



PES Trust (R)  
**PESIAMS**  
Shivamogga, Karnataka



# PRERANA IGNITE

## NEWSLETTER

Volume 01 Issue 01 2025



## VISION

- Creating human excellence for the global and local requirements through need & value-based education.

## MISSION

- Creating excellent infrastructure – Physical and human resources.
- Imparting holistic education focusing on employability.
- Instilling the quality in students to take up self-employment.
- Enabling students to cater to societal and national development.
- Inculcating the quality of leadership in all walks of life.
- Motivating and empowering the faculty to incessantly engage in research and innovation.

# ABOUT PESIAMS

Established in 2008, PESIAMS stands as a premier institution under the PES Trust (R), Shivamogga. We offer exceptional opportunities for aspiring students in Management, Commerce, Computer Applications, Science and Tourism & Hospitality Education.

Our comprehensive academic programs include undergraduate degrees in BCA, B.Sc., B.Com, BBA (Regular), BBA in Tourism & Travel, BBA in Hospitality & Event Management, along with a Post Graduate Degree in Commerce(M.Com).

At PESIAMS, we are dedicated to not only equipping our students with professional qualifications but also to fostering their overall development. We strive to instill a sense of fulfillment, self-enrichment, continuous knowledge enhancement, and empowerment in every learner. Join us at PESIAMS to embark on a journey of academic excellence and personal growth!!



# Message From Principal

IGNITE – 2025 Edition

Dear Parents, Students, Faculty and Well-Wishers of the PESIAMS Family,

Warm greetings to each one of you!

Let us, with renewed energy and shared purpose, continue to ignite young minds and make PESIAMS a beacon of knowledge and inspiration.

It gives me immense joy and pride to reach out through this edition of IGNITE, our institutional newsletter that reflects the collective spirit, achievements and aspirations of the PESIAMS community. At the very outset, I express my heartfelt gratitude to all our stakeholders—students, parents, alumni, faculty and well-wishers—for your constant support, encouragement and faith in our mission to impart value-based and holistic education.

At PESIAMS, we believe that education is not merely about acquiring knowledge but about developing life skills, building character and nurturing a purpose-driven personality. Our vision is to inspire every learner to discover their inner potential and transform it into excellence—academically, professionally and ethically. We take immense pride in creating an environment that fosters innovation, leadership and integrity, shaping our students into responsible global citizens.

The past years have been a journey of growth and transformation. We have continued to strive for academic brilliance, while also focusing on co-curricular and extracurricular excellence. Our efforts are directed towards ensuring 360-degree development—preparing our students to face the evolving challenges of the modern world with confidence and compassion. We firmly believe that true education empowers individuals to not just earn a living, but to make a meaningful difference in society.

As we move forward, PESIAMS remains committed to its mission of delivering quality education synergized with modern teaching-learning methods and strong moral foundations. Together, we shall continue to create a vibrant community of learners and leaders—where diligence, devotion, and determination light the path of progress.

Wishing you all success, happiness and lifelong learning.

Warm regards,  
Dr. Sudharshan G M  
Principal

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# 1. Aadhya 2025-26 Fresher's Day Celebration

The PES Institute of Advanced Management Studies welcomed its newest batch of students with excitement at the Fresher's Day celebration on 23rd August 2025 at the Prerana Convention Hall. The program was organised to make the first-year students feel at home and introduce them to the vibrant PESIAMS community.

The event was presided over by Dr. Nagaraja R., Chief Coordinator Administration (CCA), PES Trust, and graced by Dr. Sudharshan G. M., Principal of PESIAMS. Followed by a lively cultural showcase that included dance, music, and interactive games, organised by second and final-year students.



## 2. Annual Day - Abhikhyana - 2025

The Annual Day Abhikhyana-2025 was organised with the presence of Dr. Nagaraja R, Chief Coordinator Administration (CCA), PES Trust, Dr. Sudharshan G M, Principal, PESIAMS, Dr. Dileep Kumar S.D, Coordinator, PG Department of Commerce, Ms. Roopa D. S., Head, Department of Computer Applications, Dr. Yashaswitha Chavan, Head, Department of Science, Dr. Manjunatha H. R., Head, Department of Commerce, and Mr. Mohan D. Head, Department of Management on 14<sup>th</sup> May, 2025 at Prerana Convention Hall. The students were felicitated under sports, extra-curricular, and entrepreneurship activities as special achievers. It included 6 students for sports, 68 students, the toppers of the academic year 2024-25 from various academic programs, and were distributed with book coupons worth Rs. 750 each. A farewell ceremony was held for final-year students, who showcased their talents through cultural performances. The event concluded with captivating cultural performances by the students, making it a memorable day for all the spectators.



