

# Make it Real

## AT AITAM..



# AITAM CONNECT

Alumni News Letter



Annual Issue December - 2023

aitam  
ADITYA INSTITUTE OF  
TECHNOLOGY AND MANAGEMENT

# **CONTENTS**

**1. About AITAM**

**2. Chairman's message**

**3. Director's message**

**4. Principal's message**

**5. Alumni Desk**

**6. Alumni Meets**

**7. Alumni Interaction**

**8. Happenings at Campus**



# Editorial Team

**Editor – in – Chief :-**

**Dr.D. Yugandhar**  
**Professor & Associate Dean**  
**Department of ECE**

**Managing Editor :-**

**Sri.V Gopalakrishna**  
**Assistant Professor**  
**Department of MBA**

**Member :-**

**Sri. K Rammohan**  
**Assistant Professor**  
**Department of Basic Science and Humanities SH**

**Social Media Coordinators :-** **Mr. S. Saikumar**  
**CSE : 22A51A42A6**  
**Mr. B Manikanta**  
**EEE : 22A51A0205**  
**Mrs. T Sai Sanjana**  
**CIV : 22A51A0558**





# ABOUT AITAM

Aditya Institute of Technology and Management (AITAM) is located in the serene and scenic surroundings of K. Kotturu, Tekkali, in the Srikakulam district of Andhra Pradesh. Spread over 50 acres of lush greenery, the campus offers a tranquil and inspiring learning environment, often referred to as a modern-day Gurukul. With the Vamsadhara River nearby and the sea just an hour away, the college enjoys a pleasant coastal climate. Under the visionary leadership of Chairman Rtn (PHF) Dr. K. Someswara Rao and the dedicated support of Secretary Sri L.L. Naidu, Director Prof. V.V. Nageswara Rao, and the Sri Aditya Educational Society, the institute has grown into one of the most reputed self-financing institutions in North Coastal Andhra Pradesh. AITAM offers 8 undergraduate programs in disciplines such as ECE, CSE, CSE-AIML, CSE-DS, IT, EEE, CE, and MECH, along with postgraduate programs in MBA and M.Tech. With a total annual intake of 1080 for B.Tech, 60 for MBA, and 60 for M.Tech, the college maintains high academic standards and consistent full admissions across branches. Affiliated to JNTU GV Vizianagaram, AITAM actively contributes to curriculum development through feedback from industry and students, and supplements the prescribed curriculum with value-added courses to enhance student learning.

The strength of AITAM lies in its experienced faculty, among whom 83 hold PhDs and many others are pursuing or have submitted their doctoral work. The institution encourages a robust teaching and research culture, resulting in over 150 research publications in the last five years. The college features a modern evaluation system with online internal exams and a digital end-semester examination process. With a built-up area of 25,349 sq.m., the college houses 49 classrooms, 3 seminar halls, 74 well-equipped laboratories, a library with over 53,000 volumes, and a digital library with access to 650 journals. Reliable infrastructure, including 24-hour power supply backed by high-capacity generators and UPS systems, ensures uninterrupted academic activity. Hostel facilities accommodate around 370 boys and 188 girls, while extensive sports facilities span across 5 acres. AITAM boasts a consistent pass rate of around 75% and an impressive placement record, with 70% of eligible students securing jobs through campus drives. The institution's commitment to quality is reflected in its NBA accreditation, NAAC recognition, and its selection as a TEQIP-funded institute. Its social service initiatives have also earned the prestigious Gold Medal from the Hon'ble Governor of Andhra Pradesh.



## Chairman's Desk

At AITAM, we are committed to excellence in everything we do. We strive to mould the students in balancing intellectual and practical skills to become leaders in all the fields of technical know-how and Management. We have created the finest facilities for the students to make the most of their scholastic pursuits. We are closely aligned with the corporate world which ensures exchange of ideas and experiences that keep our curricula focussed on current developments and challenges in the field of engineering.



We are firmly committed to research and consulting activities to contribute to the development of the discipline of engineering. Our vitality lies in our spirit of innovation. Our strength lies in our pragmatic approach. Our success lies in our will to do.

## Director's Desk



Engineering education at AITAM is indeed a rewarding intellectual experience. The Institute prepares the engineering professionals of tomorrow imbued with insight, imagination and ingenuity to flourish as successful engineers. Our programs are attuned to the needs of the changing times. The classrooms are ultramodern; the library and labs are cutting-edge; and all the members of the faculty are workaholic professionals and masters in their fields.

