

CHRONICLE


NEWS OF NOVEMBER 2025





About Institute

It was founded in 2008 as a management institute within the framework of SAMAGARA SIKSHANA SAMITHI TRUST. ABBS have been ranked 5th best private B school in Karnataka, and it offers diverse courses across management, commerce, life science and communication. ABBS surrounded by 5 sprawling acres of greenery and sunshine.



About Department

ABBSSM-PGDM is a highly respected 2-year program designed to develop leadership and business management skills it focuses on practical industry relevant education that prepares student for a successful career and its was approved by AICTE. ABBSSM stands in top 10 PGDM colleges in India.

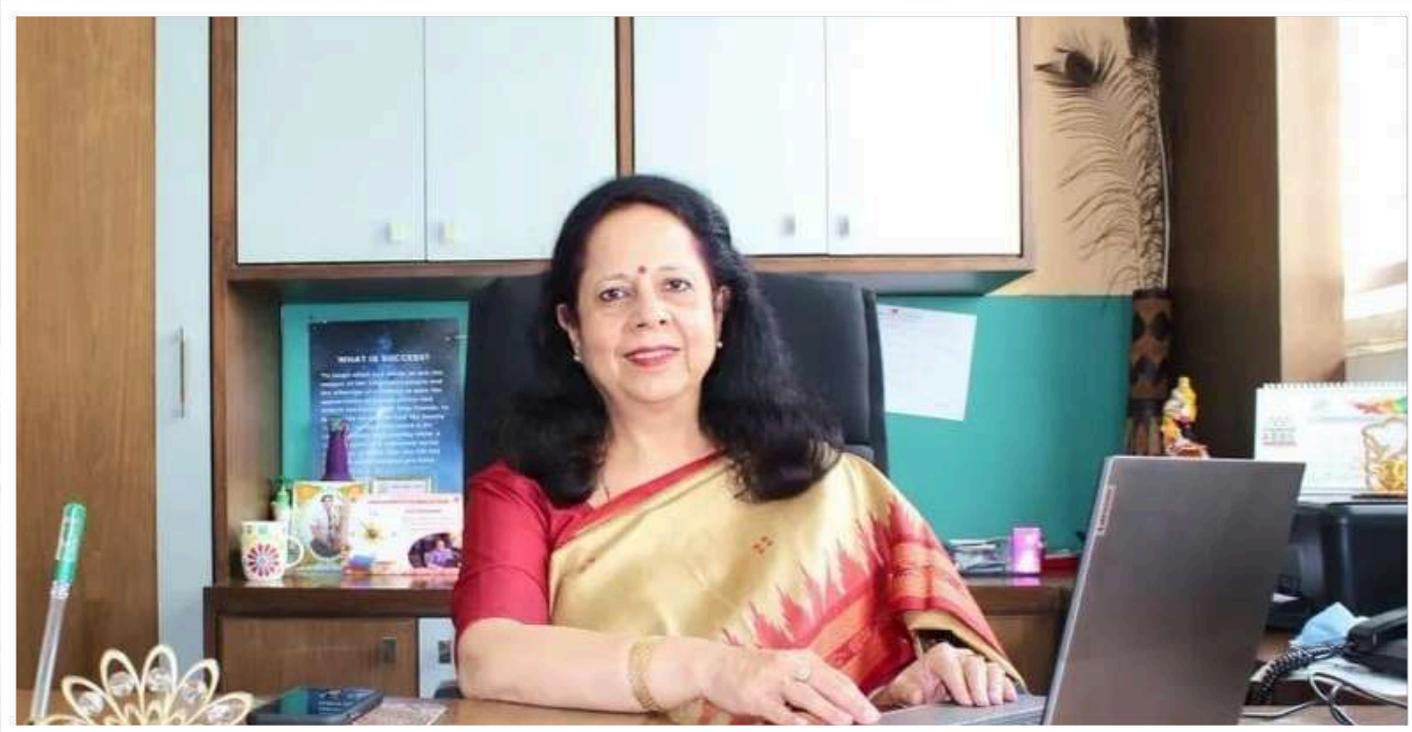
Vision

To transform lives through contemporary management education rooted in integrity, sustainability and holistic leadership.

Mission

To empower ethical, inclusive and purpose driven leaders who make a positive impact on their organizations and communities. We aspire to achieve this by leveraging a global curriculum, international exposure, embedding technology, industry interface, experiential learning and state of the art infrastructure.





