (AIGS) hosted its “Alumni Connect Talk 1.0” on Wednesday, featuring an insightful session on the mechanics of professional advertising. The event, held in the MBA Auditorium, provided 63 first-semester students with an industry-focused perspective on the transition from conceptual media briefs to high-impact advertising campaigns.

The guest speaker, Mrs. Shilpa R., a Senior Analyst at Dentsu, utilized her extensive corporate experience to guide students through the complexities of modern media strategy. The session was introduced by Dr. N. Bhargava, Program Coordinator, who highlighted the value of AIGS alumni in bridging the gap between theoretical classroom learning and the rapid pace of the advertising sector.

During the lecture, Mrs. Shilpa R. demystified the creative process, emphasizing that a successful campaign begins with the precise interpretation of a client’s media brief. She detailed the critical stages of the advertising lifecycle, including objective setting, creative conceptualization, alignment with brand identity, and the use of data-driven metrics to evaluate campaign performance. By sharing real-life case studies from her work at Dentsu, she demonstrated how strategic thinking and creativity must work in tandem to drive measurable engagement in a competitive market.

The session featured an active Q&A segment, where students engaged in discussions regarding career pathways in digital advertising, media planning, and the specific skill sets required for success in multinational agencies. Mrs. Shilpa R. offered practical guidance on navigating the challenges of real-time campaign execution and the importance of adaptability in client-facing roles.

The event concluded with a formal vote of thanks by student coordinator Kavya S. Feedback from the audience was overwhelmingly positive, with 98% of students rating the session as “Good” or “Excellent.” The talk successfully empowered the MBA cohort with a clearer understanding of the advertising industry, reinforcing the institute’s commitment to providing experiential learning through strong alumni networks.



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