



AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

Annual Report

We at Al-Ameen have striven to provide students with the best experience and support in their individual learning journeys. Our Curriculum Transformation Programme will enable our vision of an outstanding educational experience, with our degrees being a foundation for future learning, ethical global citizenship, and enhanced employability. We are continuing to develop new initiatives, and understand that there is still more work to do as we challenge ourselves to improve the experience of our students, especially under the stewardship of our Chairman, Mr. Umar Ismail Khan; our Hon. Secretary, Mr. Zubair Anwar & our Principal, Dr. B. A. Anuradha. The dedication and commitment of our institution continues to drive forward innovation, ambition and resilience in the pursuit of making the world a better place.

We acknowledge & pay our respect to our beloved Founder, Late Dr. Mumtaz Ahmed Khan Saheb for his unstinted vision, providing knowledge, leadership & support in all our endeavours. His imprints have left a strong sense of direction for the institution in the years ahead.

Al-Ameen Institute of Management Studies, established in the year 1991-92 offers BBA and MBA programmes with an annual intake of 120 students. The institution is **affiliated to Bengaluru City University, approved by AICTE, New Delhi, ISO 2101 : 2018 Certified, recognized under Section 2(f) and 12B of UGC Act 1956 Accredited with B++ by NAAC and accorded with a distinct Minority Status by the Karnataka State Government.**

We believe that each one of our students has a solemn duty to learn about and embrace a lifetime of concerted action to ensure that they are equipped to play a role in caring for and improving the world we together inhabit in. This responsibility should encourage them to commit to their individual as well as professional role in advancing access, equality, inclusion and mutual respect.

Dr. B. A. Anuradha, Principal was honoured with “**Dr. A. P. J. Abdul Kalam Memorial Award**” for Excellence in Education by ISBR International on 7th Sep 2023.

She published the following research papers :

- ✓ “Strategic Risks of Information Technology Risk Management in Financial Services” in South India Journal of Social Sciences, ISSN : 0972-8945, Vol XXI, No. 1, January-June 2023, UGC Care Group 1 Journal.
- ✓ “Information Technology Risk Governance : Analysis of Financial Services” in Madhya Pradesh Journal of Social Sciences, ISSN : 0973-855X, Vol 28, No. 1, January-June 2023, UGC Care Group 1 Journal, Impact Factor 5.3.
- ✓ “Dr. Mumtaz Ahmed Khan – An Educationist, a Visionary & a Leader” ISBN 978-93-6068-900-1, pp 32-38 published by B.E.T. Sadathunnisa Degree College.

Dr. Abdul Rizwan Shariff, Vice Principal attended a workshop on “Skill Integrated Curriculum for Higher Education” at the Institute for Social and Economic Change on 16th October 2023.

Mr. Deepak Singh MC, HOD MBA attended the following Webinars :

1. “Turning Challenges into Opportunities” organized by Global Institute of Business Studies on 5th Apr 2023.
2. “Towards a Green Economy : Policies & Possibilities” organized by Association of Indian Management Schools on 12th Apr 2023.
3. “Speak up and Stand out: Building Dynamic Communication Skills” organized by Global Institute of Business Studies on 13th Apr 2023.
4. “Leading as a Servant” organized by Association of Indian Management Schools on 14th Apr 2023.
5. “What does it take to be an Entrepreneur?” organized by Global Institute of Business Studies on 25th Apr 2023.

6. “Navigating Profitable Growth : Offline Brand building in the FMCG Industry by DOBIEE” organized by Global Institute of Business Studies on 27th June 2023.
7. "Building a Brand Health for Health and Well-Being lessons from the Heritage Binge” organized by Global Institute of Business Studies on 28th July 2023.
8. "Designpreneur – A Designers Entrepreneurship Journey” organized by Association of Indian Management Schools on 28th July 2023.
9. "From Idea to Market : Navigating the Entrepreneurial Journey” organized by the Association of Indian Management Schools on 18th July 2023.
10. "Innovative Methods Beyond Case Study” organized by the Association of Indian Management Schools on 14th July 2023.
11. “Building Your Personal Brand as an Entrepreneur” Global Institute of Business Studies on 29th Aug 2023.
12. "Importance of Trust in Leadership” organized by the Association of Indian Management Studies on 29th Sep 2023.
13. “Ideapreneur to Entrepreneur” organized by Global Institute of Business Studies Business School on 19th Oct 2023.
14. "Management Education Prospects in Asian Countries” organized by the Association of Indian Management Studies on 13th Oct 2023.
15. "Mind Management” organized by the Association of Indian Management Studies on 22nd Nov 2023.
16. "Cultivating Entrepreneurial Ecosystem in a Hyper-Connected age” organized by Global Institute of Business Studies Business School on 16th Oct 2023.
17. “Managing Digital Disruption: The New Mantra of Business” organized by Association of Indian Management School on 6th December 2023.
18. “Entrepreneurial D2C: Brand Journey” organized by Global Institute of Business Studies on Dec 7th 2023.

19. “The Art of Storytelling – Relevance to Modern Management Practices” organized by the Association of Indian Management School on 8th Dec 2023.
20. “Priorities for HR in 2024” organized by the Association of Indian Management School on 15th December 2023.
21. “Empathy, Ideation, Implementation: Design Thinking for Entrepreneur” organized by Global Institute of Business Studies on 19th Dec 2023.
22. “MBA and Social Impact ” organized by the Association of Indian Management School on 20th December 2023.
23. “ Franchising as a Medium to Scale Your Business” organized by Global Institute of Business Studies on Jan 9th 2024.
24. “Connect & Inspire in Today’s Rowdy, Social World” organized by Global Institute of Business Studies on Jan 17th 2024.
25. “Dealing with Office Politics” organized by the Association of Indian Management School on 7th Feb 2024.
26. “Inclusive Leadership” organized by the Association of Indian Management School on 14th Feb 2024.
27. “The Crucial Role of Relationships in Professional & Personal Growth” organized by Global Institute of Business Studies on 20th Feb 2024.
28. “Common Good HRM : An Emerging Reality” organized by the Association of Indian Management School on 28th Feb 2024.

