



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-accredited 'A+' and Affiliated to Bengaluru City University)

Soladevanahalli, Bengaluru-560107

DEPARTMENT OF FASHION AND APPAREL DESIGN

Report Submission: 30/04/2024

Semester:	even -II/IV/VI	Academic Year:	2023–24	Venue:	Seminar Hall, AIGS
Event Date:	25/04/2024	Time:	3:00pm – 4:30pm	Duration:	1hr 30 mins

TYPE OF EVENT: ALUMINI TALK

EVENT NAME: “LUXURY BRAND MANAGEMENT”

Target Audience:	Students	Number of Participants:	78
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Objectives:

1. Understanding the distinctive characteristics and dynamics of the luxury market.
2. Mastery of strategies for brand positioning, differentiation, and storytelling to create unique brand identities.
3. Development of skills in managing brand equity and perception to maintain exclusivity and desirability.

Program Introduction:

The department of Fashion and Apparel Design was set up in 2005 with an intake capacity of 60 students and the current intake is 60 students for FAD program, affiliated to Bengaluru City University. B.Sc. FAD syllabus is designed to prepare students to build knowledge to work efficiently in the fashion industry after graduation.

Theme of the Event:

Luxury Brand Management involves strategically crafting and maintaining the exclusive image, identity, and desirability of high-end brands through meticulous attention to detail, impeccable customer service, and cultivating a sense of prestige and exclusivity among its clientele.

Resource Person: Mr. Lalith Kartikeyan

Alumni of Acharya Institutes of Graduate Studies, currently working as Digital Operations Analyst at SAKS -Bengaluru.



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Detailed Report:

The department of Fashion and Apparel Design, AIGS organized a alumni talk for the students of 2nd, 4th and 6th semester along with Diploma in ADFT students, on 25th April 2024 at Seminar Hall AIGS. The students were accompanied by Mrs. Ashwini Atul Joshi, HOD Dept. FAD. Ms. Thrishala Yadav, Assit. Prof. Mayuri S, Assit. Prof. Swetha M, Assit. Prof. Samreen Imran, Assit. Prof. Hemavathi R, Assit. Prof.

The students were introduced to the proud Alumni of Department of FAD from the batch of 2018-2021, Mr. Lalith Kartikeyan who is currently working in SAKS INDIA, as Digital Operations Analyst, heading few luxury brands.

Luxury management is the sector that deals with creating, promoting and selling high quality products. This sector caters to a public with very high standards. It deals with products such as jewelry, cars, haute-couture, watches, but also services such as 5-star hotels or first-class travels.

The clients in this sector are highly demanding and only accept the best. They want more than a product. They expect to live a unique experience when dealing with brands. If you want to work in this sector, you will need to be able to provide such an experience. You need to be innovative and to always offer something new and exceptional.

In luxury, brands must have a story, values, and above all an image of excellence. Managers in this sector have to maintain this image, not only with clients, but also with their coworkers. For the company to succeed, all employees must have its values in mind.

It's a sector that evolves with its time: digital marketing is becoming more and more prominent.

Websites, search engines, social media change the way brands tell their story and sell their products. With the rise of markets such as China, newcomers in the sector will face new exciting challenges. Starting your studies in this domain will help you discover the new reality of luxury management!

Luxury brand management courses are available at various levels of schooling. You may either study luxury brand management immediately after graduating from high school or dabble in it after completing your undergraduate degree.

The expansion of the firm and the attractive employment opportunities have consistently drawn more people to the luxury industry. Working with elite firms with offices worldwide and partnering with prominent celebrities and well-known names may provide you with worldwide exposure.

There many luxury brand management courses offered at various levels.

France is synonymous with luxury, and it's no surprise considering that it's the origin of some of the world's most famous companies, like Hermès, Cartier, and Novotel. These are some of the top French upmarket and premium companies in the jewelry, fashion accessories, and hospitality industries.



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The United Kingdom is a good choice for students interested in working in large-scale enterprises. Students chose the UK for its environment, education at globally recognized universities, and cultural immersion. Many institutions in the United Kingdom offer luxury management and fashion retail degrees

Germany is an excellent choice for students wishing to begin or continue their education in management. Many luxury automobiles are made and designed in Germany, the country's public institutions give education with minimal tuition fees

CAREER:

1. Luxury Brand Manager: You will maintain regular communication with all departments, and your major goal will be to build an efficient marketing plan to acquire a certain customer. Essentially, your objective will be to generate a message and an image for the specific business you're promoting that is immediately recognized and sticks with the audience.

2. A product management position

in the fashion and luxury goods business will place you in charge of product planning and execution at all levels. The first stage is to do market research to determine what the client desires. Whether you work for clothes, fashion accessories, or footwear brands, you will be responsible for overseeing the whole development and production process of the company's products and ensuring that they fulfill the needs of the customers.

3. Fashion Retail Buyer

A retail buyer performs precisely what the term implies: you will be in charge of choosing what type of things to sell at a fashion or luxury goods store. You must ensure that the appropriate goods (clothes, shoes, accessories, etc.) are available in stores at the appropriate time and that there are enough pieces to meet client demand.

4. Fashion PR Specialist

The work of a public relations professional in the fashion sector is similar to that of any other industry, but you will have the added benefit of working with internationally recognized celebrities such as models, actresses, and singers. You will get the opportunity to attend fashion shows, red carpet events, award ceremonies, and other such events.