Not surprisingly, our students are recruited by such -renowned organizations as HCL, Satyam, WIPRO, INFOSYS, TCS, Visual Soft, Innova-Solutions and Infotec. The exceptional dedication of our students, faculty, staff, and-our collaborations with Industry and other institutions-ensure that the Institute is well; poised to create a unique niche in the horizons of engineering education.

## Principle's Desk



It is only through knowledge that man attains Prosperity. Prosperity has to expand or grow to become excellence. The road to excellence is toughest, roughest and steepest in the universe. The world requires and honours only excellence. Excellence has to be acquired from wisdom and intelligence to establish innovation. Promotion of innovation is the new role of education. It is only through innovative thinking the present and the future challenges can be addressed to find dynamic solutions.

Technology, a part of excellence, is helpful in removing poverty from the world. According to the statistics 40% of the world's poor are in India. Solution to this challenge relies on Technocrats with confidence and self-reliance. AITAM is the pioneering platform for this expected output. The institution mends the students in building character, strengthening mind, expanding intellect and establishing the vision with a new perspective. The student of AITAM is prepared through rigorous training that makes him to stand on his own feet to lead a prosperous career and life.

## Alumini Desk

Dear Alumni,

It is a matter of immense pride and joy to connect with you through this platform. As the Alumni Director of our esteemed institution, I am delighted to witness the remarkable achievements of our alumni, who continue to make significant contributions across industries, research, entrepreneurship, and social impact globally. Our alumni are the true ambassadors of our college, and their success stories inspire current students to dream big and aim high. The Alumni Association serves as a bridge between the past and the present, fostering a spirit of camaraderie, collaboration, and continuous growth. We are committed to strengthening this bond through various initiatives, including reunions, guest lectures, mentoring programs,



industry-academia collaborations, and networking events. I warmly invite each one of you to stay connected, contribute your time and expertise, and help us build a stronger, more vibrant alumni network.



# ALUMNI MEETS



The Alumni Meet at Aditya Institute of Technology and Management (AITAM) is a heartfelt and joyous occasion that brings together former students from various batches under one roof to relive memories, reconnect with peers, and celebrate their shared journey. The event is organized with warmth and grandeur, providing a perfect platform for alumni to interact with faculty, current students, and old friends.

The day is filled with nostalgic reflections, inspiring success stories, and lively cultural performances. It serves as a reminder of the strong bonds and lasting impact that the institution has made on the lives of its graduates. Beyond the celebrations, the Alumni Meet also serves a greater purpose — fostering collaboration and mentorship.



Alumni share their professional experiences, offer career guidance, and explore opportunities for contributing to the institution's growth. Their presence and engagement during the event inspire current students and strengthen the AITAM community spirit. The meet stands as a symbol of pride, unity, and the enduring legacy of excellence that AITAM continues to uphold through its ever-growing alumni network.

## ALUMNI INTERACTION

Aditya Institute of Technology and Management (AITAM) strongly believes in nurturing connections that go beyond graduation, and this spirit is beautifully reflected in its engaging Alumni Interaction Programs. These sessions serve as a bridge between the past and the present, allowing current students to gain practical wisdom, motivation, and career





insights directly from former students who have successfully transitioned into the professional world. Alumni from diverse industries share their personal journeys, challenges faced, and lessons learned, offering valuable guidance on how to approach academics, placements, higher studies, and entrepreneurship. These interactive forums also include panel discussions, workshops, and one-on-one mentoring sessions, fostering a meaningful exchange of ideas and experiences. Such initiatives not only enrich the students' understanding of real-world expectations but also instil confidence and clarity about their career paths. The interactions help build a strong and supportive alumni network that remains connected with the institute through knowledge-sharing and collaboration. These moments of learning, inspiration, and networking add great value to student life at AITAM, contributing significantly to their overall personal and professional development.

## ALUMNI GUEST TALK ON INDUSTRY TRENDS AND OPPORTUNITIES



The Guest Talk on Industry Trends and Opportunities is a highly enriching and forward-looking initiative aimed at bridging the gap between academia and the evolving corporate world. Eminent industry professionals, thought leaders, and domain experts are invited to share valuable insights on current market dynamics, emerging technologies, and future career avenues across various sectors. These sessions empower students with a deeper understanding of industry expectations, workplace trends, and the skills required to stay competitive in a rapidly changing job landscape. Students gain exposure to real-time case studies, global industry practices, and the importance of adaptability, innovation, and continuous learning.