He also participated in the following :

- 1) Symposism “AVOTECH 2023” which was organized in association with Vision Digital India at NIMHANS Convention centre on 3rd Sep 2023.
- 2) Seminar “Vision 2030 Karnataka” organized by Bangalore Management Association on 21st Sep 2023.

He also Published the following books :

1. “Talent and Knowledge Management” with ISBN 978-93-5755-185-4; published by Thakur Publication for IV Sem MBA in June 2023.
2. “Strategic Human Resource Management” with ISBN 978-93-90972-64-7; published by Thakur Publication for IV Sem MBA in June 2023.

Dr. Y. V Sheshadri, faculty attend the following :

- 1) Symposium “AVOTECH 2023” which was organized in association with Vision Digital India at NIMHANS Convention centre on 3rd Sep 2023.
- 2) Seminar “Vision 2030 Karnataka” organized by Bangalore Management Association on 21st Sep 2023.
- 3) Workshop on “Skill Integrated Curriculum for Higher Education” at the Institute for Social and Economic Change on 16th October 2023.
- 4) Webinar on “The Art of Storytelling – Relevance to Modern Management Practices” organized by the Association of Indian Management School on 8th Dec 2023.
- 5) Summit 2023 themed “Inspiring Excellence in Higher Education and Industry with Technology” organized by The Economic Times on 7th Dec 2023.
- 6) Webinar on “Marketing for Tomorrow” organized by Global Institute of Business Studies on 28th Feb 2024.

Mrs. Rizwana Khanum, faculty attend a National Level FDP on “Professional Growth and Strengthening Capacity for Educators through Quality Parameters-NEP 2020” organized by JAIN(Deemed-to-be-University)- Center of Management Studies, Bengaluru on 8th, 10th and 11th July 2023

- ☆ She was the resource person in a one day Curriculum Orientation workshop on “Fundamentals of supply chain Management” for V Sem BBA Regular & BBA Aviation organized by the Department of Management, St. Francis College in Association with the Department of Commerce, BCU & BCUTCCM on 31st Oct 2023.
- ☆ Webinar on “Drivers of Indian Stock Markets and Emerging Trends” organized by the Association of Indian Management Schools on 22nd Dec 2023.

She also published the following books :

- 1) “Financial Markets and Services” as per new NEP syllabus for IV Sem BBA, BCU with ISBN 978-93-5693-809-0 published by Vision Book House, Bangalore in May 2023.
- 2) “Human Resource Management” as per New NEP Syllabus for V Sem B.COM, BCU with ISBN 978-93-5840-783-9 published by Vision Book House in Nov 2023.
- 3) “Consumer Behaviour” as per New NEP Syllabus for V Sem BBA BCU with ISBN 978-93-5840-765-5 published by Vision Book House in Nov 2023.

Mr.Mohammed Wajid, faculty participated in the following FDPs :

- 1) “Emerging Opportunities in Health Care Analytics in India” organized by the Association of Indian Management Schools on 19th Apr 2023.
- 2) “Empowering Teachers for Excellence in Higher Education” organized by Al- Ameen College of Law, Bangalore on 21st Jun 2023.
- 3) “Emergence of Forensic Finance” organized by the Association of Indian Management Schools on 19th Jul 2023.
- 4) “Financial and Predictive Modeling” organized by Mount Carmel College Autonomous, Bengaluru on 22nd & 23rd Sep 2023.

- 5) “Entrepreneurs Growth E-cells” organized by the Association of Indian Management School on 27th Oct 2023.

He also attended the following Webinars :

- 1) “Management Lessons from Movies” organized by the Association of Indian Management Schools on 1st Nov 2023.
- 2) “NEP 2020: National Higher Education Qualification Framework” organized by the Association of Indian Management School on 17th Nov 2023.
- 3) “Drivers of Indian Stock Markets and Emerging Trends” organized by the Association of Indian Management Schools on 22nd Dec 2023.
- 4) “Time Management” organized by the Association of Indian Management School on 31st Jan 2024.

He published a paper on “Factors Affecting Individual Investment Behaviour of B-School Professionals in Bangalore City” in the Journal of the Asiatic Society of Mumbai with ISSN 0972-0766 in 2023.

He also published a book on “Management Accounting” as per new NEP Syllabus for IV semester BBA, BCU published by Thakur Publication, Bengaluru with ISBN 978-93-5755-111-3, First edition 2023, Website : www.tppl.org.in

Mr. B. A. Ravish, faculty published the following papers :

- 1) “A Study on Identifying Determinants of Brand Equity with Premium Hatchback Cars” in the Journal of the Asiatic Society of Mumbai with ISSN 0972-0766 in 2023.
- 2) “A Study on the Dynamics of Brand Equity Determinants of Premium Hatchback Cars” in a reputed referral Journal in 2023.

Mrs. Shameema Khatoon, faculty attended the following Webinars :

- 1) “Towards a Green Economy : Policies & Possibilities” organized by Association of Indian Management Schools on 12th Apr 2023.
- 2) “Leading as a Servant” organized by Association of Indian Management Schools on 14th Apr 2023.
- 3) "Carbon Neutrality and Corporate Session" organized by Association of Indian Management School on 24th May 2023.
- 4) "Design Thinking to Enhance Research Outcomes" organized by Association of Indian Management School on 5th May 2023.
- 5) Idea Generation Methods" organized by ICT Academy from 16 May 2023 to 19th May 2023.
- 6) “Mental Peace and Wellness” organized by Association of Indian Management Schools on 21st July 2023.
- 7) “Storytelling – The Business Leaders Power tool” organized by Association of Indian Management Schools on 26th July 2023.
- 8) "Designpreneur – A Designers Entrepreneurship Journey” organized by Association of Indian Management Schools on 28th July 2023.
- 9) "Management Education Prospects in Asian Countries” organized by Association of Indian Management Studies on 13th Oct 2023.
- 10) ""METAVERSE : A Business Strategy Frontier ” organized by Association of Indian Management Schools on 8th Nov 2023.
- 11) "Mind Management” organized by Association of Indian Management Schools on 22nd Nov 2023.
- 12) “Navigating the Mind : Strategies for Mental Health Management” organized by Association of Indian Management School on 12th Jan 2024.
- 13) “Artificial Intelligence in Marketing” organized by Association of Indian Management Schools on 19th Jan 2024.
- 14) “Shedding Light on Dark Stories” organized by the Association of Indian Management School on 2nd Feb 2024.