## 3. Ethnic Day 2025

The Ethnic Day was celebrated with great enthusiasm and cultural pride on 13<sup>th</sup> May 2025 under the vibrant banner of the Kalarava Forum, the institution's cultural committee dedicated to preserving and promoting India's diverse heritage. The event witnessed energetic participation from students across all sections, who adorned themselves in traditional attire representing various regions of the country. The highlight of the day was the colorful ramp walk, where students proudly displayed India's cultural richness through their ethnic wear, accompanied by music, joy, and cheers that reflected the spirit of unity in diversity. The event was judged by Ms. Poornima S and Ms. Shilpa S, Assistant Professors from the AIML Department PESITM, whose presence and insights added prestige and value to the celebration.



### 4. Graduation Day Celebration

PES Institute of Advanced Management Studies celebrated graduation day on 10 May 2025 with joy and happiness by recognizing and honoring exceptional students for their academic and extracurricular achievements. The event showcased a supportive environment that promotes excellence in academics, research, and personal development. It served as a platform to motivate students of achievement and to

reinforce the institution's vision of cultivating future leaders equipped with knowledge, ethics, and social responsibility. Prof. Sharath Ananthamurthy, Vice Chancellor, Kuvempu University, underscored the significance of education in the holistic development of individuals, emphasizing the institution's commitment to fostering scientific inquiry and intellectual growth.



### 5. CA Foundation Program



The inauguration of the CA Foundation Program was successfully organised by the Department of Commerce on 10th Oct 2025, with a great enthusiasm and participation from students and faculty members. The program began with a warm welcome to the chief guest and dignitaries, followed by

lighting of the lamp to mark the auspicious beginning of the event. The principal addressed the gathering and emphasized the importance of pursuing professional courses like Chartered Accountancy for building a strong career in the field of commerce and finance. The chief guest delivered an inspiring speech highlighting the opportunities, challenges, and dedication required to succeed in the CA profession. During the program, CA Foundation study materials were distributed to the students, and the participants took an oath pledging their commitment to discipline, hard work, and ethical practices in their academic and professional journey.

## 6. ATAL Basic Faculty Development Program



The Department of Computer Applications at PES Institute of Advanced Management Studies, Shivamogga, in association with the AICTE Training and Learning (ATAL) Academy, organised a six-day Faculty Development Program (FDP) on the theme “Future of Design Thinking: Next Wave” from 23rd to 28th June 2025. The event brought together a diverse group of thought leaders, researchers, and industry experts to explore how design innovation, when fused with emerging technologies, can redefine solutions in areas like healthcare,

cybersecurity, sustainability, and education. The first day Morning session featured Dr.Venugopal Gandham, Director –Global IT Support Services, Teleperformance Global Services, Hyderabad on the topic Integration of AI & Design Thinking in IT and Entrepreneurship. He explained how AI is transforming the IT landscape through intelligent automation, predictive maintenance, smart debugging, and performance optimization. The first day afternoon session featured Mr. Harish Gadagin, Chief Operating Officer, Anvesana TBI, Shivamogga, who shared valuable insights on Design Thinking and Practical on Prototyping.The second day morning session included the resource person, Dr. Likewin Thomas, Professor & Head, Department of AI & ML, PESITM delivered a presentation on AI in Healthcare.The second day, afternoon session featured Prof. Siva Teja Kakileti, Principal Research Scientist & Director, Niramai Health Analytix, Bangalore, who delivered a session on Transforming Healthcare with AI-Driven Thermal Imaging Technology.The third day morning session featured Dr. Pawan Kumar, Senior Engineer, Global Data Science Practice, C5i, Bangalore, who delivered the morning session on AI in Research and Development.The afternoon session featured Mr. Muralikrishna N, Principal Engineer/Architect, Hewlett Packard Enterprise, Bangalore, who shared insights on AI-Driven Sustainability: Designing a Greener Future.On the fourth Day , the morning session featured Mr. Karthik B G, Senior Manager – Technology, CIBG MASHREQ, Bengaluru. On the fourth day, the afternoon session featured Dr. Raghunandan K R, Associate Professor, NITTE Deemed to be University, Mangalore, who delivered on AI in Cryptanalysis: Threats and Countermeasures. On the fifth day, Morning Session, the participants took part in an industrial visit to the Manipal Universal Technology Business Incubator (MUTBI), Manipal Academy of Higher Education (MAHE). The Industrial Visit provided insights into innovation support, medical devices, IT, and the startup ecosystem. The last day concluded with a Valedictory Ceremony, and the participants received certificates.



