



AITAM CONNECT

(Alumni News Letter)

Annual Issue December - 2024



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 is located at K. Kotturu, Tekkali, Srikakulam District, Andhra Pradesh. It is located in an extent of 50 acres of clean, green and serene area. The institute has the beauty of modern day Gurukul. It is situated on the banks of the river Vamsadhara at a short distance and having the sea at an hours journey. The institute is provided with an enjoyable coastal climate.

The college is marching ahead under the able guidance of Chairman Rtn (PHF) Dr. K. Someswara Rao who is a Pediatrician by profession and committed to social service with a special reference to technical education with unstinted support from the Secretary Sri. L.L. Naidu, Director Prof. V.V. Nageswara Rao and other members of the Sri Aditya Educational Society.

Aditya Institute of Technology and Management currently offers 8 U.G programs in the disciplines of ECE, CSE, CSE-AIML, CSE-DS, IT, EEE, CE and MECH, P.G program in MBA, and 5 disciplines of M. Tech. The total sanctioned intake per year is 1080 in B. Tech programmes, 60 in MBA and 60 in M. Tech.

The Aditya Institute of Technology and Management is rated as one among the best self-financing colleges in the north coastal Andhra Pradesh as it sets up highest standards in all areas of curricular, co curricular and extra curricular activities and in students' placements. The seats have been filled in all the branches every academic year is evidence that the college has got reputation in the field of technical education. The college is affiliated to JNTU Kakinada and hence follows the curricula prescribed by the Boards of Studies of the affiliating university. Based on industry and student feedback, the college faculties interact with university in updating the curriculum time to time. The college offers some value added courses to its students apart from the curriculum prescribed by university.

The success of the college is due to its well qualified faculty (out of 239 total faculty members 83 have Ph. Ds, 63 have PG qualifications with 86 having registered for Ph. D and 7 submitted their thesis) and several of them with rich experience in higher institutes of learning nation wide. The senior faculty members always guide the junior faculty in honing their teaching and research skills. The progress of each course in every semester is closely monitored by a class committee which includes representatives from students. Electronic Digital Examination Process System for the end semester examination and on-line internal examination system are salient features of the evaluation system followed.

The college encourages its faculty to pursue further research consultancy and extension activities apart from teaching. The college motivates its faculty to continue their research work. As a result, 33 of the faculty members are currently registered for Ph.D. in various universities. The research work is being carried out by the faculty has resulted in publication of 150 papers in journals and conferences during the last 5 years. The faculty and students of the college take part in extension activities by conducting short term courses, participating in rural development work in neighboring villages in collaboration with reputed social organizations. For its social service the college has been awarded the prestigious gold medal from the Hon'ble Governor of Andhra Pradesh. The college has a total built-up area of 25,349 Sq.m with 49 class rooms, 3 seminar halls of different sizes, and 74 laboratories. The current annual budget of the college is of the order of about Rs.1,757.69 lakhs. The College Library has about 53,065 volumes of books and has also a Digital Library with 200 journals as hard copies and 450 journals on-line. All the laboratories are provided with the state of art equipment namely computer labs, internet centre, language lab and digital library. The college has 125 KVA, 24 hours power supply from A.P. State Electricity Board. Besides this the college has three generators with a capacity of 325 KVA, 125 KVA and 62 KVA with 30 UPS of total capacity 143.5 KVA to ensure uninterrupted power supply for the smooth functioning of all routine academic activities. Hostel accommodation is available for about 370 boys and 188 girls in separate hostels. Sports facilities are available with play fields in all major games and sports spread over an area of about 5 acres.

The pass percentage has been consistently around 75% right from the inception of the college with some university ranks. The placement record for the previous three years has been laudable about 70% of eligible candidates get placed in various campus recruitment drives. The institute is always quality conscious and got NBA Accreditation for three programs in 2009 and NAAC Accreditation in 2011. Its commitment towards quality and growth enabled AITAM to become a TEQIP funded institution, in Andhra Pradesh in 2011.

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.