Mrs. Subiya Sainyaara faculty attended the following :

- 1) Webinar on “Designed Thinking to Enhance Research Outcome” organized by the Association of Indian Management Schools on 5th May 2023.
- 2) Webinar on “Carbon Neutrality and Corporate Response” organized by the Association of Indian Management Schools on 24th May 2023.
- 3) FDP on “Emergence of Forensic Finance” organized by the Association of Indian Management Schools on 19th Jul 2023.
- 4) Webinar on “NEP 2020: National Higher Education Qualification Framework” held on 17th November 2023. organized by the Association of Indian Management School

Dr. Azra Kouser faculty attended the following Webinars :

- 1) “Emergence of Forensic Finance” organized by the Association of Indian Management Schools on 19th July 2023.
- 2) “Storytelling – The Business Leaders Power tool” organized by the Association of Indian Management Schools on 26th July 2023.
- 3) “How to make Management Education Industry Oriented” organized by the Association of Indian Management Schools on 6th Aug 2023.
- 4) “Influencer Marketing 2.0: Strategies For The Modern Era” organized by the Association of Indian Management Schools on 11th Oct 2023.
- 5) “Management Education Prospects In Asian Countries” organized by the Association of Indian Management Schools on 13th Oct 2023.
- 6) “Entrepreneurs Growth E-Cells” organized by the Association of Indian Management Schools on 27th Oct 2023.
- 7) “Managing Digital Disruption: The New Mantra Of Business" organized by the Association of Indian Management Schools on 6th Dec 2023.
- 8) “AI in Finance” organized by the Association of Indian Management Schools on 10th Jan 2024.

Mr. Abdul Azeezuddin, faculty attended a webinar on “AI in Finance” organized by the Association of Indian Management Schools on 10th Jan 2024.

Significant programmes & events were undertaken throughout the academic year as given below :

- As part of the Global Immersion Programme, A Case Study on “Project Management” was organized on 15th March 2023 to equip students with global business perspectives. Dr. Sarvesh Swarup from Elliot City, Maryland, USA, resource person presented a case study on the unique research done on the world famous engineering marvel HOOVER DAM project at USA which was constructed under extreme adverse geographic and climatic conditions 75 years ago. Improvising time and cost effective management tools used are the striking features which helped reduce the construction time from the stipulated seven years to five years.
- A Fresher’s Party was organized on 31st May 2023 to welcome the I Sem MBA students. A number of cultural events & games were arranged. Ms. Farha Afreen was declared Queen while Mr. Syed Ali Najeeb was declared King. Ms. Yamuna C stole the Miss Fresher title & Mr. M Wasi Farooqui stole the Mr. Fresher title.
- A “Social-Rural Immersion Programme” was organized by an NGO, LetsTagOn founded by an IIM(A) Graduate for an experiential learning as well as to sensitize the students towards social concerns.

A two-day activity-oriented Social Immersion programme was organized on 4th & 5th May 2023 to provide experiential and impactful immersive experience. The students walked through exposure to communities and social causes which was designed through group activities, scenarios, case studies, awareness,

sensitization on diversity & inclusion, cause marketing and volunteering fostering creativity and impact. The entire program is aligned to the Sustainable Development Goals (SDGs) as set by the United Nations.

The students visited Jalige, a small village near Devanahalli on 14th June 2023 and got an exposure to the social, rural and grassroots development challenges; rural administration; awareness on sustainability; comprehensive study on the rural livelihood challenges through practical field experience as well as opportunities to deal with real world problems through management techniques learnt in classrooms. The students also visited :

- i) A Government School and spoke on the ‘Excessive use of Plastic which is creating havoc on the planet and how to reduce, reuse and recycle it’. They interacted with the school children through discussions, quiz and drawings.
- ii) Grape Fruit Farm & Dragon Fruit Farm to understand commercial crops and market conditions prevailing.
- iii) Gram Panchayat which provided real-life learning & intense societal engagement, under different situations. They learnt the policies, rules, and regulations implemented for the overall development of the village and various schemes initiated by the Government for farmers, education, health, development and employment.
- iv) Gram Panchayat Library
- v) Poultry Farm
- vi) Milk Dairy facilitated in understanding supply chain management of dairy products.

The major concerns highlighted by the visit were lack of resources, infrastructure and getting trained personnel to work in such remote areas.

- Al-Ameen Educational Society observed the International Day against Drug Abuse and Illicit Trafficking on 26th June 2023 to promote a drug free world,

since illicit drugs pose a great threat to the society. The theme for the year was “People First : Stop Stigma and Discrimination, Strengthen Prevention”.

Mr. Narayanaswamy, ACP, Ulsoor Gate Subdivision and Mr. Raju, Inspector of Police, Wilson Garden Police Station were the Chief Guest. The other dignitaries included, Mr. Zulfikar Ali, Joint Secretary Bangalore Division, Al-Ameen Educational Society, Dr. B. A. Anuradha, Principal, Al-Ameen Institute of Management Studies; Dr. P Sartaj Khan, Principal, Al-Ameen Arts, Science & Commerce College; and Dr. T. Nithya, NSS Officer & Head, Dept., of Pharmacy Practice, Al-Ameen College of Pharmacy. Students from Al-Ameen Arts, Science & Commerce College, Al-Ameen Institute of Management Studies and Al-Ameen College of Pharmacy attended the programme.

- Inauguration of BBA Course for the academic year 2023-24 was held on 8th Aug 2023. Dr. Dr. B. A. Anuradha welcomed the gathering. Dr. Mahohar Chikkanna, Chairman, Industry-Academia Council, Bangalore Management Association, was the Chief Guest. Mr. Umar Ismail Khan, Chairman, Al-Ameen Institute of Management Studies presided over the function and Mr. Zubair Anwar, Hon. Secretary, Al-Ameen Institute of Management Studies was Guest of Honour. Planners were distributed to the students as a welcome gesture.
- Library Day was organized to honour the father of Library Sciences, Dr.S.R.Ranganathan.
- Independence Day was celebrated on 15th Aug 2023 on a grand scale. Mr. Uday B Garudachar, MLA and Chief Guest hoisted the flag amidst a gathering of Executive Council Members, Principals, Staff and Students. Our NCC students presented the Guard of Honour and the students put up a colourful array of cultural programmes reflecting the country's history and depicting the bravery and sacrifices made by the freedom fighters.