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Geotagged Photographs:



Group photo at the end of the session



Vote of Thanks by a Final year student



Doubt clearing session



Introduction to the topic

Outcomes:

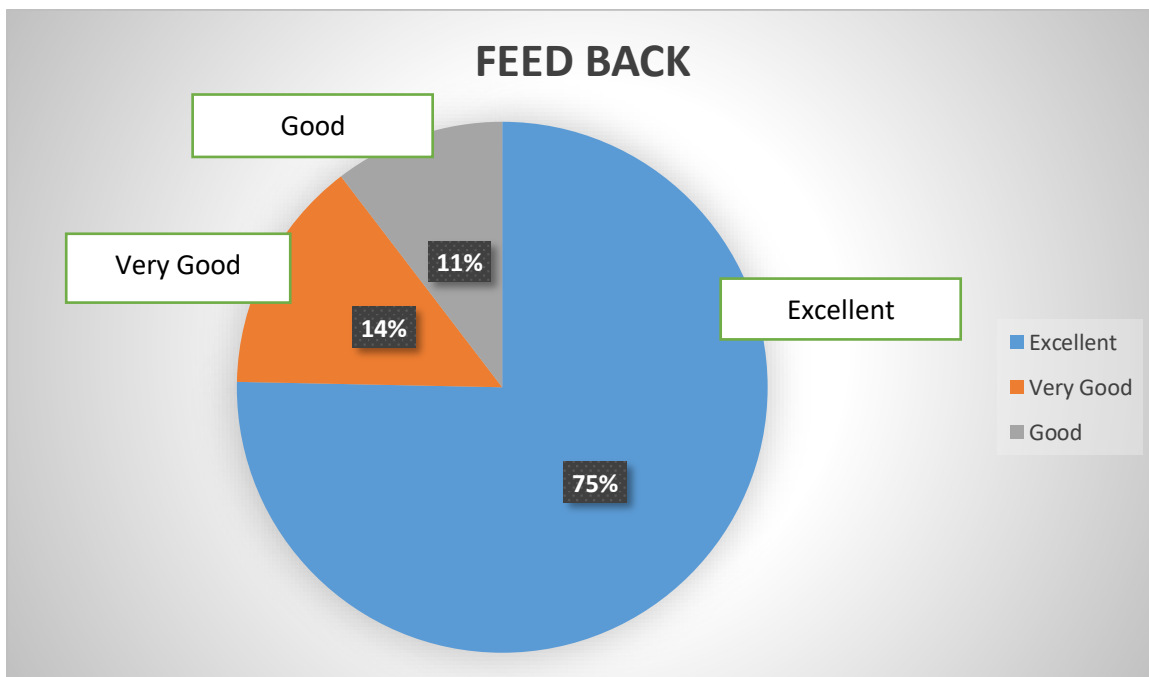
1. Enhanced understanding of luxury brand principles and their application in real-world scenarios.
2. Ability to analyse and interpret luxury market trends, consumer behaviour, and competitor strategies.
3. Proficiency in developing comprehensive luxury brand strategies, including positioning, differentiation, and communication.
4. Improved skills in crafting compelling brand narratives and experiences to engage affluent consumers.
5. Knowledge of effective techniques for managing brand equity, perception, and prestige.

Conclusion:

In conclusion, alumni interaction session on Luxury Brand Management has provided invaluable insights into the intricate world of luxury branding. Through in-depth discussions, case studies, and practical exercises, we have explored the fundamental principles and advanced strategies that underpin the success of prestigious brands. We have delved into the nuances of consumer psychology, market dynamics, and brand storytelling, equipping ourselves with the knowledge and skills necessary to navigate the complexities of the luxury industry. As we depart from this session, let us carry forward the lessons learned, leveraging our newfound understanding to craft compelling narratives, deliver exceptional experiences, and uphold the essence of luxury in an ever-evolving marketplace. With a commitment to excellence, creativity, and integrity, we are poised to make a meaningful impact in the realm of luxury brand management.

Audience Feedback Summary:

Students Feedback about the alumni talk after the session





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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Report Submission: 29/05/2024

Semester: EVEN SEM			Academic Year: 2023-24	Venue: AIGS Seminar Hall
Event		2.00 pm – 4.30		
Date: 11/05/2024		Time: pm	Duration: 2.5 hrs	

TYPE OF EVENT: ALUMNI MEET

EVENT NAME: “ 14TH ALUMNI MEET 2K24”

Target Audience:	Faculty, Students and Alumni	Number of Participants: 96
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Objectives:

1. To facilitate opportunities for alumni to connect with each other, share professional experiences, and explore potential collaborations or job opportunities.
2. To encourage alumni to share their memories and experiences, fostering a deeper connection with their alma mater and fellow graduates.
3. To highlight the achievements and ongoing projects of the institution to garner support from alumni.

Program Introduction: To introduce the alumni of AIGS to the initiatives of the institution to strengthen their bond and participate in sharing professional experience, interact with the present students and to contribute to the institution's growth.

Theme of the Event: To organize among the alumni and facilitate stronger activities for them to collaborate with the faculty and students of AIGS.

Detailed Report:

The Acharya Institute of Graduate Studies hosted its 14th Annual Alumni Meet, on 11 May 2024. The program began with a welcome dance. Dr. Gurunath Rao Vaidya, Principal, Dr. Gururaj S. Dean of Academics, and Alumni inaugurated the program by watering plant.

The Principal stressed on the importance of creating bond between old and current students in his inaugural speech. He opined that alumni should contribute to their college through knowledge sharing and supporting career opportunities to their juniors. The alumni can also hold professional networking events and conduct corporate-academic interaction sessions.

A variety of cultural performances including dance, songs, and other fun activities by the alumni and present students brightened the gathering. The graduates shared their memories of their time as students on campus as well as their experiences working in the office now. They also shared about their friendships and the bonds they had with their professors.

Ms. Premavathi M, Alumni Coordinator oriented the alumni about the alumni web portal and its features; registration into the portal, how to be a mentor, endowment funds, and many more. She shed light on the goals of the Acharya Alumni Association trust, including how it can create a cohesive and encouraging environment for graduates. Around a hundred alumni participated in the meeting, and various department HoDs, faculty members, and students witnessed the event. The event ended with a group photo session of the alumni and the faculty members.



