

**DR. AKHILESH DAS GUPTA INSTITUTE OF TECHNOLOGY &
MANAGEMENT**

BBA DEPARTMENT

Guest Lecture on “Mastering the Idiosyncrasy” on 21 December, 2021

BBA Department organized Guest lecture on 21st December 2021 by Mr. AJITH SELVARAJU, Founder, N’kisi INSTITUTE OF TRAINING , using online platform ‘GOOGLE MEET’. The topic of the lecture was “**Mastering the Idiosyncrasy**”. The objective of this guest lecture was to teach students how to build ourselves to lead our life in a unique and positive way.

Mr. Ajith Selvaraju is an astute MBA graduate specialized in the field of finance and marketing from Knowledge Business School. He was also a member in Student Research Council (SRC) and a member in Solar Energy Society of India (SESI). He has also done a few real time market research for some companies and received appreciation for his best work. After his Post graduation, he established his own training institute called N’kisi INSTITUTE OF TRAINING, which aims at focusing and developing student’s skills, talents and communication which would help them during their campus placements. He has interacted more than 4000+ students from 60+ colleges all over India. Ajith is a fervent artist and a good poet.

The program started at 11:00 AM in which was hosted by Mansi (Vice President of Cultural club) and Taliya Khan (President of Financial club). Welcome address was delivered by Dean (Management) Prof. **(Dr.) Tusshar Mahajan**. Firstly, Mr. Ajith Selvaraju discussed the concept of Mastering the Idiosyncrasy. He covered important concepts like:-

- ★ What is idiosyncrasy?
- ★ Idiosyncrasy: Causes?
- ★ Idiosyncrasy: Example?

The idiosyncrasy reaction is abnormal in nature and is therefore not possible to predict who may develop when, or what specific form it will take ahead of time. While the good news is that idiosyncratic reactions aren't all that common, the bad news is that when they do occur, many tend to be life-threatening in nature.

This guest lecture was attended by faculties and students of BBA and MBA. It was a very informative and interactive session and the students were able to understand the concept of idiosyncrasy and learnt about how to implement it in their life. This was very well explained in the session. The program came to an end at 12.45 PM with vote of thanks by delivered by **Ms. Shelly Gosain**, DI (BBA Department). Certificate of participation was presented to Chief Guest, Mr Ajith Selvaraju.

Pictures