Mr. Umar Ismail Khan, Chairman, Al-Ameen Educational Society presided over the function and Mr. Zubair Anwar, Hon. Secretary, Al-Ameen Educational Society delivered the keynote address, where he reminded the students to acknowledge the bountiful resources our nation possesses and strive to utilize them wisely for a brighter future. We are proud that Indians are successful around the world, hold top notch positions, and key players in the economic development; but now it is time that we cash upon this pool of talent to enrich our country's resources, boost our economy and reach for the stars he said.

- BBA Graduation Day was organized on 26th Aug 2023. Dr. K S Narayanaswamy, President of Bangalore Management Association & Mr Raghu C Rajappa, Honorary Consul of the Republic of Poland who holds distinguished positions both in Poland & India and has lately coordinated a MOU between Bangalore University and Warsaw University, Poland in 2022 were the Chief Guests. Mr. Iqbal Baig, Executive Committee Member, Al-Ameen Educational Society was the Guest of Honour. Hon. Secretary, Mr. Zubair Anwar presided over the function & Principal, Dr. B. A. Anuradha delivered the welcome address. Distribution of awards and certificates to the winners was followed by and an evening of cultural extravaganza. Mr. Zaffar Ulla Khan, Executive Council Members; and Mr. Mohammed Zulfikar Ali, Joint Secretary, Bangalore Division, Al-Ameen Educational Society were also present on the occasion.
- Mr. Srinivas, Chairman, Kaizen Consultancy organized an “ISO Awareness Training Program” for our faculty on 31st Aug 2023. The programme was well informed, engaged, and aligned with the institution's commitment to ISO standards, ensuring that we play an active role in achieving and maintaining compliance & quality.
- In order to salute the teachers for their unwavering and relentless impact, the students of Al-Ameen Institute of Management Studies celebrated Teacher's Day on 5th Sep 2023. The programme commenced with recitation of Qirath by

Aarafath Khan, MBA student. Mohammed Faheem, a MBA student welcomed the teachers with warm, heartening and gratifying words to express their gratitude for the teachers' patience, passion and commitment to ensure that each student's life blossoms with success. Danish Armar, a BBA student paid homage to the Former President of India, Dr. S Radhakrishnan and spoke about his life, philosophy and contribution as an educationist & teacher.

- Founder's Day was celebrated on 6th Sep 2023 at Al-Ameen Residential Campus, Hosakote. Dr. M A Saleem, IPS, Director General of Police, CID, Bangalore was the Chief Guest and Mrs. Tanveer Ahmed, MD, A J Group of Schools, Al Ain, UAE who is an alumni of Al-Ameen was the Guest of Honour. Our final year BBA student, Ammanuddin Shariff, NCC cadet was awarded a Certificate of Achievement for being selected in Indian Military Academy Camp, Dehradun & being declared the Best Cadet by winning 3 Gold Medals & 2 Silver Medals.
- Keeping technology at the heart of our vision & our commitment to strengthen our Knowledge Delivery System, a newly established "Dr. Mumtaz Ahmed Khan Digital Skills Lab" was inaugurated on 18 Oct 2023 by the Chief Guest, Dr. K Rahman Khan, Former Deputy Chairman, Rajya Sabha, Former Union Minister of Minority Affairs & Former Chairman of Al-Ameen Educational Society. Dr. B. A. Anuradha, Principal welcomed the Guests and gave a brief report on the achievements of Al-Ameen Institute of Management Studies. Dr. F. S. B. Nasir, Principal, Al-Ameen Institute of Information Science gave a review of the facilities made available in the Lab. Mr. Umar Ismail Khan, Chairman presided over the function. Hon. Secretary, Mr. Zubair Anwar, Executive Council members of Al-Ameen Educational Society, Principals & Mr. Imran from London graced the occasion. The opening addresses were followed by a ribbon-cutting ceremony, dua'a and a tour of the newly established lab facility.
- An Alumni meet was organized on 21st Oct 2023. Mr. Zubair Anwar, Hon. Secretary, Al-Ameen Institute of Management Studies presided over the

function. Mr. K Ullas Kamath, Chairman, Federation of Indian Chambers of Commerce & Industry (FICCI); former MD, Jyothi Labs Ltd. & Alumnus of London School of Economics; Wharton Business School & Harvard Business School; and Founder UK & Co., Bangalore was the Chief Guest. Dr. Mahohar Chikkanna, Chairman, Industry-Academia Council, Bangalore Management Association, Bangalore was the Guest of Honour. Principal, Dr. B. A. Anuradha delivered the welcome address while Dr. Abdul Rizwan Shariff, Vice Principal proposed vote of thanks. Mr. Mohammed Salman, Mr. Adil Ahmed & Nizam Fouzdar from the alumni spoke on the occasion.

- Al-Ameen Institute of Management Studies observed “Breast Cancer Awareness Month” by inviting Dr. Mohammed Naseer R, MD & DM, Consultant Medical Oncologist from Health Care Global (HCG) on 27th Oct 2024. Dr. Mohammed Naseer R is a highly trained & renowned expertise in paediatric haemato oncologist, he has handled more than 3000 cases and is a recipient of the Torrent Young Scholar Award (TYSA) Zonal Round Winner.
- In our endeavour to promote a healthier community, Al-Ameen Institute of Management Studies participated in a Walkathon organized by Trustwell Hospitals, Bangalore on 28th Oct 2023 to create awareness on Stroke & related issues. Dr. Rajesh, Senior Neurologist, and Dr. Praveen, HOD of Neurosurgery, enlightened the gathering about stroke precautions, warning signs & the facilities at the hospital. Our BBA & MBA students participated with great keenness along with an inspiring turnout for the event.
- National Education Day was observed on 11th Nov 2023 to commemorate the Birth Anniversary of Bharat Ratna, Dr. Moulana Abul Kalam Azad. Dr. Bheemachari, Principal, Varadaraja Institute of Pharmaceutical Education & Research, Tumkuru was the Chief Guest.