## 7. UG Orientation Program 2025-26

PES Institute of Advanced Management Studies, Shivamogga, organised a 6 day UG Orientation Program for 2025-26 on the topic "Positive Mindset for Practical Goal Setting" on 15th July 2025. On the first day the program was inaugurated by Mr. Shankar Devaguptapu, Chief Trainer, The Moulderz, along with Mr.Sudharshan G M, Principal, PESIAMS, and faculty members .The second day featured Shri Braj Kishore Gupta, a renowned motivational Guru and Corporate Trainer delivered an inspiring and interesting session on "Self-Discipline: The Bridge Between Goals and Achievements.The third day featured Shri Nagaraj Kalkatte, Principal, Govt.PU College,Kalasapura shared valuable insights on "Human Values".



## 8. Industry Visit to Amrith Noni Value Products



The third year B.Com and BBA students participated in an industrial visit to Amrith Noni Value Products, Shivamogga on 23rd April 2025, a company known for its herbal health products. The industrial visit provided students with practical exposure to the production process, packaging and quality control of Ayurvedic and wellness products. The students interacted with company officials who shared insights on entrepreneurship, product innovation, and marketing strategies.

## 9. Practical Learning Exposure at Amrith Noni Value Products

As part of practical learning exposure, the M.Com students attended an industrial visit to Amrith Noni Value Products, Shivamogga, on 6th June 2025. The visit focused on providing insights into the manufacturing processes, quality control, and business operations of a real-world industry. During the visit, students observed various stages of production, packaging, and distribution of Noni-based health products.



# 1. Educational Field Visit: Shivamogga Airport

The Department of Management organized an educational field visit to Shivamogga Airport on 19 July 2025 for I Year BBA (Tourism & Travel) and BBA (Hospitality & Event Management) students. The visit aimed to provide practical exposure to airport operations and the functioning of the airline industry. The interactive session enhanced students' understanding of real-time airport management practices. The visit effectively bridged theory and practice. Ms. Rashmi H. D. and Mr. Uthkarsh Singh accompanied the students.



### 1. Inter-College Quiz Competition

The Synthesis Forum of the Department of Commerce and Management successfully conducted an Inter-Collegiate Quiz competition on 9th May 2025 at the seminar Hall, attracting enthusiastic participation from over 30 colleges across Shivamogga District. The program focused on fostering critical thinking, knowledge sharing, and inter-college camaraderie. The event featured a four-stage format comprising a preliminary written test, a riddles round, a memory matrix challenge, and a high-energy showdown with sub-rounds like “Who Am I,” “The Buzzer Battle,” “Pass the Parcel,” and “Rapid Fire.” The competition was inaugurated by Dr. Sudharshan G M, Principal, who highlighted the role of quizzing in intellectual growth. Hosts Ms. Shivani, Ms. Gowri, Mr. Mohammed Usaman, Ms. Rayeesa, and Mr. Prajwal B S kept the audience engaged, with bonus questions adding excitement to the spectators. The team from NES IAS, represented by Tanish J. Kothari and Tarun secured the first prize of ₹5,000, while Sathwik R and Sanketh B M from GFGC Shimoga claimed the second prize of ₹3,000.

### 2. Poetry Recitation Competition

A Poetry Recitation Competition was organised on 13th March 2025 from 12:00 PM to 1:30 PM in the Seminar Hall. In total 40 students from various courses participated with great enthusiasm. The event aimed to promote creativity, literary appreciation, and public speaking skills among the students. The competition successfully encouraged students to strengthen their oratory skills and deepen their connection with the language.

### 3. Talent Hunt - Kalarava Forum

The Kalarava Forum conducted a Talent Hunt Event for first-year degree students on 30th July 2025 at the New Seminar Hall. Over 30 freshers enthusiastically participated in categories including solo singing, solo dance, drawing, mehandi, and art & craft impressing the audience with their creativity and energy. The program created a vibrant platform for students to explore and express their hidden talents and make the event a memorable start to their academic journey.