## WORKSHOPE ON DIGITAL MARKETING

Mastering the Future of Marketing with AI! MBA 2nd year students just wrapped up an Advanced Digital Marketing Workshop, packed with cutting-edge strategies and AI-powered tools! Organized by the MBA Department and Student Skilling Centre, and led by Mr. Anudeep, Alumni



(2017), students explored SEO, SMM, Google Adwords, Google Search Console, and Google Analytics using Semrush, Uber Suggest, Hootsuite, Canva, and extensions like Moz Bar, SEO Meta Click, and SEO Site Checkup. Plus, they tapped into AI and ChatGPT for smarter marketing!

## GOKARTING CHAMPIONSHIP



The Go-Karting Championship at Aditya Institute of Technology and Management (AITAM) is a dynamic and prestigious event that showcases the innovation, teamwork, and technical prowess of its engineering students. As part of national-level design competitions, students from Mechanical, Automobile, and allied branches conceptualize, design, fabricate, and test their own go-karts.

The entire process—from brainstorming ideas to building the final working model—reflects their deep understanding of automotive engineering, design thinking, and project management. Participation in such events not only enhances the students' practical skills but also boosts their confidence, leadership, and problem-solving abilities. Mentored by experienced faculty and supported by the college's advanced workshops and labs, AITAM teams have consistently demonstrated excellence and creativity in the field. These competitions also open doors for industry exposure, internships, and future careers in the automotive and manufacturing sectors. The Go-Karting initiative is a true testament to AITAM's commitment to experiential learning and nurturing future-ready engineers.



## PONGAL CELEBRATIONS



Pongal Celebrations at Aditya Institute of Technology and Management (AITAM) are a vibrant reflection of tradition, culture, and community spirit. The campus comes alive with festive energy as students and staff gather to celebrate this auspicious harvest festival with great enthusiasm. Dressed in colourful traditional attire, students take part in a variety of cultural activities such as rangoli competitions, traditional dances, folk songs, and fun-filled games that highlight the essence of rural traditions and Telugu heritage. A special highlight of the celebration is the preparation of the traditional "Pongal" dish, cooked on campus in decorated clay pots as a symbol of gratitude to nature and farmers. The joyful atmosphere is further enhanced by kite flying, bullock cart displays, and the sharing of sweets among students and faculty, promoting unity and togetherness. Pongal at AITAM not only preserves the cultural roots of students but also offers a break from academic routine, allowing them to bond and celebrate as one big family.

## AVISKAR - TECHNICAL INNOVATION

AITAM Campus buzzed with creativity as students from across India brought their A-game, presenting mind-blowing ideas to our expert panel. From groundbreaking innovations to visionary solutions, the energy was electric! Each idea showcased the brilliance and passion of young minds shaping the future. Kudos to every participant for inspiring us all.







The Photography Workshop offers a creative platform for students to explore the art and technique of capturing moments through the lens. Designed to ignite passion and enhance visual storytelling skills, the workshop is led by experienced photographers and industry professionals who guide students through the fundamentals of photography, including composition, lighting, camera settings, and post-processing techniques. Through a blend of theory and hands-on sessions, participants learn to experiment with various genres such as nature, portrait, street, and event photography. The workshop encourages students to look at the world with a fresh perspective and express their creativity with confidence. It also provides opportunities for showcasing their work, receiving feedback, and building a portfolio.



This initiative not only enriches their technical knowledge but also nurtures a lifelong appreciation for the visual arts, making it a memorable and inspiring experience on campus.



# aitam

ADITYA INSTITUTE OF  
TECHNOLOGY AND MANAGEMENT



**WHERE  
ENGINEERS  
ARE  
MADE**



## An Autonomous Institution

Counseling Code

**ADIT**

Approved by AICTE, New Delhi

Affiliated to JNTUK

Accredited by NBA, AICTE

Accredited by NAAC, UGC

Recognised by UGC under sections 2(f) & 12(B)

**TEKKALI - 532 201, Srikakulam Dist., AP**  
**Tel: 0 94401 95534.**

Email: [info@adityatekkali.edu.in](mailto:info@adityatekkali.edu.in)  
[aditya\\_tekkali@yahoo.com](mailto:aditya_tekkali@yahoo.com)

[www.adityatekkali.edu.in](http://www.adityatekkali.edu.in)