- Fresher's Day was organized for our BBA students on 18th Nov 2023 on the theme "Nature". Cultural events & games marked the event. Mr. Asif Ahmed was declared Mr. Fresher 2023 & Ms. Saba Fatima were crowned as Miss Fresher 2023.
- A Guest lecture on "Beyond Failing: Dealing with Student Suicides and Depression" was organized on 20th Nov 2023 by Ms. Alaka Rao, Executive Member, All India Mahila Sanskrithik Sangathan (AIMSS), Karnataka Chapter, who is an expert in psychology and mental health to address sensitive issues such as depression and suicidal thoughts. The need of the hour is to create awareness and offering practical strategies aimed to empower individuals within academic environments & to recognize warning signs, extend support, and prioritize mental well-being.
- Al-Ameen Entrepreneurship EXPO 2023 was organized on 28th Dec 2023 as a unique partnership platform to promote entrepreneurship ecosystem building at Al-Ameen. The EXPO which is now an annual event provides an interactive space for collaboration, ideas generation, capacity building, business development, showcase talent, network with like-minded individuals, and gain valuable insights to propel their ideas/ventures forward. Mr. S. A. Hussain, Chairman, Insight Educational Trust, Bangalore was the Chief Guest. Mr. Mohiuddeen M K S, President, Global Islamic Chamber of Trade & Commerce (GICTC), Kuwait Chapter was the Key note speaker along with Mr. Abdulla Hassan Thakur, Founder, GICTC who gave a virtual presentation. The Chairman, Mr. Umar Ismail Khan in his presidential address appreciated the efforts of the principals & staff in steering Al-Ameen to new heights. Dr. P Sartaj Khan, Principal, Al-Ameen Arts, Science & Commerce College gave the welcome speech.

The event engaged the Hon. Secretary, Mr. Zubair Anwar as Guest of Honour, EC Members, Mr. Zaffar Ulla Khan & Mr. Mohammed Fazil Hussain and a

number of experts & social workers to discuss about digital marketing; financing; e-commerce and crowd funding; gender responsive procurement; green economy, pitching, latest trends, strategies, and tools to accelerate one's business with our young budding students.

- Graduation Day was organized for MBA 2021 Batch on 6th Jan 2024. The Chief Guest was Prof Noor Afza, Professor & Chairperson, Department of Studies & Research in Business Administration, Tumkur University. Dr. Manohar Chikkanna, Chairman, Industry-Academia Council, Bangalore Management Association was the Guest of Honour. The function was presided over by the Hon. Secretary, Mr. Zubair Anwar who proudly presented 2 MBA graduates, Shazia & Nivedita and applauded their mothers, Fahmida & Saraswathi respectively who are serving at Al-Ameen Institute of Management Studies. He said that this is our pride that we cater to students who study against all odds and are the gems of our institute. The Principal, Dr. B. A. Anuradha delivered the welcome address. Certificates & prizes were distributed to the graduating students.
- Republic Day celebrations at Al-Ameen on 26th January 2024 was an occasion to come together and share the rich history, culture & traditions of our Indian heritage, to mark the historical moment of India's transition to a republic and commemorating the enactment of the constitution of India. The Celebrations started with guard of honour by our NCC cadets, followed by flag hoisting. Squadron Leader Girish Udupi was the Chief Guest. Students put up a spectacular show depicting the unity amongst India's rich cultural diversity, patriotism & love for our country. The Chairman, Hon. Secretary. Executive Council Members of Al-Ameen Educational Society, principals, students, staff and parents attended the celebrations with enthusiasm & zeal.
- A state level inter-collegiate debate completion – Speak for India, Karnataka Edition 2023-24 was organized by Times of India Group and Federal Bank at Al-Ameen Institute of Management Studies on 17th Feb 2024. 10 Students of 6th

Semester BBA along with 50 participants from other colleges participated in Speak India Contest (Semi-Finals) at the New Seminar Hall, Al-Ameen Educational Campus, Bangalore. Various topics were given to the participants to speak extempore. Dr B.A. Anuradha, Principal, Al-Ameen Institute of Management Studies congratulated all the participants and the shortlisted candidates.

- The Inauguration of the MBA 2023-25 batch was held on 20th Feb 2024. The Principal, Dr. B. A. Anuradha shared tenants of wisdom with the students while delivered the welcome address. Dr. Raju B P G, Vice-President Global Operations, TTI - DYN, with a rich experience of 36 years was the Chief Guest. Mr. Uvais Chinoy, is the Director, E-Commerce Motorola & an alumnus of Al-Ameen Institute of Management Studies & Dr. C. Manohar, who is the Regional President, Indo American Chamber of Commerce were the Guest of Honour. In his presidential remarks Mr. Zubair Anwar, Hon.Secretary, Al-Ameen Educational Society welcomed the new batch to be an integral part of Al-Ameen & shared our Founder, late Dr. Mumtaz Ahmed Khan's vision who foresaw Education as the Key to Success.
- International Women's Day was celebrated on 11th March 2024 to inspire others to understand and value women's inclusion. The International Women's Day theme for 2024 is "Inspire Inclusion". The programme commenced with recitation of Qirath by Abdul Rahman, MBA student. Dr. B. A. Anuradha, Principal welcomed the guests, invitees & students and recapitulated, epitomized & exemplified the role & importance of women engulfing everyone with her lighthearted humour. The Guest of Honour, Prof. Godamani K, Former Academic Council Member, BCU said that celebrating International Women's Day does not just signify the progress made, or struggle of women or gender equality or women's right but Women's strength & determination that has today opened barriers & paved way for success. The Chief Guest, Mrs. Wanitha Ashok who is a Fit India Brand Ambassador, Lifestyle Influencer & page 3

celebrity has been a motivational speaker, media presenter and author of the book “You have an Excuse I have an Exercise” spoke about the future of the country & fitness. She shared the mantra of a “Healthy Body Healthy Mind” being exercise, diet, sleep & meditation. Mr. Umar Ismail Khan, Chairman, Al-Ameen Educational Society in his presidential address brought out the importance of positivity & laughter; spreading happiness; taking care of oneself, family & society; exercising; good nutrition; being patient & staying lighthearted. He shared the proposal of establishing a fully fledged gym in the campus and encouraging girls to adopt the habit of regular exercise. The motive behind Al-Ameen, he said was to serve the poor & low income middle class, thus Al-Ameen provides Quality Education at affordable rates. He also fondly remembered his late father, Dr. Mumtaz Ahmed Khan’s passion to promote sports & health.