One of the alumni watered the sapling as part of the inauguration



Dr. Gurunath Rao Vaidya, The Principal, AIGS, addressing the gathering



Dignitaries of the event on the stage



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The gathering of the event





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Present students performing on stage for the event



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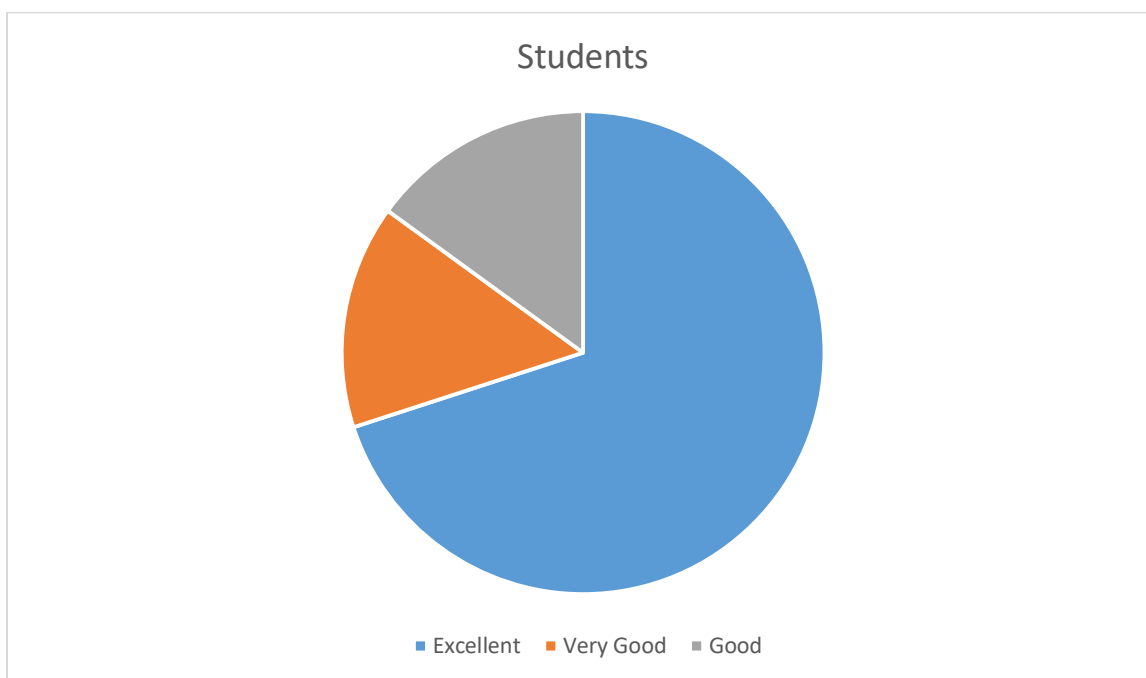
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Outcomes:

1. The alumni meet was successful and fostered a stronger sense of community and loyalty towards the alma mater.
2. Through discussions and presentations during the meet, alumni gained insights into the institution's current needs and strategic goals.

Conclusion and Audience Feedback Summary:

Feedback	Students	Percentage
Excellent	80	84%
Very good	8	8%
Good	8	8%



Based on the feedback from 96 alumni, it's evident that the alumni meet was highly regarded. With 80 alumni rating it as "excellent," and 8 each as "very good" and "good," it indicates a strong overall satisfaction. This overwhelmingly positive response suggests that the event was well-organized, engaging, and fulfilling for attendees. The high number of alumni rating it as "excellent" underscores its success in meeting expectations and fostering a positive experience for alumni, fostering a sense of pride and connection with their alma mater.



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DEPARTMENT OF MASTER OF COMPUTER APPLICATIONS

Report Submission: 20/11/2024

Semester:	EVEN – II	Academic Year:	2023-24	Venue:	Online
Event Date:	15/11/2024	Time:	11.00 AM to 12.00 PM	Duration:	1 Hour

TYPE OF EVENT: Alumni Talk

EVENT NAME: Generative AI: Trends

Applications & Future Directions

Target Audience:	II Sem Students	Number of Participants:	77
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Objectives:

1. Highlighting Alumni Expertise and Industry Trends
2. Understand the Trends in Generative AI
3. Bridge AI and Business Innovation
4. Inspire Career Growth

Program Introduction:

The Department of MCA, Acharya Institute of Graduate Studies, successfully conducted an Online Alumni Talk titled "Generative AI: Trends, Applications, and Future Directions" on 15th November 2024.

Our distinguished first-batch alumnus, Mr. Karan Chandra Dey, founder of QuanthropicAI, a pioneering enterprise specializing in AI-driven solutions for small and medium-sized enterprises (SMEs), delivered the session. Based in San Francisco, California, Mr. Dey is also pursuing an MBA at Hult International Business School, furthering his expertise in integrating AI with business innovation.

Theme of the Event: Insights and Innovations: Exploring the Transformative Potential of Generative AI"

Resource Person(s): Mr. Karan Chandra Dey



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Detailed Report:

Introduction

All participants joined the session via an online link as the event commenced with a brief introduction to Mr. Karan Chandra Dey, our distinguished alumnus. The introduction, delivered by Mr. Vivek K., Head of the Department of MCA, highlighted Mr. Dey's inspiring journey to San Francisco, California, where he pursued an MBA at Hult International Business School, further enhancing his expertise in integrating AI with business innovation.

Event Overview

The highly interactive and insightful session delved into the following advanced topics:

- Emerging technology trends shaping Silicon Valley
- The paradigm shifts from traditional coding to AI-assisted tool generation
- AI agents and their role in autonomous systems
- Generative AI and its transformative potential across industries
- Advanced concepts in Prompt Engineering for optimized AI interaction
- Real-world demonstrations of cutting-edge AI tools in action
- Strategic development of a professional LinkedIn presence using ChatGPT

The talk emphasized the convergence of machine learning models, natural language processing, and automation frameworks, shedding light on their application in enhancing productivity and innovation. Mr. Dey also shared practical insights on leveraging AI to build personal branding, underscoring its importance in the digital era.

Vote of Thanks

The event concluded with a formal vote of thanks delivered by Mr. Rajesh Rao K., MCA Alumni Coordinator, who emphasized the session's impactful content and its immense value to the participants. He expressed heartfelt gratitude to the Acharya Management, the AIGS Principal, the Acharya alumni network, and the MCA Head of Department for their unwavering support in ensuring the success of the event. A special acknowledgment was extended to our distinguished alumnus, Mr. Karan Chandra Dey, for delivering an engaging and insightful online Alumni Talk.



