


2.3.1 Student centric methods, such as experiential learning, participative learning and problem-solving methodologies are used for enhancing learning experiences using ICT tools.

Sl. No.	Activity Description	Page No.
1	Case Study & Assignment Method	1-57
2	Minor Business projects	58-107
3	Seminar Presentations	108-118
4	Group discussions	119-121
5	Socially Responsible Activities	122-208
6	Activity Based Management Games	209-257
7	Sports and Cultural competition	258-286
8	Experiential learning from corporate	287-312
9	Collaborative learning	313-338
10	Live Projects	339-378
11	Industrial Visit	379-400




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5 Big Data Case Studies – How big companies use Big Data

Boost your career with Free Big Data Courses!!

Undoubtedly **Big Data** has become a big game-changer in most of the modern industries over the last few years. As Big Data continues to pass through our day to day lives, the number of different companies that are adopting Big Data continues to increase.

Let us see how Big Data helped them to perform exponentially in the market with these 6 big data case studies.

Top 5 Big Data Case Studies

Following are the interesting big data case studies -

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1. Big Data Case Study – Walmart

Walmart uses big data with its existing systems and Hadoop processing the large data sets.

2017 Big Data is a huge market...

Walmart is the largest retailer in the world and the world's largest company by revenue, with more than 2 million employees and 20000 stores in 28 countries. It started making use of big data analytics much before the word Big Data came into the picture.

Walmart uses **Data Mining** to discover patterns that can be used to provide product recommendations to the user, based on which products were brought together.

Walmart by applying effective Data Mining has increased its conversion rate of customers. It has been speeding along big data analysis to provide best-in-class e-commerce technologies with a motive to deliver superior customer experience.

The main objective of holding big data at Walmart is to optimize the shopping experience of customers when they are in a Walmart store.

Big data solutions at Walmart are developed with the intent of redesigning global websites and building innovative applications to customize the shopping experience for customers whilst increasing logistics efficiency.

Hadoop and NoSQL technologies are used to provide internal customers with access to real-time data collected from different sources and centralized for effective use.

2. Big Data Case Study – Uber



is the first choice for people around the world when they think of moving people and making deliveries. It uses the personal data of the user to closely monitor which features of the service are mostly used, to analyze usage patterns and to determine where the services should be more focused.

Uber focuses on the supply and demand of the services due to which the prices of the services provided changes. Therefore one of Uber's biggest uses of data is surge pricing. For instance, if you are running late for an appointment and you book a cab in a crowded place then you must be ready to pay twice the amount.

For example, On New Year's Eve, the price for driving for one mile can go from 200 to 1000. In the short term, surge pricing affects the rate of demand, while long term use could be the key to retaining or losing customers. **Machine learning algorithms** are considered to determine where the demand is strong.

3. Big Data Case Study - Netflix

It is the most loved American entertainment company specializing in online on-demand streaming video for its customers.

Netflix has been determined to be able to predict what exactly its customers will enjoy watching with Big Data. As such, Big Data analytics is the fuel that fires the 'recommendation engine' designed to serve this purpose. More recently, Netflix started positioning itself as a content creator, not just a distribution method.

Unsurprisingly, this strategy has been firmly driven by data. Netflix's recommendation engines and new content decisions are fed by data points such as what titles customers watch, how often playback stopped, ratings are given, etc. The company's data structure includes Hadoop, Hive and Pig with much other traditional business intelligence.

Netflix shows us that knowing exactly what customers want is easy to understand if the companies just don't go with the assumptions and make decisions based on Big Data.

4. Big Data Case Study - eBay

A big technical challenge for eBay as a data-intensive business to exploit a system that can rapidly analyze and act on data as it arrives (streaming data). There are many rapidly evolving methods to support streaming data analysis.

eBay is working with several tools including **Apache Spark**, Storm, Kafka. It allows the company's data analysts to search for information tags that have been associated with the data (metadata) and make it consumable to as many people as possible with the right level of security and permissions (data governance).

The company has been at the forefront of using big data solutions and actively contributes its knowledge back to the open-source community.

5. Big Data Case Study - Procter & Gamble

Procter & Gamble whose products we all use 2-3 times a day is a 179-year-old company. The genius company has recognized the potential of Big Data and put it to use in business units around the globe. P&G has put a strong emphasis on using big data to make better, smarter, real-time business decisions.



Global Business Services organization has developed tools, systems, and processes to provide managers with direct access to the latest data and advanced analytics. Therefore P&G being the oldest company, still holding a great share in the market despite having many emerging companies.

Big Data predicting the uncertainties

A groundbreaking study in Bangladesh has found that using data from mobile phone networks to track movements of people across the country help predict where outbreaks of diseases such as malaria are likely to occur, enabling health authorities to take preventive measures.

Every year, malaria kills more than 400,000 people globally and most of them are children.

The different type of data, including information provided by the Bangladesh ministry of health, are used to create risk maps indicating the likely locations of malaria outbreaks so the local health authorities can then be warned to take preventative action, including spraying insecticides and stockpiling bed nets and medicines to protect the population from the disease.



A CASE STUDY ON DATA MINING APPLICATIONS ON BANKING SECTOR

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Abstract- Data mining is becoming strategically important area for many business organizations including banking sector. It is a process of analyzing the data from various perspectives and summarizing it into valuable information. Data mining assists the banks to look for hidden pattern in a group and discover unknown relationship in the data. Today, customers have so many opinions with regard to where they can choose to do their business. Early data analysis techniques were oriented toward extracting quantitative and statistical data characteristics. These techniques facilitate useful data interpretations for the banking sector to avoid customer attrition. Customer retention is the most important factor to be analyzed in today's competitive business environment. Fraud is another significant problem in banking sector. Detecting and preventing fraud is difficult, because fraudsters develop new schemes all the time, and the schemes grow more and more sophisticated to elude easy detection. This paper analyzes the data mining techniques and its applications in banking sector like fraud prevention and detection, customer retention, marketing and risk management.

Keywords— Banking Sector, Customer Retention, Credit Approval, Data mining, Fraud Detection.

I. INTRODUCTION

Technological innovations have enabled the banking industry to open up efficient delivery channels. IT has helped the banking industry to deal with the challenges the new economy poses. Now a days, Banks have realized that customer relationships are a very important factor for their success. Customer relationship management (CRM) is a strategy that can help them to build long-lasting relationships with their customers and increase their revenues and profits. CRM is of greater importance in the banking sector. The CRM focus is shifting from customer acquisition to customer retention are ensuring the appropriate amounts of time, money and managerial resources. The challenge the bank face is how to retain the most profitable customers at the lowest cost. At the same time, they need to find and implement this solution quickly and the solution to be flexible. To detect fraud, they require complex and time-consuming investigations that deal with different domains of knowledge like financial, economics, business practices and law. Fraud instances can be similar in content and appearance but usually are not identical. In developing countries like India, Bankers face more problems with the fraudsters. Using data mining technique, it is simple to build a successful predictive model and visualize the report into meaningful information to the user.

This paper discusses about the application of DM in various activities on banking sector in the Section 2 Section 3 specifies the fraud analysis Section 4 highlights the determinants of customer retention.

II. APPLICATION AREAS OF DATA MINING TECHNIQUES IN BANKING

Security and fraud detection: Big secondary data like transaction records are monitored and analysed to enhance banking security and distinguish the unusual behaviour and patterns indicating fraud, phishing, or money laundering (among others).

Risk management and investment banking: Analysis of in-house credit card data freely accessible for banks enables credit scoring and credit granting which form part of the most popular tools for risk management and investment evaluation.

CRM: DM techniques have been widely applied in banking for marketing and customer relationship management related purposes such as customer profiling, customer segmentation, and cross-up selling. These help the banking sector to have a better understanding of their customers, predict customer behaviour, accurately target potential customers and further improve customer satisfaction with a strategic service design.

Other advanced supports: A few less mainstream applications focus on branching strategy, and efficiency and performance evaluation, which can significantly assist in achieving strategic branch locating and expansion plans.



III. FRAUD ANALYSIS

The Reserve Bank of India - RBI maintains data on frauds on the basis of area of operation under which the frauds have been perpetrated. According to such data pertaining, top 10 categories under which frauds have been reported by banks are as follows

1. Credit Cards
2. Deposits - Savings A/C
3. Internet Banking
4. Housing Loans
5. Term Loans
6. Cheque / Demand Drafts
7. Cash Transactions
8. Cash Credit A/c (Types of Overdraft A/C)
9. Advances
10. ATM / Debit Cards

Cyber crimes that are committed in banks include hacking, Credit card fraud, money laundering, DoS attacks, phishing, salami attacks, ATM card cloning etc. Cyber threats such as pharming, phishing, tempted reveal of private details like identity theft are the security qualms that subsist in the brains of clients in banking and financial sectors. Crime prediction uses past data and after analyzing data, predict the future crime with location and time. At present, serial criminal cases rapidly occur so it is an challenging task to predict future crime accurately with better performance [5]. Credit card and web based crime are increasingly as more technologies are rising high. To deal and overcome fraud, clustering and classification techniques are implemented [6]. Fraud detection is one of the difficult process not only technically, but also in crime investigations. The method of fraud detection is based on simple comparisons, and also based on association, clustering, prediction and outlier detection [7]. Association Rule mining as generates "n" best association rules based on n selected and Classification and Regression Tree (CART) that predict categorical class labels [8]. Clustering technique is devised as a multi purposive optimization crisis. The suitable clustering algorithm and parameter locations depend on the entity dataset and projected use of consequences.

IV. DETERMINANTS OF CUSTOMER RETENTION

Following factors are based on thorough review of literature and interaction with experts and customers -

Physical Appearance: It included modern infrastructure, appealing environment, physical facilities are matching with the services expected by our customers, customers feel relaxed when they enter into the premises of our bank etc.

Responsiveness: This consists of Proper information about usage and benefits of the product/services are communicated to customers, employees have the knowledge to answer the

customers' questions, all true and meaningful information to customers are provided, convenient opening and closing time of the banks is satisfactory for our customers. Customers are informed regularly about latest and forthcoming schemes offered. Various problems which occur during electronic transactions are timely responded by the bank officials etc.

Grievance Redressal System: It denotes an effective of grievance redressal system, able to handle the customers' complaints easily and immediately. Personal attention to customers is provided whenever they required etc.

Reliability: comprised of trust and the Bank is reliable because it is mainly concerned with the investor's interest, cash transaction system of this bank is trustworthy, and has accuracy in performing financial transactions. Bank has sound and attractive return policies for investors etc.

Service Orientation: reflects in the consistency of services, to train the employees for bundling of services. Bank officials are more committed towards their customers, and Computerized information system provides best and quick services to the customers.

Convenience: is comprised of location, speedy documentation, clear departmentation according to the needs of customers.

Customer Orientation: reveals the Long term relationships with the customers, Bank adapted new technologies to improve communication with customers. Bank officials build mutual trust between the bank and its client, Bank encourages customers to purchase their products and services. Adaptability of different measures to meet customers' urgent requirements, care for customers etc.

Security in Transactions: This factor mentions that Banks ensure proper security system to protect customer's transaction, implementation of core banking solutions, and Customers get instant alerts regarding their transactions on their communication devices.

Loyalty Programs: Through this programme customers are easily benefited with promotional offers provided by the bank, promotional schemes that offer good value for money, benefited by receiving extra rewards points on higher spending, earn rewards points etc.

PRICE: includes flexible rate of return for various products or services that meet the needs of customers, fair pricing on SMS updates, ATMs transactions, locker services, issuing of check book etc. and best interest rate on FDs to its customers.

CRM Strategies: reflect that Product features are developed to allow customization, Technology enabled customers'

knowledge	k-mean clustering	
Customer segmentation	k-mean clustering	Provide sufficient customer segmentation, conduct customer-centric business strategies.
CRM Customer satisfaction	k-mean clustering, classification (NN)	Make the most strategic investment on maintaining and enhancing customer satisfaction.
Customer development and customization	classification (DT, NN, NB, LR, SVM), k-mean clustering	Strategic banking via direct marketing, targeted marketing, product cross/up selling.
Customer retention and acquisition	classification (DT, NN, LR, SVM), ARM, k-mean clustering	Customer churn prediction and prevention, attracting potential customers and strategic future service design.
Other advanced supports	classification (NN, DT, SVM), k-mean clustering	Branch strategy, bank efficiency evaluation, deposit pricing, early warning of failing bank.

V. CONCLUSIONS

This paper successfully captured and systematically reviewed few DM applications in banking sector. It fulfils the literature gap and serves as a quick reference guide for recent DM implementations in banking. Having reviewed these recent publications, it can be concluded that the banking sector has adopted DM mainly for fraud detection, risk management and CRM.

Apart from the comprehensive summary of recent developments of DM applications in banking, this study also aims to present insights into the challenges and directions for future research. Firstly, it is noted that although the big banking data consists of large volumes of unstructured data, there are many DM techniques which continue to be rarely exploited, e.g., text mining, entity extraction, and social network analysis. This unbalanced exploration status can be caused by the limited access of banking data, the shortage of researchers with relevant skill set, system constraints, and the lack of advanced data analytic tools [7]. Specifically, the confidentiality restrictions of banking related data have limited the progression of research. Therefore, seeking a proper solution for data availability will make a significant difference for future research.

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interactions, promoting a culture of diversity, Measurable objectives, NRI banking services are provided to customers by our banks etc.

Corporate Image: is denoted by proactive, good reputation, financially affordable for its customers and high creditability.

In corporate sector, particularly banking sector, the retention of customer is an important factor. We propose a classification based model to assess the customer behaviour in banking sector with respect to RFM. Three classification models like decision tree, ANNs and k-NN are studied and evaluated.

In any case, certain concepts are to be further defined and elaborated:

A. Customer Life Time Value (CLV) or Customer Loyalty

Customer happiness and attraction are the core objectives of any company. Therefore, customer loyalty or Customer lifetime value (CLV) is calculated in terms of recency, frequency and monetary variables (RFM).

B. RFM Analysis

Customer relationship management (CRM) system is used to manage company relations with the existing and prospect customers. RFM stands for recency, frequency and monetary. This technique is commonly used in database marketing and direct marketing to identify customer behaviour or purchasing behaviour.

We represent the customer behaviour in three variables:

- **Recency:** How recently did the customer purchase? This is the interval between the time of most recent and current customer purchase.
- **Frequency:** How frequently do they purchase? This is the number of transactions in a specific period.

- **Monetary (value):** How much do they spend? This is the amount of money that customer spent during a specific period.

C. Decision Trees

Decision tree is a data mining and classification technique. This technique is mostly used for prediction and classification. A tree consists of paths, branches and nodes. A collection of branches is called path and represents the attribute value. Class value is represented by leaves. Each path in decision tree represents a rule which is used for classification or prediction. Decision tree divides data into subsets or nodes. Root node is the top node. Root node represents the complete dataset. Tree pruning is performed when tree is completely built. Pruning is started from the leaf node.

D. Weka Tool

It is a machine learning toolkit extensively used for education, projects and research. It is an open source tool and developed by Waikato University, New Zealand. All the major machine learning algorithms are implemented in Weka. Data mining tasks like classification, clustering, association rules, data preparation or datapreprocessing etc. can be performed using this tool.

E. ANN (Artificial Neural Network)

ANN is a data mining classification technique and it is used as a classifier. This structure consists of layered approach. Collection of neurons is called a layer. We can define multiple or hidden layers in the ANN structure. Computation is performed in the hidden layer.

F. k-Nearest Neighbours (k-NN)

k-NN is a very simple data mining technique and is used for classification purposes. Here the symbol "k" is a static value and mostly it takes an odd value like 3, 5 and 7. Euclidean distance formula is used for measuring distances between the two entities and serves as a similarity index.

Table 1. Summary table of Data Mining Application in Banking Sector

Sector	Key Techniques	Purposes
Security and fraud detection	classification (DT, NN, SVM, NB), k-mean clustering, ARM	Identifying phishing, fraud, money laundering, credit card fraud, security trend of mobile/online/traditional banking.
Risk management and investment banking	classification (DT, NN, SVM, NB, LR), k-mean clustering UCI Repository International Dataset	Credit scoring, credit granting, risk management for peer-to-peer lending.
Customer profiling and	classification (DT, NN).	Efficiently build accurate customer profiles.

Assignment on Multiple Regression Analysis

Name:	Meenakshi. K
Class:	2 nd MBA B
Subject:	Data Mining for Business Intelligence
Subject code:	BA4027
Register Number:	812221631061
Assignment Number	01
Date:	12-09-2023 31-10-2023



Multiple Regression Analysis

Definition of Regression:

A regression is a statistical technique that relates a dependent variable to one or more independent (explanatory) variables. A regression model is able to show whether changes observed in the dependent variable are associated with changes in one or more of the explanatory variables.

Definition of Multiple Regression:

Multiple regression is a statistical technique that can be used to analyze the relationship between a single dependent variable and several independent variables. The objective of multiple regression analysis is to use the independent variables whose values are known to predict the value of the single dependent value.

Steps involved in Multiple Regression Analysis in SPSS:

- Open SPSS software.
- Go to "Variable view" option.
- Enter the data and fix them, "Name", "Type", "width", "Label", "values", "Alignment", "Measure" etc.
- Go to Data view.
- Enter the data.
- Click **Analyze > Regression > Linear** on the main menu.
- You will be presented with the **Linear Regression** dialogue box.
- Transfer the dependent variable, "Marks out of hundred" into "Dependent box" and independent variable "IQ", "Study Time", "Performance" into "Independent Box".
- Click on the statistics button. You will be presented with the **Linear Regression: Statistics** dialogue box.
- Click on the continue button. You will be returned to the linear regression dialogue box.
- Click on the OK button. It will generate the output.



Data for analysis:

S. no	Marks out of hundred	IQ level of students	Study Time in hours	Performance
1.	50	100	2	3
2.	60	115	2	3
3.	70	117	3	4
4.	80	119	3	4
5.	90	120	4	5
6.	100	125	4	5
7.	10	87	1	1
8.	20	89	1	1
9.	30	90	1	2
10.	40	95	2	2
11.	50	100	2	3
12.	50	100	2	3
13.	60	115	2	3
14.	70	117	3	4
15.	80	119	3	4
16.	90	120	4	5
17.	100	125	4	5
18.	10	87	1	1
19.	20	89	1	1
20.	30	90	1	2
21.	40	95	2	2
22.	50	100	2	3
23.	60	115	2	3
24.	70	117	3	4
25.	80	119	3	4
26.	90	120	4	5
27.	100	125	4	5
28.	10	87	1	1
29.	20	89	1	1
30.	30	90	1	2
31.	40	95	2	2
32.	50	100	2	3
33.	10	87	1	1
34.	20	89	1	1
35.	30	90	1	2
36.	40	95	2	2
37.	50	100	2	3
38.	50	100	2	3
39.	60	115	2	3
40.	70	117	3	4
41.	80	119	3	4
42.	90	120	4	5
43.	100	125	4	5



92.	50	100	2	3
93.	60	115	2	3
94.	70	117	3	4
95.	80	119	3	4
96.	90	120	4	5
97.	50	100	2	3
98.	60	115	2	3
99.	70	117	3	4
100.	80	119	3	4
101.	70	117	3	3
102.	80	119	3	4
103.	50	100	2	3



Multiple Regression Analysis:

Variable view:

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
intercept	Numeric	1	0		None	None	1	Center	Ordinal	Normal
gender	Numeric	1	0		None	None	1	Center	Ordinal	Normal
age	Numeric	1	0		None	None	1	Center	Ordinal	Normal
performance	Numeric	1	0		[1 to 5]	None	1	Center	Ordinal	Normal

Values:

Likert Scale 5 point

Performance:

1	Very bad
2	Bad
3	Neutral
4	Good
5	Very good



Sl. No.	Roll No.	Mark	Grade	Percentage
46	20	95	1	1
47	21	90	1	2
48	22	90	2	2
49	23	90	2	3
50	24	111	2	4
51	25	111	3	4
52	26	120	4	5
53	27	126	4	5
54	28	97	1	1
55	29	90	1	1
56	30	90	1	2
57	31	90	2	2
58	32	106	2	3
59	33	100	2	3
60	34	100	2	3
61	35	111	2	3
62	36	117	3	4
63	37	118	2	4
64	38	120	4	5
65	39	120	4	5
66	40	87	1	1

Sl. No.	Roll No.	Mark	Grade	Percentage
41	10	88	1	1
42	11	90	1	2
43	12	90	2	2
44	13	90	2	3
45	14	110	2	4
46	15	117	3	4
47	16	120	4	5
48	17	120	4	5
49	18	97	1	1
50	19	90	1	2
51	20	90	2	2
52	21	90	2	3
53	22	106	2	3
54	23	100	2	3
55	24	111	2	3
56	25	117	3	4
57	26	118	2	4
58	27	120	4	5



MS Excel - [Book1] - MS Excel (Book1) - [Sheet1]

File Edit Format Tools Data Window Help

Microsoft Excel - [Book1] - MS Excel (Book1) - [Sheet1]

row	col	val	col	val
1	10	87	1	1
2	10	88	1	2
3	10	89	1	3
4	10	90	2	4
5	10	91	2	5
6	10	92	2	6
7	10	93	2	7
8	10	94	2	8
9	10	95	2	9
10	10	96	2	10
11	10	97	2	11
12	10	98	2	12
13	10	99	2	13
14	10	100	2	14
15	10	101	2	15
16	10	102	2	16
17	10	103	2	17
18	10	104	2	18
19	10	105	2	19
20	10	106	2	20
21	10	107	2	21
22	10	108	2	22
23	10	109	2	23
24	10	110	2	24
25	10	111	2	25
26	10	112	2	26
27	10	113	2	27
28	10	114	2	28
29	10	115	2	29
30	10	116	2	30
31	10	117	2	31
32	10	118	2	32
33	10	119	2	33
34	10	120	2	34
35	10	121	2	35
36	10	122	2	36
37	10	123	2	37
38	10	124	2	38
39	10	125	2	39
40	10	126	2	40
41	10	127	2	41
42	10	128	2	42
43	10	129	2	43
44	10	130	2	44
45	10	131	2	45
46	10	132	2	46
47	10	133	2	47
48	10	134	2	48
49	10	135	2	49
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51	10	137	2	51
52	10	138	2	52
53	10	139	2	53
54	10	140	2	54
55	10	141	2	55
56	10	142	2	56
57	10	143	2	57
58	10	144	2	58
59	10	145	2	59
60	10	146	2	60
61	10	147	2	61
62	10	148	2	62
63	10	149	2	63
64	10	150	2	64
65	10	151	2	65
66	10	152	2	66
67	10	153	2	67
68	10	154	2	68
69	10	155	2	69
70	10	156	2	70
71	10	157	2	71
72	10	158	2	72
73	10	159	2	73
74	10	160	2	74
75	10	161	2	75
76	10	162	2	76
77	10	163	2	77
78	10	164	2	78
79	10	165	2	79
80	10	166	2	80
81	10	167	2	81
82	10	168	2	82
83	10	169	2	83
84	10	170	2	84
85	10	171	2	85
86	10	172	2	86
87	10	173	2	87
88	10	174	2	88
89	10	175	2	89
90	10	176	2	90
91	10	177	2	91
92	10	178	2	92
93	10	179	2	93
94	10	180	2	94
95	10	181	2	95
96	10	182	2	96
97	10	183	2	97
98	10	184	2	98
99	10	185	2	99
100	10	186	2	100

MS Excel - [Book1] - MS Excel (Book1) - [Sheet1]

MS Excel - [Book1] - MS Excel (Book1) - [Sheet1]

File Edit Format Tools Data Window Help

Microsoft Excel - [Book1] - MS Excel (Book1) - [Sheet1]

row	col	val	col	val
1	10	87	1	1
2	10	88	1	2
3	10	89	1	3
4	10	90	2	4
5	10	91	2	5
6	10	92	2	6
7	10	93	2	7
8	10	94	2	8
9	10	95	2	9
10	10	96	2	10
11	10	97	2	11
12	10	98	2	12
13	10	99	2	13
14	10	100	2	14
15	10	101	2	15
16	10	102	2	16
17	10	103	2	17
18	10	104	2	18
19	10	105	2	19
20	10	106	2	20
21	10	107	2	21
22	10	108	2	22
23	10	109	2	23
24	10	110	2	24
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37	10	123	2	37
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44	10	130	2	44
45	10	131	2	45
46	10	132	2	46
47	10	133	2	47
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49	10	135	2	49
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52	10	138	2	52
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54	10	140	2	54
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59	10	145	2	59
60	10	146	2	60
61	10	147	2	61
62	10	148	2	62
63	10	149	2	63
64	10	150	2	64
65	10	151	2	65
66	10	152	2	66
67	10	153	2	67
68	10	154	2	68
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74	10	160	2	74
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78	10	164	2	78
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81	10	167	2	81
82	10	168	2	82
83	10	169	2	83
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85	10	171	2	85
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91	10	177	2	91
92	10	178	2	92
93	10	179	2	93
94	10	180	2	94
95	10	181	2	95
96	10	182	2	96
97	10	183	2	97
98	10	184	2	98
99	10	185	2	99
100	10	186	2	100

MS Excel - [Book1] - MS Excel (Book1) - [Sheet1]



Output:

SPSS Statistics

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Regression

Dependent Variable: performance

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					F Change	df	SS	Sig. F Change	
1	.827 ^a	.684	.683	3.482	364	1987.083	3	.00	.000

a. Predictors: (Constant), performance, spirituality, studentstatus

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1266.018	3	422.006	1987.083	.000 ^a
	Residual	1295.747	56	23.139		
	Total	2561.765	59			

a. Constant, performance, spirituality, studentstatus

SPSS Statistics



ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7586.810	3	2528.937	1967.363	.000 ^b
Residual	1285.747	86	14.951		
Total	74174.757	100			

a. Dependent Variable: marksachieved
b. Predictors: (Constant), performance, iqlevel, studytime

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	Sig.
1	Constant	80.142	3.659	-.044	.864
	iqlevel	.712	.073	.354	.000
	studytime	4.844	1.195	.176	.000
	performance	6.746	1.046	.476	.000

a. Dependent Variable: marksachieved

Interpretation:

Thus the multiple regression analysis was made by using SPSS and by taking "Marks Secured" as dependent variable and "Study time", "IQ" level and "Performance" made in exam as independent variable, to find out the relationship between the marks secured by the students depending upon the study time, IQ level and performance made by the students in the examination are analysed.



Assignment on Multiple Regression Analysis

Name: VAIDHEGI V
Reg. No: 812221631112
Class: IInd MBA "B" Sec
Subject: Data Mining for
Business Intelligence
Sub Code: BA4027
Assign. No: 01
Date: 31/10/2022



Multiple Regression Analysis on House Price

Definition of Regression:

Regression is defined as a statistical method that helps us to analyze and understand the relationship between two or more variables of interest. The process that is adapted to perform regression analysis helps to understand which factors are important, which factors can be ignored, and how they are influencing each other.

In regression, we normally have one dependent variable and one or more independent variables. Here we try to "regress" the value of the dependent variable "Y" with the help of the independent variables. In other words, we are trying to understand, how the value of 'Y' changes w.r.t change in 'X'.

For the regression analysis to be a successful method, we understand the following terms:

- **Dependent Variable:** This is the variable that we are trying to understand or forecast.
- **Independent Variable:** These are factors that influence the analysis or target variable and provide us with information regarding the relationship of the variables with the target variable.