Director's Message

Over the last decade ABBSSM has seen remarkable progress in promoting creativity among our students, faculty members and all our stakeholders. To achieve this, we are committed to excellence in everything we do. We believe that teaching should be infused with eagerness and enthusiasm to create the passionate lifelong learner. Research should draw inspiration from the surrounding community and an attitude of service should be the basis of all activities undertaken at ABBSSM. The spirit of discovery and collaboration is promoted through a commitment to diversity and opportunities for advancement for people from all walks of life. Today's management graduates must be prepared to engage with the unexpected and ambiguity in an intelligent, compassionate and creative way. ABBSSM is committed to create this vibrant learning environment.

Pride of ABBS



Dr. Madhumita Chatterji

Director

HR, Ethics, CSR & SM



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Professor

Entrepreneurship & Marketing



Dr. Vijaya Bhaskar Kolar

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Marketing & HR



Dr. Purushotham CV

Professor

Finance



Dr. Santosh Kumar G

Professor

Marketing & Operation



Prof. Bhagyamma V

Professor

Finance & Operations

Academic Event

OBT – 1st Year PGDM:

The Department of PGDM, ABBS School of Management successfully organized an Outbound Training (OBT) Program on 29th November 2025 at Earth Adventure Project, Somanahalli, Bangalore, for Term 1 PGDM students. The program aimed to foster experiential learning by enhancing teamwork, leadership, communication, and problem-solving skills beyond the classroom environment. A total of 49 students actively participated in a series of structured adventure and team-building activities, including trekking, cave exploration, zip lining, and interactive group challenges. Guided by professional trainers and faculty members, the program encouraged students to step out of their comfort zones and develop resilience, trust, and collaboration.



Campus to Community

Campus to Community – 2nd year PGDM

The Campus-to-Community Project titled “Promoting Sustainable Expansion at Kamadhenu Natural Farms” showcases a strategic initiative aimed at fostering sustainable livestock farming and rural development.. The initiative also emphasized community engagement, corporate partnerships, and agri-tourism as drivers of inclusive growth. Overall, the project reflects a strong blend of academic rigor, sustainability thinking, and real-world impact, reinforcing the institution’s commitment to socially responsible management education.



Academic Event



Yuva Event - ASTraM App Challenge in collaboration with the Bengaluru Traffic Police Department
Students from Yuva and PGDM actively participated in the ASTraM App Challenge in collaboration with the Bengaluru Traffic Police Department, contributing to a citizen-driven road safety initiative.

Through this campaign, students learned how to register and report traffic-related issues using the ASTraM app, promoting responsible civic engagement.

By actively reporting and climbing the leaderboard, students demonstrated commitment toward making Bengaluru's roads safer. The initiative also motivated peer learning, as participants encouraged others to join the challenge and contribute meaningfully. Overall, the event reinforced the spirit of collaboration between educational institutions, students, and the police department in driving positive social impact.

Academic Event



Convocation of PGDM 2023-2025 Batch:

The PGDM Batch of 2023-25 successfully received their convocation on 6th December, marking a significant milestone in their academic journey. The ceremony celebrated the students' dedication, perseverance, and successful completion of the PGDM program. Faculty members and dignitaries congratulated the graduates and encouraged them to embrace professional excellence and ethical leadership.

The event reflected the institution's commitment to nurturing industry-ready professionals. Overall, the convocation was a proud and memorable occasion for students, faculty, and families alike



Karnataka Rajyotsava

Karnataka Rajyotsava was celebrated on 14th November at Ratna, with enthusiastic participation from the entire ABBS community. The event showcased the rich cultural heritage of Karnataka through traditional performances, music, and vibrant activities. Students, faculty, and staff came together to honor the state's history, language, and traditions, fostering a strong sense of unity and pride. The celebration reflected ABBS's commitment to promoting cultural awareness and inclusivity. Overall, the event was a lively and memorable occasion for all participants

Sports

PGDM Premier League

The PGDM Premier League, organized by the PGDM Department on 18th November, was a vibrant sporting event that fostered teamwork, sportsmanship, and student engagement. The event witnessed enthusiastic participation from students, showcasing competitive spirit and camaraderie.

Through well-coordinated matches, the league provided a refreshing platform beyond academics, Promoting physical fitness and collaboration. The initiative reflected the department's focus on holistic student development. Overall, the PGDM Premier League was a successful and energetic event that strengthened bonding among students.



Editorial Board - Faculty



Dr. Madhumathy K

Chief Editors - Students



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PGDM 2024-2026



Reena S
PGDM 2024-2026