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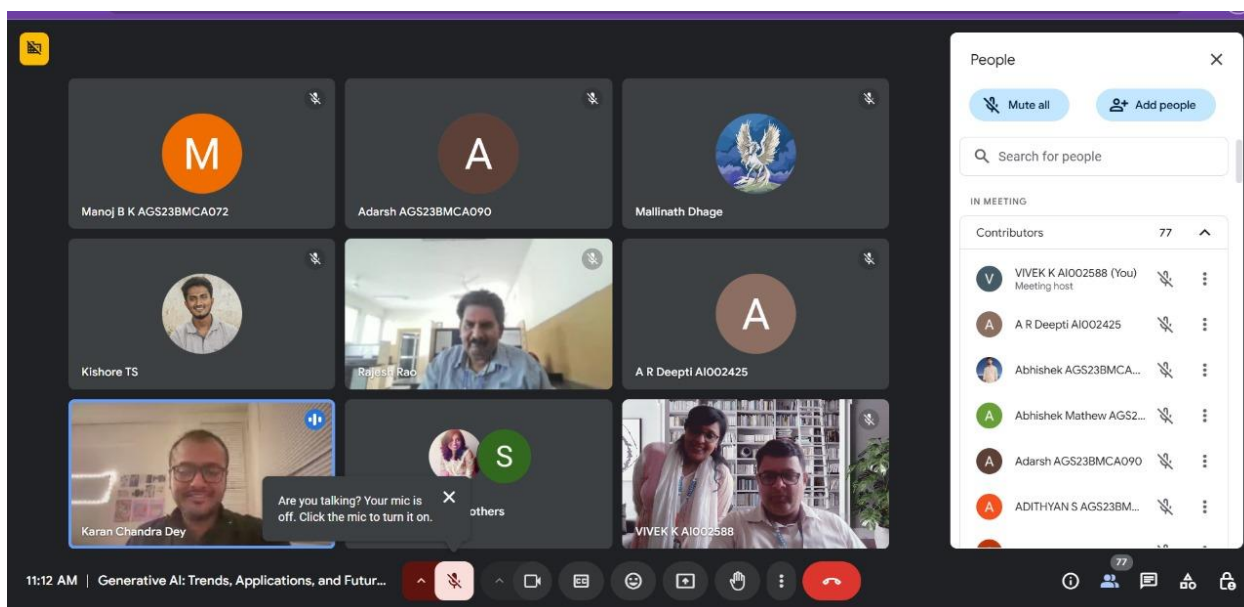
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Outcomes:

The session offered a dynamic and engaging platform for participants to gain a deeper understanding of advanced concepts in generative AI and its practical applications. Attendees explored emerging technology trends shaping Silicon Valley, including the paradigm shift from traditional coding to AI-assisted tool generation. The discussion delved into the role of AI agents in autonomous systems and their transformative impact across various industries, highlighting the potential of generative AI to drive innovation. Advanced concepts in prompt engineering were also covered, equipping participants with strategies to optimize AI interactions effectively.

In addition to theoretical insights, the session featured real-world demonstrations of cutting-edge AI tools, providing hands-on exposure to their capabilities and applications. A special focus was placed on professional development, with guidance on leveraging ChatGPT to build a compelling LinkedIn presence and enhance personal branding. Participants also gained valuable knowledge on the integration of machine learning models, natural language processing, and automation frameworks, emphasizing their role in boosting productivity and fostering innovation.