Regression Analysis:

Regression analysis is used for prediction and forecasting. This has substantial overlap with the field of machine learning. This statistical method is used across different industries such as,

- **Financial Industry-** Understand the trend in the stock prices, forecast the prices, and evaluate risks in the insurance domain
- **Marketing-** Understand the effectiveness of market campaigns, and forecast pricing and sales of the product.



- Manufacturing- Evaluate the relationship of variables that determine to define a better engine to provide better performance
- Medicine- Forecast the different combinations of medicines to prepare generic medicines for diseases.

Multiple Regression:

Multiple regression is an extension of simple linear regression. It is used when we want to predict the value of a variable based on the value of two or more other variables. The variable we want to predict is called the dependent variable (or sometimes, the outcome, target or criterion variable). The variables we are using to predict the value of the dependent variable are called the independent variables (or sometimes, the predictor, explanatory or regressor variables).

Procedure:

- ❖ Open SPSS software.
- ❖ Create a new sheet.
- ❖ Go to variable view.
- ❖ Enter the data values under the columns named , "Name", "Type", "Width", "Label", "Values", "Missing", "Column", "Align", "Measure", "Role".
- ❖ Go to data view.
- ❖ Enter the data.
- ❖ Click **Analyze>Regression>Linear...** one by one.
- ❖ Linear Regression box is visible with dependent and independent variables.
- ❖ Transfer the Dependent variable, "House Price" into "Dependent box" and Independent variables, "House Age", "Distance to Town", "Number of Convenience Stores", "Latitude", and "Longitude" into "Independent(s) box".
- ❖ Click on the Statistics button, Select "Estimates" and "Model Fit" then click continue button.
- ❖ Finally click on the ok button in the linear regression box.
- ❖ The output will generate.



Data for Analysis:

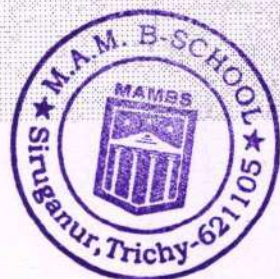
No	Distance to town	Number of convenience stores	House price
1	84.88	10.00	90.44
2	306.59	9.00	73.06
3	561.98	5.00	49.21
4	561.98	5.00	49.21
5	390.57	5.00	69.67
6	2175.03	3.00	15.00
7	623.47	7.00	34.97
8	287.60	6.00	74.04
9	5512.04	1.00	54.00
10	1783.18	3.00	-75.18
11	405.21	1.00	55.47
12	90.46	9.00	99.96
13	492.23	5.00	56.29
14	2469.65	4.00	28.00
15	1164.84	4.00	10.00
16	579.21	2.00	37.93
17	293.00	6.00	81.62
18	350.85	1.00	67.75
19	368.14	8.00	67.75
20	23.38	7.00	78.00
21	2275.88	3.00	26.00
22	279.17	7.00	79.01
23	1360.14	1.00	-31.98
24	279.17	7.00	79.17
25	480.70	4.00	46.61
26	1487.87	2.00	-50.41
27	383.86	5.00	71.10
28	276.45	5.00	78.90
29	557.48	4.00	47.09
30	451.24	5.00	62.76
31	4519.69	.00	11.00
32	769.40	7.00	22.34
33	488.57	1.00	45.90
34	323.66	6.00	71.96
35	205.37	7.00	84.43
36	4079.42	.00	43.00
37	1935.01	2.00	-89.29
38	1360.14	1.00	-30.90
39	577.96	6.00	51.89
40	289.32	5.00	75.31
41	4082.02	3.00	24.00
42	4066.59	.00	25.00



43	519.46	5.00	44.33
44	512.79	6.00	45.89
45	533.48	4.00	56.10
46	488.82	8.00	47.80
47	463.96	9.00	56.44
48	640.74	3.00	31.88
49	4605.75	1.00	7.00
50	4510.36	1.00	6.00
51	512.55	4.00	50.58
52	1758.41	1.00	-78.44
53	1438.58	3.00	-46.40
54	492.23	5.00	56.17
55	289.32	5.00	75.35
56	1160.63	.00	-19.04
57	371.25	8.00	60.75
58	56.47	7.00	104.06
59	4510.36	1.00	9.00
60	336.05	5.00	71.78
61	1931.21	2.00	-87.43
62	259.66	6.00	82.84
63	2175.88	3.00	10.00
64	533.48	4.00	56.14
65	995.76	.00	3.15
66	123.74	8.00	82.91
67	193.58	6.00	91.16
68	104.81	5.00	96.83
69	464.22	6.00	52.34
70	561.98	5.00	49.53
71	90.46	9.00	99.84
72	640.74	3.00	32.04
73	424.54	8.00	55.86
74	4082.02	.00	11.00
75	379.56	10.00	71.05
76	1360.14	1.00	-31.02
77	616.40	3.00	34.32
78	2185.13	3.00	20.00
79	552.44	2.00	39.59
80	1414.84	1.00	-38.77
81	533.48	4.00	52.46
82	377.80	6.00	60.81
83	150.93	7.00	90.74
84	2707.39	3.00	15.00
85	383.28	7.00	66.75
86	338.97	9.00	77.62
87	1455.80	1.00	-36.39



88	4066.59	.00	12.00
89	1406.43	.00	-34.49
90	3947.95	.00	13.00
91	274.01	1.00	82.51
92	1402.02	.00	-34.13
93	2469.65	4.00	-144.72
94	1146.33	.00	-17.69
95	167.60	5.00	77.60
96	104.81	5.00	97.03
97	90.46	9.00	99.92
98	617.44	3.00	37.21
99	289.32	5.00	75.23
100	90.46	9.00	99.92
101	964.75	4.00	7.05
102	170.13	1.00	87.82
103	193.58	6.00	91.12
104	208.39	6.00	90.07
105	392.45	6.00	58.59
106	293.00	6.00	81.62
107	189.52	8.00	85.49
108	1360.14	1.00	-30.98
109	592.50	2.00	38.30
110	2147.38	3.00	-106.05
111	104.81	5.00	96.99
112	196.62	7.00	78.14
113	2102.43	3.00	-103.91
114	393.26	6.00	65.67
115	143.84	8.00	84.70
116	737.92	2.00	28.10
117	6396.28	1.00	-542.13
118	4197.35	.00	-315.50
119	1583.72	3.00	-58.20
120	289.32	5.00	75.15
121	492.23	5.00	56.17
122	492.23	5.00	56.05
123	414.95	4.00	56.43
124	185.43	.00	91.17
125	279.17	7.00	79.25
126	193.58	6.00	91.12
127	804.69	4.00	14.61
128	383.86	5.00	70.82
129	124.99	6.00	81.90
130	216.83	7.00	74.04
131	535.53	8.00	45.93
132	2147.38	3.00	-106.05



133	482.76	5.00	51.80
134	373.39	8.00	66.79
135	186.97	6.00	78.86
136	1009.24	.00	1.24
137	390.57	5.00	87.11
138	319.07	6.00	73.57
139	942.47	.00	11.46
140	492.23	5.00	56.33
141	289.32	5.00	75.31
142	1559.83	3.00	-47.72
143	640.61	5.00	38.74
144	492.23	5.00	56.05
145	1360.14	1.00	-30.86
146	451.24	5.00	64.76
147	185.43	.00	91.17
148	489.88	8.00	61.05
149	3780.59	.00	-274.94
150	179.45	8.00	79.42
151	170.73	7.00	79.72
152	387.77	9.00	70.78
153	1360.14	1.00	-30.90
154	376.17	6.00	70.69
155	4066.59	.00	-303.74
156	4082.02	.00	-304.05
157	1264.73	.00	-29.05
158	815.93	4.00	22.48
159	390.57	5.00	67.03
160	815.93	4.00	22.72
161	49.66	8.00	104.94
162	616.40	3.00	41.00
163	4066.59	.00	-303.38
164	104.81	5.00	96.83
165	185.43	.00	91.17
166	1236.56	1.00	-19.20
167	293.00	6.00	81.62
168	330.09	8.00	67.03
169	515.11	5.00	48.16
170	1962.63	1.00	-89.70
171	4527.69	.00	-352.70
172	383.86	5.00	70.90
173	90.46	9.00	99.84
174	401.88	4.00	53.82
175	432.04	7.00	66.20
176	472.17	3.00	51.02
177	4573.78	.00	-353.27



178	181.08	9.00	80.21
179	1144.44	4.00	-9.16
180	438.85	1.00	60.42
181	4449.27	.00	-346.02
182	201.89	8.00	86.50
183	2147.38	3.00	-109.85
184	4082.02	.00	-305.33
185	2615.47	.00	-157.46
186	1447.29	3.00	-46.99
187	2185.13	3.00	-116.58
188	3078.18	.00	-201.65
189	190.04	8.00	78.40
190	4066.59	.00	-303.50
191	616.57	8.00	35.54
192	750.07	2.00	29.84
193	57.59	7.00	87.84
194	421.48	5.00	64.70
195	3771.90	.00	-273.59
196	461.10	5.00	58.52
197	707.91	2.00	30.22
198	126.73	8.00	84.88
199	157.61	7.00	81.76



Variable View:

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
Arithmetic	Numeric	8	0	Arithmetic	1 = very low 2 = low 3 = medium 4 = high 5 = very high		8	Right	Scale	Input
Numberline	Numeric	8	0	Numberline	1 = very low 2 = low 3 = medium 4 = high 5 = very high		8	Right	Scale	Input
Integer	Numeric	8	0	Integer	1 = very low 2 = low 3 = medium 4 = high 5 = very high		8	Right	Scale	Input

Data view:

	Arithmetic	Numberline	Integer
1	3	3	30.44
2	4	4	73.06
3	3	3	49.21
4	4	4	49.21
5	3	3	52.02
6	4	4	15.00
7	3	3	34.97
8	1	4	74.94
9	4	5	64.00
10	2	2	74.18
11	3	5	55.47
12	4	3	90.36
13	2	2	66.89
14	3	5	28.80
15	4	3	10.00
16	3	3	37.93
17	4	4	81.60
18	3	3	47.76
19	3	4	47.76
20	2	2	79.00
21	1	1	26.00
22	4	3	79.01
23	2	2	21.00



Value Added: 2022-23

2022-23

Sl. No.	Name	Roll No.	Grade	Score
1				37.5
2				35.0
3				44.0
4				44.0
5				44.0
6				44.0
7				44.0
8				44.0
9				44.0
10				44.0
11				44.0
12				44.0
13				44.0
14				44.0
15				44.0
16				44.0
17				44.0
18				44.0
19				44.0
20				44.0
21				44.0
22				44.0
23				44.0
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26				44.0
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28				44.0
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33				44.0
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43				44.0
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94				44.0
95				44.0
96				44.0
97				44.0
98				44.0
99				44.0
100				44.0

Value Added: 2022-23

2022-23

Sl. No.	Name	Roll No.	Grade	Score
1				47.5
2				35.0
3				35.0
4				35.0
5				35.0
6				35.0
7				35.0
8				35.0
9				35.0
10				35.0
11				35.0
12				35.0
13				35.0
14				35.0
15				35.0
16				35.0
17				35.0
18				35.0
19				35.0
20				35.0
21				35.0
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23				35.0
24				35.0
25				35.0
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27				35.0
28				35.0
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71				35.0
72				35.0
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74				35.0
75				35.0
76				35.0
77				35.0
78				35.0
79				35.0
80				35.0
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82				35.0
83				35.0
84				35.0
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90				35.0
91				35.0
92				35.0
93				35.0
94				35.0
95				35.0
96				35.0
97				35.0
98				35.0
99				35.0
100				35.0



Microsoft Excel - 001 (2) - 001 (2) - 001 (2)

File Edit View Insert Format Tools Data Window Help

Worksheet: Sheet1

	A	B	C
65	1	1	86.8
66	1	2	82.8
67	1	3	49.02
68	2	1	86.8
69	2	2	82.8
70	2	3	49.02
71	3	1	86.8
72	3	2	82.8
73	3	3	49.02
74	4	1	86.8
75	4	2	82.8
76	4	3	49.02
77	5	1	86.8
78	5	2	82.8
79	5	3	49.02
80	6	1	86.8
81	6	2	82.8
82	6	3	49.02
83	7	1	86.8
84	7	2	82.8
85	7	3	49.02
86	8	1	86.8
87	8	2	82.8
88	8	3	49.02
89	9	1	86.8
90	9	2	82.8
91	9	3	49.02

Microsoft Excel - 001 (2) - 001 (2) - 001 (2)

File Edit View Insert Format Tools Data Window Help

Worksheet: Sheet1

	A	B	C
92	1	1	86.8
93	1	2	82.8
94	1	3	49.02
95	2	1	86.8
96	2	2	82.8
97	2	3	49.02
98	3	1	86.8
99	3	2	82.8
100	3	3	49.02
101	4	1	86.8
102	4	2	82.8
103	4	3	49.02
104	5	1	86.8
105	5	2	82.8
106	5	3	49.02
107	6	1	86.8
108	6	2	82.8
109	6	3	49.02
110	7	1	86.8
111	7	2	82.8
112	7	3	49.02



Vendor Details - MAM B-SCHOOL Data Entry

Sl. No	Bank Details		Amount
	Account No	Branch	
112	3	3	152.81
114	3	3	81.47
115	3	4	84.75
116	4	3	28.73
117	2	4	627.11
118	2	1	318.50
119	3	2	64.20
120	3	3	75.15
121	2	2	34.77
122	4	4	66.95
123	4	5	55.43
124	3	3	91.17
125	2	2	77.22
126	3	3	91.52
127	3	4	14.81
128	3	3	72.80
129	4	3	81.90
130	5	2	74.94
131	2	4	40.93
132	4	3	106.05
133	4	3	1.40
134	4	3	68.79
135	5	3	79.45

Vendor Details - MAM B-SCHOOL Data Entry

Sl. No	Bank Details		Amount
	Account No	Branch	
136	5	3	124
137	4	4	87.11
138	4	3	73.57
139	2	3	11.46
140	3	3	66.33
141	3	6	75.31
142	3	4	47.72
143	3	3	28.74
144	2	3	28.95
145	2	3	35.90
146	3	3	94.75
147	3	3	91.17
148	3	2	91.91
149	3	1	274.94
150	3	3	79.42
151	3	5	78.72
152	3	2	70.79
153	3	3	39.90
154	3	3	79.88
155	2	3	363.74
156	3	1	324.25
157	3	3	29.80
158	4	4	27.48



MS Excel 2003 - [Workbook Name] - MS Excel 2003

File Edit View Data Tools Window Format Help

Page 1 of 1

Sl. No.	Attendance		Total
	A	B	
150	1	4	22.48
151	2	2	87.83
152	3	5	22.75
153	4	3	104.94
154	3	2	21.00
155	4	3	203.38
156	1	3	88.83
157	1	2	81.17
158	4	3	18.26
159	3	5	81.07
160	5	2	87.00
161	3	2	48.18
162	3	2	89.70
163	3	3	252.78
164	3	2	75.22
165	3	1	88.84
166	3	2	53.82
167	3	2	88.20
168	3	2	51.82
169	3	2	263.27
170	3	2	86.21
171	3	2	8.14
172	3	2	80.42

MS Excel 2003 - [Workbook Name] - MS Excel 2003

MS Excel 2003 - [Workbook Name] - MS Excel 2003

File Edit View Data Tools Window Format Help

Page 2 of 1

Sl. No.	Attendance		Total
	A	B	
173	3	3	80.42
174	3	3	348.82
175	3	5	88.50
176	4	4	105.22
177	5	4	305.32
178	3	2	107.44
179	3	5	48.90
180	2	3	118.28
181	3	5	201.65
182	3	5	78.40
183	3	1	363.50
184	1	1	8.14
185	3	4	25.84
186	3	4	87.84
187	3	2	84.70
188	4	2	273.50
189	3	4	58.82
190	3	5	30.22
191	3	3	34.80
192	3	2	81.70
193			
194			
195			
196			
197			
198			
199			
200			
201			

MS Excel 2003 - [Workbook Name] - MS Excel 2003



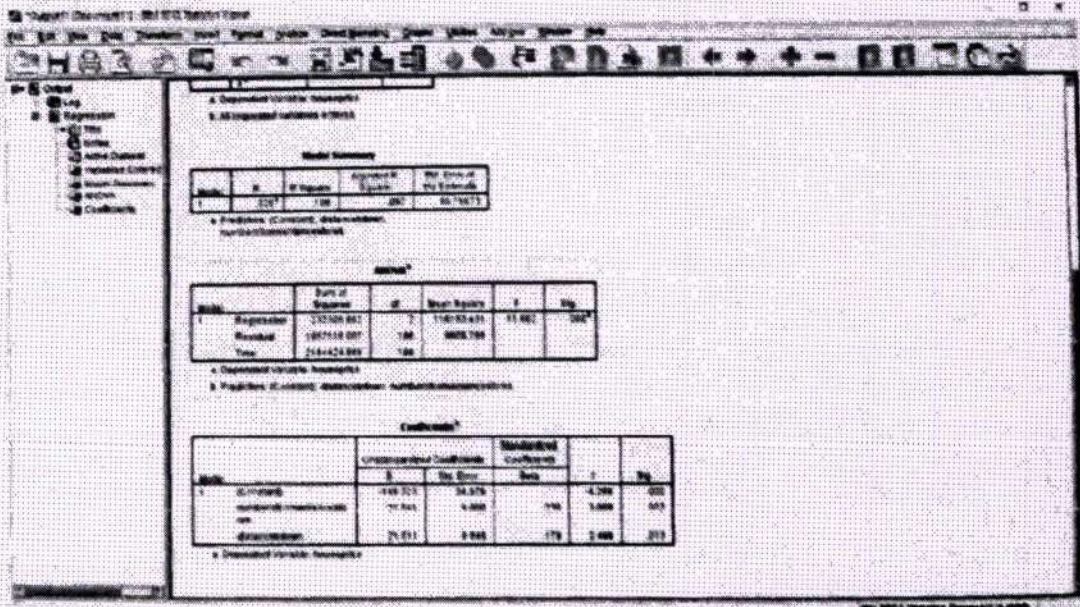
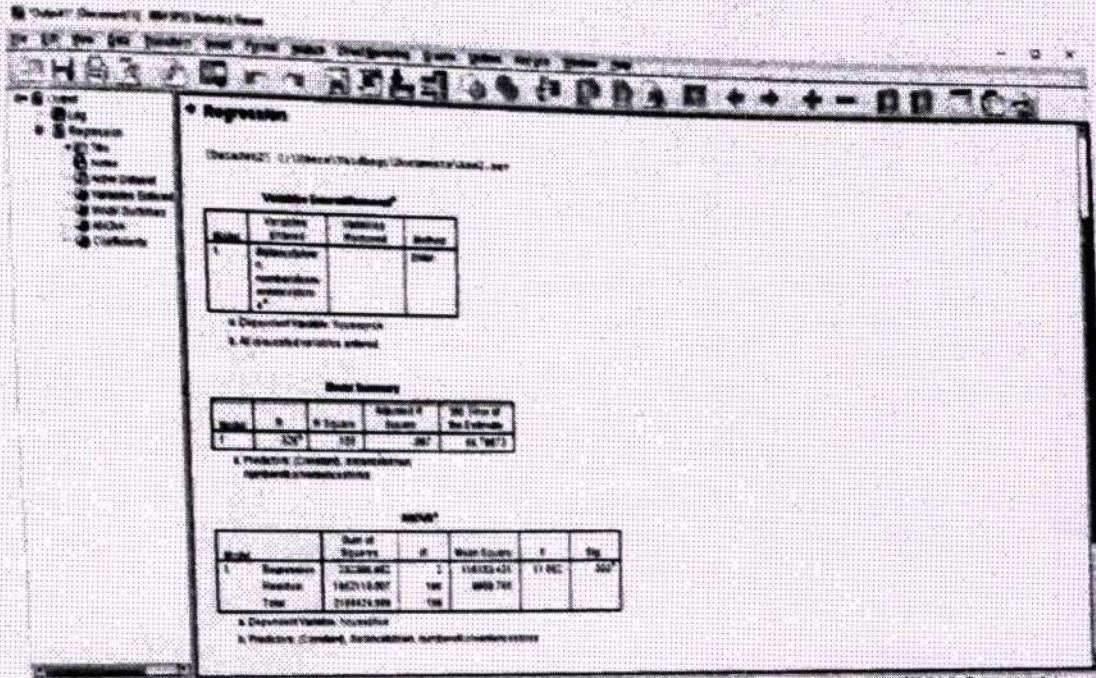
Analyze

The screenshot displays a software window with a menu bar (File, Edit, Statistics, Analyze, Data, Windows, Graph, Layout, Help, Window, Help) and a toolbar. The main area contains a data table with columns 'A', 'B', and 'logarithm'. A 'Linear Regression' dialog box is open, showing a list of variables on the left and a 'Dependent' field containing 'logarithm'. The 'Independent' field contains 'A' and 'B'. The dialog also includes a 'Select variable' field, a 'Check Labels' checkbox, and an 'OLS method' dropdown. Buttons for 'OK', 'Cancel', 'Help', 'Reset', 'Coeff', and 'Stats' are visible at the bottom of the dialog.

	A	B	logarithm
180	3	3	30.42
181	3	3	34.62
182	3	3	35.52
183	4	4	105.85
184	4	4	305.37
185	3	3	-157.46
186	3	3	48.99
187	3	3	-116.58
188	3	3	201.65
189	3	3	79.40
190	3	4	-303.58
191	3	3	35.54
192	3	4	29.84
193	3	4	87.84
194	3	3	84.79
195	4	3	273.69
196	3	4	68.52
197	3	3	39.22
198	3	3	54.80
199	3	3	81.76
200			
201			
202			



Output:



Interpretation:

Thus the multiple regression analysis using SPSS was analyzed successfully.

DIRECTOR
M.A.M. B-SCHOOL
 Siruganur, Trichy-621105



Assignment on Multiple Regression Analysis

Name:	Meenakshi. K
Class:	2 nd MBA B
Subject:	Data Mining for Business Intelligence
Subject code:	BA4027
Register Number:	812221631061
Assignment Number	01
Date:	12-09-2023 31-10-2023



Multiple Regression Analysis

Definition of Regression:

A regression is a statistical technique that relates a dependent variable to one or more independent (explanatory) variables. A regression model is able to show whether changes observed in the dependent variable are associated with changes in one or more of the explanatory variables.

Definition of Multiple Regression:

Multiple regression is a statistical technique that can be used to analyze the relationship between a single dependent variable and several independent variables. The objective of multiple regression analysis is to use the independent variables whose values are known to predict the value of the single dependent value.

Steps involved in Multiple Regression Analysis in SPSS:

- Open SPSS software.
- Go to "Variable view" option.
- Enter the data and fix them, "Name", "Type", "width", "Label", "values", "Alignment", "Measure" etc.
- Go to Data view.
- Enter the data.
- Click **Analyze > Regression > Linear** on the main menu.
- You will be presented with the **Linear Regression** dialogue box.
- Transfer the dependent variable, "Marks out of hundred" into "Dependent box" and independent variable "IQ", "Study Time", "Performance" into "Independent Box".
- Click on the statistics button. You will be presented with the **Linear Regression: Statistics** dialogue box.
- Click on the continue button. You will be returned to the linear regression dialogue box.
- Click on the OK button. It will generate the output.



Data for analysis:

S. no	Marks out of hundred	IQ level of students	Study Time in hours	Performance
1.	50	100	2	3
2.	60	115	2	3
3.	70	117	3	4
4.	80	119	3	4
5.	90	120	4	5
6.	100	125	4	5
7.	10	87	1	1
8.	20	89	1	1
9.	30	90	1	2
10.	40	95	2	2
11.	50	100	2	3
12.	50	100	2	3
13.	60	115	2	3
14.	70	117	3	4
15.	80	119	3	4
16.	90	120	4	5
17.	100	125	4	5
18.	10	87	1	1
19.	20	89	1	1
20.	30	90	1	2
21.	40	95	2	2
22.	50	100	2	3
23.	60	115	2	3
24.	70	117	3	4
25.	80	119	3	4
26.	90	120	4	5
27.	100	125	4	5
28.	10	87	1	1
29.	20	89	1	1
30.	30	90	1	2
31.	40	95	2	2
32.	50	100	2	3
33.	10	87	1	1
34.	20	89	1	1
35.	30	90	1	2
36.	40	95	2	2
37.	50	100	2	3
38.	50	100	2	3
39.	60	115	2	3
40.	70	117	3	4
41.	80	119	3	4
42.	90	120	4	5
43.	100	125	4	5



44.	10	87	1	1
45.	20	89	1	1
46.	30	90	1	2
47.	40	95	2	2
48.	50	100	2	3
49.	60	115	2	3
50.	70	117	3	4
51.	80	119	3	4
52.	90	120	4	5
53.	100	125	4	5
54.	10	87	1	1
55.	20	89	1	1
56.	30	90	1	2
57.	40	95	2	2
58.	50	100	2	3
59.	50	100	2	3
60.	50	100	2	3
61.	60	115	2	3
62.	70	117	3	4
63.	80	119	3	4
64.	90	120	4	5
65.	100	125	4	5
66.	10	87	1	1
67.	20	89	1	1
68.	30	90	1	2
69.	40	95	2	2
70.	50	100	3	3
71.	60	115	2	3
72.	70	117	3	4
73.	80	119	3	4
74.	90	120	4	5
75.	100	125	4	5
76.	10	87	1	1
77.	20	89	1	1
78.	30	90	1	2
79.	40	95	2	2
80.	50	100	2	3
81.	50	100	2	3
82.	50	100	2	3
83.	60	115	2	3
84.	70	117	3	4
85.	80	119	3	4
86.	90	120	4	5
87.	100	125	4	5
88.	10	87	1	1
89.	20	89	1	1
90.	30	90	1	2
91.	40	95	2	2



92.	50	100	2	3
93.	60	115	2	3
94.	70	117	3	4
95.	80	119	3	4
96.	90	120	4	5
97.	50	100	2	3
98.	60	115	2	3
99.	70	117	3	4
100.	80	119	3	4
101.	70	117	3	3
102.	80	119	3	4
103.	50	100	2	3



Multiple Regression Analysis:

Variable view:

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
mathematics	Numeric	1	1	Score	None	None	1	Center	Continuous	Normal
science	Numeric	1	1	Score	None	None	1	Center	Continuous	Normal
language	Numeric	1	1	Score	None	None	1	Center	Continuous	Normal
performance	Numeric	1	1	Score	1=very bad	None	1	Center	Continuous	Normal

Values:

Likert Scale 5 point

Performance:

1	Very bad
2	Bad
3	Neutral
4	Good
5	Very good



Sl. No.	Roll No.	Grade	Percentage	Remarks
46	20	95	1	1
47	21	95	1	2
48	22	95	2	2
49	23	95	2	3
50	24	111	2	4
51	25	111	3	4
52	26	126	4	5
53	27	126	4	5
54	28	97	1	1
55	29	95	1	1
56	30	95	1	1
57	31	95	1	2
58	32	95	2	2
59	33	95	2	2
60	34	95	2	2
61	35	111	2	2
62	36	111	2	4
63	37	111	2	4
64	38	126	4	5
65	39	126	4	5
66	40	97	1	1
67	41	97	1	1

Sl. No.	Roll No.	Grade	Percentage	Remarks
42	15	95	1	1
43	16	95	1	2
44	17	95	2	2
45	18	95	2	3
46	19	111	2	4
47	20	111	2	4
48	21	126	4	5
49	22	126	4	5
50	23	97	1	1
51	24	95	1	1
52	25	95	1	2
53	26	95	2	2
54	27	95	2	2
55	28	95	2	2
56	29	111	2	2
57	30	111	2	4
58	31	111	2	4
59	32	126	4	5
60	33	126	4	5



MS Excel - [Book1] - MS Excel - [Book1].xls

File Edit View Tools Format Window Help

Formulas > AutoSum > More...