- An outbound adventure program was arranged to Eagles Unbound Adventure Park, KMS Farms on 7th Mar 2024 for our MBA students. A number of activities included team building games, ice breaker & energizers, wall climbing, zip line, high rope course, group obstacle race, progressive group task, shooting & archery and rain dance. Mr. Deepak Singh S C, HOD, MBA & Mrs. Shameema Khatoon, faculty accompanied the students.

➤ Guest lectures / programmes for BBA students :

- a. “Soft Skills” by Mrs.Amina Ruhi Ahmed, A Corporate Trainer was organized for BBA students on 21^h Aug 2023.
- b. “Cyber Security Awareness” by Mr. Cibi John, Senior Manager-Finance, Secure Eyes Infusing Security was organized for MBA students on 8th Sep 2023.
- c. “Listening Skills” by Mrs.Amina Ruhi Ahmed, A Corporate Trainer, was organized for MBA students on 19th Sep 2023.
- d. “Soft Skills & Career Choice” by Mrs. Soma Mukherjee, a Corporate Trainer was organized for MBA students on 16th Oct 2023.

- e. “Law of the Land” by N. Rajanna, Advocate was organized for BBA students on 19th & 20th Oct 2023. This was followed by question & answer session.
- f. “Why Government Jobs are Lucrative & Guidance for Bank Entrance Exams” by Dr R. Chandra Moorthy, Director & Management Consultant, VXPlore Consultants Private Limited for BBA students on 4th Nov 2023.
- g. “Civic Sense” by Dr C Manohar, Regional President, Indo American Chamber of Commerce on 13th Nov 2023.
- h. An orientation on “Corporate Expectations & Preparedness for the Same” by Dr. B. A. Anuradha, Principal on 20th Dec 2023.

➤ Guest Lectures for MBA students :

- a. “Presentation Skills” on 11th April 2023 by Amina Ruhi Ahmed, an NLP Certified Trainer.
- b. “Mental Wellness” on 5th June 2023 by Dr. Bhavya K Baira, a Consultant Psychiatrist from Trustwell Hospital.
- c. “Listening Skills” (MIT) by Mrs. Amina Ruhi Ahmed, NLP Certified Trainer, Cocoons Pvt. Ltd., was organized on 19th Sep 2023 for MBA students.
- d. “Law of the Land” by N Rajanna, Advocate on 19th & 20th Oct 2023. This was followed by question & answer session.
- e. “Soft Skills & Career Choice” on 16th Oct 2023 by Ms. Soma Mukherjee, a Certified Trainee.

- f. “Digital Marketing” on 23rd, 27th & 29th Nov 2023 by Mr. Srinivas Aswath, a Business Expansion Professional.
- g. “Stress Management” on 28th Nov 2023 by Mrs. Amina Ruhi Ahmed, an NLP Certified Trainer.
- h. “Counselling” on 29th Nov 2023 by Mrs. Amina Ruhi Ahmed, an NLP Certified Trainer.
- i. “Time Management” on 12th Feb 2024 by our Alumni Mr. Mohammed Salman.
- j. “Trajectory- Skills and Competency to Compete” on 13th Feb 2024 by Rajesh C.P, a Consultant from iExpert.

➤ Workshops for BBA students :

- a. “Business Quiz, Puzzle Solving & Personality Recognition” was held on 25th May 2023.
- b. “Logical Treasurer Hunt” was held on 22nd Jun 2023.
- c. “Capital Market Awareness Programme” was held on 20th Jul 2023.
- d. “Information Technology Act” was held on 28th Jul 2023.
- e. “Case Studies” was held on 17th Aug 2023.
- f. “Eminent Personalities In The Business World” was held on 31st Aug 2023.
- g. “Business Quiz” was held on 7th Sep 2023.
- h. “Cross Word Puzzle & General Awareness on competitive exams” was held on 26th Oct 2023. Eight teams participated.

- i. “Fortune Global 500 Companies” was held on 14 Sep 2023. Fifteen students of I Sem BBA gave inspiring presentations.
- j. "Eminent Personalities in the Business World" was held on 31st Aug 2023. Eight students of I Sem BBA gave spectacular presentations.
- k. “Stress Management” was held on 3rd August 2023 by Dr. Azra Kouser for BBA Students.
- l. “Case Study” was held on 17th August 2023 by Mrs. Subiya sainyaara BBA Students.
- m. “Eminent Personality in the Business ” was held on 13th July 2023 by Mr.Mohammed Wajid for BBA Students.
- n. “CEO’s Quiz” was held on 20th July 2023 by Mr. Azizuddin for BBA Students.
- o. “IT Act 2000” was held on 27th Jul 2023 by Mrs. Shameema Khanum for BBA Students.
- p. “Union Budget 2022-2023” was held on 1st Jun 2023 by Mr.Azizuddin for BBA Students.
- q. “E-Governance” was held on 08th Jun 2023 by Mrs. Shameema Khanum for BBA Students.
- r. “Financial Literacy” was held on 15th Jun 2023 by Dr. Azra Kouser for BBA Students.
- s. “Logic Treasure Hunt” was held on 15th Jun 2023 by Dr. Irfan Mumtaz for BBA Students.
- t. “Business Quiz” was held on 29th Jun 2023 by Mrs. Subiya Saniyaara for BBA Students.

- u. “Business Quiz, logo Identification” was held on 25th May 2023 by Mr.Mohammed Wajid for BBA Students.