### 4. Dance Competition

A Dance Competition was organised by Kalarava Forum on 14th March 2025 at the PESIAMS Seminar Hall, which aimed to provide students a dynamic platform to showcase their dance talents while fostering creativity, teamwork, and artistic expression. The event witnessed enthusiastic participation from 15 teams representing various departments, including B.Com, B.Sc, and BCA.



### 5. Movie Review Competition

A Movie Review Competition was organised by Abhivyakthi forum on 18th September 2025 from 3:00 p.m. to 4:00 p.m. on the occasion of Hindi Diwas celebration. The film “Sadgati”, based on Munshi Premchand’s short story, was screened for the students. The event aimed to introduce learners to meaningful literature through cinema and create awareness about the social issues highlighted in Premchand’s works. After the screening, students shared insightful reviews and reflections on the film’s message and relevance. The competition successfully provided a platform for learners to connect literature with real-life concerns and enhance their review-writing skills.



### 6. Article Writing Competition

The Abhivyakthi Forum organised an Article Writing Competition on 7th August 2025 from 3:00 p.m. to 4:10 p.m. in the Seminar Hall on the topic “Digital Addiction: Breaking Free from the Screen.” In total 60 students from various streams participated enthusiastically, presenting insightful and creative articles discussing the causes, effects, and solutions to digital addiction. The competition highlighted students’ critical thinking and writing skills among the students.



### 7. Report of A Special Talk on “Tax E-Filing”

The Department of Commerce and Management, in collaboration with the Synthesis Forum, organised a Special Talk on “Tax E-Filing” on 13 September 2025 for V Semester BBA, B.Com, and M.Com students. The session was conducted by Mr. C. A. Mahendra, Chartered Accountant, SachinMahendra C., Shivamogga. The domain expert provided practical insights into the importance and process of tax e-filing, highlighting its advantages in today’s digital era. He explained the step-by-step procedure for filing income tax returns through the official portal and discussed key aspects such as PAN–Aadhaar linkage, income tax slabs, deductions, and recent updates. The interactive session helped students gain clarity on common errors and encouraged them to adopt responsible and compliant tax practices

## 8. Expert Session on Idea Pitching for Future Innovation

The Department of Computer Science, under the Cluster Forum, organised an expert session titled “IDEA PITCHING – For Future Innovation (Anvesana)” on 22nd August 2025. The session was conducted by Mr. Bharath Kumar, Incubation Manager, Anvesana Innovation and Entrepreneurial Forum. The resource person introduced students to effective idea generation techniques, highlighting the SCAMPER method to foster creativity and innovation. Through interactive discussions and practical insights, the session encouraged students to think entrepreneurially and develop confidence in pitching innovative ideas. The program was informative and inspiring, benefiting aspiring student innovators.

## 9. BBA (Tourism & Travel) Students Visit to Belur, Halebeedu & Shravanabelagola

The Department of Management through its Yuva Club organised an educational field visit for BBA (Tourism & Travel) students to Belur, Halebeedu, and Shravanabelagola on 29th April 2025. The trip aimed to provide hands-on learning in heritage and pilgrimage tourism, covering aspects of architecture, cultural significance, heritage management, and visitor engagement.



## 10. Lecture Series on Intellectual Property Rights (IPR)

The Department of Management, from their Research Cell Forum in association with the Institution’s Innovation Council (IIC), organised a one-day lecture series on “Intellectual Property Rights (IPR)” on 28th April 2025 to raise awareness about protecting intellectual property. The resource person, Dr. V. H. Jadhav, Retd. Adjunct Professor, KLE Technological University, delivered a talk on “Patents for Intellectual Property”, covering types of IPR, filing procedures, and ethical innovation. Mr. Pranav Bhat, Advocate and Patent Advisor, spoke on “Protecting Innovations – Ideas to Commercialise!”, addressing IPR’s role in entrepreneurship, challenges, and case studies on infringement and protection. The sessions included interactive discussions, with students gaining practical tips for safeguarding creative works.

The students explored the intricate Hoysala temples at Belur and Halebeedu and experienced pilgrimage tourism at Shravanabelagola, gaining insights into sustainable tourism, crowd management, and cultural preservation. The visit was guided by faculty members Ms. Rashmi H. D., Mr. Vinay Kumar K. S., and Mr. Ravikumar K. M., who successfully linked classroom concepts with real-world applications, enriching students’ knowledge and appreciation of India’s cultural heritage.