Worksheet: [Sheet1]

nama, tinggi, berat badan, umur, jenis kelamin, status

nama	tinggi	berat badan	umur	jenis kelamin	status
A1	150	25	1	1	1
A2	150	25	1	1	1
A3	150	25	1	1	1
A4	150	25	1	1	1
A5	150	25	1	1	1
A6	150	25	1	1	1
A7	150	25	1	1	1
A8	150	25	1	1	1
A9	150	25	1	1	1
A10	150	25	1	1	1
A11	150	25	1	1	1
A12	150	25	1	1	1
A13	150	25	1	1	1
A14	150	25	1	1	1
A15	150	25	1	1	1
A16	150	25	1	1	1
A17	150	25	1	1	1
A18	150	25	1	1	1
A19	150	25	1	1	1
A20	150	25	1	1	1
A21	150	25	1	1	1
A22	150	25	1	1	1
A23	150	25	1	1	1
A24	150	25	1	1	1
A25	150	25	1	1	1
A26	150	25	1	1	1
A27	150	25	1	1	1
A28	150	25	1	1	1
A29	150	25	1	1	1
A30	150	25	1	1	1

MS Excel - [Book1] - MS Excel - [Book1].xls

MS Excel - [Book1] - MS Excel - [Book1].xls

File Edit View Tools Format Window Help

Formulas > AutoSum > More...

Worksheet: [Sheet1]

nama, tinggi, berat badan, umur, jenis kelamin, status

nama	tinggi	berat badan	umur	jenis kelamin	status
A1	150	25	1	1	1
A2	150	25	1	1	1
A3	150	25	1	1	1
A4	150	25	1	1	1
A5	150	25	1	1	1
A6	150	25	1	1	1
A7	150	25	1	1	1
A8	150	25	1	1	1
A9	150	25	1	1	1
A10	150	25	1	1	1
A11	150	25	1	1	1
A12	150	25	1	1	1
A13	150	25	1	1	1
A14	150	25	1	1	1
A15	150	25	1	1	1
A16	150	25	1	1	1
A17	150	25	1	1	1
A18	150	25	1	1	1
A19	150	25	1	1	1
A20	150	25	1	1	1
A21	150	25	1	1	1
A22	150	25	1	1	1
A23	150	25	1	1	1
A24	150	25	1	1	1
A25	150	25	1	1	1
A26	150	25	1	1	1
A27	150	25	1	1	1
A28	150	25	1	1	1
A29	150	25	1	1	1
A30	150	25	1	1	1

MS Excel - [Book1] - MS Excel - [Book1].xls



Output:

SPSS Statistics

File Edit View Data Transform Analyze Special Window Help

Regression

Data Set: C:\Users\Adhis\Documents\iss.spss

Variables Entering Model^a

Model	Variables Entered	Variables Removed	Label
1	performance, spirituality, IQ, spirituality, IQ ²		Enter

^a Constant variable not in the model
^b All requested variables entered

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					F Change	df	SS	Sig. F Change	
1	.827 ^a	.684	.683	3.482	364	1587.083	3	98	.000

^a Predictors: (Constant), performance, spirituality, IQ, spirituality, IQ²

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1268.018	3	422.673	1587.083	.000 ^b
	Residual	1295.747	98	13.222		
	Total	2563.765	102			

^a Constant variable not in the model

SPSS Statistics



ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7586.810	3	2528.937	1967.303	.000 ^b
Residual	1285.747	86	14.951		
Total	8872.557	89			

a. Dependent Variable: marksachieved
b. Predictors: (Constant), performance, iqlevel, studytime

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	Sig.
1	Constant	86.142	3.659	-.044	.864
	iqlevel	.712	.073	.354	.000
	studytime	4.844	1.195	.176	.000
	performance	6.746	1.046	.476	.000

a. Dependent Variable: marksachieved

Interpretation:

Thus the multiple regression analysis was made by using SPSS and by taking "Marks Secured" as dependent variable and "Study time", "IQ" level and "Performance" made in exam as independent variable, to find out the relationship between the marks secured by the students depending upon the study time, IQ level and performance made by the students in the examination are analysed.



Assignment on Multiple Regression Analysis

Name: VAIDHEGI V
Reg. No: 812221631112
Class: IInd MBA "B" Sec
Subject: Data Mining for
Business Intelligence
Sub Code: BA4027
Assign. No: 01
Date: 31/10/2022



Multiple Regression Analysis on House Price

Definition of Regression:

Regression is defined as a statistical method that helps us to analyze and understand the relationship between two or more variables of interest. The process that is adapted to perform regression analysis helps to understand which factors are important, which factors can be ignored, and how they are influencing each other.

In regression, we normally have one dependent variable and one or more independent variables. Here we try to "regress" the value of the dependent variable "Y" with the help of the independent variables. In other words, we are trying to understand, how the value of 'Y' changes w.r.t change in 'X'.

For the regression analysis to be a successful method, we understand the following terms:

- **Dependent Variable:** This is the variable that we are trying to understand or forecast.
- **Independent Variable:** These are factors that influence the analysis or target variable and provide us with information regarding the relationship of the variables with the target variable.

Regression Analysis:

Regression analysis is used for prediction and forecasting. This has substantial overlap with the field of machine learning. This statistical method is used across different industries such as,

- **Financial Industry-** Understand the trend in the stock prices, forecast the prices, and evaluate risks in the insurance domain
- **Marketing-** Understand the effectiveness of market campaigns, and forecast pricing and sales of the product.



- Manufacturing- Evaluate the relationship of variables that determine to define a better engine to provide better performance
- Medicine- Forecast the different combinations of medicines to prepare generic medicines for diseases.

Multiple Regression:

Multiple regression is an extension of simple linear regression. It is used when we want to predict the value of a variable based on the value of two or more other variables. The variable we want to predict is called the dependent variable (or sometimes, the outcome, target or criterion variable). The variables we are using to predict the value of the dependent variable are called the independent variables (or sometimes, the predictor, explanatory or regressor variables).

Procedure:

- ❖ Open SPSS software.
- ❖ Create a new sheet.
- ❖ Go to variable view.
- ❖ Enter the data values under the columns named , "Name", "Type", "Width", "Label", "Values", "Missing", "Column", "Align", "Measure", "Role".
- ❖ Go to data view.
- ❖ Enter the data.
- ❖ Click **Analyze>Regression>Linear...** one by one.
- ❖ Linear Regression box is visible with dependent and independent variables.
- ❖ Transfer the Dependent variable, "House Price" into "Dependent box" and Independent variables, "House Age", "Distance to Town", "Number of Convenience Stores", "Latitude", and "Longitude" into "Independent(s) box".
- ❖ Click on the Statistics button, Select "Estimates" and "Model Fit" then click continue button.
- ❖ Finally click on the ok button in the linear regression box.
- ❖ The output will generate.



Data for Analysis:

No	Distance to town	Number of convenience stores	House price
1	84.88	10.00	90.44
2	306.59	9.00	73.06
3	561.98	5.00	49.21
4	561.98	5.00	49.21
5	390.57	5.00	69.67
6	2175.03	3.00	15.00
7	623.47	7.00	34.97
8	287.60	6.00	74.04
9	5512.04	1.00	54.00
10	1783.18	3.00	-75.18
11	405.21	1.00	55.47
12	90.46	9.00	99.96
13	492.23	5.00	56.29
14	2469.65	4.00	28.00
15	1164.84	4.00	10.00
16	579.21	2.00	37.93
17	293.00	6.00	81.62
18	350.85	1.00	67.75
19	368.14	8.00	67.75
20	23.38	7.00	78.00
21	2275.88	3.00	26.00
22	279.17	7.00	79.01
23	1360.14	1.00	-31.98
24	279.17	7.00	79.17
25	480.70	4.00	46.61
26	1487.87	2.00	-50.41
27	383.86	5.00	71.10
28	276.45	5.00	78.90
29	557.48	4.00	47.09
30	451.24	5.00	62.76
31	4519.69	.00	11.00
32	769.40	7.00	22.34
33	488.57	1.00	45.90
34	323.66	6.00	71.96
35	205.37	7.00	84.43
36	4079.42	.00	43.00
37	1935.01	2.00	-89.29
38	1360.14	1.00	-30.90
39	577.96	6.00	51.89
40	289.32	5.00	75.31
41	4082.02	3.00	24.00
42	4066.59	.00	25.00



43	519.46	5.00	44.33
44	512.79	6.00	45.89
45	533.48	4.00	56.10
46	488.82	8.00	47.80
47	463.96	9.00	56.44
48	640.74	3.00	31.88
49	4605.75	1.00	7.00
50	4510.36	1.00	6.00
51	512.55	4.00	50.58
52	1758.41	1.00	-78.44
53	1438.58	3.00	-46.40
54	492.23	5.00	56.17
55	289.32	5.00	75.35
56	1160.63	.00	-19.04
57	371.25	8.00	60.75
58	56.47	7.00	104.06
59	4510.36	1.00	9.00
60	336.05	5.00	71.78
61	1931.21	2.00	-87.43
62	259.66	6.00	82.84
63	2175.88	3.00	10.00
64	533.48	4.00	56.14
65	995.76	.00	3.15
66	123.74	8.00	82.91
67	193.58	6.00	91.16
68	104.81	5.00	96.83
69	464.22	6.00	52.34
70	561.98	5.00	49.53
71	90.46	9.00	99.84
72	640.74	3.00	32.04
73	424.54	8.00	55.86
74	4082.02	.00	11.00
75	379.56	10.00	71.05
76	1360.14	1.00	-31.02
77	616.40	3.00	34.32
78	2185.13	3.00	20.00
79	552.44	2.00	39.59
80	1414.84	1.00	-38.77
81	533.48	4.00	52.46
82	377.80	6.00	60.81
83	150.93	7.00	90.74
84	2707.39	3.00	15.00
85	383.28	7.00	66.75
86	338.97	9.00	77.62
87	1455.80	1.00	-36.39



88	4066.59	.00	12.00
89	1406.43	.00	-34.49
90	3947.95	.00	13.00
91	274.01	1.00	82.51
92	1402.02	.00	-34.13
93	2469.65	4.00	-144.72
94	1146.33	.00	-17.69
95	167.60	5.00	77.60
96	104.81	5.00	97.03
97	90.46	9.00	99.92
98	617.44	3.00	37.21
99	289.32	5.00	75.23
100	90.46	9.00	99.92
101	964.75	4.00	7.05
102	170.13	1.00	87.82
103	193.58	6.00	91.12
104	208.39	6.00	90.07
105	392.45	6.00	58.59
106	293.00	6.00	81.62
107	189.52	8.00	85.49
108	1360.14	1.00	-30.98
109	592.50	2.00	38.30
110	2147.38	3.00	-106.05
111	104.81	5.00	96.99
112	196.62	7.00	78.14
113	2102.43	3.00	-103.91
114	393.26	6.00	65.67
115	143.84	8.00	84.70
116	737.92	2.00	28.10
117	6396.28	1.00	-542.13
118	4197.35	.00	-315.50
119	1583.72	3.00	-58.20
120	289.32	5.00	75.15
121	492.23	5.00	56.17
122	492.23	5.00	56.05
123	414.95	4.00	56.43
124	185.43	.00	91.17
125	279.17	7.00	79.25
126	193.58	6.00	91.12
127	804.69	4.00	14.61
128	383.86	5.00	70.82
129	124.99	6.00	81.90
130	216.83	7.00	74.04
131	535.53	8.00	45.93
132	2147.38	3.00	-106.05



133	482.76	5.00	51.80
134	373.39	8.00	66.79
135	186.97	6.00	78.86
136	1009.24	.00	1.24
137	390.57	5.00	87.11
138	319.07	6.00	73.57
139	942.47	.00	11.46
140	492.23	5.00	56.33
141	289.32	5.00	75.31
142	1559.83	3.00	-47.72
143	640.61	5.00	38.74
144	492.23	5.00	56.05
145	1360.14	1.00	-30.86
146	451.24	5.00	64.76
147	185.43	.00	91.17
148	489.88	8.00	61.05
149	3780.59	.00	-274.94
150	179.45	8.00	79.42
151	170.73	7.00	79.72
152	387.77	9.00	70.78
153	1360.14	1.00	-30.90
154	376.17	6.00	70.69
155	4066.59	.00	-303.74
156	4082.02	.00	-304.05
157	1264.73	.00	-29.05
158	815.93	4.00	22.48
159	390.57	5.00	67.03
160	815.93	4.00	22.72
161	49.66	8.00	104.94
162	616.40	3.00	41.00
163	4066.59	.00	-303.38
164	104.81	5.00	96.83
165	185.43	.00	91.17
166	1236.56	1.00	-19.20
167	293.00	6.00	81.62
168	330.09	8.00	67.03
169	515.11	5.00	48.16
170	1962.63	1.00	-89.70
171	4527.69	.00	-352.70
172	383.86	5.00	70.90
173	90.46	9.00	99.84
174	401.88	4.00	53.82
175	432.04	7.00	66.20
176	472.17	3.00	51.02
177	4573.78	.00	-353.27



178	181.08	9.00	80.21
179	1144.44	4.00	-9.16
180	438.85	1.00	60.42
181	4449.27	.00	-346.02
182	201.89	8.00	86.50
183	2147.38	3.00	-109.85
184	4082.02	.00	-305.33
185	2615.47	.00	-157.46
186	1447.29	3.00	-46.99
187	2185.13	3.00	-116.58
188	3078.18	.00	-201.65
189	190.04	8.00	78.40
190	4066.59	.00	-303.50
191	616.57	8.00	35.54
192	750.07	2.00	29.84
193	57.59	7.00	87.84
194	421.48	5.00	64.70
195	3771.90	.00	-273.59
196	461.10	5.00	58.52
197	707.91	2.00	30.22
198	126.73	8.00	84.88
199	157.61	7.00	81.76



Variable View:

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
Arithmetic	Numeric	8	0	Arithmetic	1 = very low 2 = low 3 = medium 4 = high 5 = very high		8	Right	Scale	None
Numberline	Numeric	8	0	Numberline	1 = very low 2 = low 3 = medium 4 = high 5 = very high		8	Right	Scale	None
Integer	Numeric	8	0	Integer	1 = very low 2 = low 3 = medium 4 = high 5 = very high		8	Right	Scale	None

Data view:

Case #	Arithmetic	Numberline	Integer
1	3	3	30.44
2	4	4	73.06
3	3	3	49.21
4	4	4	49.21
5	3	3	52.02
6	4	4	15.00
7	3	3	34.91
8	1	4	74.94
9	4	5	64.00
10	2	2	74.18
11	3	5	55.47
12	4	3	90.36
13	2	2	69.89
14	3	5	28.80
15	4	3	10.00
16	3	3	37.93
17	4	4	81.60
18	3	3	47.76
19	3	4	47.76
20	2	2	79.00
21	1	1	26.00
22	4	3	79.01
23	3	2	21.00



Value Added: 2022-23

2022-23

Sl. No.	Name	Roll No.	Grade	Score
1				
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Value Added: 2022-23

2022-23

Sl. No.	Name	Roll No.	Grade	Score
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Microsoft Excel - 2010 (2) - [Book1] - [Sheet1]

File Home Insert Page Layout Formulas Data Review View Help

100%

	A	B	C
65	1	1	86.8
66	1	2	82.8
67	1	3	49.02
68	2	1	86.8
69	2	2	82.8
70	2	3	49.02
71	3	1	86.8
72	3	2	82.8
73	3	3	49.02
74	4	1	86.8
75	4	2	82.8
76	4	3	49.02
77	5	1	86.8
78	5	2	82.8
79	5	3	49.02
80	6	1	86.8
81	6	2	82.8
82	6	3	49.02
83	7	1	86.8
84	7	2	82.8
85	7	3	49.02
86	8	1	86.8
87	8	2	82.8
88	8	3	49.02
89	9	1	86.8
90	9	2	82.8
91	9	3	49.02

File Home Insert Page Layout Formulas Data Review View Help

Microsoft Excel - 2010 (2) - [Book1] - [Sheet1]

File Home Insert Page Layout Formulas Data Review View Help

100%

	A	B	C
92	4	1	86.8
93	4	2	82.8
94	4	3	49.02
95	5	1	86.8
96	5	2	82.8
97	5	3	49.02
98	6	1	86.8
99	6	2	82.8
100	6	3	49.02
101	7	1	86.8
102	7	2	82.8
103	7	3	49.02
104	8	1	86.8
105	8	2	82.8
106	8	3	49.02
107	9	1	86.8
108	9	2	82.8
109	9	3	49.02
110	10	1	86.8
111	10	2	82.8
112	10	3	49.02

File Home Insert Page Layout Formulas Data Review View Help



Vendor Details - MAM B-SCHOOL Data Entry

Sl. No	Bills/Invoice Number/Date		Amount
	Bill No	Invoice No	
112	3	3	152.81
114	3	3	81.47
115	3	4	84.75
116	4	3	28.73
117	3	4	627.11
118	2	1	318.50
119	3	2	64.20
120	3	3	75.15
121	2	2	34.77
122	4	4	66.95
123	4	5	55.43
124	3	3	91.17
125	2	2	77.22
126	3	3	91.52
127	3	4	14.81
128	3	3	72.80
129	4	3	81.90
130	5	2	74.94
131	3	4	40.93
132	4	3	106.05
133	4	3	1.40
134	4	3	68.79
135	5	3	79.48

Print View Refresh View

Vendor Details - MAM B-SCHOOL Data Entry

Sl. No	Bills/Invoice Number/Date		Amount
	Bill No	Invoice No	
136	5	3	124
137	4	4	87.11
138	4	3	73.57
139	3	3	11.46
140	3	3	66.33
141	3	6	75.31
142	3	4	47.72
143	3	3	28.74
144	3	3	28.95
145	2	3	35.90
146	3	3	94.75
147	3	3	91.17
148	3	2	91.90
149	3	1	274.94
150	3	3	79.42
151	3	5	78.72
152	3	2	70.79
153	3	3	39.90
154	3	3	79.88
155	3	3	363.74
156	3	1	324.25
157	3	3	29.80
158	4	4	27.48

Print View Refresh View



MS Excel 2003 - [Workbook Name] - MS Excel 2003

File Edit View Data Tools Window Help

Page 1 of 1

Sl. No.	Attendance		Total
	A	B	
150	1	4	22.48
151	2	2	47.83
152	3	5	22.75
153	4	3	104.94
154	3	2	21.00
155	4	3	203.38
156	1	3	18.83
157	1	2	81.17
158	4	3	18.26
159	3	5	81.07
160	3	2	48.18
161	3	2	49.73
162	3	3	252.78
163	3	2	75.22
164	3	1	18.84
165	3	2	53.82
166	3	2	48.25
167	3	2	51.82
168	3	2	263.27
169	3	2	48.21
170	3	2	8.14
171	3	2	80.42

MS Excel 2003 - [Workbook Name] - MS Excel 2003

MS Excel 2003 - [Workbook Name] - MS Excel 2003

File Edit View Data Tools Window Help

Page 2 of 1

Sl. No.	Attendance		Total
	A	B	
180	3	2	60.42
181	3	3	348.82
182	3	5	81.50
183	4	4	105.22
184	5	4	305.32
185	3	2	107.44
186	3	5	48.90
187	2	3	118.28
188	3	5	201.65
189	3	5	78.40
190	3	4	363.50
191	1	1	18.44
192	3	4	25.84
193	3	4	37.84
194	3	2	64.76
195	4	2	273.50
196	3	4	18.82
197	3	5	30.22
198	3	3	34.80
199	3	2	81.76
200			
201			

MS Excel 2003 - [Workbook Name] - MS Excel 2003



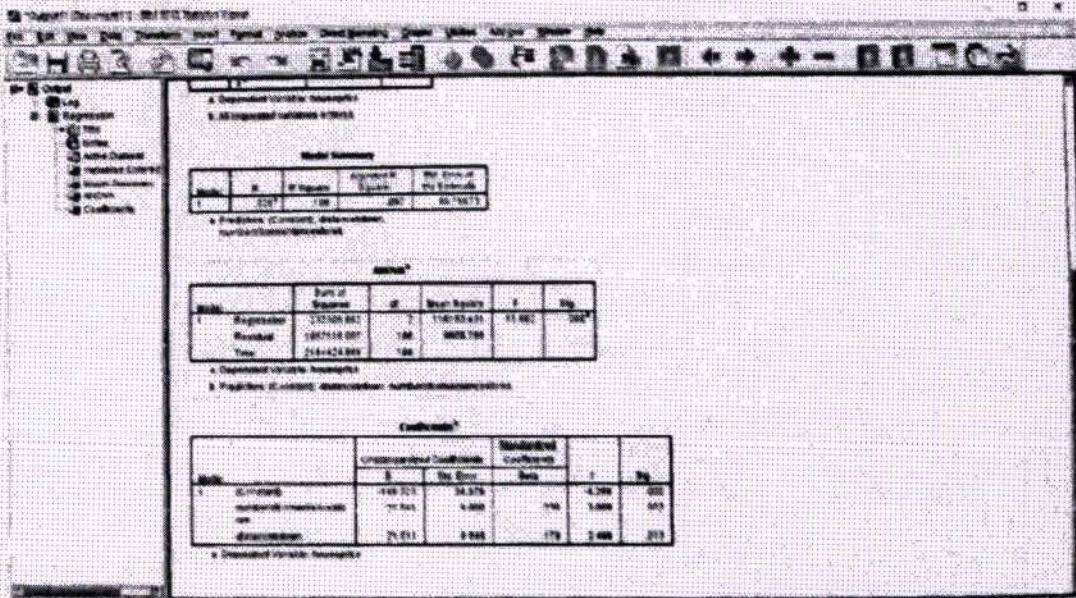
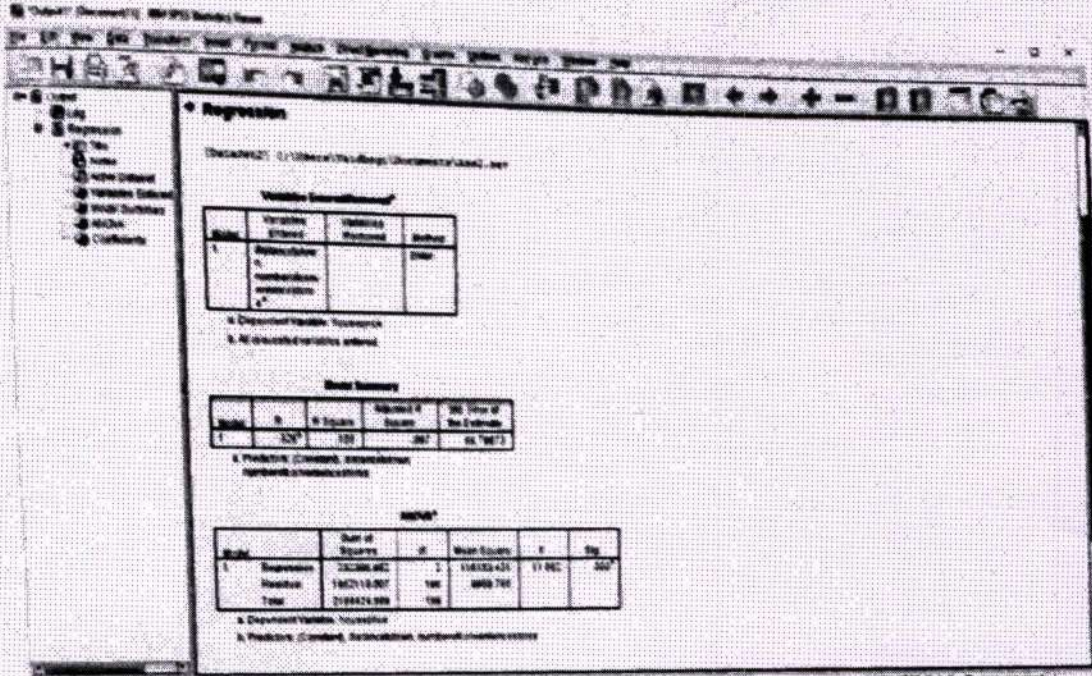
Analyze

The screenshot shows a software window with a menu bar (File, Edit, Statistics, Analyze, Data, Windows, Graph, Layout, Help, Window, Help) and a toolbar. The main area contains a data table with columns 'A', 'B', and 'logspace'. A 'Linear Regression' dialog box is open, showing a list of variables on the left and a 'Dependent' field containing 'logspace'. The 'Independent' field contains 'A' and 'B'. The dialog also has fields for 'Select variable', 'Cell Label', and 'NLS Weight', along with 'OK', 'Cancel', 'Help', 'Reset', and 'Apply' buttons.

	A	B	logspace
180	3	3	30.42
181	3	3	34.62
182	3	3	35.52
183	4	4	105.85
184	4	4	305.37
185	3	3	-157.46
186	3	3	48.99
187	3	3	-116.58
188	3	3	201.65
189	3	3	79.40
190	3	4	-303.58
191	3	3	35.54
192	3	4	29.84
193	3	4	87.84
194	3	3	84.79
195	4	3	273.69
196	3	4	68.52
197	3	3	39.22
198	3	3	54.80
199	3	3	81.76
200			
201			
202			



Output:



Interpretation:

Thus the multiple regression analysis using SPSS was analyzed successfully.