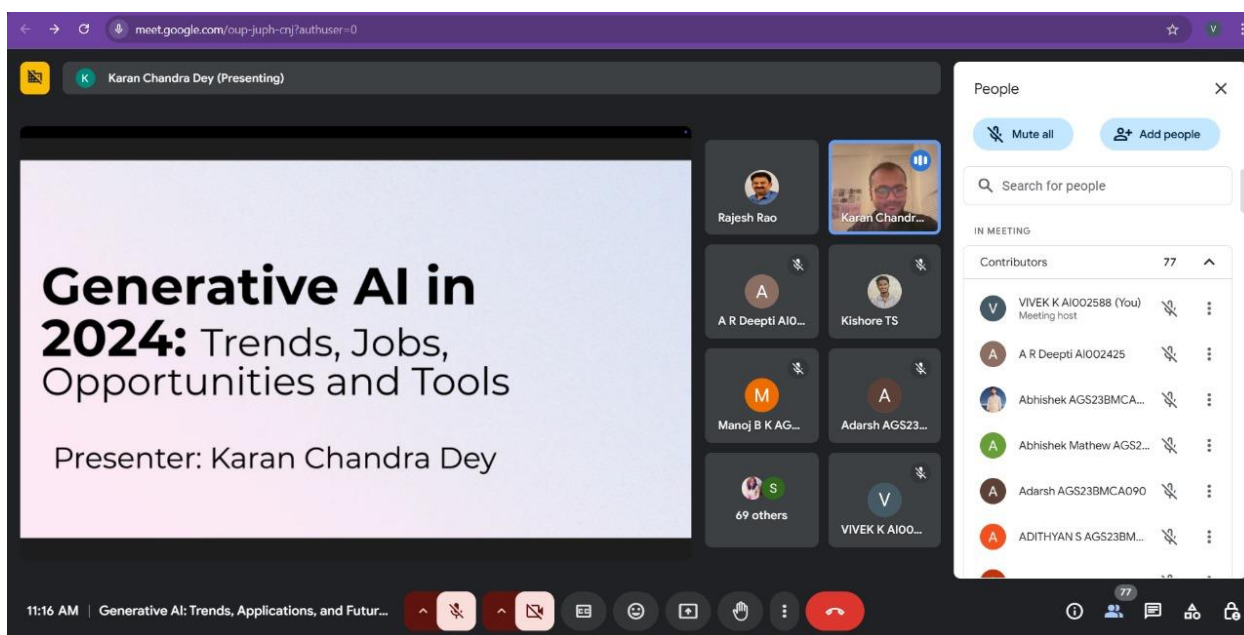
Online Alumni Talk Live Session



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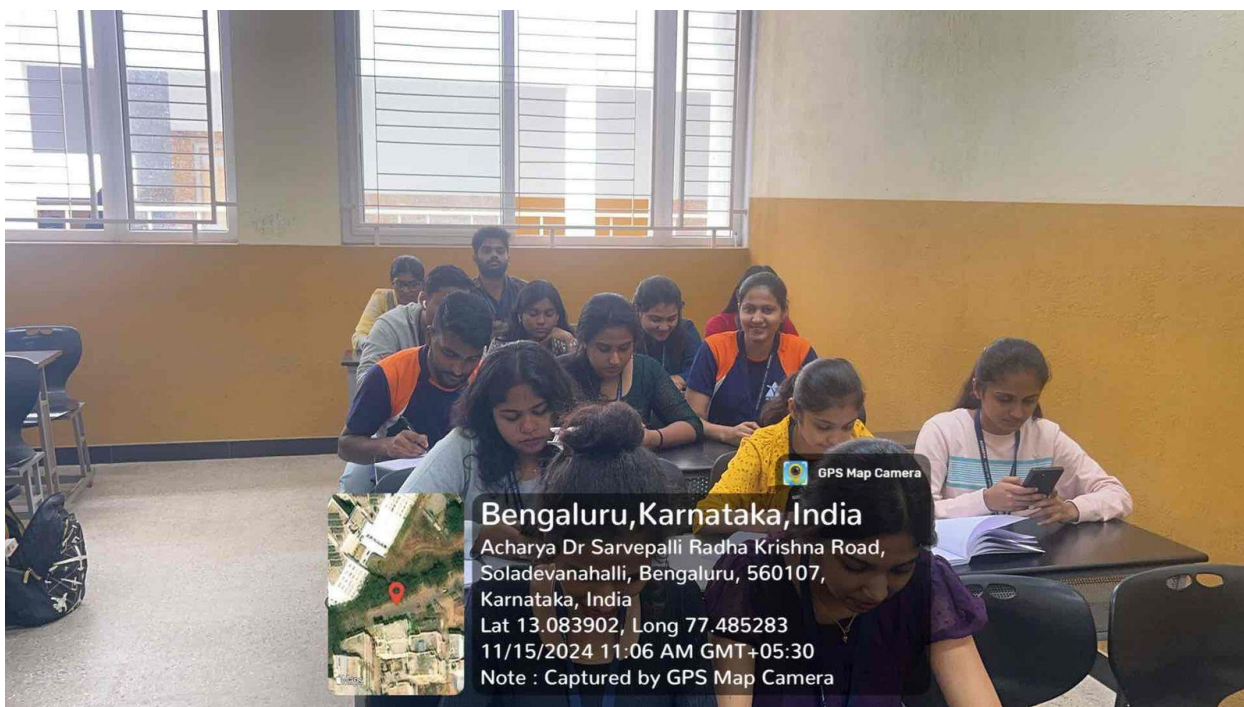
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Online Presentation on Generative AI



MCA Second Semester Students Connected to Online Alumni Talk



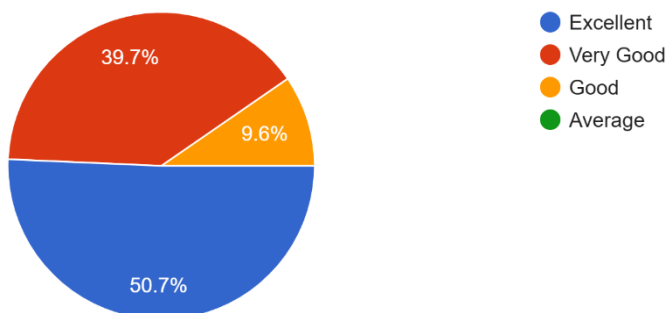
Online Alumni Talk participates

Conclusion and Audience Feedback Summary:

In conclusion, the Online Alumni Talk enlightening session inspired participants, offering both technical knowledge and career-building strategies. We extend our deepest gratitude to Mr. Karan Chandra Dey for his invaluable contributions and for serving as a role model for our students and faculty.

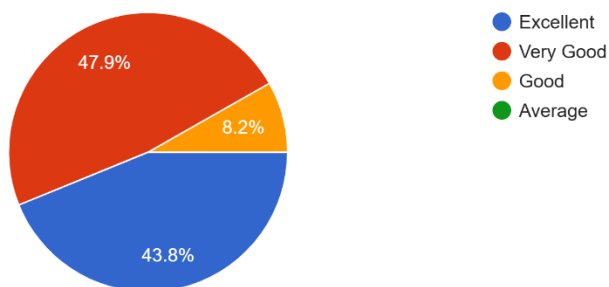
How would you rate the relevance of the topics covered in this talk on Generative AI trends and applications to your field of interest or current role?

73 responses



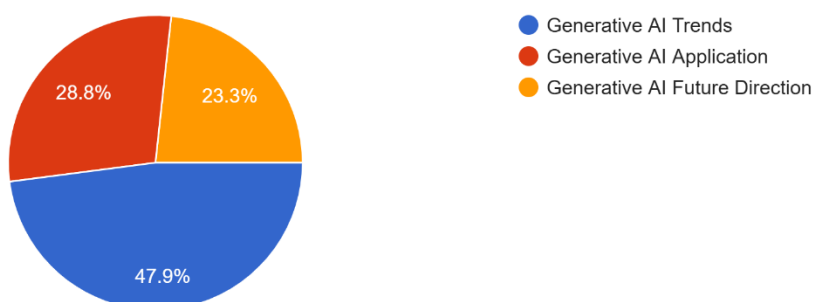
How well did the speaker explain the potential future directions and impacts of Generative AI in various industries?

73 responses



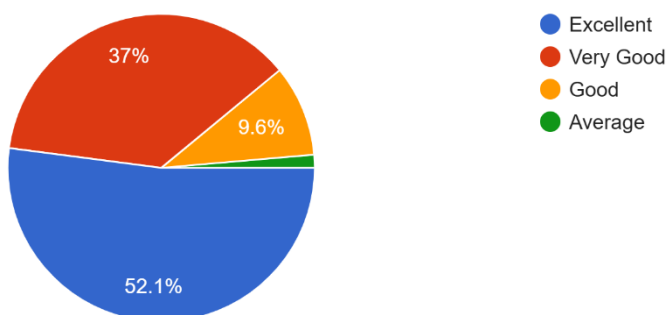
What part of the talk on Generative AI did you find most valuable or interesting?