➤ Workshops for MBA students

- a. “Types of Communication Styles – Assertive, Passive, Aggressive” on 14th Sep 2023 by Mrs. Amina Ruhi Nayeem, NLP Certified Trainer, Cocoons Pvt. Ltd.

➤ Our BBA students attended the following :

- ☆ Eleven Final year BBA students underwent an Internship Programme from 3rd – 7th January 2024 as a part of an academic study held at “Lulu International Shopping Malls Pvt., Ltd., Bengaluru.” All Major Departments were covered during the internship.
- ☆ An Orientation Programme on “APS/IPS/UPSC Examination” was organized for BBA students on 13th July 2023. Mr. Syed Sadath, a Career Development Coach was the resource person.
- ☆ An Investor Education Programme (IEP) was conducted on behalf of BSE-IPF on Capital Market Awareness, Introduction to Mutual Fund & Financial Planning on 20th July 2023, for BBA students. The resource person was Mr. Rahul Dhawan, Corporate Trainer with expertise in Equity Research and Financial Planning.
- ☆ A Soft Skill Training Programme by Mrs. Ruhi Nayeem, NLP Certified Trainer, Cocoons Pvt. Ltd., was organized on 21st Aug 2023 for I Sem BBA students.
- ☆ A Counseling Session by Mrs. Ruhi Nayeem a Corporate Trainer was organized for I Sem BBA Students from 19th Sept – 22nd Sep 2023 & from 23rd – 25th Nov 2023.

☆ Mohammed Danish & Alfiya Sultana, BBA students attended the following :

- a) Webinar on “Entrepreneurs Growth E-cells” organized by the Association of Indian Management School on 27th Oct 2023.
- b) Workshop on “A1-TOOLS” organized by Be10x Company Maharashtra on 19th Nov 2023.
- c) Webinar on “Mind Management” organized by Association of Indian Management Schools on 22nd Nov 2023.
- d) Webinar on “Leveraging A1 For Business And Personal Growth” organized by Association of Indian Management Schools on 29th Nov 2023.
- e) G20 Key Highlights and its Opportunities for India” organized by Department of Commerce HKBK Degree college, Bengaluru on 25th Nov 2023.
- f) “NEP 2020: National Higher Education Qualification Framework” organized by Association of Indian Management Schools on 17th November 2023

Our MBA students attended the following :

- ☆ MBA student representatives participated in a State Level Convention against Sexual Harassment, Supporting Women Wrestlers of our country organized by All India Mahila Samskruti Sadhan, on 23 May 2023 at UVCE Alumni Association Hall near BCU, K.R.Circle Bangalore. They were accompanied by Dr. Rizwana Khannum.
- ☆ MBA students participated in a Symposism “AVOTECH 2023” which was organized in association with Vision Digital India at NIMHANS Convention centre on 3rd Sep 2023.
- ☆ Student Representatives of MBA II Sem participated in a Seminar “Vision 2030 Karnataka” organized by Bangalore Management Association on 21st Sep 2023.
- ☆ MBA students participated in the “National Consumers Right Day” organized by HKBK Degree College on 24th Dec 2023.

- ☆ MBA students participated in the launching of Karnataka Women's Employees Association organized by Karnataka Government on 23rd Feb 2024 at Town Hall.
- ☆ MBA students participated in an International Conference on Dual Transition of Net Zero Carbon and Digital Transformation organized jointly by Bengaluru City University, Bengaluru & Birmingham City University, Birmingham, U.K on 16th & 17th Feb 2024. Mr. Deepak Singh MC, HOD accompanied the students.
- ☆ The following activities were conducted under the ambit of CMCA (Children's Movement for Civic Awareness) :
 - Pretest for Assessing students was conducted on 17th March 2023.
 - "Your Voice & Active Citizenship" on 20th March.
 - "Leading Successful Change Initiatives "on 27th March 2023.

➤ Competitions :

- a. Nainar Mohammed, a Black Belt from III Sem BBA has bagged the title "Global World Record Achiever" in Martial Art Stick Rotating on 14th Feb 2023 during a competition held at WSS International Sports Development College, Bangalore. He has Judged a "Open National Level Taekwondo Championship - 2023" on 15th Feb 2023 at Taekwondo School, Jukker Layout, Bangalore.
- b. Zaid Ahmed, Mohammed Omar Luqmaan, Mohammed Zaid Parwez, Irfan Pasha and Sameer Ahmed, from VI Sem BBA were selected as "Finance Advisors" at Master Solutions during a Recruitment Drive by Master Consultants at Al-Ameen Arts, Science & Commerce College on 15th July 2023.

- c. Alfiya Sultana, from II Sem BBA has secured 10th Place in the “International Online Business Quiz Competition” organized by Bangalore City University on 22nd July 2023.
- d. MBA students participated in a National Level Inter-Collegiate Management, Technology & Cultural fest organized by Community Institute of Management Fest event held on 18th & 19th May 2023 and Secured Second Place in Gaming.
- e. MBA students participated in a National level Inter Collegiate fest "UNIQUENESS" organized by the Department of Commerce and Management of Jyoti Nivas College Autonomous Post Graduate Center on 18th Aug 2023.
- f. MBA students participated in a National level Inter collegiate fest “INFINITO” organized by Presidency College of Autonomous on 24th Aug 2023.
- g. Mohammed Danish, a BBA I Sem student scored 96% in the National Level Quiz on “Banking & Financial Awareness” organized by the Dept., of Management, Acharya Institute of Graduate Studies on 29th September 2023.
- h. Mohammed Danish of BBA I Sem & Alfiya Sultana of BBA III Sem also successfully completed Viksit Bharat Quiz organized on 13th January 2024 by the Ministry of Youth Affairs and Sports
- i. Chandana C of MBA III Sem participated in an Online quiz on “National Voters Day” organized by Government Degree College Rayachoty on 25th Jan 2024.
- j. MBA III Sem students bagged Second Place at an HR Event during the Intercollegiate Management Fest organized by Krupanidhi College of Management on 9th Feb 2024.
- k. MBA III Sem students participated in an Intercollegiate Management Fest organized by St. Joseph’s University on 19th Feb 2024.