DIRECTOR
M.A.M. B-SCHOOL
 Siruganur, Trichy-621105





M.A.M. B-SCHOOL
Siruganur, Trichy -621105



(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

SUMMER INTERNSHIP
ACADEMIC YEAR
2021-2022



M.A.M. B-SCHOOL
Siruganur- Trichy-621105
(Approved by AICTE, Affiliated to Anna University, Chennai)



S.NO	REGISTER NUMBER	STUDENT NAME	SUMMER INTERNSHIP PROJECT	PLACE
1	812221631001	AARTHILS	AN ORGANISATIONAL STUDY ON SPARK FATION PVT LTD	THIRUPUR
2	812221631002	AJITH KUMAR.A	AN ORGANISATIONAL STUDY ON VERITAS FINANCE PVT LTD	THANJAVUR
3	812221631003	AKASH A	AN ORGANISATIONAL STUDY ON VERITAS FINANCE PVT LTD	THANJAVUR
4	812221631004	ALAGU SAMY .P	AN ORGANISATIONAL STUDY ON NITHYA JEWELLERY	THIVARANKURICHI
5	812221631005	ANANTH.S	A STUDY ON EMPLOYEE JOB SATISFACTION WITH REFERENCE TO K.K.P TEXTTILES PVT LTD.	NAMAKKAL
6	812221631006	ANBU PARAMESHWARI. B	AN ORGANISATIONAL STUDY ON THE CITY SILKS PVT LTD	TRICHY
7	812221631007	APARNA. M	AN ORGANISATIONAL STUDY ON RAINFOREST E-COMMERCE	TRICHY
8	812221631008	ARAVINDHASAMY P.	AN ORGANISATIONAL STUDY ON JANA SMALL FINANCE BANK LTD	TRICHY
9	812221631009	ARJUN.A	AN ORGANISATIONAL STUDY ON VAIRAM STEEL COMPANY	TRICHY
10	812221631010	AROCKIYAPRIYANKA.R	AN ORGANISATIONAL STUDY ON BSA AGENCIES PVT LTD	TRICHY
11	812221631011	ATCHAYA.R	AN ORGANISATIONAL STUDY ON AMMAN STEELS PVT LTD	TRICHY
12	812221631012	ATHISTALAKSHMI. M	AN ORGANISATIONAL STUDY ON SCM TEXTILE SPINNERS PVT LTD	COIMBATORE
13	812221631013	BARATH N	AN ORGANISATIONAL STUDY ON CHELLAM MOTORS PVT LTD	TRICHY
14	812221631014	BAVANA. P	AN ORGANISATIONAL STUDY ON RPP PVT LTD	ERODE
15	812221631015	BEBINA. S	AN ORGANISATIONAL STUDY ON SFJ TECHNOLOGIES	BANGALORE
16	812221631016	CHANDRU.T	AN LOGISTICS STUDY ON AXIS SECURITIES	COIMBATORE
17	812221631017	DHARSHINI. S	AN ORGANISATION STUDY ON INDIA CEMENTS PVT LTD	TRICHY
18	812221631018	DHEETCHANA.S	AN ORGANISATIONAL STUDY ON TRICHY E-ACCOUNTS AND TAX SOLLUTION PVT LTD	TRICHY
19	812221631019	DINESH KUMAR A	AN ORGANISATIONAL STUDY ON DALMIA (BHARAT)PVT LTD	TRICHY
20	812221631020	DIVYA.B	AN ORGANISATIONAL STUDY ON SUNDARAM FINANCE PVT LTD	TRICHY



21	812221631021	DURGA R	AN MARKETING STUDY ON ABARNA HONDA PVT LTD	VEDARANYAM
22	812221631022	ELAIYASELVI E	LONG ABSENT	
23	812221631023	ELAKKIYA P	AN ORGANISATIONAL STUDY ON JANA SMALL FINANCE BANK LTD	TRICHY
24	812221631024	GAYATHRI K	AN ORGANISATIONAL STUDY ON SATHYA PACKAGED DRINKING WATER PVT LTD	ARIYALUR
25	812221631025	GOWSALYA E	AN ORGANISATIONAL STUDY ON VDART PVT LTD	TRICHY
26	812221631026	GOWTHAM A	AN ORGANISATIONAL STUDY ON RAINFOREST E-COMMERCE	TRICHY
27	812221631027	GURUPRASANNA. R	AN ORGANISATIONAL STUDY ON ANNAIMALAIS TOYOTA PVT LTD	TRICHY
28	812221631028	HARIHARAN.J	AN ORGANISATIONAL STUDY ON VERITAS FINANCE PVT LTD	THANJAVUR
29	812221631029	HASEENA BEGAM B.	AN ORGANISATIONAL STUDY ON EURO MISTY PVT LTD	JAYANKONDAM
30	812221631030	HEMALATHA. P	AN ORGANISATIONAL STUDY ON AKS HONDA SHOWROOM PVT LTD	TRICHY
31	812221631031	HEMAMALINLA	AN ORGANISATIONAL STUDY ON KAARLO TRAINING AND SOLUTIONS PVT LTD	TRICHY
32	812221631033	HEMAVATHY C	A STUDY ON SEKAR AGENCIES PVT LTD	PERAMBALUR
33	812221631034	IJAZ AHAMED.S	AN ORGANISATIONAL STUDY ON DELVING RESEARCH AND DEVELOPING PVT LTD	COIMBATORE
34	812221631035	INFANTENA LOURDES MARY.D	AN ORGANISATIONAL STUDY ON KAASHIV INFOTECH PVT LTD	CHENNAI
35	812221631036	IRFANA BEGUM.Z	AN ORGANISATIONAL STUDY ON P.K.S ENGINEERING PVT LTD	TRICHY
36	812221631037	ISHWARYA. M	AN ORGANISATIONAL STUDY ON SREE JAYAKANTHAN CHITS PVT LTD	VAIYAMPATTI
37	812221631038	JANARTHAN .P	AN ORGANISATIONAL STUDY ON GO GAS PVT LTD	CHENNAI
38	812221631039	JAYAPRABHA.N	AN ORGANISATIONAL STUDY ON AMMAN STEEL PVT LTD	TRICHY
39	812221631040	JAYASRI.R	AN ORGANISATION STUDY ON INDIA CEMENTS PVT LTD	TRICHY
40	812221631041	KANMANI.M	AN ORGANISATIONAL STUDY ON KAUVERY HOSPITAL	TRICHY
41	812221631042	KARTHIKA. B	AN ORGANISATIONAL STUDY ON E-ACCOUNTS AND TAX SOLUTIONS PVT LTD	TRICHY
42	812221631043	KARTHIKA.R	AN ORGANISATIONAL STUDY ON DALMIA (BHARAT) PVT LTD	ALMIAPURAM (TRICHY)
43	812221631044	KARTHIK KUMAR S	AN ORGANISATIONAL STUDY ON BALAJI ACCOUNTANT PVT LTD	JAYANKONDAM
44	812221631045	KAVERI.R	LONG ABSENT	
45	812221631046	KAYALVIZHI M	AN ORGANISATIONAL STUDY ON EURO MISTY PVT LTD	JAYANKONDAM



46	812221631047	KAYALVIZHI S	A STUDY ON SEKAR AGENCIES PVT LTD	PERAMBALUR
47	812221631048	KEERTHIKA P	AN ORGANISATIONAL STUDY ON UNIQ TECHNOLOGY COMPANY PVT LTD	CHENNAI
48	812221631049	KEERTHI RAJAN S	AN ORGANISATIONAL STUDY ON TATA MOTORS PVT LTD	TRICHY
49	812221631050	KESAVARTHINI.K	AN ORGANISATION STUDY ON SUNDARAM FINANCE PVT LTD	TRICHY
50	812221631051	KEVIN CIASTUN J	AN ORGANISATIONAL STUDY ON MAAC TECHNOLOGY PVT LTD	TRICHY
51	812221631052	KIRUBAVATHI.N	AN ORGANISATIONAL STUDY ON RELIANCE RETAIL PVT LTD	TRICHY
52	812221631053	KOWSALYA G	AN ORGANIZATION STUDY ON KALEESUWARI REFINERY PVT LTD	TRICHY
53	812221631054	MADHUMATHI.R	AN ORGANISATIONAL STUDY ON BANK OF BARODA	ERODE
54	812221631055	MADHUMITHA.P	AN ORGANISATIONAL STUDY ON AVM FOOD PRODUCTS PVT LTD	DINDUGAL
55	812221631056	MANICKA VASUKI.S	A MARKETING STUDY ON KVM HOTELS AND RESTAURANTS PVT LTD	TRICHY
56	812221631057	MANIKANDAN.K	AN MARKETING STUDY ON KVM HOUSING DEVELOPERS PVT LTD	TRICHY
57	812221631058	MANJUBASHINI M	AN ORGANISATIONAL STUDY ON RPP PVT LTD	ERODE
58	812221631059	MAREESWARAN. R	AN ORGANISATIONAL STUDY ON PONMANI AND CO PVT LTD	TRICHY
59	812221631060	MATHAVAN.R	AN ORGANISATIONAL STUDY ON PONMANI AND CO PVT LTD	TRICHY
60	812221631061	MEENAKSHI.K	A MARKETING STUDY ON GK DARIES -TAMIL MILK PVT LTD	KUMBAKONAM
61	812221631062	MOHAMED AJLAN.K	AN ORGANISATIONAL STUDY ON SENTHUR MURUGAN FINANCE PRIVATE LTD.	CHENNAI
62	812221631063	MOHAMED IMRAN.A	AN ORGANISATIONAL STUDY ON MARKETING AND SALES EXECUTIVE COMNET SYSTEM AND SOLUTIONS.	TRICHY
63	812221631064	MOHAMED MILLATH.H	AN ORGANISATIONAL STUDY ON UDDAN PVT LTD	TRICHY
64	812221631065	MOHAMED SAMMER.M	AN ORGANISATIONAL STUDY ON UP2DATEZ BUSINESS SOLUTION PVT LTD	KUMBAKONAM
65	812221631066	MONISHA.K	AN ORGANISATIONAL STUDY ON RELIANCE RETAIL PVT LTD	TRICHY
66	812221631067	MONISHA.R.K	AN ORGANISATIONAL STUDY ON NLC INDIA PVT LTD- A GOVERNMENT OF INDIA ENTERPRISE	NEYVE;O
67	812221631068	MUTHUPANDI S	AN ORGANISATIONAL STUDY ON GO GAS PVT LTD	CHENNAI
68	812221631069	NANDHAKUMAR.V	AN ORGANISATIONAL STUDY ON CHELLAM MOTORS PVT LTD	TRICHY
69	812221631070	NANDHINI.A	AN ORGANISATIONAL STUDY ON TIMES OF INDIA PVT LTD	CHENNAI



70	812221631071	NAVEEN.M	AN ORGANISATIONAL STUDY ON NETWORK CLOTHING PVT LTD	TIRUPPUR
71	812221631072	NEELAVENI.M	AN ORGANISATIONAL STUDY ON CALZONE CALIBRATION CENTRE PVT LTD	CHENNAI
72	812221631073	NITHYA.M	AN MARKETING STUDY ON HATSUN AGRO PRODUCT PVT LTD	SALEM
73	812221631074	NIVEGEETHA.V	AN ORGANISATIONAL STUDY ON LE-SHARK GLOBAL LLP PVT LTD	TIRUPPUR
74	812221631075	NIVETHA.S	AN ORGANISATIONAL STUDY ON GHCL PVT LTD	TRICHY
75	812221631076	NIVETHA.V	AN ORGANISATIONAL STUDY ON SUPREME STEEL PVT LTD	TRICHY
76	812221631077	POORNIMA.S	AN ORGANISATIONAL STUDY ON AVM FOOD PRODUCTS PVT LTD	DINDUGAL
77	812221631078	PREMKUMAR.S.P	AN ORGANISATIONAL STUDY ON VILANKUDI PRIMARY AGRICULTURAL CO-OP CREDIT SOCIETY PVT LTD	VILANKUDI
78	812221631079	PRIYADARSHINI.K	AN ORGANISATIONAL STUDY ON LION DATES IMPEX PVT LTD	TRICHY
79	812221631080	RAGUL M	AN ORGANISATIONAL MARKETING STUDY ON MOZI SUZKI	TRICHY
80	812221631081	RAGUNAHTH.PEE	A ORGANISATIONAL STUDY ON SUBAVALAR INDUSTRIES PVT LTD	ERODE
81	812221631082	RAHAMATH NISHA.P	AN ORGANISATIONAL STUDY ON SUPREME STEEL PVT LTD	TRICHY
82	812221631083	RAJESHWARI.S	AN ORGANISATIONAL STUDY ON KARISON PVT LTD	CHENNAI
83	812221631084	RAJ KUMAR	A ORGANISATIONAL STUDY ON HIMALAYA WILLNESS	TRICHY
84	812221631085	RAMYA.S	AN ORGANISATIONAL STUDY ON KARISON PVT LTD	TRICHY
85	812221631086	RENUKA.M	AN ORGANISATIONAL STUDY ON R.S GARMENTS PVT LTD	TIRUPPUR
86	812221631087	REVATHI.R	AN MARKETING STUDY ON KVM HOUSING DEVELOPERS PVT LTD	TRICHY
87	812221631088	SAKTHIPRIYA .N	AN MARKETING STUDY ON ABARNA HONDA PVT LTD	VEDARANYAM
88	812221631090	SANJAIKRISHNAN C	A STUDY ON M.S FURNITURE PVT LTD	TRICHY
89	812221631091	SARANYA.S	AN ORGANISATIONAL STUDY ON MERIDIAN APPARELS PVT LTD	TIRUPPUR
90	812221631092	SARAVANAN.R	AN ORGANISATIONAL STUDY ON HUL PVT LTD	TRICHY
91	812221631093	SATHYASEELAN. M	AN ORGANISATIONAL STUDY ON ANNAIMALAIS TOYOTA PVT LTD	TRICHY
92	812221631094	SHAMSHARMA.T	AN ORGANISATIONAL STUDY ON LION DATES IMPEX PVT LTD	TRICHY
93	812221631095	SIVA PRIYA.R	AN ORGANISATIONAL STUDY ON TIMES OF INDIA PVT LTD	CHENNAI
94	812221631096	SIVA SHANKAR.M	AN ORGANISATIONAL STUDY ON HAIRCRAFT PVT LTD	CHENNAI



95	812221631097	SIVA SOORYA	AN ORGANISATIONAL STUDY ON ASV REMEDIES PVT LTD	CHENNAI
96	812221631098	SIVA RANJANI.R	AN ORGANISATION STUDY ON KALEESUWARI REFINERY PVT LTD	TRICHY
97	812221631101	SRI DHARSHINI. K	AN ORGANISATIONAL STUDY ON E-ACCOUNTS AND TAX SOLUTIONS PVT LTD	TRICHY
98	812221631102	SUBASHINI.K	AN ORGANISATION STUDY ON HONDA PVT LTD	TRICHY
99	812221631104	SUJITHRA.S	AN ORGANISATIONAL STUDY ON PATTYMUDI TEA FACTORY	PEERMADE
100	812221631105	SUPRIYA.R	A MARKETING STUDY ON GK DARIES -TAMIL MILK PVT LTD	KUMBAKONAM
101	812221631106	SURYAPRAKASH.N	AN ORGANISATIONAL STUDY ON HUL PVT LTD	TRICHY
102	812221631107	SURYA.R	AN ORGANISATIONAL STUDY ON OXINA MOTORS PVT LTD	TRICHY
103	812221631108	SWARNAMALYA.S	AN HR MANAGEMENT STUDY ON ALPHA BUILDERS PVT LTD	TRICHY
104	812221631109	SWETHA.C	AN ORGANISATIONAL STUDY ON UNIQUE TECHNOLOGY COMPANY PVT LTD	CHENNAI
105	812221631110	THEJASWINI.P	AN MARKETING STUDY ON KVM HOUSING DEVELOPERS PVT LTD	TRICHY
106	812221631111	THIVIN KUMAR.R	AN ORGANISATIONAL STUDY ON SRI ROOBIKASRI AUTO FINANCE PVT LTD	THENI
107	812221631112	VAIDHEGLV	A MARKETING STUDY ON ABARNA HONDA PVT LTD	VEDARANYAM
108	812221631113	VARATHARAJAN.C	AN ORGANISATIONAL STUDY ON NETWORK CLOTHING PVT LTD	TIRUPPUR
109	812221631114	VASUDEVAN.T	AN ORGANISATIONAL STUDY ON OXINA MOTORS PVT LTD	TRICHY
110	812221631115	VEDHAVALLI.V	AN ORGANISATIONAL STUDY ON MARKETING AND SALES SREE TVS MANNARGUDI PVT LTD	TRICHY
111	812221631116	VIGNESH.G	AN ORGANISATIONAL STUDY ON WORK LIFE BALANCE IN FINANCE DEPARTMENT AT Z808 PANDARAVADAI,PRIMARY AGRICULTURAL CO-OP CREDIT SOCIETY PVT LTD	PANDARAVADAI
112	812221631117	VIGNESH.S	AN ORGANISATIONAL STUDY ON TAREEQA GLOBAL SOLUTION PVT LTD	TRICHY
113	812221631118	VINITHA.S(Sen)	A MARKETING STUDY ON KVM HOTELS AND RESTAURANTS PVT LTD	TRICHY
114	812221631119	VINITHA.S(sub)	AN ORGANISATIONAL STUDY ON HONDA PVT LTD	TRICHY

Co-Ordinator
(Internship/Project work)



Director
DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



M.S FURNITURE

Manufacturers of quality Furniture

01st August 2022

SANJAI KRISHNAN. C,

MAM B-SCHOOL,

Siruganur,

Tiruchirappalli -621 105.

Sub: Project Work

Dear sir,

With reference to your letter dated (29/07/2022) regarding project work for your student Reg. No. (812221631090) MBA Dept., we are happy to offer marketing project for the Times of India – Reader Relation Scheme from 1st August 2022 to 22nd August 2022.

We wish he all success.

Regards,

Senior Officer.





M.S FURNITURE
Manufacturers of quality Furniture

Date: 22nd August 2022

TO WHOMOSEVER IT MAY CONCERN

This is to certify that Mr. Sanjai Krishnan. C (Regn. No. 812221631090), student of final year student of MBA of M.A.M. B-School, Trichy – 621105, underwent project work programme in our steel furniture manufacturing plant at Trichy, A study on work life balance in HR department for a period from 01.08.2022 to 22.08.2022.

During the Internship Training Programme Mr. Sanjai Krishnan. C (Regn. No. 812221631090) was regular, sincere, hardworking and attentive.

We wish he all success in he future endeavours.

L. SELVAM.

CEO & FOUNDER.



SPARK FASHION
Mfrs. & Exporters of Knitted Garments

GSTIN No: 33ANVPM0701A1Z1

238/11A, SAKTHI NAGAR, P.N. ROAD,
TIRUPUR - 641 602.
Ph : 0421-4342150, 4252150
Mobile : 82208 84666, 96002 81666
Mail : sparkfashioninfo@gmail.com,
sparkfashionaccinfo@gmail.com

Ref.

Date:

CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms AARTHI.S (Reg No.: 812221631001), Student of Final Year MBA from M. A. M. B-SCHOOL, Trichy-621105, Underwent Project Work Programme an Internship Training in our Garment Manufacturing Unit at Tirupur under the Topic Overall process From 01-08-2022 To 20-08-2022 in our Organization.

We appreciate the immense interest and involvement shown during the internship and his Performance was found excellent.

Place: Tirupur

Date: 20-08-2022



For SPARK FASHION
[Signature]
Proprietor
DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



Veritas Finance Pvt Ltd

Ellaiamman Kovil Street,
Thanjavur, Tamil Nadu -613009

Ref.No: VFPL/IPT/142

20-Sep-2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. AJITH KUMAR. A, Reg No.(812221631002)** an **MBA** student from **M.A.M Business School** has been completed Internship at our Company from 01th August 2022 to 20th September 2022 about the topic of **“AN ORGANISATIONAL STUDY ON VERITAS FINANCE PVT LTD”**.

During this tenure, we found him sincere, dedicated and enthusiastic; we wish him good luck for his future endeavors.

Thanking You,

For Veritas Finance Pvt. Ltd.,

A handwritten signature in black ink, appearing to be 'Ajith Kumar'.

Authorized Signature



DR. S J Complex ,3rd floor Arulanantha Nagar
Trichy Road Thanjavur, Pin code – 613 007

Date: 01 - August - 2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. AKASH A (Reg. NO. 812221631003), student of Final Year
Student of MBA of M.A.M.B -SCHOOL, Trichy-621105, underwent Project Work Programme
In our Veritas Finance Pvt Ltd A Study on Work life balance in HR Role
department for a period from 01.08.2022 to 21.04.2022.

During the Internship Training Programme Mr. AKASH A (Reg. No. 812221631003)
was regular, sincere, hardworking and attentive.

We wish her all success in her future endeavors.

ARUN A
Branch Manager



Veritas Finance Private Limited

SKCL Central Square 1, South Wing, 1st Floor, Unit # C28-C35, Cipet Road,
Thiru Vi ka Industrial Estate, Guindy, Chennai - 600032.

Tel: 044 46150011; web: www.veritasfin.in; email: customercare@veritasfin.in

CIN: U65923TN2015PTC100328



உ
ஸ்ரீ கொல்விமலை பெரியண்ணன் சாமி துறை

செல் : 9952739731

நீத்யா ஜுவல்லர்

துவரங்குறிச்சி, திருச்சி மாவட்டம் - 621314.

(NJ சில் உத்தரவாதம் உள்ளது)

Date.20.08.2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr.P.ALAGUSAMY(Reg.No.812221631004)

Final year MBA student of M.A.M Business School. Trichy-621105.

Underwent Project Work as a SALES EXECUTIVE for the period
from 1-Aug-2022 to 20-Aug-2022.

During the Internship Training Program Mr.P.Alagusamy (Reg
No.812221631004) was Regular and Sincere.

GSTIN : 33AGWPV9896M1ZS

Contact No.8870217356

Land Line No.04332-254598.



Nithya
NITHYA JEWELLERS
2 Main Road,
Thuvrankurichy,
Trichy Dt - 621 314

R. Balaji B.Sc., FCA.,
Chartered Accountant

66, Sannathi Street,
Jayankondacholapuram
Ariyalur District - 621 802.

DATE:20/08/2022

TO WHOME SO-EVER IT MAY CONCERN

This is to certify that Mr.S.Ananth Reg.No.(812221631005) pursuing Final year Master Degree of Bussiness Administration (MBA)student of M.A.M-B - School -Trichy has successfully completed 20 working days of internship training (01/08/2022 – 20/08/2022).

His conduct was good. I found him highly participation to various activities with great enthusiasm and his performance is exemplary.



[Signature]
CHARTERED ACCOUNTANT





☎ 2709977



(இந்திய அரசின் 'சில்க் மார்க்' அங்கீகாரம் பெற்ற நிறுவனம்)

23, இரட்டைமால் தெரு, திருச்சி-2.

தேதி:
30.07.2022

TO :

Ms. B. Anbu Parameshwari
Reg. No: 812221631006
II MBA - A
M.A.M Business School
Trichy.

Sub: You're Bonafide Request Reply.

We are glad to receive your MAM Business School Bonafide program for 18 days with our company. Based on your request, we are permitted to meet at our showroom in Trichy.

All The Best

Thanking you



C. Velmuthugan
Manager
C. Velmuthugan

☎ 0431 - 2709977

THE
CITY.SILK
Near Mangal & Mangal Pathirakadal
23, Double Mall Street, Trichy - 2.

LL LEADING SILK CO-OP. SOCIETIES UNDER ONE ROOF

திருபுவனம் தலைநகரில்
பட்டுக் கூட்டுறவு சங்கம் 2-322

காஞ்சிபுரம்
பட்டுக் கூட்டுறவு சங்கம் G-1099

ஆரணி
அன்னை அஞ்சகம் பட்டுக் கூட்டுறவு சங்கம் K.H. 50



☎ 2709977



(இந்திய அரசின் 'சில்க் மார்க்' அங்கீகாரம் பெற்ற நிறுவனம்)

23, இரட்டைமால் தெரு, திருச்சி-2.

தேதி :

Date : 20.08.2022

TO WHOMSOEVER IT MAY CONCERN

This is certify that Ms. ANBU PARAMESHWARI B (Reg. No : 812221631006) MBA final year student of M.A.M.B - SCHOOL, Trichy -621 105, underwent Project work programme in our Silk Saree Sales Sector at Trichy. A study on work life balance in Human Resources Department from the period of 01.08.2022 to 20.08.2022.

During the intership Training Programme Ms. ANBU PARAMESHWARI B (Reg. No : 812221631006) was Regular, Sincere, Hard working and attentive.

We wish her all success in her future endeavours.



E. Valmikiya
☎ 0431 - 2709977

THE
CITY.SILK
Near Mangal & Mangal Pathirakadal
23, Double Mall Street, Trichy - 2.

ALL LEADING SILK CO-OP. SOCIETIES UNDER ONE ROOF

திருபுவனம் துகாசில்லிஸ்*
பட்டுக் கூட்டுறவு சங்கம் Z-322

காஞ்சிபுரம்
பட்டுக் கூட்டுறவு சங்கம் G-1099

ஆரணி
அன்னை அஞ்சகம் பட்டுக் கூட்டுறவு சங்கம் K.M. 50



Internship Completion Certificate

21st Aug, 2022

This is to certify that **Miss. APARNA M.** pursuing MBA final year in M.A.M B-School Affiliated to Anna University, Chennai has successfully completed 20 (Twenty) Days (From 1st Aug, 2022-20th Aug, 2022) Long internship Programme in our organization (Rainforest E-commerce-Certified Amazon Multi Seller Flex and Service Provider) under the supervision of **Mrs. Kayalvizhi Sekar.**

As an Intern, She has been trained for Warehousing, Product listing, Cataloguing and Inventory management.

We are glad to state that during the period of her internship programme, she was found punctual, hardworking and inquisitive.

She had offered her complete dedication to the work assigned in the office and her fullest cooperation throughout her internship. She has excellent communication skills and possesses exemplary conduct.

We wish her all the best for a successful and bright future.

For RAIN FOREST E-COMMERCE

Yours truly,

A handwritten signature in black ink, appearing to read 'S. Kayalvizhi', written over a horizontal line.

Kayalvizhi Sekar

Manager-Amazon MSF





30th July, 2022

Hi Ms. Aparna M, it's our pleasure to provide you with an offer of 20 days of internship for the role of content associate intern with us. You will report to Rainforest E-Commerce managers as may be instructed to you from time to time. This offer is subject to the following terms and conditions:

1. Your date of joining will be 01/08/2022
2. Expected hours of work are 5 days a week from Monday to Friday and 8 hours of work from [10AM-6PM]
3. This is a full time position for 20 days and you agree to devote your time and attention to the project you are being assigned in the Company during the term of your internship.
4. This is only an internship offer and not a full time offer
5. Be nice and professional.

For RAIN FOREST E-COMMERCE

Regards,

S. Kaya Vizhi
Kaya Vizhi Sekar

Manager- Amazon MSF





Date : 20th August 2022

Jana Small Finance Bank Ltd.,
55/2, Plot No.1, 1st Floor,
Ramalinga Nagar, South Extn,
Vayaloor Road, Tiruchirappalli
PIN-620017
Toll Free No: 1800 2080

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Aravindhasamy.P (Reg.No. 812221631008), student of final year of MBA in M.A.M.B-SCHOOL, Trichy-621105, has successfully completed Internship Training Programme in our Organization from 01.08.2022 to 20.08.2022.

During the Internship Training Programme Mr. Aravindhasamy.P (Reg.No. 812221631008) was regular, sincere, hardworking and attentive.

We wish him all the best for his future endeavors.

N. VIGNESH

Branch Manager



Registered Office No: 080-46020100 MFI Toll Free No: 1800 4200 Customer Care Banking Toll- Free No: 1800 2080(24*7)

Email: customercare@janabank.com Web: www.janabank.com



Date : 22th August 2022

Jana Small Finance Bank Ltd.,
55/2, Plot No.1, 1st Floor,
Ramalinga Nagar, South Extn.,
Vayaloor Road, Tiruchirappalli
PIN-620017
Toll Free No: 1800 2080

TO,

Mr. P. Aravindhasamy
II - MBA
M.A.M.B-School
Trichy

Sub: You're Bonafide Request Reply

We Are Glad To Receive Your MAM B-School Bonafide Program 20 Days With Our Organization. Based On You Request You Are Permitted To Meet Our Employee In Trichy. After Completion 20 Days Please Submit Your Core Study About Our Organization And Financial Services. Based On That, You Will Get The Certificate From Us.

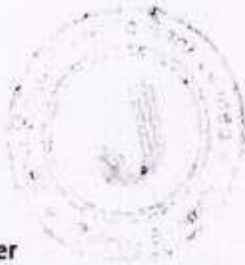
All The Best

Thanking You



N. VIGNESH

Branch Manager



VAIRAM STEEL COMPANY

Dealers in IRON, STEEL, CEMENT, SHEET, PIPE, COILS, MESS, CHAINLINK
ORNAMETALS & HARDWARES



GSTIN: 33ANBPA4048E1ZQ

No 49, TS.No.42/3, Angarai Village, LALGUDI, Trichy - 621 703
vairamsteelcotry@gmail.com

DATE: 31.07.2022

To,

A.ARJUN,
1st- MBA,
Reg no: 812221631036
M.A.M.B.School
Trichy.