Publisher: Aitam Alumin Association (AAA)

19th ALUMINI MEET



Alumni Meets at AITAM are vibrant, heartfelt gatherings that celebrate the enduring bond between the institute and its former students. Held regularly on campus, these events serve as a platform for alumni from various graduating batches to reunite,

share their professional journeys, and connect with the current generation of students. The meets often feature interactive sessions, cultural programs, campus tours, and panel discussions where alumni offer valuable insights into industry trends and career development. AITAM management, faculty, and staff warmly welcome the alumni, appreciating their contributions and continued association with the institution. These meets not only rekindle cherished memories but also foster a strong professional network that benefits both alumni and current students through mentorship, internships, and collaborative opportunities. The institute takes pride in its alumni's achievements and continuously engages them as key stakeholders in shaping the future of AITAM.

Interaction With Students:

The guest lecture by T Jaggunaidu provided an in-depth overview of SAPs Human Capital Management (HCM) module, widely recognized for its role in supporting human resource functions in organizations. SAP HCM is part of the SAP ERP (Enterprise Resource Planning) suite, helping businesses manage their HR activities efficiently. The session covered the key concepts, modules, and applications of SAP HCM, highlighting its importance in modern HR management. The speaker began with an introduction to SAP and its significance in the enterprise resource planning domain. SAP HCM was introduced as a robust tool used for streamlining various HR processes, such as recruitment, payroll, employee management, and talent management during the session on 02/9/2023



A guest lecture on "Current trends in management" by S Sheshadri Naidu on 27-03-2023, are reshaping the way organizations operate, driven by technological advancements, evolving workforce expectations, and global challenges. Digital transformation,

including the use of AI and big data, is revolutionizing decision-making and operational efficiency. At the same time, the rise of remote and hybrid work models is shifting how teams collaborate, requiring adaptive leadership and flexible organizational structures. There's also a growing focus on sustainability and corporate social responsibility, as companies strive to balance profit with purpose. In this lecture, we'll explore these trends, along with the increasing importance of diversity, inclusion, and emotional intelligence in shaping modern management practices."

Importance of Digital Marketing

Mr. Ajay Kumar delivered an insightful guest lecture on Importance of Digital Marketing, On 10th December 2023 focusing on key trends and strategies essential for modern businesses.



Topics such as Search Engine Optimization (SEO), Pay-Per-Click (PPC) advertising, Social Media Marketing (SMM), and data-driven marketing analytics were discussed, providing attendees with actionable knowledge and practical case studies. This session was well-received, highlighting the importance of adapting to the evolving digital landscape for sustainable growth.

ACTIVITIES BY MBA DEPARTMENT - A HUB OF LEARNING BEYOND CLASSROOMS



The MBA Activity Centre at AITAM's MBA Department is a dynamic and engaging platform designed to enhance the overall development of management students. It serves as a launchpad for practical learning by organizing a

variety of student-driven activities that go beyond traditional classroom teaching. From business quizzes, group discussions, mock interviews, role plays, and management games to industry talks, case study competitions, and workshops—this centre encourages creativity, critical thinking, leadership, and teamwork.

AITAM'S GO KARTING CHAMPIONSHIP

The thrilling realm of Go-Karting, a sport where velocity meets precision, and champions are forged through intense competition. The Aditya Institute of Technology and Management (AITAM) in Tekkali proudly presents its annual Go-Karting Championship.



This event continues to symbolize excitement, passion, and an unwavering dedication to perfection. Nestled in the serene backdrop of AITAM, we are your gateway to an adrenaline-fueled adventure.

Publisher: Aitam Alumin Association (AAA)



CULTURAL HUNGAMA

Cultural Hungama is one of the most awaited and vibrant annual events on campus, showcasing the artistic flair and cultural diversity of the student community. This grand celebration brings together students from all departments to participate in a colourful array of cultural performances including



dance, music, drama, fashion shows, mimicry, and more. The entire campus buzzes with energy, creativity, and excitement as students rehearse, perform, and compete with full enthusiasm. The event provides a perfect platform for students to express their hidden talents, build confidence, and foster a sense of unity and collaboration. Cultural Hungama is not just about entertainment—it also promotes inter-departmental bonding, creativity, and leadership. Eminent personalities and alumni are often invited as guests, adding prestige to the event. The evening culminates in joyful celebration, laughter, and memories that last a lifetime.





aitam

ADITYA INSTITUTE OF
TECHNOLOGY AND MANAGEMENT



An Autonomous Institution

Approved by AICTE, New Delhi

Affiliated to JNTUGV

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
aditya_tekkali@yahoo.com

www.adityatekkali.edu.in