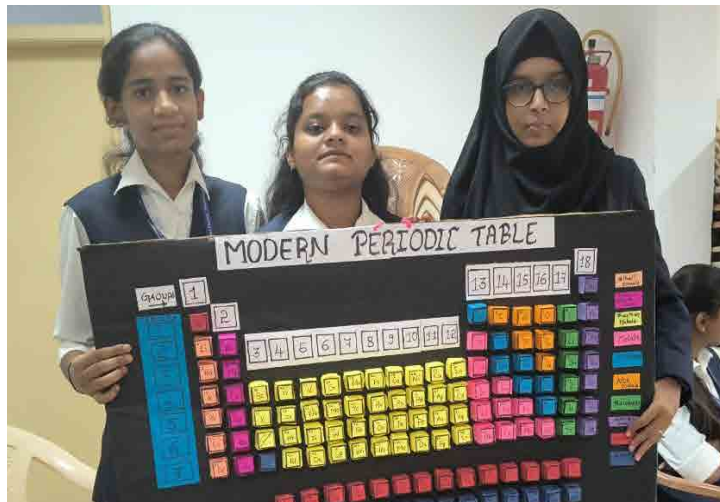
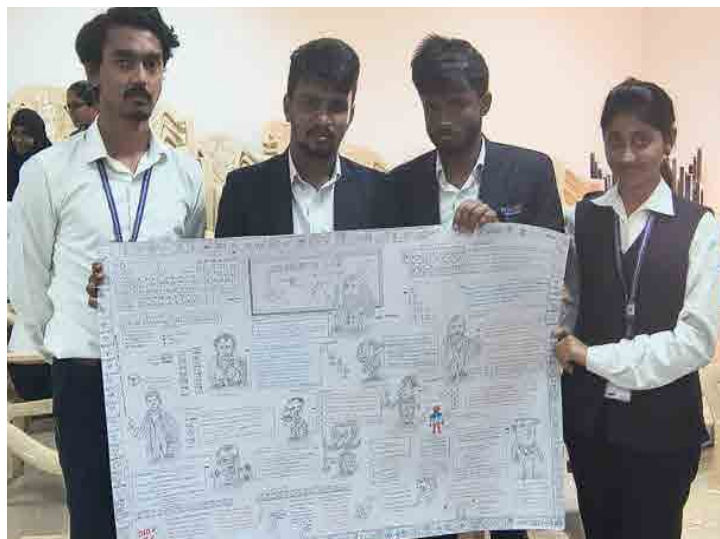
## 11. Digital Marketing in Social Media Strategy

The PG Department of Commerce, under the Sankalpa Forum, organised a special talk on “Digital Marketing in Social Media Strategy” on 24 Feb 2025 to bridge the gap between classroom learning and industry practices. The resource person, Dr. Mahaveer, Associate Professor & Head, Smt. Indra Gandhi first grade women’s College Shivmogga provided valuable insights into the

latest trends, tools, and techniques in social media marketing, covering topics from content creation and audience targeting to performance analytics. The real-world case studies and interactive discussions gave students a practical understanding of how businesses use platforms like Facebook, Instagram, and LinkedIn to build brands and drive growth.

## 12. National Science Day 2025

The Department of Computer Science, through its Cluster Forum at PES Institute of Advanced Management Studies, celebrated National Science Day 2025 on 28th February 2025, themed “Empowering Indian Youth for Global Leadership in Science and Innovation for Viksit Bharat”. The event featured two competitions for B.Sc. students – Scientia (Poster Presentation) and Riddle Mongers (Treasure Hunt). Over 25 teams participated in Scientia, showcasing topics ranging from quantum physics and blackholes to sustainable living and eco-friendly innovations, with winners selected for presentation skills, content, and Q&A performance. The Riddle Mongers engaged nine teams in solving science-themed puzzles across multiple rounds, fostering teamwork and problem-solving skills. The students expressed enthusiasm for the learning opportunities and skill development the event offered, with Kiran S. P., Nithyananda Gowda, and Deekshit (B.Sc VI Sem) securing first place in both competitions.



## 1. Entrepreneurial talk on “Turning Vision into Reality: An Entrepreneurial Mindset”

Anvesana Innovation Entrepreneurship Forum conducted an entrepreneurial talk on “Turning Vision into Reality: An Entrepreneurial Mindset” to provide students and aspiring entrepreneurs with valuable insights in the journey of turning innovative ideas into successful ventures. The event emphasized the importance of developing the right mindset to overcome challenges and seize opportunities in the entrepreneurial world. Besides this, the key aspects of the event included its planning, execution, outcomes, and significance for the participants.