Sub: you're Bonafide Request Reply.

We are glad to receive MAMB-School Bonafide program 20 days with our company. Based on your request your are permitted to meet our distribution in Madurai.

All the best

Thanking you

for VAIRAM STEEL COMPANY


Authorised Signatory



70100 06323 | Office : 99769 47080

VAIRAM STEEL COMPANY

Dealers in IRON, STEEL, CEMENT, SHEET, PIPE, COILS, MESS, CHAINLINK
ORNAMETALS & HARDWARES

GSTIN : 33ANBPA4048E1ZQ

No.49, TS.No.42/3, Angarai Village, LALGUDI, Trichy - 621 703
vairamsteelcotry@gmail.com



DATE : 21-08-2022

Certificate

This is certify that A. Arjun (812221631009) MBA Student of M.A.M
B.School, Trichy has Successfully Completed his in
Vairam Steel Company, Lalgudi, Trichy from 01-08-2022 to 21-08-2022
his attitude and work has been Good.

Thank You!



for VAIRAM STEEL COMPANY

A. S. J.
Authorised Signatory

70100 06323 | Office : 99769 47080

MAIL ID: bsa.centuary@gmail.com
Mobile : 8300689703, 6369217056

BSA AGENCIES

NO 4 & 10, ROSHAN COMPLEX,
10TH CROSS, OPPOSITE REGISTER OFFICE
VIN NAGAR , KATTUR , TRICHY - 620 019.

Date : 17/08/2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss AROCKIA PRIYANKA. R (REG NO. 812221631010) student of Final Year Student of MBA of M.A.M.B-SCHOOL, Trichy-621105, underwent Project work Program in our Full Wholesale & Retail trading of home appliances. A study on work life balance in MARKETING department for a period from 01/08/2022 to 17/08/2022.

During the Internship Training Program Miss AROCKIA PRIYANKA. R (REG NO. 812221631010) was regular, sincere, hardworking and attentive.

I wish her success in all her future endeavors.

BSA AGENCIES

Shop No: 4&10, Roshan Complex,
Vin Nagar & 11th Cross,
Kattur, TRICHY - 19.



MAIL ID: bsa.centuary@gmail.com
Mobile : 8300689703, 6369217056

BSA AGENCIES

NO 4 & 10, ROSHAN COMPLEX,
10TH CROSS, OPPOSITE REGISTER OFFICE
VIN NAGAR , KATTUR , TRICHY - 620 019.

Date : 17 /08/2022

To

Ms. Arockia Priyanka.R
II - MBA,
Reg. No. : 812221631010
M.A.M. Business School,
Tiruchirappalli 621 105.

Sub: You're Bonafide Request Reply.

We are glad to receive your MAM Business School Bonafide Program 10 days with our Company. Based on your request you are permitted to meet our distributors in Trichy.

All the best

BSA AGENCIES
Shop No: 4&10, Roshan Complex,
Win Nagar - 11th Cross,
Kattur, TRICHY - 19.



[Handwritten signature]



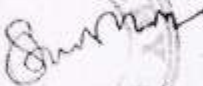
Dated: 20.08.2022

BONAFIDE CERTIFICATE

This is to certify that the report titled study is to analyse the overall functions of the Amman Steels submitted as a requirement for internship for the period of 01.08.2022 to 20.08.2022 for Master of Business Administration, is a bonafide record of work done by Atchaya.R Reg No :812221631011 during the year 2022 ,during the training period she is reliable and sincere and bears a good moral character

With Regards

For Amman Try


S. Ragavan





25/7, Kajapettai Main Road, Trichy - 620 001.

0431 - 2463225. ammangroup@yahoo.com

Dated: 20.08.2022

To

Atchaya.R

II -MBA

Reg No :812221631011

M.A.M Business School

Trichy

Sub:You're Bonafide request reply

We are glad to receive your MAM Business School Bonafide Program 20 Days with our company based on your request you are permitted to meet our branch in Trichy.

With Regards





SCM Textile Spinners

A unit of Spaco Textiles (P) Ltd

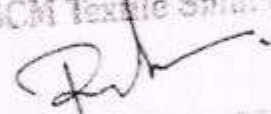
Date:21-08-2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms.MATHISTALAKSHMI (Reg no: 812221631012) student of M.A.M. B-SCHOOL, Tiruchirappalli has undergone an industrial training in our company from 22-06-2022 to 19-07-2022 as a part of syllabus for II-MBA course.

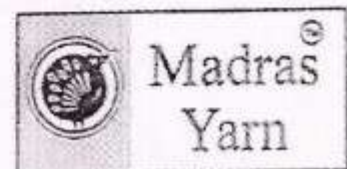
During the course of she has shown keen interest in the functions of our concern and during the above period her conduct and character was found good.

For SCM Textile Spinners,
For SCM Textile Spinners


Authorized Signatory



CST No.: 269112 dt 12-04-2011 (H.O. Coimbatore)
TIN No.: 33071782137
CIN: U17111TZ2006PTC012949
S.F. No. 39, N.G.Palayam Pudur Privu,
Thekkalur, Avinashi - 641 654, INDIA
Ph: 91 - 4296 - 255126 / 255127 Fax : 91 - 4296 - 255271
e-mail : scmts@scmts.net Website : www.scmspinner.com
shop online at www.thechennaisilks.com





SCM Textile Spinners

A unit of Space Textiles [P] Ltd

Date: 21/08/2022

To

The Prof & Head
Department of Management
M.A.M. B-SCHOOL, Tiruchirappalli
Pin 621105, Tamilnadu, INDIA

Respected sir,

Sub: Acceptance for Internship (Offline)

We refer to letter seeking permission for your student **Ms.MATHISTALAKSHMI** (Reg no: 812221631012) to undertake **II MBA** internship. We are happy to inform you that we accord permission for your student to the internship. The period of training from **01 August 2022 to 20 August 2022** under the guidance and direct Supervision of Undersigned.

Thanking You

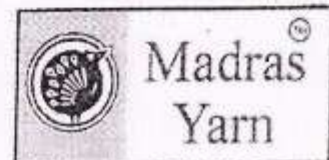


For SCM Textile Spinners.,

For SCM Textile Spinners

Authorized Signatory

CST No.: 269112 dt 12-04-2011 (H.O. Coimbatore)
TIN No.: 33071782137
CIN: U17111TZ2006PTC012949
S.F. No. 39, N.G.Palayam Pudur Privu,
Thekkalur, Avinashi - 641 654, INDIA
Ph: 91 - 4296 - 255126 / 255127 Fax : 91 - 4296 - 255271
e-mail : scmts@scmts.net Website : www.scmspinners.com
shop online at www.thechennaisilks.com





Commercial Vehicle Dealer

20th August 2022

To
Dr.M.Hemalatha
Professor & Director,
M.A.M. B-SCHOOL,
Siruganur,
Tiruchirappalli-621105

Sub: 20 Days Internship of Mr.BARATH N Reg No: 812221631013

Dear Madam,

This is certify that Mr.BARATH.N Reg No: 812221631013 –MBA student of M.A.M. B-SCHOOL Tiruchirappalli has successfully completed his 20 Days Internship with us during the period 1st Aug 2022 to 20th Aug 2022 .

His internship was done with "CHELLAM MOTORS PVT LTD"
(TATA MOTORS) dealer for commercial vehicles under the guidance of P.KRISHNA MOORTHY. During the tenure of the internship, his performance was found to be good.

We wish him all success.

Regards,

CHELLAM MOTORS PVT, LTD,

P.KRISHNA MOORTHY
(GENERAL MANAGER)



RPP READY MIX



FROM

RENAATUS PROCON PVT LTD

312, Mullamparappu

N.G.Palayam (po)

Erode - 638-115

TO

Mrs.P.BAVANA

II - MBA

Reg No : (812221631014)

M.A.M Business School

Trichy.

SUB : Youre Bonafide Request Reply.

We are glad to receive your MAM Business School Bonafide Program 20 days with our Company. Based on your request you are permitted to meet our distributors in erode.

All the best

Thank



HR

K.Karthick



RPP READY MIX



Date : 21.08.2022

TO WHOMSOEVER IT MAY CONCERN

This is certify that *Ms.BAVANA.P* (Reg No: 812221631014) ,
Final Year Student of MBA of M.A.M.B – School ,Trichy – 621105,
underwent Project Work Programme in our full Concrete Production at
Erode, A Study on Work life in Admin department periode from
01.08.2022 to 20.08.2022.

During the Internship Training Programme *Ms.BAVANA.P*
(Reg No: 812221631014) was regular, Sincere , hardworking and
attentive.

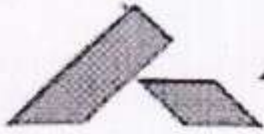
We wish her all success in her future endeavors.

Warm Regards


M.VEERARAGHAVAN

MANAGER – Production dept





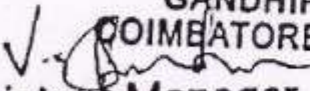
AXIS SECURITIES

TRAINING CERTIFICATE
TO WHOMSOEVER IT AY CONCERN

This is certificate that Mr.T.CHANDRU REG NO:812221631016 MBA (Financial Management) Student Anna University, has done his internship training in Axis Securities Limited under the guidance fo Mr.Selva Kumar.V Manager from 01.08.2022 to 20.08.2022.

Regards

AXIS SECURITIES LIMITED
CROSS CUT ROAD, 10 ST,
GANDHIPURAM
COIMBATORE - 641012.


Assistant Manager



Cross cut road, 10th Street, Gandhipuram, Comibatore - 641 012





The India Cements Ltd

380, Rajaram Rd, K K Nagar,
Tiruchirappalli, Tamil Nadu 620021

Dated: 20.08.2022

To

Dharshni .S

II MBA

Reg No :812221631017

M.A.M Business School

Trichy

Sub: You're Bonafide Request Reply.

We are glad to receive your MAM Business School Bonafide Program 20 Days with our company based on your request you are permitted to meet our branch in Trichy.

With Regards





The India Cements Ltd

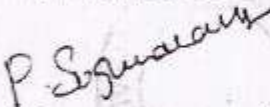

Dated: 20.08.2022

BONAFIDE CERTIFICATE

This is to certify that the report titled A Study about The India Cements Ltd are carried out in company submitted as a requirement for internship for the period of 01.08.2022 to 20.08.2022 for Master of Business Administration bonafide record of work done by Dharshni.S Reg No :812221631017 during the year 2022,during the training period she is reliable and sincere and bears a good moral character

With Regards

For The India Cements Ltd


P.Sugumar






TRICHY E-ACCOUNTS AND TAX SOLUTIONS PRIVATE LIMITED

Prof. Save Grow

Ref: TTS/22-23/003

Date: 03.09.2022

To,

MISS. S. DHEETCHANA

II-MBA,

REG.NO: (812221631018),

M.A.M. BUSINESS SCHOOL,

SIRUGANUR,

TRICHY - 621105.

Sub: Accepted the Bonafide- Reg.

We are glad to receive your Bonafide from M.A.M. Business School, Trichy-621105. To participate in the Internship Program for 20 days with our organization. Based on your Request we are permitted to meet our 'Professional' in TRICHY E-ACCOUNTS & TAX SOLUTIONS PVT LTD.

WISH YOU ALL THE BEST

Thank you

For, TRICHY E-ACCOUNTS & TAX SOLUTIONS PVT LTD


(R. PRABHU)
3/9/22
Managing Director



CIN: U74999TN2019PTC133256

GSTIN: 33AAHCT6600M1Z8

SP Towers, 19a, 2nd Floor,
8th Cross Street East,
Thillainagar, Tiruchirappalli - 620018.

 care@trichytaxsolution.com
 0431 2741777, +91 86677 26863
 www.trichytaxsolution.com



TRICHY E-ACCOUNTS AND TAX SOLUTIONS PRIVATE LIMITED

Practise Save Grow

CERTIFICATE OF INTERNSHIP

This is to certify that Miss. DHEETCHANA.S (II MBA, HR & BUSINESS ANALYTICS) Register no: 812221631018, Student at M.A.M. B-SCHOOL, TRICHY-621105, has successfully completed the internship training with our concern TRICHY E-ACCOUNTS AND TAX SOLUTION PRIVATE LIMITED from 2nd August 2022 - 20th August 2022 under my guidance.

During the period of internship program with us, she has been exposed to the fields of accounting concepts and theories, Goods and Service Tax and its registration, Accepts of a ROC filing and practical working on Tally. She was found diligent, hardworking and inquisitive.

We wish her every success in life and carrier.


(R. PRABHU)

Chartered Accountant (I)



Place : Trichy

Date : 20/08/2022

CIN: U74999TN2019PTC133256

GSTIN: 33AAHCT6600M1Z8

SP Towers, 19a, 2nd Floor,
8th Cross Street East,
Thillalnagar, Tiruchirappalli - 620018.

 care@trichytaxsolution.com
 0431 2741777, +91 86677 46863
 www.trichytaxsolution.com

Dalmia

Cement
FUTURE TODAY

Cement! Sugar! refractories! Power!

DCBL DPM:RTC PRJ TRG 53-2022

20th August 2022

CERTIFICATE

*This is to certify that Mr. Dinesh Kumar .A(812221631019) pursuing MBA (Finance and Human Resource) from M.A.M.B. School, Siruganur, Tiruchitappalli has undergone **In-Plant Training** in our Organization from **1st August 2022 to 20th August 2022** and she has submitted the Report.*

During the Training Period, her performance , Conduct were found to be Good

We wish all success for her Bright Future.

For Dalmia Cement (Bharat) Limited,



Nepoliyan A
Sr.Manager –Human Relations



Dalmia Cement (Bharat) Limited

Dalmiapuram, District-Trichy-621651, Tamil Nadu India

T 914329235123, F 914329235111 W www.dalmiacement.com CIN:U65191TN1996PLC035963

Registered Office : Dalmiapuram, Dist. Tiruchirappalli, Tamil Nadu -621 651 ,India

A Dalmia Bharat Group Company, www.dalmiabharat.com



SUNDARAM FINANCE

Enduring values. New age thinking.

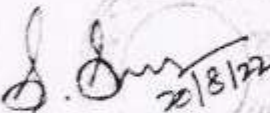
Dated: 20.08.2022

BONAFIDE CERTIFICATE

This is to certify that the report titled **Marketing and Human resources of our company** submitted as a requirement for internship for the period of 01.08.2022 to 20.08.2022 for **Master of Business Administration** is a bonafide record of work done by **Divya .B** Reg No :812221631020 during the year 2022 ,during the training period she is reliable and sincere and bears a good moral character

With Regards

For Sundaram Finance


20/8/22
S.Sundarrajan





SUNDARAM FINANCE

Enduring values. New age thinking.

C-56, Plac Tower, 2nd Floor, 4th Cross,

Thillai Nagar, Tiruchirappalli 620018,

Dial 0431-2769300

Dated: 20.08.2022

To

Divya .B

II - MBA

Reg No :812221631020

MAM Business School,

Trichy

Sub: You're Bonafide Request Reply

We are glad to receive your MAM Business School Bonafide Program 20 Days with our company based on your request you are permitted to meet our branch in Trichy.

With Regards

For Sundaram Finance



S. Sundararajan



ABARNA MOTORS

(Authorised Sub-Dealer for Honda Motor Cycle & Scooter India Pvt Ltd.)

No. 46-B, Nagai Road, VEDARANYAM - 614 810

Email: abarnahonda@gmail.com



PERMISSION LETTER

Date 1.8.2022

01.08.2022

DURGA R

Title: MARKETING AND SALES

ABARNA HONDA,

46 - B, Nagai Road,

VEDARNYAM,

NAGAPATTINAM,

TAMILNADU,

614810.

Dear Durga R,

We are pleased to offer you the position of Marketing & Sales at ABARNA HONDA. We feel confident that you will contribute your skills and experience to the growth of our Organization.

As per the discussion, your starting date will be on 01.08.2022. Please find the employee handbook enclosed here with which contains the medical and retirement benefits offered by our Organization.

Please conform our acceptance of this offer by signing and returning a copy of this offer letter.

We look forward to welcoming you on board.

Sincerely,

ABARNA HONDA

MOHANRAJ S

Manager



ABARNA MOTORS

(Authorised Sub-Dealer for Honda Motor Cycle & Scooter India Pvt Ltd.)

No. 46-B, Nagar Road, VEDARANYAM - 614 810

Email: abarnahonda@gmail.com



Date 22/08/2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify Ms. Durga R (Reg.No.812221631021), student of MBA, M.A.M. B-School, Trichy underwent internship programme in our Honda showroom branch Vedaranyam. A study on marketing & sales operation starting from 01.08.2022 to 20.08.2022.

During the internship training programme Ms. Durga R (Reg.No.812221631021) was regular, sincere, hardworking and attentive.

We wish her all success in her future endeavors.



Date : 22th August 2022

Jana Small Finance Bank Ltd.,
55/2, Plot No.1, 1st Floor,
Ramalinga Nagar, South Extn,
Vayaloor Road, Tiruchirappalli
PIN-620017
Toll Free No: 1800 2080


TO,

Ms. P. Elakkiya
II- MBA
M.A.M.B-School
Trichy

Sub: You're Bonafide Request Reply

We Are Glad To Receive Your MAM B-School Bonafide Program 20 Days With Our Organization. Based On You Request You Are Permitted To Meet Our Employee In Trichy. After Completion 20 Days Please Submit Your Core Study About Our Organization And Financial Services. Based On That, You Will Get The Certificate From Us.

Thanking You


N. VIGNESH

Branch Manager



All The Best



Date : 20th August 2022

Jana Small Finance Bank Ltd.,
55/2, Plot No.1, 1st Floor,
Ramalinga Nagar, South Extn,
Vayaloor Road, Tiruchirappalli
PIN-620017
Toll Free No: 1800 2080

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Elakkiya.P (Reg.No. 812221631023)**, student of final year of MBA in M.A.M.B-SCHOOL, Trichy-621105, has successfully completed Internship Training Programme in our organization from 01.08.2022 to 20.08.2022.

During the Internship Training Programme **Ms. Elakkiya.P (Reg.No. 812221631023)** was regular, sincere, hardworking and attentive.

We wish her all the best for her future endeavors.



N. VIGNESH

Branch Manager



Registered Office No: 080-46020100 MFI Toll Free No: 1800 4200 Customer Care Banking Toll- Free No: 1800 2080(24*7)

Email: customercare@janabank.com Web: www.janabank.com



SATHYA Packaged Drinking Water

No. 1/213A, Ananthavadi Road, Sendurai Block, Keelarayampuram,
Sendurai Taluk, Ariyalur District, Tamil Nadu - 621 718.

Phone: 04329-290440, Mobile: 9788199010, 9843016741



V. Nallathambi

Date:03.08.2022

To,

Ms K. Gayathri,

1st MBA,

MAM College,

Trichy.

SUB: You're Bonafide request reply

We Are Glad to Receive Your MAM College Bonafide Program 20Days With Our Company. Based on Your Are Permitted to Meet Our Distributors In Ariyalur M.M super market, Anna nagar Vasanth store market Street After completion of These 20days, Please Submit Your Course Study About Our Company Product And marketing strategy. Based on That, You will Get The Certificate From Us.


All The best

Thanking you,


HR executive

SATHYA WATER




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

TIN : 33873623242

SATHYA Packaged Drinking Water

No. 1/213A, Ananthavadi Road, Sendurai Block, Keelarayampuram,
Sendurai Taluk, Ariyalur District, Tamil Nadu - 621 718.

Phone: 04329-290440, Mobile: 9788199010, 9843016741



V. Nallathambi

DATE:21.08.2022


TO WHOMSOEVER IT MY CONCERN

This is to certify that Ms.GAYATHRI.K (Reg No:812221631024),from

Final year student of MBA-school, Trichy.-621105as completed an internship programme about the topic named **Customer relationship management and sales of water**at our company from**01.08.2022 to 20.08.2022.**

During his internship period, we found him sincere dedicated and enthusiasticwe wish him good luck for his future projects.




DIRECTOR
M.A.M. B-SCHOOL
Singanur, Trichy-621105

V.NALLATHAMBI,
MANAGING DIRECTOR.

For SATHYA PACKAGED DRINKING WATER


PROPRIETOR



20-08-2022

TO WHOM SO EVER IT MAY CONCERN


This is to certify that **Ms. E. GOWSALYA**, Reg No.(812221631001) an MBA student from **M.A.M Business School** has been completed Internship at our Company from 01st August 2022 to 20th August 2022 about the topic of **"A STUDY ON VARIOUS EMPLOYEE WELFARE SCHEMES at V-DART"**.

During this tenure, we found her sincere, dedicated and enthusiastic; we wish him good luck for his future endeavors.

For VDart Software Services Pvt Ltd.

Senior Manager
(Suresh S)




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



20-08-2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. E. GOWSALYA**, Reg No.(812221631001) an MBA student from **M.A.M Business School** has been completed Internship at our Company from 01st August 2022 to 20th August 2022 about the topic of "A STUDY ON **VARIOUS EMPLOYEE WELFARE SCHEMES at V-DART**".

During this tenure, we found her sincere, dedicated and enthusiastic; we wish him good luck for his future endeavors.

For VDart Software Services Pvt Ltd.

Senior Manager
(Suresh S)





30th July, 2022

Hi Mr. Gowtham A, it's our pleasure to provide you with an offer of 20 days of internship for the role of content associate intern with us. You will report to Rainforest E-Commerce managers as may be instructed to you from time to time. This offer is subject to the following terms and conditions:

1. Your date of joining will be 01/08/2022
2. Expected hours of work are 5 days a week from Monday to Friday and 8 hours of work from [10AM-6PM]
3. This is a full time position for 20 days and you agree to devote your time and attention to the project you are being assigned in the Company during the term of your internship.
4. This is only an internship offer and not a full time offer
5. Be nice and professional.

For RAIN FOREST E-COMMERCE

Regards,

A handwritten signature in black ink, appearing to read 'Kaya Vizhi Sekar', is written over the typed name.

Kaya vizhi Sekar

Manager- Amazon MSF





Internship Completion Certificate

21st Aug, 2022

This is to certify that **Mr. Gowtham A**, pursuing MBA final year in *M.A.M B-School Affiliated to Anna University, Chennai* has successfully completed 20 (Twenty) Days (From 1st Aug, 2022-20th Aug, 2022) Long internship Programme in our organization (Rainforest E-commerce-Certified Amazon Multi Seller Flex and Service Provider) under the supervision of Mrs. **Kayalvizhi Sekar**.

As an Intern, he has been trained for Warehousing, Product listing, Cataloguing and Inventory management.

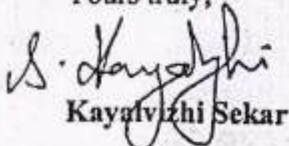
We are glad to state that during the period of his internship programme, he was found punctual, hardworking and inquisitive.

He had offered his complete dedication to the work assigned in the office and his fullest cooperation throughout his internship. He has excellent communication skills and possesses exemplary conduct.

We wish him all the best for a successful and bright future.

For RAIN FOREST E-COMMERCE

Yours truly,


Kayalvizhi Sekar

Manager-Amazon MSF





COIMBATORE ANAMALLAIS AGENCIES PRIVATE LIMITED
ANAAMALAI TOYOTA

Sales & Service Facility

T.S. No. 100, Bye Pass Road, Thimmaraya Samuthiram,
Near New Cauvery Bridge, Thiruvanaikaval, Trichy - 620 005.

Ph : 0422 - 4429999 , 0431 - 2232000

E-mail : admintry@anaamalaistoyota.com

(ESTD. 1999)

GST No: 33AABCC2462L1ZT

CIN : U05110TZ1991PTC003138

TO

30.07.2022

Mr R.Guruprasanna
II - MBA,
Reg No : (812221631027)
M.A.M Business School,
Trichy.

Sub: You're Bonafide Request Reply.

We are glad to receive your MAM Business School Bonafide Program 18 days with our Company. Based on your request you are permitted to meet our distributors in Trichy.

All the best

Thanking you,


HR Executive
M.Ranjith



Registered Office : "Krishnaswamy Towers" 172, Dr.Rajendra Prasad Road, Tatabad, Coimbatore - 641012.
Phone: 0422-2529700, Fax: 0422-2527400, E-mail : admince@anaamalaistoyota.com

Showroom Branches : Coimbatore - 641 043, Tirupur - 641 664, Erode - 638 012, Salem - 636 004, Trichy - 620 005,
Kumbakonam - 612 501, Madurai - 625 008, Tirunelveli - 627 007.

Service Facility Branches: Coimbatore - 641 034, Tirupur - 641 664, Erode - 638 107, Salem - 636 203, Trichy - 620 005,
Kumbakonam - 612 501, Madurai - 625 008, Virudhunagar - 626 005, Tirunelveli - 627 007, Nagercoil - 629 001.

Show Window Branches : Theni - 625 531, Karaikudi - 630 001, Dindigul - 624 001, Thanjavur - 613 001,
Karur - 639 001 (with Service Facility)



Phone: 0422 - 4429999

TOYOTA

COIMBATORE ANAMALLAIS AGENCIES PRIVATE LIMITED
ANAAMALLAIS TOYOTA

Sales & Service Facility

T.S. No. 100, Bye Pass Road, Thimmaraya Samuthiram,
Near New Cauvery Bridge, Thiruvanaikaval, Trichy - 620 005.

Ph : 0422 - 4429999 , 0431 - 2232000

E-mail : admintry@anaamalaistoyota.com

(ESTD. 1999)

GST No: 33AABCC2462L1ZT

CIN : U05110TZ1991PTC003138

Date: 16.08.2022

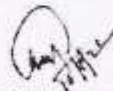
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.R.GURUPRASANNA (Reg No 812221631027) S/O Mr.S.RAGHAVENDRAN, II Year MBA (BUSINESS ADMINISTRATION) Student of M.A.M. BUSINESS SCHOOL, Trichy- 621 105, has successfully completed his Internship Training a period of 16 days from 01.06.2022 to 16.08.2022 in our Company.

During the programme his Conduct and Character was satisfactory.

We wish him for a bright future.

For COIMBATORE ANAMALLAIS AGENCIES
PRIVATE LIMITED,


R.YUVARAJ

TEAM LEADER - HUMAN RESOURCE
TRICHY



Registered Office : "Krishnaswamy Towers" 172, Dr.Rajendra Prasad Road, Tatabad, Coimbatore - 641012.
Phone: 0422-2529700, Fax: 0422-2527400, E-mail : admince@anaamalaistoyota.com

Showroom Branches : Coimbatore - 641 043, Tirupur - 641 664, Erode - 638 012, Salem - 636 004, Trichy - 620 005,
Kumbakonam - 612 501, Madurai - 625 008, Tirunelveli - 627 007.

Service Facility Branches: Coimbatore - 641 034, Tirupur - 641 664, Erode - 638 107, Salem - 636 203, Trichy - 620 005,
Kumbakonam - 612 501, Madurai - 625 008, Virudhunagar - 626 005, Tirunelveli - 627 007, Nagercoil - 629 001.

