

Anand Institute of Management, Anand

Monthly Activity Report

Month: February, 2018

List of Activities held in February

NO.	LIST OF EVENTS	DATE
1.	Sports Day	3 rd February, 2018
2.	Eco Planet Club Activity	10 th February, 2018
3.	Student Performance Activity- Budget Presentation	12 th February, 2018
4.	Expert Lecture for Marketing Specialization	17 th February, 2018
5.	GTU TECH FEST - ORIANA 2018	22 nd February, 2018

SPORTS DAY

Anand Institute of Management had celebrated sports day on 3rd February, 2018 at AIM premises. Students of Anand Institute of management had played various games on Sports Day such as Cricket, Passing the ball, Badminton, Kho-Kho, Carrom, Chess, playing cards, Satodiyu and many other. Sports day starts with the Cricket between boys of SEM II and SEM IV at 09:30 AM. At the same time, Girls began to Play Badminton, and Passing the ball. It is the custom of this college that not only students, the Faculties also get actively involved in sports and enjoyed with the students. Sports day ended with the light refreshments and cold-drink, Students were very happy after celebrating sports day.

ECO PLANET CLUB ACTIVITY

Anand Institute of Management (MBA Programme) had organized “**Green business model presentations**” on 10th February, 2017. The main objective to arrange this programme was to make the students aware about the green practices and businesses operating in the country and also to create awareness among students about environment protection. Students of both the semester had actively participated and also they had put their efforts to make their presentation best. All the participants had performed well and lastly two winners were announced from semester II and IV. Winners were given pots of plants as token of appreciation. Also all the participants were gifted plants by the institute.

STUDENT PERFORMANCE ACTIVITY- BUDGET PRESENTATION

Anand institute of Management has organized the event on “Presentation on Union Budget Analysis in the year 2018-19 dated on 12th February, 2018.” The students of MBA SEM-4 have taken an initiative to present the analysis of budget for the year 2018-19. This activity is a part of finance club which is run by Anand institute of Management.

EXPERT LECTURE FOR MARKETING SPECIALIZATION

A guest lecture by Prof. Snehal Bhatt, Assistant Professor, Indukaka Ipcovala Institute of Management, Changa was delivered 17th February, 2018 for the students of MBA (second and fourth Semester) Anand Institute of Management. He initiated the session with an overview about brands and the need for branding. He shared his knowledge related various stories behind successful brands with the students. With the help of examples of Coca Cola, Apple, Whatsapp, Royal Enfield, Harley Davidson, and other such global brands. Through the lecture the students came across many concepts of branding which will be helpful to them in future.

GTU TECH FEST - ORIANA 2018

ANAND INSTITUTE OF MANAGEMENT (MBA Programme) managed by SRKSM had jointly organized (with Anand Pharmacy College) a one day management fest “ORIANA 2018” for management, commerce, science and engineering students at Anand Institute of Management on 22nd February, 2018 at 09.00 AM. It provided an effective platform for students to unleash their managerial skills and showcase their talent. Keeping the trend in continuation, AIM announced “ORIANA 2018 – A Management Fest” at college premises. It was an assortment of various managerial activities to honour the student's interests, competencies and vivid skills.

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