73 responses



Did the talk inspire any new ideas or strategies on how to apply Generative AI in your own work or studies?

73 responses





DEPARTMENT OF SOCIAL WORK

Report Submission: 06/06/2024

				BAGGAGE
Semester:	BSW 2ND AND MSW 4TH	Academic Year:	2023–24	ROOM AIGS BLOCK 2 5TH FLOOR
Event Date:	24/05/2024	Time:	03:00 PM TO 04:00PM	Duration: 1hrs

TYPE OF EVENT: ALUMNI TALK

**EVENT NAME: “SOCIAL WORK PROFESSIONAL ROLE IN AN HR
AND RESUME BUILDING”**

Target Audience:	2nd SEM BSW and 4th MSW Students.	Number of Participants: 56
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Objectives:

- To provide real-world insights into the Social Work Profession
- To guide students on Higher Education Pathways
- To strengthen the alumni-student network
- To inspire and motivate students for Professional Growth

Program Introduction:

The Alumni Talk organized by the Department of Social Work at Acharya Institute of Graduate Studies on 26 May 2024, was an initiative to provide current students with an opportunity to learn from the experiences of their predecessors. The event was scheduled from 3:00 pm to 4:00 pm and saw enthusiastic participation from both BSW and MSW students. The session was designed to offer a comprehensive understanding of the roles and responsibilities of social work professionals in HR, as well as to guide students on pursuing higher education.

Theme of the Event:

The theme of the event revolved around sharing firsthand experiences of working in the social work sector, particularly in HR field, and the journey of pursuing higher education. The focus was on



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practical insights, challenges faced, and strategies adopted to overcome them, thereby providing a realistic view of the professional world and academic advancements in social work.

Resource Person

Ms. Bhumika k

OPS Specialist,

Amazone India, Bengaluru

Detailed Report:

The event commenced at 3:00 pm with a welcome address by the Head of the Department, who emphasized the importance of alumni interactions in enriching the educational experience of current students. The introduction set the stage for an insightful and engaging session. The alumni began by sharing her professional journey, starting from her initial days under graduation. She highlighted the various roles she has undertaken in different HR field, emphasizing the skills and competencies required for each position.

The specific projects and initiatives led by the alumni were discussed, showcasing the impact of social work in various communities. The alumni detailed the responsibilities involved, such as project management, community outreach, and advocacy. The session provided a detailed overview of the day-to-day responsibilities of a social worker in an HR. This included case management, conducting needs assessments, developing intervention plans, and coordinating with other agencies and stakeholders. The alumni emphasized the importance of ethical practice, cultural competence, and empathy in social work. Real-life examples were provided to illustrate how these principles are applied in practice.

Further, the alumni shared her experiences of pursuing postgraduate studies in social work. She discussed the motivations behind furthering her education and the benefits it brought to her professional growth. Practical advice on preparing for entrance exams, selecting the right institution, and applying for scholarships and financial aid was provided. The alumni stressed the importance of aligning one's academic pursuits with career goals.

The value of internships, research projects, and networking during higher education was highlighted. The alumni encouraged students to seek opportunities for practical learning and professional development during their studies. The talk concluded with an interactive Q&A session, where students had the opportunity to ask questions and seek advice on various aspects of social work and higher education. The alumni responded to queries ranging from specific job roles to broader career planning and academic choices.

PHOTOS



HOD Introducing the Alumni to the Students

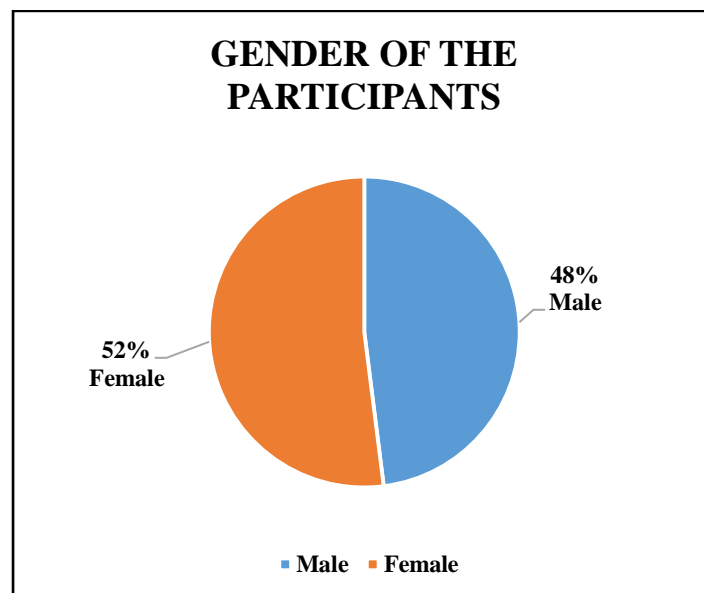


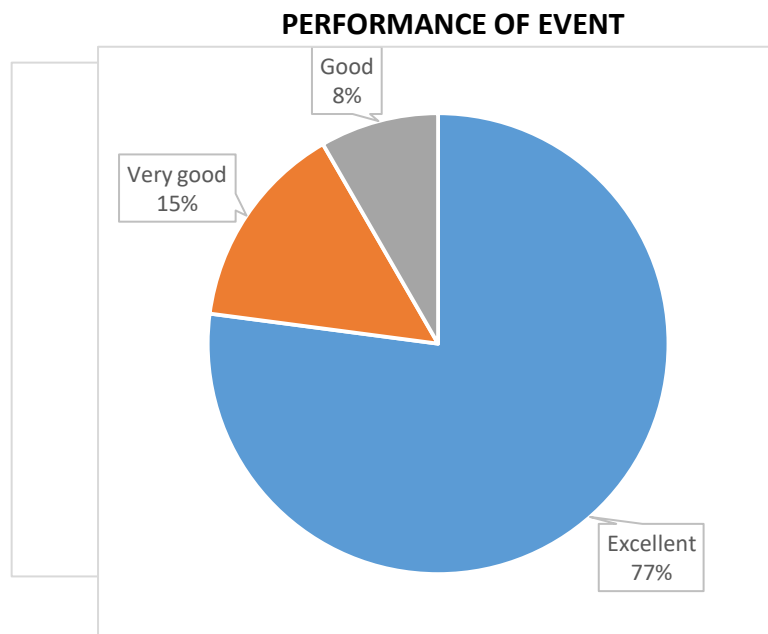
Feedback session by Alumni

Outcome:

- Students gained a clearer understanding of the social work profession, particularly within the HR sector. They learned about the diverse roles and responsibilities, as well as the challenges and rewards of working in this field.
- The insights on higher education motivated many students to consider further studies. The practical tips and personal experiences shared by the alumni provided valuable guidance on navigating the path to advanced degrees.
- Students learned practical skills and strategies for effective social work practice. The emphasis on ethical practice, cultural competence, and resilience was particularly impactful.
- The event strengthened the bond between alumni and current students, fostering a sense of community and support. The alumni's willingness to share their journey and offer advice was greatly appreciated by the students.

Student feedback summary





Conclusion

The Alumni Talk organized by the Department of Social Work at Acharya Institute of Graduate Studies was a resounding success. The event provided a platform for current students to gain invaluable insights from an accomplished alumnus, bridging the gap between academic learning and professional practice. The alumni's experiences and advice have undoubtedly inspired and equipped the students with the knowledge and motivation to pursue their careers in social work with confidence and dedication. The department looks forward to organizing more such events in the future to continue fostering a strong and supportive community of social work professionals.



DEPARTMENT OF SOCIAL WORK

Report Submission: 03/06/2024

Semester:	EVEN – II & IV	Academic Year:	2023–24	Venue:	509 AIGS BLOCK 2
Event Date:	30/05/2024	Time:	03:00 PM TO 04:00PM	Duration:	1hrs

TYPE OF EVENT: ALUMNI TALK

EVENT NAME: “SOCIAL WORK PROFESSIONAL ROLE IN AN NGO AND PREPARATION FOR HIGHER EDUCATION”

Target Audience:	2nd & 4th SEM BSW Students	Number of Participants: 38
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Objectives:

- To provide real-world insights into the Social Work Profession
- To guide students on Higher Education Pathways
- To strengthen the alumni-student network
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Program Introduction:

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Theme of the Event:

The theme of the event revolved around sharing firsthand experiences of working in the social work sector, particularly in non-governmental organizations (NGOs), and the journey of pursuing higher education. The focus was on practical insights, challenges faced, and strategies adopted to overcome them, thereby providing a realistic view of the professional world and academic advancements in social work.



Resource Person

Ms. Aiswarya K Varghese

Business Executive,

Samarpaka Seva Trust, Bengaluru

Detailed Report:

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PHOTOS



HOD Introducing the Alumni to the Students



Resource Person Interacting with BSW students



Interaction between Alumni and Students – Q&A Session

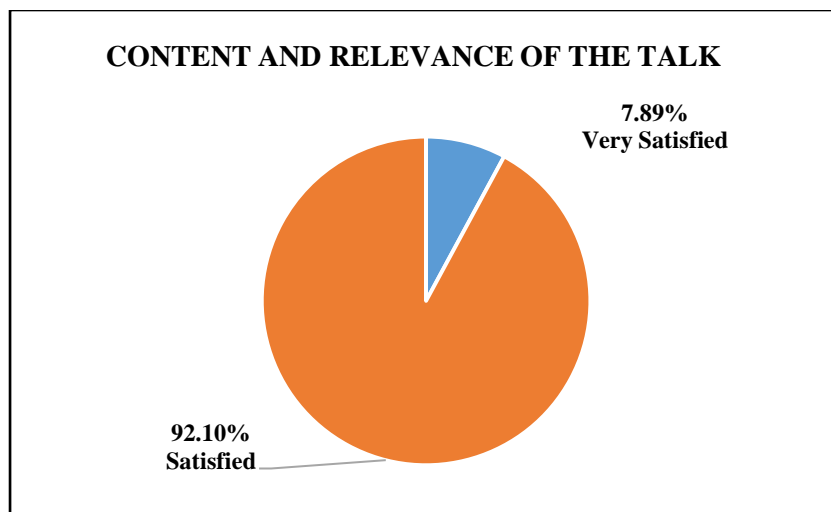
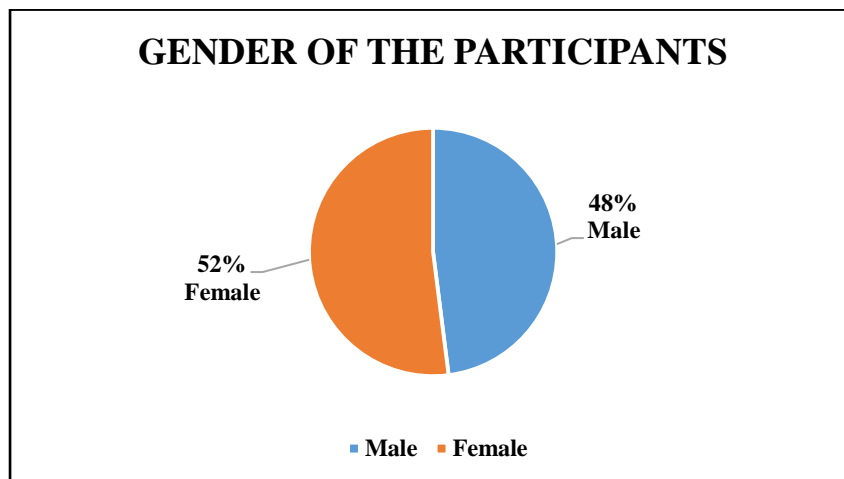