Show Window Branches : Theni - 625 531, Karaikudi - 630 001, Dindigul - 624 001, Thanjavur - 613 001,
Karur - 639 001 (with Service Facility)

Phone: 0422 - 4429999



(Approved by AICTE, New Delhi & Affiliated to Anna University,
Chennai)

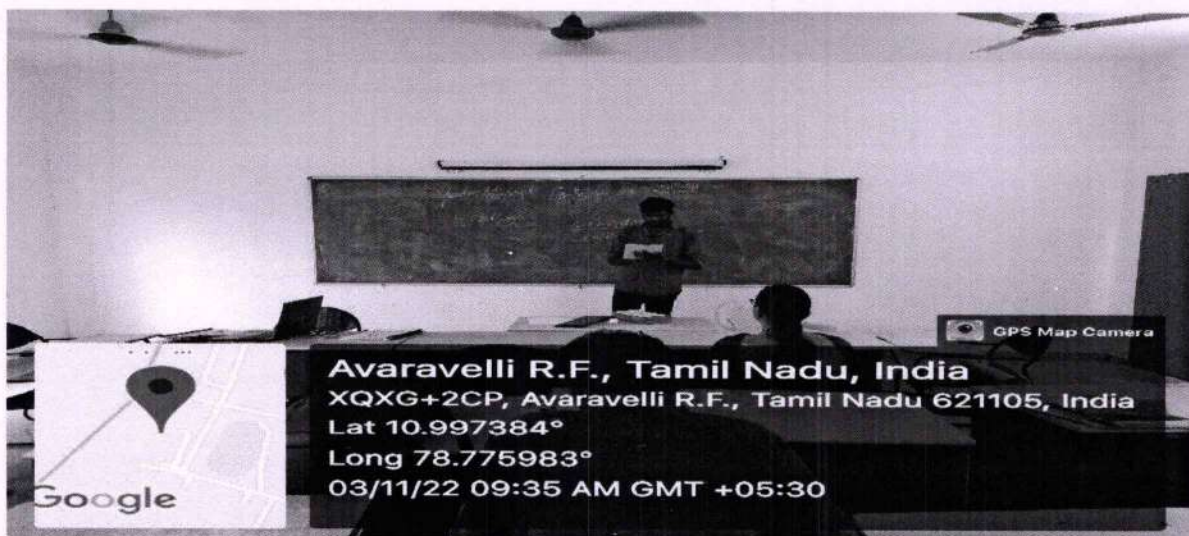
STUDENTS PRESENTATION –SEMINAR-LOGISTICS ELECTIVE

BA4053 SUPPLY CHAIN INVENTORY MANAGEMENT

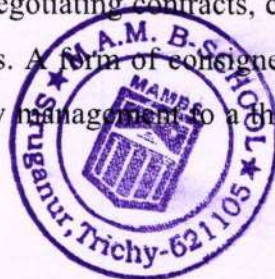
Seminars, however, are small group sessions that give you the opportunity to discuss topics in some depth. These are often related to the lectures, but in addition, you may be given work to do beforehand. Depending on your academic field, you might be asked to; read a case study.

By learning about new topics and meeting leaders in their field student feels encouraged and motivated. Listening to any prominent personality in any seminar or workshop helps the student to gain information about their way of work or how things take place.

MR. ALAGUSAMY –II MBA HAS TAKEN SEMINAR ON VENDOR MANAGED INVENTORY BA4053 SUPPLY CHAIN INVENTORY MANAGEMENT



He explained about the concept of Vendor managers facilitate and maintain relationships between your organization and vendors/partners, negotiating contracts, creating standards for the vendors, and finding the best available vendors. A form of consigned inventory. Vendor not at the customer site, subcontracts the inventory management to a third party and has the



inventory also held in a third party warehouse, from which it is shipped and replenished (example UPS VMI) 5 Vendor-Managed Inventory Benefits

- ✓ Improved alignment of inventory with customer demand.
- ✓ Streamlined processes and lower costs.
- ✓ Improved data insights.
- ✓ Closer collaboration with customers.
- ✓ Improved sales figures.



M/S Aparana taken seminar on industry initiatives, she explained the concept of The benefits of Industry 4.0 technologies, processes, and systems include improved productivity and efficiency, better flexibility and agility, and increased profitability. The essential goal of Industry 4.0 is to make manufacturing – and related industries such as logistics – faster, more efficient and more customer-centric, while at the same time going beyond automation and optimization and detect new business opportunities and models. Industrial Initiatives A major CRDF objective stated in its founding legislation is to develop programs that provide



economic benefits to the FSU and to the United States. That legislation directed the CRDF to assist in the establishment of a market economy in the countries of the FSU; to provide mechanisms for FSU scientists, engineers, and entrepreneurs to better understand commercial business practices; and to provide access for U.S. companies to technologies, talent, and markets in the FSU.

Economic benefit is a factor incorporated into the review of all CRDF programs, even those that are primarily oriented toward scientific cooperation or defence conversion.

In the Cooperative Grants Program, the Foundation selected proposals with an industrial orientation for a specialized review by industry sector experts to determine what commercial possibilities the research might present. Secondly, principal investigators of grants with an applied/industrial focus received special project management training. Finally, information about meritorious unfunded proposals with potential industrial interest was made available to American companies for possible independent support.

Under the Collaborations in Biomedical and Behavioural Sciences Program, economic benefit was also a consideration. Approximately 40% of the grants were in research fields with an applied/industrial focus leading to applications in areas such as pharmaceuticals or medical instruments. American companies participate in several collaborative projects at their own expense.



Mr. Mohammed Millath has taken the seminar on transportation inventory management, he explained the concept of While there are many types of inventory, the four major ones are raw materials and components, work in progress, finished goods and maintenance, repair and operating supplies Digital transformation in manufacturing is when an organization begins implementing new digital technologies to improve all aspects of the manufacturing process. This can be a wholesale approach or a piece-by-piece implementation where software applications and digitization is the key driver. There are Six Stages of Transformation: Realize, Release, Rebound, Reinvent, Resurrect, and Respond. The beauty in breaking down our transformational process is that you can see where you've been, where you are, and where you're heading.

After taken the seminar students can able to have

- ✓ Presentation Skills
- ✓ Listening Skills
- ✓ Interdisciplinary Inquiry
- ✓ Argumentative Skills and Critical Thinking
- ✓ Questioning



BA4002 FINANCIAL MARKETS –FINANCE ELECTIVE

STUDENTS SEMINAR PRESENTATION

MUTUAL FUNDS IN INDIA

Mr. ARUNKUMAR, II MBA –B SECTION –Has taken seminar on mutual funds in India.

He explained about the concepts and functions of mutual funds, well said about the various investment plan & schemes available in mutual funds.



A mutual fund is a company that pools money from many investors and invests the money in securities such as stocks, bonds, and short-term debt. The combined holdings of the mutual fund are known as its portfolio. Investors buy shares in mutual funds.

All investments involve some degree of risk when purchasing securities such as stocks, bonds, or mutual funds. Unlike deposits at FDIC-insured banks and NCUA-insured credit unions, the money invested in securities typically is not federally insured. Mutual funds are largely a safe investment, seen as being a good way for investors to diversify with minimal risk. But there are circumstances in which a mutual fund is not a good choice for a market participant, especially when it comes to fees.

5 Star Rated Funds

SBI Small Cap Fund-Reg(G) VRO Rating. 5,000.

ICICI Pru Credit Risk Fund(G) VRO Rating. 100.

ICICI Pru Regular Savings Fund(G) VRO Rating. 5,000.

IDBI Liquid Fund(G) VRO Rating.

Quant Liquid Plan(G) VRO Rating.

Aditya Birla SL Money Manager Fund(G) VRO Rating.

Aditya Birla SL Savings Fund-Reg(G) VRO Rating.

These are the important points we were discussed on the seminar sessions.

GOVERNMENT SECURITIES AND BOND MARKETS:

M/s Sujithraa –II MBA taken seminar on government securities and bond markets operations in India. She gave an excellent demonstration on these topics were mentioned below.

government securities in India for you to choose from. They can broadly be classified into four categories, namely

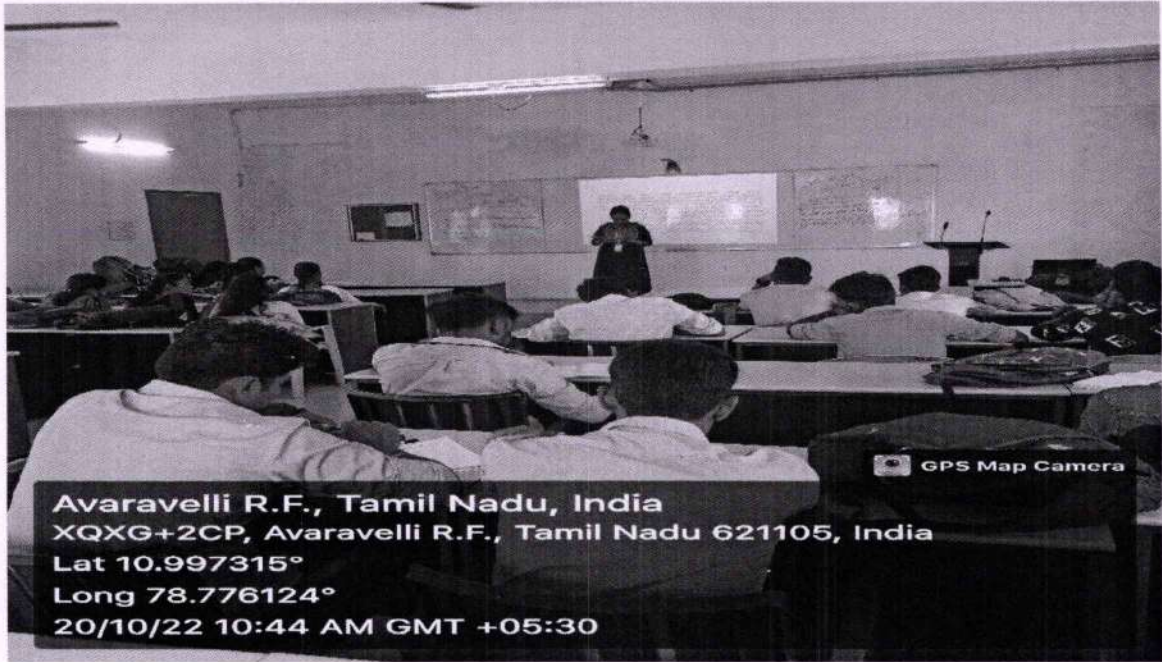
Treasury Bills (T-bills),

Cash Management Bills (CMBs),

dated G-Secs, and

State Development Loans (SDLs).





GPS Map Camera

Avaravelli R.F., Tamil Nadu, India
 XQXG+2CP, Avaravelli R.F., Tamil Nadu 621105, India
 Lat 10.997315°
 Long 78.776124°
 20/10/22 10:44 AM GMT +05:30



GPS Map Camera

Avaravelli R.F., Tamil Nadu, India
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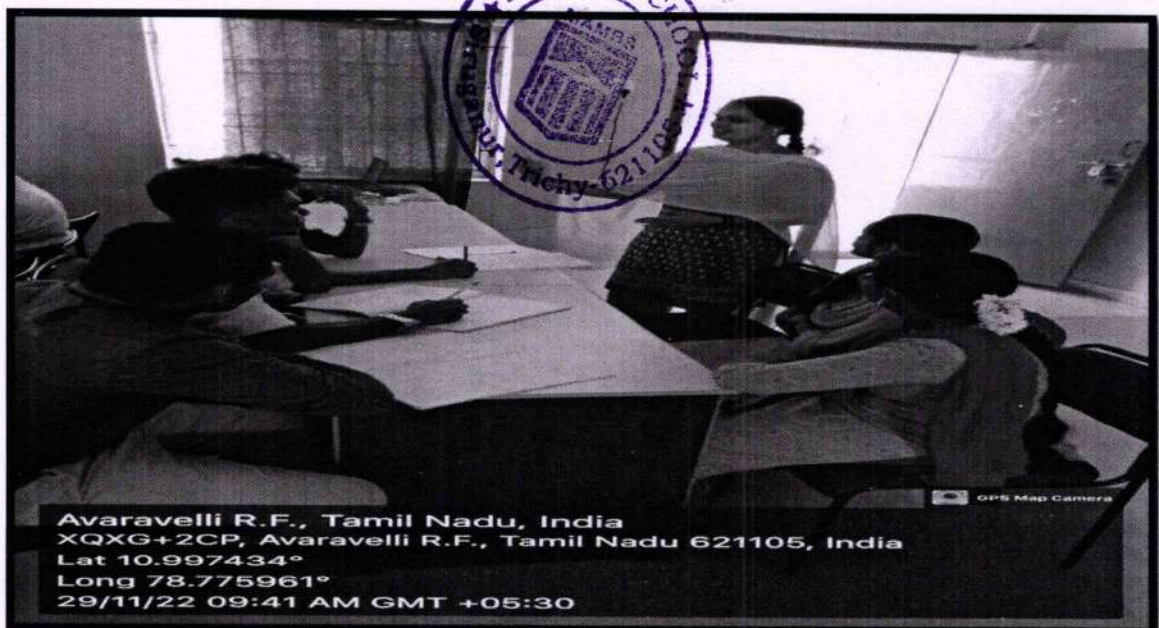
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BA4032 ENTREPRENEURSHIP DEVELOPMENT

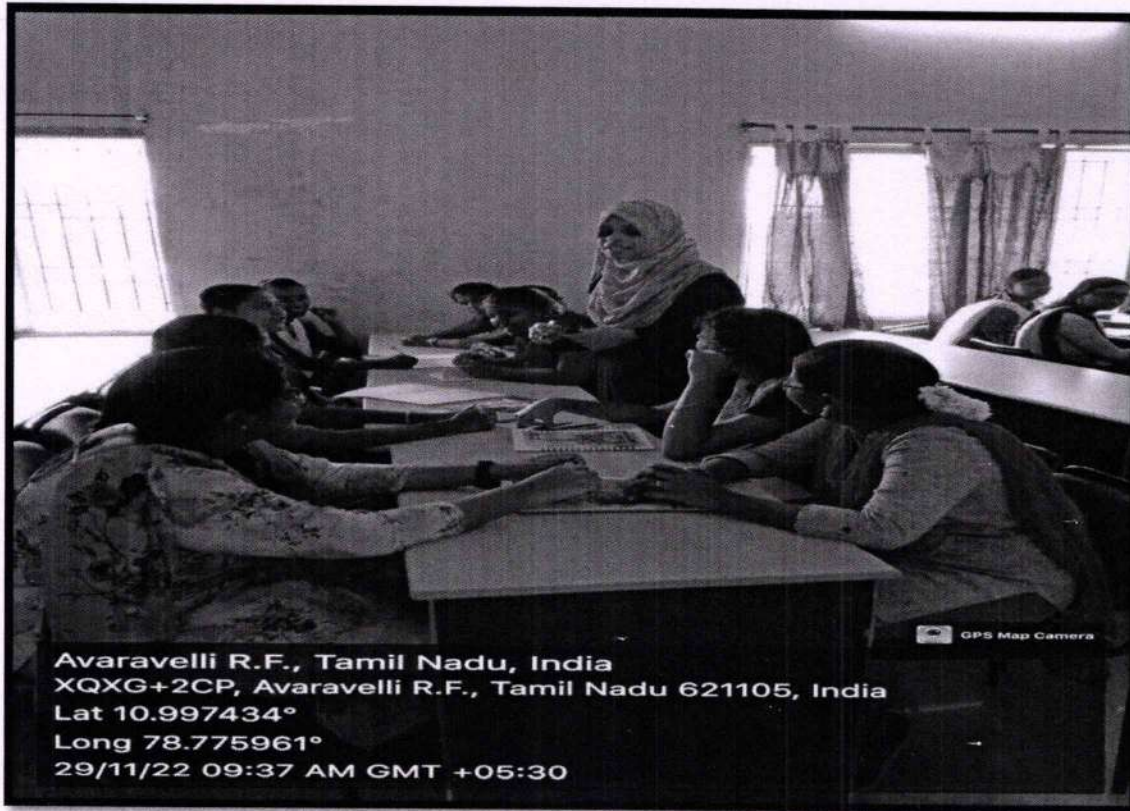
STUDENTS GROUP DISCUSSION

TOPIC : WE NEED MORE ENTREPRENEURS THAN MANAGERS

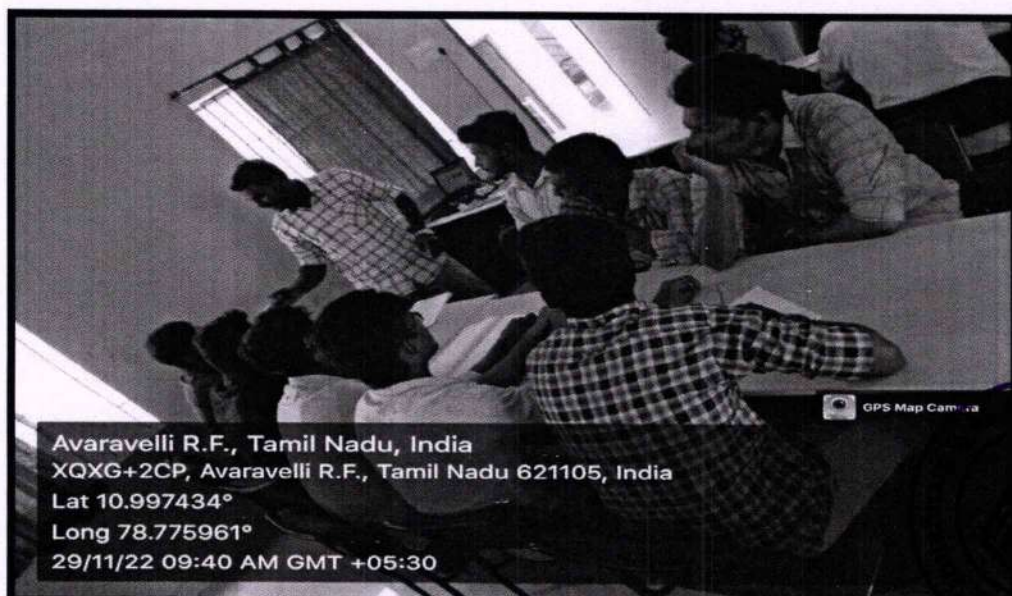
I MBA –C SECTION –Has conducted group discussion on we need more entrepreneurs than managers



TEAM A Ms. SHINY, she explained about the concepts that there is a wave of entrepreneurship that has emerged in India. And he believe that to become an entrepreneur a person should have the ability to take risks, make firm decision and should not fear losing.



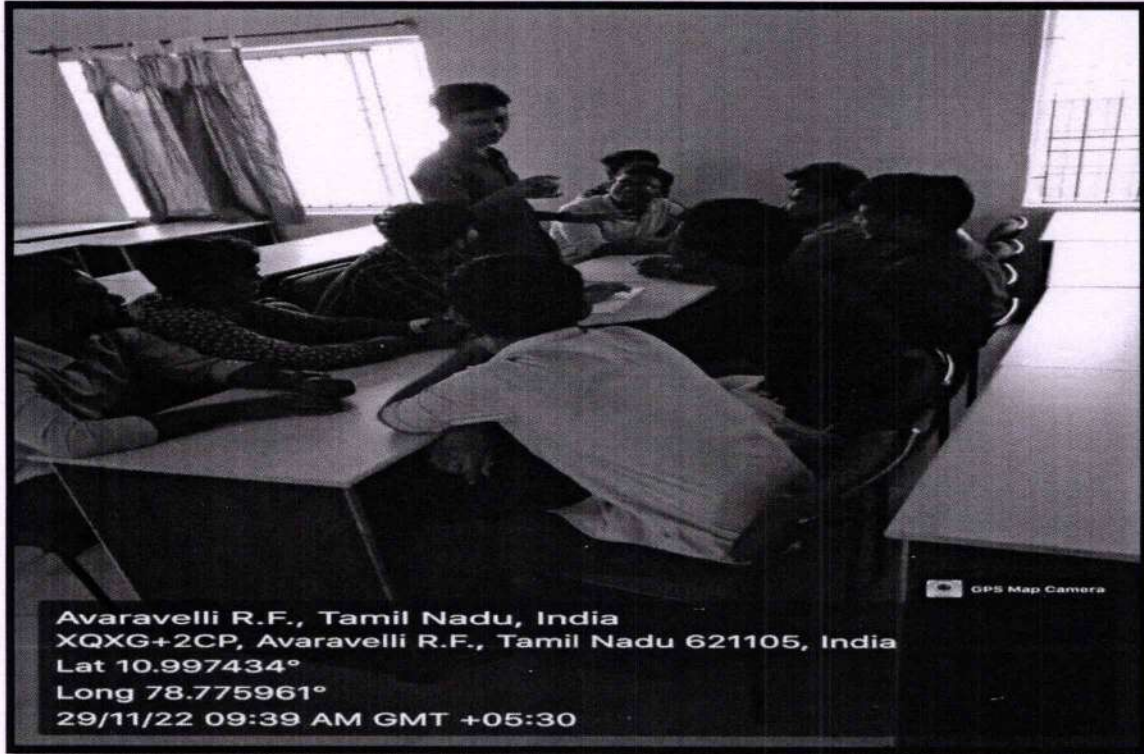
TEAM B Mr.SRIKRISHNA, said that india needs more entrepreneurs for development but that does not mean that we don't need managers when a company grows it'll need more people and one person alone cannot handle everything being an entrepreneur and manager requires different skill sets and both are important for a business. Still managers is more important.



TEAM C Ms.VAITHEESWARI, said that entrepreneurship originates from the internal capability to take risks on behalf of any field. It produces your skills, ideas and coordination. Managers job is also typical but relaxable because his employees work there. he only take bio data of that and did not have any type of pressure. This way entrepreneurship is the stairs to success where we should think broad.



TEAM D Mr.PUSHPARAJ,said that though entrepreneurs take risk and create new ideas those ideas are implemented by managers. Managers can provide leadership to their teams, providing a purpose and direction that employees can trust. They help employees reach their goals and handle the daily production and process of a business they also plan the next steps for managing projects and potential hiers




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Group Discussion:

Group Discussion during the class hours to enhance the of participative learning at I MBA C section for the Course of Managerial Economics on the title of Unemployment and its impact in the economy on 20.12.2022.



Group discussion on "Structural changes required to develop Indian Economy 20.12.2022



Geotag Photos





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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PROGRAMME COMPLETION REPORT

For

FIELD VISIT TO "HERITAGE WALK"



Date: 16.11.2022



M.A.M. B-SCHOOL

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(Approved by AICTE, New Delhi & Affiliated to Anna University,
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Programme Completion Report

Enclosures

Name of the Event : "FIELD VISIT TO HERITAGE
WALK"
Date of the Event Conducted : 16.11.2022

Sl.No	Description	Enclosed or not (Please put Tick Mark only)
1.	Event Proposal	✓
2.	Budget Proposed	✓
3.	Event Planner / Circular	✓
4.	Resource Person Invitation & Thanks Letter (optional)	-
5.	Acceptance Letter from Resource Person (optional)	-
6.	Resource Person's Profile	-
7.	Invitation	✓
8.	Agenda	✓
9.	Participants Attendance	✓
10.	Participants Feedback	✓
11.	Event Photos with Geo tagged	✓
12.	Budget Utilization	✓
13.	News Published in Papers	-
14.	PPT slide about the program (optional)	-


Coordinator of the Event




Director
Dr. M. HEMALATHA
Professor & Director
M.A.M. B-SCHOOL
Siruganur, Tiruchirappalli-621105
M:8220727888.www.mambs.com



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Date: 16.11.2022

Submitted to the Director:

Subject: Proposal for approval – Field Visit: “HERITAGE WALK ” program.

(a) It is proposed to conduct a program as detailed below:

Sl. No.	Topic	Details
1	Faculty coordinators	Mr.S.Senthil Kumar Club Coordinator, Assistant Professor, M.A.M.B-School.
2	Title of program	“HERITAGE WALK ”.
3	Date/Time	16.11.2022 / 10.00am – 04.00pm
4	Proposed venue	Lady of Lourdes Church & Rockfort, the Ucchi Pillaiyar Temple
5	Name of the group institution that will participate	M.A.M.B-School, Siruganur, Trichy.
6	Focus audience	I MBA Students.
7	Estimated number of audiences	21.
8	Guided By	Prof.K.Ar. Jerrin Alphy Stephen & Artist. Dharmaraj

The agenda with resource persons for the program has been provided.

Day No.	1	Date	16.11.2022
Session No.	Time	Topics	Guided By
1	10.00 am to 4.00 am	About ExNoRa Club and its initiatives, “Walking tour” at “Heritage Walk and Session on you are reflection of the heritage you grew up it.	Prof.K.Ar. Jerrin Alphy Stephen & Artist. Dharmaraj




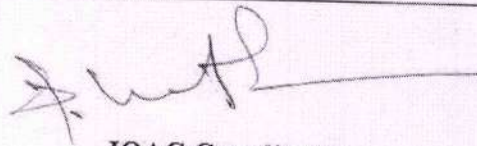

(b) Participant list:

Sl. No	Details of participants	Year/ Sec
I MBA Students		

(c) The budget for the program is as stated below:

Sl. No	Details of expenses	Amount in rupees	Payment to be made to the following account
1.	Travelling Expenses 1 Bus, 30 Kilometers * 125 Rs Per KM = (21*125) Rs. 2,625	2,625	Cash
2.	Poster & Invitation	200	Cash
Total budgeted expenses		2,825	Cash

Approval is requested.