## 2. Design Thinking Workshop

The Innovation and Entrepreneurship Cell of PESIAMS, in collaboration with Anvesana Innovation and Entrepreneurship Forum, organised a Design Thinking Workshop for all the students on March 18, 2025. The workshop aimed to equip students with a structured approach to creativity and problem-solving by applying the principles of Design Thinking. This interactive session provided students with an opportunity to engage in hands-on activities and develop user-centered solutions to real-world challenges.



## 1. Blood Donation Camp

A blood Donation Camp was organised as part of the 82nd Birthday celebrations of former Chief Minister, Shri B S Yediyurappa on 28th February 2025. The blood Donation Camp Program was organised at PESITM in collaboration with Red Cross Sanjeevini Blood Centre, Shivamogga, and Youth Red Cross Wing and NSS Unit of PESIAMS, Shivamogga.



## 2. World Environment Day

PES Institute of Advanced Management Studies (PESIAMS) celebrated World Environment Day with a meaningful Sapling Plantation Drive on the college premises to promote Environmental Awareness And Sustainability. The event witnessed active participation from Faculty Members, Students, and Staff.



## 3. International Yoga Day

The International Yoga Day was celebrated at PES Institute of Advanced Management Studies (PESIAMS) on 21st June 2025 at Prerana Convention Hall. The event was organised by the NSS Unit to create awareness about the importance and benefits of Yoga in everyday life. The event witnessed participation from M.Com Students, who showed great interest in learning and practicing Yoga Postures and Breathing Techniques.



## 4. NSS Special Camp at Horabailu Village

The NSS unit at PES Institute of Advanced Management Studies (PESIAMS) conducted a seven-day NSS Special Camp at Horabailu Village from 15th to 21st March 2025. The NSS volunteers participated in cleanliness drives, awareness programs, tree plantation drives, and community service activities that focused on promoting social responsibility and rural development. Various sessions on health, hygiene, education, and environmental awareness were conducted for villagers and school students. The camp provided students with a unique opportunity to develop leadership qualities, teamwork, and a spirit of service, and a memorable experience for all participants.



# 1. Annual Alumni Meet - Sammilana 2025

Annual Alumni Meet – Sammilana 2025 was celebrated on 5th April 2025 at the Seminar Hall by bringing together alumni from various batches. The event started with a traditional lamp-lighting ceremony, followed by an address from Dr. Sudharshan G M, Principal, who highlighted the institution’s progress in academics, infrastructure, and student achievements, and encouraged alumni to stay connected with their alma mater. The Chief Guest, Dr. Nagaraja R, Chief Coordinator – Administration, PES Trust, highlighted the powerful role alumni play in shaping educational institutions through mentorship and support. The celebrations included vibrant cultural performances by current students—featuring dance, music, and a short skit—which added colour and enthusiasm to the gathering. The meet also served as a platform for meaningful interaction among alumni, faculty, and students, with many alumni expressing their willingness to contribute to the institution’s growth. Sammilana 2025 successfully rekindled old memories, strengthened bonds, and inspired future collaborations, leaving everyone with lasting memories and a renewed connection to the PESIAMS community.





## 1. Inter Class Cricket Tournament

An Annual Day Inter-class Cricket Tournament was organised for boys in a total of 12 class teams, on 27th February 2025, at PES Ground. The 3rd-year BCA team was the winner, and the 1st-year BCA team was the runner-up.

## 2. Inter class Throwball (Women) Tournament

The Annual day Inter Class Throwball tournament was organised on 18th Feb 2025 for Girls. A total of four class teams have been registered. The winner was 2nd year BCA team and 3rd year B.Com team was the Runner up.





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- Entrepreneurial & Incubation Centre
- MOUs with chain of reputed hotels
- Strong Alumni Network
- Personal & Career Counseling
- Industry Mentors
- Work Integrated Training
- Internships & Practical Exposure
- Add on Certificate Programs



Graduation Day



Industrial Visit



Food Mela



Soft Skill Training Program

## Campus Infrastructure

- 50 Acre Lush Green Campus
- Gym | Recreational Facilities
- Laboratories | Libraries
- Food Court | Sports
- Transportation Facility
- Hostel Accommodation for Boys & Girls
- 2500+ Seating Capacity Prerana Convention Hall

## Certificate Courses

- |                        |                       |
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