Feedback session by the Alumni

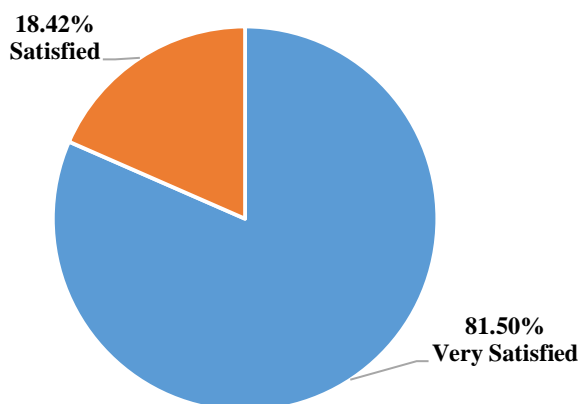
Outcome:

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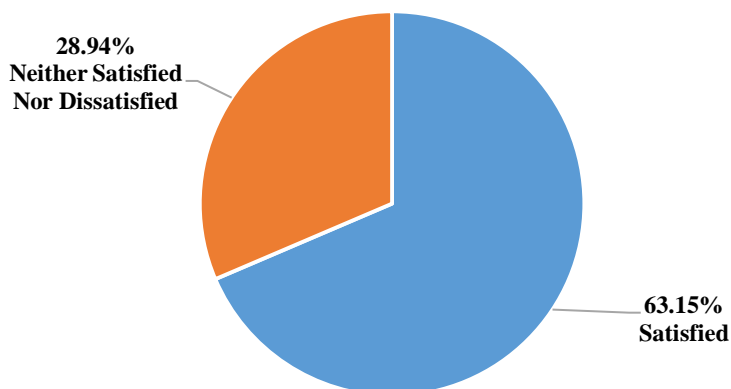
Student feedback summary



ENGAGEMENT AND INTERACTION



PRACTICAL INSIGHTS AND APPLICATIONS



Conclusion

The Alumni Talk organized by the Department of Social Work at Acharya Institute of Graduate Studies was a resounding success. The event provided a platform for current students to gain invaluable insights from an accomplished alumnus, bridging the gap between academic learning and professional practice. The alumni's experiences and advice have undoubtedly inspired and equipped the students with the knowledge and motivation to pursue their careers in social work with confidence and dedication. The department looks forward to organizing more such events in the future to continue fostering a strong and supportive community of social work professionals.



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Soladevanahalli, Bengaluru-560107

DEPARTMENT OF COMPUTER APPLICATIONS

Report Submission: 8/05/2024

Semester: EVEN

Academic Year: 2023-24

Venue: AIGS room

no:401(B1),403,407,408,409(B2)

Event Date:

4/05/2024

Time: 10.00 am to 11.00 am

Duration: 1 Hour

TYPE OF EVENT: TRAINING PROGRAM

EVENT NAME: SUPER 100 TEST FOR TRAINING AND PLACEMENT

Target Audience: IV Sem BCA Students

Number of Participants:151

Objectives:

1. To conduct test and then to select 100 students for providing training on domain based.
2. To provide the Placement on successful completion of the training.

Program Introduction:

To conduct test and then to select 100 students for providing training on domain based and to provide the Placement on successful completion of the training. We Dr. Parvathy Venu, Placement Coordinator and Prof. Sridevi G and Prof. Annapareddy Haarika, TPO, Department of Computer Applications organized this aptitude test.

Theme of the Event: "Placement Test"

Placement test includes the offline test on English vocabulary, Creative thinking, General Science, General Knowledge, Spatial relation, Tacit knowledge, Verbal reasoning, Numerical aptitude, Logical reasoning followed by Interview.

Detailed Report:

A Super 100 test was organized by the Training and Placement Cell, and Department of Computer Applications for the IV Sem BCA students on 4th May 2024 from 10:00 am to 11:00 am in AIGS. This placement drive was conducted by AIGS.



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Super 100 program is planned to provide training for 100 students on domain based. After the training, students will be placed in a good company with standard Package according to their Company Standard based on their Performance in the Interview.

Eligibility Criteria:

Candidates from any courses like BCA/BBA/BSc(cs)/BCOM. Only 2024-25 pass outs will be considered.

Selection Process as below:

- a. 1st Round: Offline Test [Aptitude + Technical]
- b. Training based on domain.
- c. Placement in Good company

We conducted super 100 test for IV Sem BCA, on 4th May 2024. The circular relating to same was circulated to the IV Sem BCA students on 25th April 2024. Test was conducted for 40 marks and for each wrong answer deduction of 0.25 marks as negative marking. Offline pen and paper test with OMR marking was conducted at 10:00am on 4th May 2024. Five invigilators invigilated the test and attendance and feedback has been collected. Test includes the topic English vocabulary, Creative thinking, General Science, General Knowledge, Spatial relation, Tacit knowledge, Verbal reasoning, Numerical aptitude and Logical reasoning. Based on performance in the test, shortlisted students will be given free domain-specific training on Data science, AI/ML and testing by industrial experts. Following this training, students will be placed in reputable companies with standard packages, determined by their performance in the interview and aligned with the company's standards.



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Photos:



Faculty Issuing question papers



Faculty Issuing question papers



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Students are attending the Test



Faculty Invigilating the Test



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Students are Writing test



Students are Writing test

Outcomes:



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Students have the gained a foundational understanding in English vocabulary, Creative thinking, General Science, General Knowledge, Spatial relation, Tacit knowledge, Verbal reasoning, Numerical aptitude and Logical reasoning. Students came to know how to face the aptitude test. shortlisted students will be given free domain-specific training. Following this training, students will be placed in reputable companies with standard packages, determined by their performance in the interview and aligned with the company's standards.

Conclusion and Audience Feedback Summary:

1. Students got the knowledge about aptitude test on English vocabulary, Creative thinking, General Science, General Knowledge, Spatial relation, Tacit knowledge, Verbal reasoning, Numerical aptitude and Logical reasoning
2. Shortlisted students will be given free domain-specific training.
3. After the training, students will be placed in reputable companies with standard packages, determined by their performance in the interview

FeedBack:



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