 Faculty Coordinator	 IQAC Coordinator	 Director
--	--	---



Dr. M. HEMALATHA
Professor & Director
M.A.M. B-SCHOOL
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GROUP OF INSTITUTIONS



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MAM
M.A.M. BUSINESS
SCHOOL

M.A.M B- School Student Association Club & Students' ExNoRa Club

ORGANIZING
Heritage Walk



ON
16.11.2022

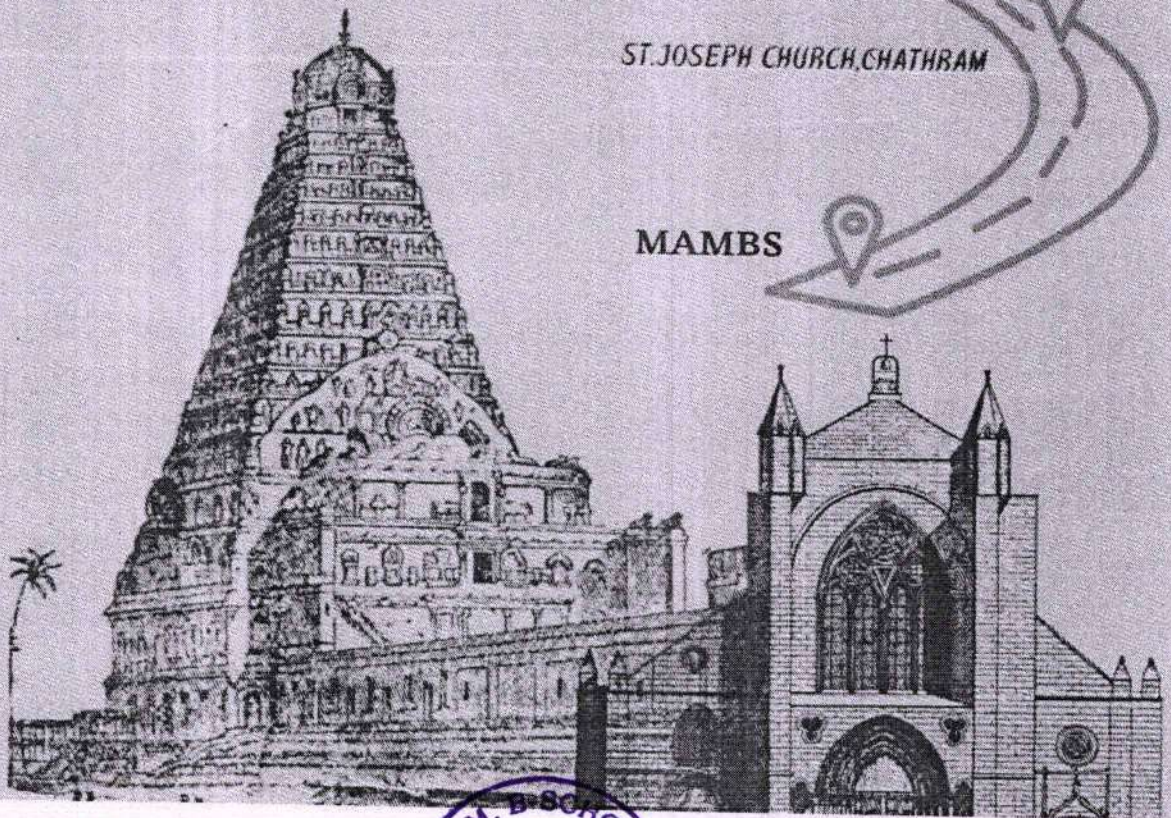
"You are a reflection of the heritage you grew up in"

Guided by
Ar. Jerrin Alphy Stephen
Artist Dharmaraj

MALAIKOTTAI

ST. JOSEPH CHURCH, CHATHRAM

MAMBS





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Siruganur, Trichy -621105

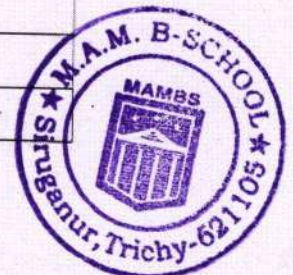
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Program	Field Visit: "HERITAGE WALK".
Date / Time	16.11.2022 / 10.00am - 04.00pm

ATTENDANCE of PARTICIPANTS

Sl.No	Name	Signature
1.	Jegatheeshwari. S	Jegatheeshwari
2.	Aravinth. A	Aravinth
3.	Jagadish. A	Jagadish
4.	Kavin Kumar	Kavin Kumar
5.	Kaviya. S	Kaviya
6.	Manoj. M	Manoj M
7.	Prathiksha. S	Prathiksha
8.	Pooja. R	Pooja R
9.	Kaviya. R	Kaviya
10.	Meena. R	Meena
11.	Peter Bikliten. A	Peter
12.	Manoj. P	Manoj P
13.	srivdhya. K	Srivdhya
14.	Vaishnavi. S	S. Vaishnavi
15.	Thulasi Meena	Thulasi meena
16.	Ramya Jenifer. V	V. Ramya Jenifer
17.	Uthra Priyadarshini. V	Uthra Priyadarshini
18.	Thilagavthy. T	T. Thilagavthy
19.	Sushinder. S.A	Sushinder S.A
20.	vaitheeshwari. P	P. Vaitheeshwari
21.	Venkadesh. A	V. Venkadesh



Name of the Student (with Initial)	BATCH	YEAR	1. The visit was well organized?	2. The visit was useful to strengthen knowledge gathered in lectures?	3. State two important experiences that had been gained from the industrial visit	4. How do you evaluate your overall training visit?	5. What information was most useful to you?	6. Key suggestions for this IV
Kirubanithi	2021-2023	I st Year	Yes well organized	Useful information	work experience	nice visit	technical	give more useful information about industrial
JEGATHEESHWARI.S	2021-2023	I st Year	Nice	Good	Knowledge	Excellent	How to easy draw	Very excellent
V.RAMYA JENIFER	2021-2023	I st Year	Yes the visit was well organized	It is very useful	It was very nice experience	Very good	To visit some new place and gain knowledge about that place	Nice
THULASI MEENA. V	2021-2023	I st Year	Its well and good	Yes, to get some historical information	How to executed the architectural plan And the uniqueness	Its usefull to get some historical knowledge	Planning and to execution	Its good and useful
VAITHEESHWARI. P	2021-2023	I st Year	Yes	Yes	Art and photography	Excellent	How to take photos	No
P.MANOJ	2020-2022	I st Year	Nice of	Yes .. more detailed	Yes	Key notes	The chruch nice	Yes ..I learn more important information
S. Prathiksha	2021-2023	I st Year	Yes	Yes	Yes	Nice	Geting more idea	Good
M.KAVINKUMAR	2021-2023	I st Year	Yes	Yes	Yes	Yes	Yes	Yes
K. Logesh	2020-2022	I st Year	Good	Yes	Project increasing and nature trees	Nice	Water the nature	Useful the fruits and water and hardwork
POOJA.R	2021-2023	I st Year	Super	Specifications of drawing	More happy & increase knowledge about our city	Awesome	Lectures about drawing	Wonderful
R. KAVIYA	2021-2023	I st Year	Yes	Yes	Very interesting	Very good experience	Learnt about how to draw the perfect structure	Good experience
Vinodhini.V.S	2021-2023	I st Year	Yes it will Excellent organised .	Yes.	Focus and invention.	Overall is the excellent training visit	More learning and focus in doing one job.	A lot more information needs to be told to the students.

						for us.		
Roshini.A	2021-2023	I st Year	Yes	Very useful	Yes	Super	Yes	Super
Meena.R	2021-2023	I st Year	Yes	True	Culture, point of view	Great	Artist view	Good
SHALINI. R	2021-2023	I st Year	Yes	Yes	Interesting	Good	Traditional outlook	Nice



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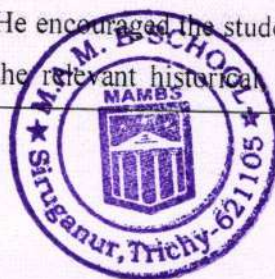
M.A.M. B-SCHOOL

Date: 28.11.2022

Report on Program Conducted

(a) Program Details:

Sl. No.	Topic	Details
1	Faculty coordinators	Mr.S.Senthil Kumar ExNoRa Club Coordinator, Assistant Professor, M.A.M.B-School.
2	Title of program	" HERITAGE WALK ". Trichy
3	Date/Time	16.11.2022 / 10.00am – 04.00pm
4	Proposed venue	Lady of Lourdes Church & Rockfort, the Ucchi Pillaiyar Temple
5	Name of the group institution that will participate	M.A.M.B-School .
6	Total number of audiences who attended	21
7	Guided By	Prof.K.Ar. Jerrin Alphy Stephen & Artist. Dharmaraj
8	Description of the event	M.A.M.B-School ExNoRa Club organized field visit entitled: " HERITAGE WALK ". Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the objective behind the arrangement of this field visit Ar. Jerrin Alphy Stephen was a one of the guide for trip, she given lot of socio-cultural stories behind heritage sites enlightened the students. Artist. Dharmaraj was another guide for the trip who drew and explained the basic structure of the Our Lady of Lourdes Church with its architecture designs and its applications to the students. He asked the students to draw a portion of the church designs, or structure as per their wish to understand the architectural and cultural values behind it. He encouraged the students to ask more questions and given the relevant historical cultural information to make them



		comprehend. Students were asked to take photography pics as a part of the visit
9	Outcomes of the event	All the students are able to understand and also encouraged by practically learning the practices of draw a portion of the church designs, or structure as per their wish to understand the architectural and cultural values.

(b) Participant list:

Sl.No	Name	Designation (Students)
1.	Jegatheeshwari. S	I MBA/ A Section
2.	Aravinth. A	I MBA/ A Section
3.	Jagadish. A	I MBA/ A Section
4.	Kavin Kumar	I MBA/ B Section
5.	Kaviya. S	I MBA/ B Section
6.	Manoj. M	I MBA/ B Section
7.	Prathiksha. S	I MBA/ B Section
8.	Pooja. R	I MBA/ B Section
9.	Kaviya. R	I MBA/ B Section
10.	Meena. R	I MBA/ B Section
11.	Peter Bikliten. A	I MBA/ B Section
12.	Manoj. P	I MBA/ B Section
13.	srivdhya. K	I MBA/ C Section
14.	Vaishnavi. S	I MBA/ C Section
15.	Thusali Meena	I MBA/ C Section
16.	Ramya Jenifer. V	I MBA/ C Section
17.	Uthra Priyadharshini. V	I MBA/ C Section
18.	Thilagavthy. T	I MBA/ C Section
19.	Sushinder. S.A	I MBA/ C Section
20.	vaitheeshwari. P	I MBA/ C Section
21.	Venkadesh. A	I MBA/ C Section



Photographs (Geotagged) of the program with captions (minimum 06 photographs)

GEO TAGGED PHOTOS





(c) Feedback consolidation:

<p>Feedback about the program (information taken from the feedback)</p>	<p>The students had field visit entitled "HERITAGE WALK" on 16th November, 2022 at Lady of Lourdes Church & Rockfort, the Uchi Pillaiyar Temple. This Heritage Walk has been very inspiring and students really felt delighted to have been able</p>
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collected)	to be a part of this field visit. Students were enjoying the trip by knowing much historical and cultural information on the sites and enriched their understanding.
Suggestions given by participants (information taken from the feedback collected)	We also The students had field visit entitled "HERITAGE WALK" on 16 th November, 2022 at Lady of Lourdes Church & Rockfort, the Uechi Pillaiyar Temple. Students are come to know that and expecting to collect more information related Lady of Lourdes Church &, Rockfort, the Uechi Pillaiyar Temple.

Attach: Program description

 Faculty Coordinator	 Director
--	---

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BUDGET UTILIZATION

Date: 07.11.2022

Sl. No	Particulars	Cost	Total Amount
1	Travelling Expense	(21*125)	2625
2	Poster & invitation	1*200	200
Total Amount			Rs.2825

C. Suho

Coordinator of the event

[Signature]

Director

Dr. M. HEMALATHA

Professor & Director

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M.A.M. B-SCHOOL

THANNEER CLUB

LIST OF CONTENTS

- Invitation
- Photos
- Programme Report
- Press Release



LIST OF PROGRAMMES

PROGRAMME TITLE	PAGE NO.
Thanneer Club Inauguration (2019) and Tree Plantation Program	1-4
Thanneer Club Inauguration (2020) Program	5-7
Thanneer Club Inauguration (2021) Program	8-13
Ecotourism & CSR @ Pachaimalai	14-18
M.A.M.B-School in association with Thanneer Club organized SAVE CAUVERY RIVER : காவேரியை காப்போம் : மஞ்சப்பை மனித சங்கிலி நிகழ்ச்சி (Yellow Cloth Bag)	19- 32
Drawing & Painting Competition (To Celebrate Nadi Utsav)	33-39
M.A.M.B-SCHOOL in association with Thanneer Club organized Tree Plantation Programme	40-42
PATTIMANDRAM : பட்டிமன்றம் "இன்றைய சுற்றுச்சூழல் சீர்கேட்டிற்கு பெரிதும் காரணம் படித்தவர்களே; பாமரமக்களே"	43-49
PARAMBARIAM KAPPOM (Traditional Beverages Market (பாரம்பரிய பானங்கள் அங்காடி)	50-55
Hygiene Alone Triumphs (தூய்மையே வெல்லும்)	56-61




 DIRECTOR
 M.A.M. B-SCHOOL
 Siruganur, Trichy-621105

M.A.M.B-SCHOOL inaugurated Thanneer Club and Tree Plantation Programme

Date: 28.08.2019

Time: 10: 30 am.

PHOTOS





PHOTOS



PROGRAMME REPORT

M.A.M.B-School inaugurated Thanneer Club and Tree Plantation on 28th August 2019. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address. Mr.M.Sekaran, President, Thanneer Club, addressed the students regarding the importance of saving our nature. Mr.G.Sivagurunadhan, Humour Club & Treasurer, Thanneer Club, motivated and inspired students by his humorous and valuable speech. The guest of honour and students jointly planted saplings at the institute as part of the programme. Mr.G.Sivagurunadhan informed that all students need to take active steps with respect to safeguard the environment, importance of ecological practices, plant sapling, Go Green and sustainable initiatives and other form of environmental protection that are considered essential to protect ourselves in all ways and means. Dr.Najma, Thanneer Club Coordinator stated the importance of Thanneer Club and proposed vote of thanks.



Feedback by students

The session more interested and more informative. The students realized the importance of to safeguard the environment, importance of ecological practices, plant sapling, Go Green and sustainable initiatives and other form of environmental protection through this valuable session. The guest of honour shared his valuable insights and challenges faced pertinent to make the eco-friendly applications in an progressive manner. We also inquisitively involved in understanding the advantages of following effective implementation of the same.

We wholeheartedly thank the institution for arranging this programme by invited an eminent and most distinguished resource person for this programme.

Faculty members

All the students are actively attending and realized themselves on eco-friendly practices in this programme.

I wholeheartedly thank Dr. M. HEMALATHIA Director, M.A.M.B- School for given her valuable concurrence to proceed this session.

I also glad by being as a coordinator for this most valuable programme. I also convey my thanks to all faculty members for their active support and cooperation given in order to complete this programme.




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

M.A.M.B-SCHOOL organized THANNEER CLUB INSTALLATION

INVITATION

Date: 11.11.2020

Time: 12:00 pm to 1:00 pm



*On behalf of the Management, Faculty and Students of MAMBS
we cordially invite you all for the Inauguration of*

THANNEER CLUB -2020

Guest speaker

Mr. Kovai Sathasivam

**Poet, Writer, Documentary Director,
Environmental Activist**

In the Presence of

Mr. K. C. Neelamegam
Chief Executive Head
Thanneer Club

Mr. K. SathishKumar
Secretary
Thanneer Club

Date:11.11.2020

Time: 12:00 to 1.00 p.m.

Mrs. Fathima Bathool Maluk
MBA, SMP (IIM-A), WEP (ISB)
Secretary & CEO - MASTeR GI.

Dr. M. Hemalatha
MBA, Ph.D (NITT)
Director - MAMBS



PROGRAMME REPORT

M.A.M.B-School organized "Inauguration of Thanneer Club-2020" on 11.11.2020. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and stated the objective of inaugurating the Thanneer Club at M.A.M.B-School. Mr. Kovai Sathasivam, Poet, Writer, Documentary Director, Environmental Activist was the resource person for the programme. He highlighted the importance of safeguarding the environment by systematically follows eco-friendly practices at large. Mr.K.C.Neelamegam, Chief Executive Head, Thanneer Club given the felicitation address and informed the rationale behind the establishment of Thanneer Club and its active functions and how it contributes for societal development. Mr.K.Sathishkumar, Secretary, Thanneer Club highlighted and shared the ways and means of protection of environment and its advantages to the young budding managers.



Feedback by students

The programme was very much informative. We understood the importance of protection of the environment, importance of ecological practices, plant sapling, Go Green and sustainable initiatives and other form of environmental protection through the establishment of Thanneer Club. The resource person discussed his thought provoking information in this programme.

At this juncture, we convey our sincere thanks for the institution for arranging this programme and received valuable inputs through this programme.

Faculty members

All the students are actively attended and realized themselves on practicing eco-friendly practices in this programme.

I wholeheartedly thank Dr. M. HEMALATHA Director, M.A.M.B- School for given her valuable concurrence to proceed this session.

I also felt immense glad and happy by being as a coordinator for this most valuable and thought provoking programme.

All the faculty members were actively did their level best together in an cooperative manner to complete this programme a grand success.





DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

M.A.M.B-SCHOOL organized THANNEER CLUB INSTALLATION

INVITATION

DATE: 21.10.2021

TIME: 11:00 AM- 12:00 PM



MASTER
INSTITUTE

M.A.M.B-SCHOOL
Approved by AICTE and Affiliated to Anna University
Siruganur, Trichy www.mambs.com

M.A.M.B. BUSINESS SCHOOL

we cordially invite you all for the Installation of
THANNEER CLUB -2021
21st October, 2021 | 11.00 am to 12.00 pm

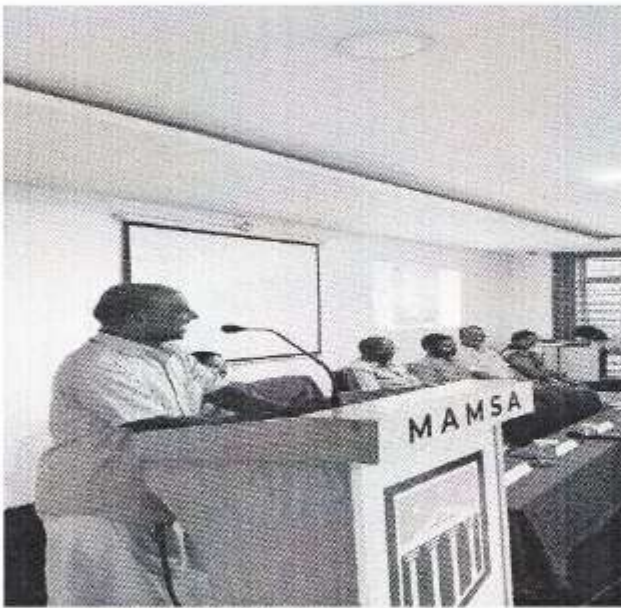
Guest Speaker
Mr. R. Manoharan
Founder - Banana Leaf Restaurants

In the presence of

Mr. K. C. Neelamegam President Thanneer Club	Prof. K. Sathish Kumar Asst. Professor & Secretary Thanneer & Students Club.
Mrs. Fathima Bathool Maluk Secretary & CEO -Master GI.	Dr. M. Hemalatha Director - MAMBS



PHOTOS



PROGRAMME REPORT



M.A.M. B-SCHOOL

Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai

Thaneer Club Installation

M.A.M. B-School, a standalone Business School in Trichy organized one day program on "Thaneer Club Installation" on 21st October, 2021. Mrs.Fathima Bathooli Maluk, Secretary & CEO, MASTeR Group of Institutions presided over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the overview of the importance of "water as elixir of life". Mr. R. Manoharan, Proprietor, Banana Leaf was the guest speaker for the programme and delivered a session on "Essence of Water to Life". He informed that every student need to understand the role played by them corresponding to preserving the water.

The guest speaker discussed that the water is one of the most important resources gifted to us. He also explained that the water forms the basis of human's life in all ways and means. He also demonstrated the in depth knowledge about various methods of preserving water and its usefulness to society. He highlighted that all individuals need to conserve every drop of water through rain water harvesting and also through other methods thereby not to waste the same unnecessarily. He also informed that some of the ancient methods of water conservation shall be practiced. The students are also encouraged to improve water management practices that reduce the wastage of water that immensely paves the way to safeguard the environment at large. He covered that everyone need to make use of water in an appropriate and judicious manner. He also pinpointed that all our lives entirely depends on water, it is our responsibility to think about water conservation and how everyone can contribute towards the same. The entire session definitely served the purpose pertaining to not to pollute and abuse the water. The session was highly interactive, enlightening experience and thought provoking by realizing the essence of water in all walks of our life.

Mr.K.C. Neelamegan (President, Thaneer Club) shared the importance of water and the programs organized by thaneer club for cleaning the ponds with the support of the club members and student volunteers from various colleges.

Prof.K.Sathish Kumar addressed the students regarding the importance of water and he compared water with the women empowerment.

Dr. M. Hemalatha, MSc, Ph.D (IT)

Professor & Director
M.A.M. B-School

Siruganur, Tiruchirappalli - 621 105. Chennai Trunk Road, Siruganur, Tiruchirappalli - 621 105.
Mob: 8220727868 Web: www.mams.com e-Mail: director@mams.com

Created with CamScanner



Feedback by students

The programme was much more valuable more interested and more informative. We understood the necessities behind the inauguration of Thanneer Club in order to protect the environment, creation of awareness programmes, importance of ecological practices, plant sapling, Go Green and sustainable initiatives and other form of environmental sustainability through this club. The guest of honour shared his thought provoking insights and the need for practicing eco-friendly principles for the betterment of society by and large.

We sincerely convey our gratitude to the institution for arranging this valuable programme by invited an most distinguished resource person for this programme.

Faculty members

All the students are inquisitively attended and realized themselves on the need and preservation of environment from degradation through this programme.

I sincerely convey my thanks to Dr. M. HEMALATHA Director, M.A.M.B- School for given her valuable concurrence to proceed this session.

I also felt immense glad and happy by being as a coordinator for this most valuable programme by invited distinguished resource person for the day.

All the faculty members were actively did their level best together in an cooperative manner to complete this programme in a successful manner.




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

PRESS RELEASE IN NEWSPAPERS



THE NEW INDIAN EXPRESS

MAM B-School Installs Thaneer Club

Tiruchy: MAM B-School, in Tiruchy held a Thaneer Club Installation on Thursday. R Manoharan, Proprietor, Banana Leaf spoke about the need for in-depth knowledge on various methods to preserve water. KC Neelamegam, president, Thaneer Club shared various programs organised by Thaneer Club and how they renovate and replenish waterbodies with the support of members and student volunteers. Fathima Bathool Maluk, secretary & CEO, MASTER Group of Institutions, M Hemalatha, Director, M.A.M.B-School were present at the event. ENS

SOURCE:  **THE NEW
INDIAN
EXPRESS**

(Dated: 23.10.2021)





தினமணி

இடத்தை கோவையும் பிடித்
து குறிப்பிடத்தக்கது.

எம்ஏஎம் கல்லூரியில் தண்ணீர் சங்கம்

திருச்சி, அக். 24: திருச்சி எம்ஏ
எம் மேலாண்மைக் கல்லூரியில்
தண்ணீர் சங்கத் தொடக்க விழா
நடைபெற்றது.

கல்லூரியில் அண்மையில்
நடைபெற்ற தண்ணீர் கற்றுக்கு
ழல் மாணவர் மன்றத் தொடக்க
விழாவுக்கு மாஸ்டர் குழமச்
செயலரும், தலைமை நிர்வாக
அதிகாரியுமான மாத்திமா பத்
தால் மாலுக் தலைமை வகித்
தார். சிறப்பு விருந்தினராக பங்
கேற்று தண்ணீர் அமைப்பு நிர்
வாகி கே.சி. நீலமேகம், அமைப்
பின் செயலர் பேராசிரியர் சதீஷ்
குமார், பனானாலைப் ஆர்.மனோ
கான் ஆகியோர் பேசினர்.

மேலாண்மைக் கல்லூரிப்
பேராசிரியர்கள், மாணவர்கள்
கலந்து கொண்டனர். எம்.
ஏ.எம். மேலாண்மைப் பள்ளி
இயக்குநர் எம். ஹேமலதா வர
வேற்றார்.

தினமணி

SOURCE:

(Dated: 25.10.2021)



OUTBOUND ECOTOURISM & CSR @ PACHAIMALAI

PHOTOS



M.A.M.B-School students attended Outbound Training and performed CSR activities @ Pachaimalai on 27.02.2020



Feedback by students

The visit that we went to Pachaimalai was very really interested. We came to know the essence of protection of the environment, implications and challenges involved in safeguarding environment, how nature supports for every humans, Go Green initiatives and sustainable activities and other form of environmental protection through ecotourism that are arranged by the institute through Thanneer Club.

We would like to express our gratitude and convey our sincere thanks for the institution for arranging this ecotourism that was given more insights regarding environmental protection.

Faculty members

All the students are actively attended and realized themselves on practicing eco-friendly practices through this ecotourism arranged by the institution through Thanneer Club.

I wholeheartedly thank Dr. M. HEMALATHA Director, M.A.M.B- School for given her valuable concurrence to proceed this session.

I also felt immense glad and happy by being as a coordinator for this ecotourism visit.

All the faculty members supported to complete this visit a grand success.




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

தினமணி

பச்சைமலையில் கல்லூரி மாணவர்கள் சூழலியல் பசுமை வன உலா

திருச்சிபிபி28, தண்ணீர் அடைய்ப்பு சார்பில் கல்லூரி மாணவர்களுடான சூழலியல் பசுமை வன உலா வியாழக்கிழமை நடைபெற்றது.

தண்ணீர் அடைய்ப்பு சார்பில் ஆண்டுதொறும் திருச்சிபிபிபி28 பல்வேறு கல்லூரிகளில் தண்ணீர் சுற்றுச்சூழல்மன்றமாணவர்களை சூழலியல் பசுமை வன உலாவாக அழைத்து செல்வது வழக்கம். அந்த வகையில் நிகழாண்டில் எம். ஏ.எம். பொறியியல் தொழில்நுட்பக் கல்லூரி மேலாண்மை பிரிவு தண்ணீர் சுற்றுச்சூழல் மாணவர்களை மன்றத்தை சேர்ந்த 40 மாணவர்களை வியாழக்கிழமை அழைத்துக் கொண்டு பச்சைமலை சென்றனர். சுமார் 4 கி.மீ தொலைவுக்கு

நடைபெற்ற பசுமை வன உலா நிகழ்ச்சியில், மாணவமாணவிகள் இயற்கையில் எழிலையும் அதன் மகத்துவத்தையும் அந்நூடே பயணித்து உணர்ந்தனர். மேலும் மூலிகைகள் புதர்க் காடுகள், நெடுமரங்கள், ஏராளமான வண்ணத்துப்பூச்சிகளையும் கண்டுகளித்தனர்.

மாலை நேரத்தில் மயங்கம் அருவி பகுதியில் உலா வந்த மாணவர்கள் விதைப் பந்துகளை தூவினர். தொடர்ந்து அப்பகுதியில் சுற்றுலாப் பயணிகள் விசியெறிந்த நெகிழிப் பொருள்களைச் சேகரித்து அசுற்றினர். இவர்களை தண்ணீர் அடைய்ப்பின் நிர்வாகிகள் ஒருங்கிணைத்து அழைத்துச் சென்றனர்.

Sat, 29 February 2020
தினமணி <https://epaper.dinamani.com/c/49474395>



SOURCE:



(Dated: 29.02.2020)



PRESS RELEASE IN NEWSPAPERS



THE NEW INDIAN EXPRESS

TRAVELING PROGRAMME

NGO lays down the path to forest conservation

EXPRESS NEWS SERVICE's study
IN an event arranged by
Turkey-based environmental
group Thaneer, a trekking-
cum-forest-education pro-
gramme at Pachmalai in
Tiruchirappalli students of MAM B
School and MAM College of
Engineering and Technology

was recently organised. The
one-day programme saw the
participation of 40 students
from both institutions. MHA
programmes officer visited Pa-
chmalai forest range in the
district. Forest officers took the
students on a 4-km trek and
sensitised them to the impor-
tance of forest conservation.

Thaneer secretary HJ Nela-
magan said, "The primary
goal was to give the students a
forest experience, thereby en-
couraging them to strive to-
wards conserving forests and
the environment." Forest offi-
cers spoke about the flora and
fauna of Pachmalai and their
peculiar characteristics. The

students also visited the Forest
department's artificial tree
houses built for tourists there.
Teacher coordinator S Na-
ma of MAM B School said,
"Many of our students did not
know about the existence of
such a forest atop the hills. The
cool weather, which is in stark
contrast to the weather of the

city and other parts of the dis-
trict, surprised students."
The students scattered seed
balls and cleared plastic from
Mangalakudi Falls. Thaneer mem-
bers said they would organise
more such trips for students of
other colleges to sensitise them
to environmental
conservation.