➤ Webinar – MBA Students

1. “Management and Gita” organized by the Association of Indian Management Schools on 05 Apr 2023.
2. “Closing the Skill Gap : Why your College Education is only the Beginning” organized by the Association of Indian Management Schools on 07 Apr 2023
3. “Towards a Green Economy : Policies & Possibilities” organized by Association of Indian Management Schools on 12th Apr 2023
4. “Speak up and Stand out: Building Dynamic Communication Skills” organized by Global Institute of Business Studies on 13th Apr 2023.
5. “Quiz on Dr. Baba Saheb Ambedkar” organized by G2 Bharath 2023 India on 14th Apr 2023
6. “Quiz on Water Conservation” organized by Holy Cross College, Nagercoil on 21st Apr 2023
7. “What does it take to be an Entrepreneur?” organized by Global Institute of Business Studies on 25th Apr 2023
8. “Building Institutions of Excellence: Stake Holders and their Roles” organized by Association of Indian Management Schools on 28th Apr 2023.
9. “Inculcation of Sectorial Perspective in Management Education, The Need of the Day for Economic Growth” organised by Association of Indian Management Schools on 4th Aug 2023.
10. “Building Your Personal Brand as an Entrepreneur” organized by Global Institute of Business Studies on 29th Aug 2023.
11. “Management - Preparing for the New Normal” organized by the Association of Indian Management Schools (AIMS) on 15th Sep 2023.
12. “Importance of Trust in Leadership” organized by the Association of Indian Management Schools (AIMS) on 29th Sep 2023.
13. “Data Analytics in Business Decision Making” organized by the Association of Indian Management Schools (AIMS) on 4th Oct 2023.

14. “How to Develop a Champion Mindset & Innovate” organized by GIBS Business School on 10th Oct 2023.
15. “Ideapreneur to Entrepreneur” organized by GIBS Business School on 19th Oct 2023.
16. “Your Guide to Building a Company” organized by GIBS Business School on 26th Oct 2023.
17. “Entrepreneurs Growth E-Cells” organized by GIBS Business School on 27th Oct 2023.
18. “Management Education Prospects in Asian Countries” organized by the Association of Indian Management Schools (AIMS) on 18th, 13th & 6th Oct 2023.
19. “Franchising as a Medium to Scale Your Business” organized by Global Institute of Business Studies on 9th Jan 2024.
20. “Unleashing the Employable MBA” ” organized by the Association of Indian Management School on 24th Jan 2024.
21. “Time Management” organized by the Association of Indian Management School on 31st Jan 2024.
22. “Dealing with Office Politics” organized by the Association of Indian Management School on 9th Feb 2024.
23. “Inclusive Leadership” organized by the Association of Indian Management School on 14th Feb 2024.
24. “The Crucial Role of Relationships in Professional & Personal Growth” organized by Global Institute of Business Studies on 20th Feb 2024.
25. “Experiential Learning and Real-World Applications in Management Education” organized by the Association of Indian Management School on 21st Feb 2024.
26. “Common Good HRM: An Emerging Reality” organized by the Association of Indian Management School on 28th Feb 2024.

➤ **Laurels by NCC**

Shivam Singh, a final year BBA student who is a Senior Under Officer (SUO) has made us proud by winning :

- i) A Gold medal for Best Guard of Honour in RDC Dekitting Camp at Rajbhavan presented by CO 3 KAR Lt. Col. Damodaran PP on 20th May 2023
- ii) Gold medal for Best Cadet out of 500+ cadets in the Combined Annual Training Camp/PRE RDC at Presidency College on 12th June 2023.
- iii) Gold Medal in Obstacles Training during the Inter Group Competition in Thal Sainik Camp(TSC) at Tumkuru on 2nd Aug 2023.

Mohammed Junaid, from BBA IV Sem is a Lance Corporal (CPL) has made us proud by :

- i) Winning the Best Cadet in the Combined Annual Training Camp (CATC) amongst 450 cadets from different colleges conducted by 3 Kar BN NCC at Rashtriya Military School, Bangalore from 9th to 28th May 2023.
- ii) Being selected as the “All Karnataka NCC Contingent Parade Commander” and was leading the Karnataka & Goa Contingent during the Republic Day Parade on 26th Jan 2024 at the Manekshaw Parade Ground in Bangalore.

Ayesha Tarannum from BBA II year participated in the Thal Sainik Camps from 2nd July to 12th July 2023 & 14th July to 22nd July 2023 at Tumkuru and from 22nd July to 31st July at Bangalore University under 4 Karnataka Battalion.

➤ Industrial Visit was organized for the students as detailed below :

- 1) Coco Cola Beverage Pvt., Ltd., on 2nd Jun 2023 for IV Sem BBA
- 2) Accupak Ltd., Bommasandra :
 - a) 26th Jul 2023 for II Sem BBA
 - b) 29th Aug 2023 for II Sem MBA
- 3) TVS on 12th Sep 2023 for MBA IV Sem
- 4) UNICBIC Foods India Pvt Ltd, Tumkur Road on 12th Oct 2023 for I Sem BBA.

➤ Al-Ameen Institute of Management Studies has signed MOUs with the following for placements during 2023-24 :

1. Farid Consultant Real Estate on 11.05.2023
2. College Job Portal on 26.06.2023

PRINCIPAL

Photos



Inauguration of MBA Course on 20th Feb 2024



International Women's Day on 11th Mar 2024



MBA Graduation Day Batch 2021-2023 on 6th Jan 2024



Inauguration of Dr. Mumtaz Ahmed Khan Digital Skills Lab
on 18th Oct 2023



Al-Ameen EN-Expo 2023
28th Dec 2023



BBA Graduation Day on 26th Aug 2023



MBA Fresher's Day on 31st May 2023



BBA Fresher's Day on 18th Nov 2023



Industrial Visit to Coco Cola Beverages on 22nd Jun 2023



Industrial Visit to Accupak Pvt. Ltd., on 29th Aug 2023



Outbound Learning Adventure Programme
on 7th March 2024 - MBA



MBA students attending a event sponsored by the
Govt., of Karnataka on 23rd Feb 2024



MBA students bagged 2nd Prize in HR Event on 9th Feb 2024.

PRINCIPAL