Students of MAM B School and MAM College of Engineering and Technology of Pachmalai forest in Tiruchirappalli

INDIAN EXPRESS | 02 March 2022 | <https://www.indianexpress.com/2022/03/02/ngo-lays-down-the-path-to-forest-conservation/>

NGO

SOURCE:  THE NEW INDIAN EXPRESS

(Dated: 02.03.2022)





MBA students pay visit to Patchamalai

Times News Network

Trichy: Visiting Patchamalai was a refreshing experience for 40 MBA students from colleges in Trichy. Among them, many were visiting Patchamalai for the first time.

Students from MAM Business School and MAM College of Engineering and Technology, Trichy were on a field visit to Patchamalai on Saturday. Accompanied by members of Thanneer, a city-based voluntary organisation, they

learned livelihood opportunities of people in the hill station.

While greenery is maintained through the year, Patchamalai forest, which is about 90 km from Trichy city, attracts large butterfly population making it an ideal place for trekking expedition.

Being the only place in Trichy district having scope for trekking, Patchamalai has been hosting nature enthusiasts. Top Sengathupatti in Patchamalai is developed as an eco-tourism destina-

tion where people from the local tribal community, tree top houses and a couple of dormitories to host nature enthusiasts.

Finding drinking water in the hill station much tastier than what is available in Trichy city, S Najma, a member from MAM B School who accompanied the students, said that it was a refreshing experience away from city life.

"We found agriculture being the primary occupation of people living in the hillock

where Tapioca is widely cultivated. However, it was unusual for us to find some people also cultivating paddy," said Praveen S, a first year student of MAM B School.

Secretary, Thanneer, K C Neelamegam said that students were made to throw about 150 seed balls around Mangalam waterfalls. "They also joined us in collecting plastic waste left behind by tourists. They were sensitized on not littering forests by explaining its ill effects," said Neelamegam.

Students go on nature trek, disperse seed balls

Tourists, especially youth from Tiruchi, are polluting Patchamalai

PATHEERNE ANTONY
Trichy

A city-based NGO organised a nature walk and awareness drive for college students to Patchamalai, to encourage the importance of environmental conservation. The students also hung seed balls while on the tour.

Speaking to *The Hindu*, K. Neelamegam, Secretary, Thanneer, said that the idea to take college students on these tours began a few years ago. "We organise our reach programmes in colleges in the city. As part of it, we decided to show them that within Tiruchi itself, there is a forest area and there are beautiful waterbodies which need to be conserved," he said.

As part of this initiative, about 40 students from M.A.M College of Engineering travelled to Patchamalai Hills, about 80 kms from Tiruchi city. The students un-



Students of a city college take part in a nature walk with Thanneer, an NGO, in Tiruchi on Saturday.

dertook a 4-km long trek through the hills guided by volunteers of Thanneer on Friday.

"This has been an important part of our Thanneer environmental clubs in colleges. We want the students to see our rich and varied habitat and urge them to protect it. Just teaching them in schools and colleges is not enough. They need to see what could possibly be lost through human activi-

ty," Mr. Neelamegam said. "The students picked up plastic waste as they went on the trek. We appeal to the public to not pollute the natural habitat," he said.

The students studied the habitat, the plants and trees and the fruits they bear and the sources of water in the hills. They also hung seed balls around the Mangalam waterfalls. Tourists, especially youth from Tiruchi are polluting the area, they said.




M.A.M.B-SCHOOL IN ASSOCIATION WITH THANNEER CLUB organised

SAVE CAUVERY RIVER : காவேரியை காப்போம் : மஞ்சப்பை மனித சங்கிலி நிகழ்ச்சி
(Yellow Cloth Bag)


DATE: 23.12.2021

TIME: 8:00 AM- 10:00 AM




MASTeR
GROUP OF INSTITUTIONS

M.A.M.B-SCHOOL
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Siruganur, Trichy www.mambs.com



MAMCET
M.A.M. COLLEGE OF
ENGINEERING
& TECHNOLOGY



MAMBS
M.A.M. BUSINESS
SCHOOL

We Cordially Invite You All For the
SAVE CAUVERY RIVER
23rd December, 2021 | 8.00 am to 10.00 am
In the presence of
Mr. S. DHARMARAJ
Airport Director
Airports Authority of India
Tiruchirappalli International Airport

Mr. K. C. Neelamegam **Prof. K. Sathish Kumar**
President Asst. Professor & Secretary
Thanneer Club Thanneer & Students Club.

Mrs. Fathima Bathool
Secretary & CEO -Master GI.

Dr. X. Susan Christina **Dr. M. Hemalatha**
Principal - MAMCET Director - MAMBS

Venue : Cauvery Bridge (Connects Between Chathiram to Srirangam)



PHOTOS



PROGRAMME REPORT



M.A.M. B-SCHOOL

Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai

SAVE CAUVERY RIVER

M.A.M Business School, a standalone Business School in Trichy in association with Thanneer Club, Thanneer & Students Club Trichy jointly organized a programme: "Save Cauvery River" at 8:00 am on 23rd December, 2021 at Cauvery Bridge (Connects Between Chathiram to Srirangam). Mr. S.Dharanraj, Airport Director, Airports Authority of India, Trichirappalli International Report was the guest speaker for the programme. He informed that every student and society need to understand the role played by them corresponding to save the Cauvery river and to follow eco-friendly practices in all ways and means. He also stated that river which provides fresh water, one cannot live without water and it is basic necessity for everyone to protect the river from environmental detriments. The chief guest also addressed that the rivers are a lifeline and backbone to humans as they benefit them in various ways. Rivers are not only the main source of water for human consumption but they also sustain agriculture and benefit us in other ways. He also conveyed that if the water in rivers gets polluted, there are several harmful implications to humans; hence always strive to keep our rivers clean and free from pollution.

As part of the programme, the students made an human chain with "Manjappa" and distributed yellow cloth bags in Cauvery Bridge (Connects Between Chathiram to Srirangam) to public corresponding to create awareness by conveying the needs and importance of safeguarding environment especially to save Cauvery river. They also stated that keeping the river water in a clean condition is quintessential in order to make the environment healthy. The students are also highlighted the necessity of properly manage the river's freshwater that paves the way of sustained earth's surface. The students also pinpointed the ways and means of safeguarding the Cauvery river in the form of non usage of plastic bags, don't throw solid waste into water streams as it clogs the water flow that results in pollution, avoidance of releasing construction waste into the river etc with the public. The programme definitely served the purpose pertaining to not to pollute the water and thereby to save the river Cauvery by and large. Dr.M.Hemalatha, Director, M.A.M Business School welcomed the gathering and highlighted that all need to take proper steps to save the rivers and avoid using plastic bags which are essential to maintain a healthy environment of the planet, and thereby save the country in all ways and means. Mr.K.C.Neelamegam, President, Thanneer Club and Prof. K.Sathish Kumar, Secretary, Thanneer & Students Club also spoke about the importance of using eco friendly practices especially "Manjappa" which saves the society and also the environment. More than 800 students from M.A.M Business School under the aegis of MASTeR Group of Institutions inquisitively participated the programme with the rationale of creating awareness to every citizen pertinent to save river Cauvery.

Dr. M. Hemalatha, (Ph.D., Ph.D. (D.T.))

Professor & Director

M.A.M. B-SCHOOL, Trichy-Chennai Trunk Road, Srirangam, Trichirappalli - 621 105.

Tel: 0431-2910222, Mob: 82207 27888, Web: www.mambs.com, e-Mail: director@mambs.com

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Feedback by students

The programme was much more relevant to unleash the ecofriendly principles and applications. We made an human chain with 'Manjappai' and distributed yellow cloth bags in Cauvery Bridge (Connects Between Chathiram to Srirangam) to public corresponding to create awareness by conveying the needs and importance of safeguarding environment especially to save Cauvery river. We also stated that keeping the river water in a clean condition is quintessential in order to make the environment healthy. We highlighted the necessity of properly manage the river's freshwater that paves the way of sustained earth's surface. We pinpointed the ways and means of safeguarding the Cauvery river in the form of non usage of plastic bags, don't throw solid waste into water streams as it clogs the water flow that results in pollution, avoidance of releasing construction waste into the river etc with the public.

We sincerely convey our gratitude to the institution for arranging this valuable programme by invited an most distinguished resource person for this programme.

Faculty members

The students are attended this programme with full of interest and realized themselves on the need and preservation of environment from degradation especially save the river Cauvery through this programme.

I would like to convey my thanks to Dr. M. HEMALATHA Director, M.A.M.B- School for given her valuable permission and acceptance to proceed this programme.

I also felt immense glad and happy by being as a coordinator for this most valuable programme by invited distinguished resource person for the day.

All the faculty members were actively did their level best together in an cooperative manner to complete this programme in a successful manner.




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

PRESS RELEASE IN NEWSPAPERS



M.A.M. B-School and M.A.M. College of Engineering and Technology: 'Save River Cauvery' program, talk by S. Dharmaraj, Airport Director, Tiruchi International Airport, 8 a.m.

SOURCE: THE HINDU: TIRUCHI TODAY

(Dated: 23.12.2021)





THE HINDU

Human chain promotes *manjappai* to save Cauvery

'We would like to support the government campaign'

SPECIAL CORRESPONDENT
TIRUCHI

A human chain formed by 800 college students on the Cauvery Bridge (connecting Chathiram area to Srirangam) in the early hours of Thursday highlighted the importance of using cotton cloth bag and saving the river from pollution.

Organised by M.A.M. Business School in association with Thanneer, a voluntary organisation, and Thanneer Students Club, the 'Save Cauvery River' initiative saw college students, both men and women, hold up '*manjappai*' (yellow cloth bag), and distribute them to the public.

The human chain was formed across the bridge from 8 a.m. to 10 a.m.

Speaking to the *Hindu*, S. Dharmaraj, Airport Director, Airports Authority of India, Tiruchi International Airport and chief guest at the event, said: "We are celebrating the *Nadi Utsav* [Festival of Rivers] by focusing on the Cauvery and environmental awareness. Joining forces with educational institutions has helped us to pro-



S. Dharmaraj, Airport Director, Tiruchi International Airport, holds a yellow cloth bag at an awareness programme near Cauvery Bridge in Tiruchi on Thursday. *M. SRINATH

mote the message of clean living."

"We would like to support the Tamil Nadu government's campaign to bring back the use of *manjappai* by raising awareness among the youth," said K. Sathish Kumar, assistant professor Kalai Kaviri College of Fine Arts and secretary of Thanneer and Students Club.

"We chose to form the human chain at the Cauvery Bridge because even though the great river is a symbol of Tamil identity, it has sadly become polluted with plastic waste and industrial effluents," he added.

The students said they

were eager to adopt eco-friendly ways of living.

"There is no life without water, and keeping this great river clean is important for future generations," said Manimaran.

MBA student Nagajyothis said, "After learning about cloth bags, my friends and I have been inspired to give up plastic alternatives because they are non-biodegradable. We hope to spread the message among our friends and family."

M. Hemalatha, director, M.A.M. Business School, and K.C. Neelamegam, president, Thanneer, spoke at the event.

SOURCE: THE HINDU

(Dated : 23.12.2021)

<https://www.thehindu.com/news/cities/Tiruchirapalli/human-chain-promotes-manjappai-to-save-cauvery/article38020276.ece>



PRESS RELEASE IN NEWSPAPERS



THE NEW INDIAN EXPRESS



A campaign being held on the Cauvery bridge in Tiruchy on Thursday | EXPRESS

800 students take pledge to save Cauvery

EXPRESS NEWS SERVICE
@ Tiruchy

COINCIDING with Chief Minister MK Stalin's Manjal Pai campaign, over 800 students formed a human chain holding cloth bags in their hands on the Cauvery bridge early on Thursday, pledging to use the bags instead of plastics and protect the Cauvery.

The students took part in the event with Tiruchy International Airport Director S Dharmaraj, MAM-B School Director M Hemalatha, Thanneer Club president KC Neelamegam and secretary K Sathish Kumar, who had jointly organised it as part of the club's ongoing Save Cauvery initiative.

Dharmaraj urged students to understand their role in conservation of the Cauvery and

follow eco-friendly practices. He explained how pollutants manage to enter the river, posing great threat. He also reminded the students how the whole delta area and Tiruchy region are highly agricultural, and how the river is making this possible.

M Hemalatha said how being eco-friendly is important on a global context. She also added that those living in the heartland of the Cauvery have to be even more careful in controlling pollution and take steps to save the river. They should avoid using plastic bags and maintain a healthy environment.

The students interacted with motorists, urging them to use cloth bags instead of plastics and distributed the bags they had brought.

SOURCE :  THE NEW
INDIAN
EXPRESS

(Dated: 23.12.2021)



தினமணி

சுற்றுச்சூழலைக் காக்கக் கோரி மனிதச்சங்கிலி



மனிதச் சங்கிலியில் பங்கேற்ற மாணவ, மாணவிகள், தன்னார் அமைப்பினர்.

திருச்சி, டிச 23 : திருச்சியில் தன்னார் அமைப்பு, தன்னார் சுற்றுச்சூழல் மாணவர் மன்றம், திருச்சி விமான நிலையம், எம்எஸ்சி மேலாண்மைக் கல்லூரி இணைத்து காவிரியைக் காப்போம், ஆண்பின்பை எடுப்போம் என்றும் தலைப்பிலான மனிதச் சங்கிலி விழா நடைபெற்றது.

திருச்சி காவிரிப் பாலத்தில் நடைபெற்ற நிகழ்வைத் தொடங்கிவைத்து திருச்சி விமான நிலைய இயக்குநர் எஸ். தர்மபாது பேசினார்.

நிகழ்வில் ஒரு பகுதியாக சுற்றுச்சூழலை

காப்பதன் அவசியத்தை வலியுறுத்தும் விதமாக பொதுமக்களுக்கு, மாஞ்சன் ஆண்பின்பைகளை மாணவர்கள் வழங்கினர்.

தன்னார் அமைப்பின் செயல் தலைவர் கே.சி. நீலபெகம், செயல் பேராசிரியர் கி. சதீஷ்தாமர், எம்எஸ்சி மேலாண்மைக் கல்லூரி செயல் பகுதியா பதாஹ். இயக்குநர் எம். ஜே.மலதா, முதல்வர் குகன் கிறிஸ்தியா, விமான நிலைய அதிகாரிகள், ஸ்டாபர்கள், தன்னார் சுற்றுச்சூழல் மாணவர் மன்றம், கல்லூரி மாணவ, மாணவிகள் உட்பட சுமார் 800 பங்கேற்றனர்.

SOURCE:

தினமணி

(Dated: 23.12.2021)



PRESS RELEASE IN NEWSPAPERS

<http://www.maalaimalar.com>

Regd. No. TRY/061/2021-2023 RNI.No.42628/85

மாலை மலர்

இந்தியாவின் No.1 மாலை நாளிதழ்
MAALAI MALAR

திருச்சி 24-12-2021 (வெள்ளிக்கிழமை) 10 பக்கம் 600காக ★★★ மலர் 45 திசு 10



தண்ணீர் அமைப்பு கற்றுச்சூழல் மாணவர் மன்றம் சார்பாக பிளாஸ்டிக் ஒழிப்பு துணிப்பைகளை பயன்படுத்தும் விழிப்புணர்வு திருச்சி சத்திரம் காவேரி பாலத்தில் ஏற்படுத்தப்பட்டது. இதில் விமான நிலைய இயக்குநர் தர்மராஜ், செயல் தலைவர் கே.சி.நீலமேகம், சதீஷ்குமார் ஆகியோர் உள்ளனர்.

தருப்பு நடவடி
1-ம் பக்க தொடர்ச்சி

வர்களுக்கு வேகமாக பரவி விட்டது.

33 பேருக்கு நெதிரியாவில் இருந்து தமிழ்நாட்டுக்கு வந்த ஒருவருக்கு முதலில் ஒமைக்ரான் தொற்று இருப்பது கண்டறியப்பட்டதால் அவருடன் தொடர்பில் இருந்தவர்களுக்கும் ஒமைக்ரான் பரிசோதனை மேற்கொள்ளப்பட்டது.

இதில் நேற்று மேலும் 33 பேருக்கு ஒமைக்ரான் தொற்று கண்டறியப்பட்டது.

SOURCE: மாலை மலர்

(Dated: 24.12.2021)



தினகரன்

“மஞ்சப்பை” மனித சங்கிலி



► 75வது சுதந்திர தினத்தையொட்டி திருச்சி காவிரி பாலத்தில் நேற்று “நதி உத்சவ்” திட்டத்தில் பிளாஸ்டிக்கை தவிர்த்து, காவிரியை காப்போம் என்ற விழிப்புணர்வு மனித சங்கிலி நடைபெற்றது. இதில் கலந்துகொண்ட கல்லூரி மாணவ, மாணவிகள் மஞ்சள் பைகளை ஏந்தியபடி, பிளாஸ்டிக்கை தவிர்ப்போம், சுற்றுச்சூழல், காவிரியை காப்போம் என்று உறுதிமொழி எடுத்துக்கொண்டனர்.

SOURCE: தினகரன்

(Dated: 23.12.2021)



தீனத் துந்தி

DAILY THANTHI

வெல்க தமிழ்



துணிப்பையின் பயன்பாடு குறித்து விழிப்புணர்வு

மலைக்கோட்டை, டி.ச.24- திருச்சி காவிரி பாலத்தில் தண்ணீர் அமைப்பு, சுற்றுச்சூழல் மாணவர் மன்றம், திருச்சி விமான நிலையம், தனியார் மேலாண்மைக் கல்லூரி ஆகியவை இணைந்து காவிரியைக் காப்போம், துணிப்பை எடுப்போம் என்ற மனித சங்கிலி விழிப்புணர்வு நிகழ்ச்சியை நடத்தின. இதில் திருச்சி விமான நிலைய இயக்குனர் எஸ்.தர் மராஜ் கலந்துகொண்டு நிகழ்ச்சியை தொடங்கி வைத்தார். தண்ணீர் அமைப்பின் செயல் தலைவர் கே.சி.நீலமேகம், தனியார் மேலாண்மைக் கல்லூரி செயலாளர் பாத்திமா பஹுல், திருச்சி விமான

நிலைய அதிகாரிகள், ஊழியர்கள், தண்ணீர் சுற்றுச்சூழல் மாணவர் மன்றம், தனியார் மேலாண்மைக் கல்லூரி மாணவ, மாணவிகள் ஏராளமானோர் பங்கேற்று காவிரி பாலம் முழுவதும் மஞ்சப்பை உடன் கைகொடுத்து நின்று, நெகிழிப் பைகளைத் தவிர்ப்போம், காவிரியைக் காப்போம், நீர் நிலைகளை மீட்போம் என உறுதி மொழி எடுத்துக்கொண்டனர்.

SOURCE:

தீனத் துந்தி

(Dated: 24.12.2021)



PRESS RELEASE IN VISUAL MEDIA







DRAWING & PAINTING COMPETITION

INVITATION



AIRPORTS AUTHORITY OF INDIA
TIRUCHIRAPPALLI



GROUP OF
INSTITUTIONS



MAMBS
M.A.M. BUSINESS
SCHOOL



In Association with



M.A.M.B-SCHOOL & THANNEER CLUB
Conducts

Drawing & Painting Competition

To Celebrate NADI UTSAV

THEMES

- நதியை காப்போம்
- நதிகள் ஆக்கிரமிப்பு
- நவீன நதிக்கரை நாகரிகம்
- நதியின்றி அமையாது பண்பாடு
- நெகிழியைத் தவிர்ப்போம்
- நதியைக் காப்போம்

**Attractive Prizes, Awards &
Certificate for Participation**

Last Date for Submission January 7th 2022

Mode : Online

Eligibility: UG & Diploma Students

Registration link: <https://forms.gle/YtbzWpAGQpdm98Sd9>

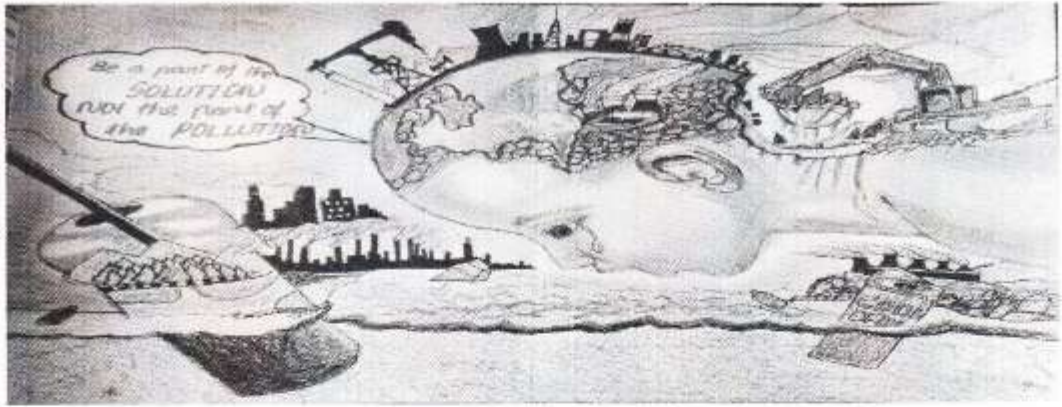
Contact : 94864 48692, 9443133385



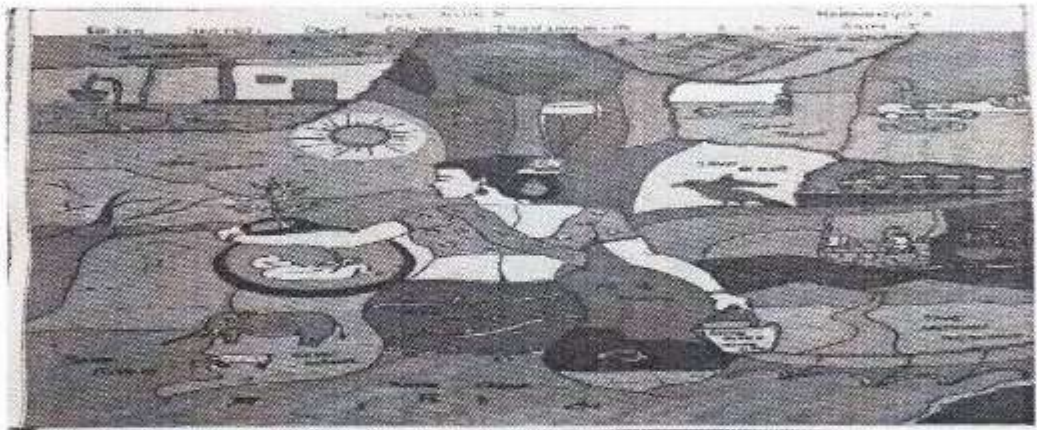
PHOTOS



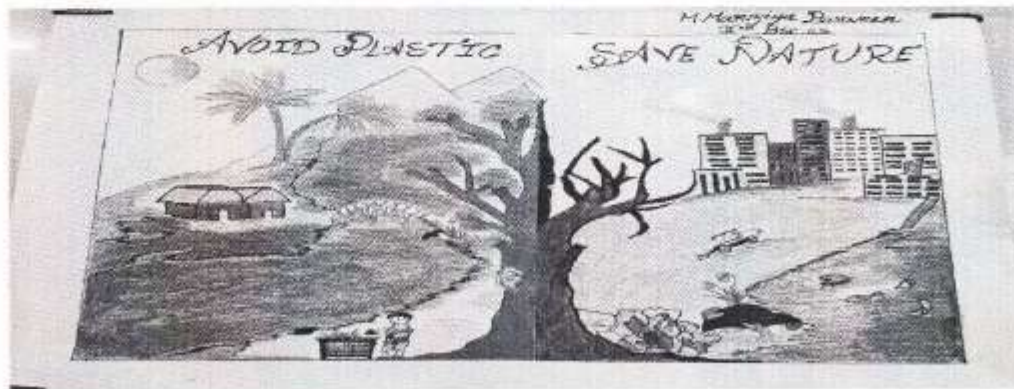
DRAWING BAGGED I PRIZE



DRAWING BAGGED II PRIZE



DRAWING BAGGED III PRIZE



WINNERS CERTIFICATES

**AIRPORTS AUTHORITY OF INDIA
TIRUCHIRAPPALLI**

In Association With

M.A.M.B-SCHOOL & THANNEER CLUB

CERTIFICATE OF APPRECIATION

This is to certify that Mr / Ms. T. HARIKRISHNAJ has Won
1st Prize in Drawing & Painting Competition held on 7th January 2022
Conducted by Airports Authority of India Tiruchirappalli.

K. C. Neelamegam
Mr. K. C. Neelamegam
PRESIDENT - THANNEER CLUB

Dr. M. Hemalatha
Dr. M. Hemalatha
DIRECTOR - MAMBS

Mr. Dharmaraj
Mr. Dharmaraj
AIRPORT DIRECTOR
AIRPORTS AUTHORITY OF INDIA
TIRUCHIRAPPALLI INTERNATIONAL AIRPORT

**AIRPORTS AUTHORITY OF INDIA
TIRUCHIRAPPALLI**

In Association With

M.A.M.B-SCHOOL & THANNEER CLUB

CERTIFICATE OF APPRECIATION

This is to certify that Mr / Ms. A. HARSHANJ has Won
2nd Prize in Drawing & Painting Competition held on 7th January 2022
Conducted by Airports Authority of India Tiruchirappalli.

K. C. Neelamegam
Mr. K. C. Neelamegam
PRESIDENT - THANNEER CLUB

Dr. M. Hemalatha
Dr. M. Hemalatha
DIRECTOR - MAMBS

Mr. Dharmaraj
Mr. Dharmaraj
AIRPORT DIRECTOR
AIRPORTS AUTHORITY OF INDIA
TIRUCHIRAPPALLI INTERNATIONAL AIRPORT

**AIRPORTS AUTHORITY OF INDIA
TIRUCHIRAPPALLI**

In Association With

M.A.M.B-SCHOOL & THANNEER CLUB

CERTIFICATE OF APPRECIATION

This is to certify that Mr / Ms. PT. ANANTHARAJU has Won
3rd Prize in Drawing & Painting Competition held on 7th January 2022
Conducted by Airports Authority of India Tiruchirappalli.

K. C. Neelamegam
Mr. K. C. Neelamegam
PRESIDENT - THANNEER CLUB

Dr. M. Hemalatha
Dr. M. Hemalatha
DIRECTOR - MAMBS

Mr. Dharmaraj
Mr. Dharmaraj
AIRPORT DIRECTOR
AIRPORTS AUTHORITY OF INDIA
TIRUCHIRAPPALLI INTERNATIONAL AIRPORT



PROGRAMME REPORT



M.A.M. B-SCHOOL

Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai

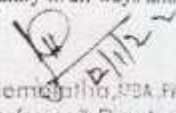
Drawing & Painting Competition

(To Celebrate Nadi Utsav)

Airport Authority of India, Tiruchirappalli in association with M.A.M. Business School, a standalone Business School in Trichy and Thiancer Club, jointly conducted a programme: "Drawing & Painting Competition" (Ministry of Jal Shakti, Ministry of Culture, National Mission for Clean Ganga and Azadi Ka Amrit Mahotsav associated to Celebrate "Nadi Utsav" and 75th Independence Day) on 07th January, 2022 through online platform. As part of the competition, the students made an visual representation of their ideas corresponding to create awareness by conveying the needs and importance of safeguarding environment. They also portrayed that keeping the river water in a clean condition is quintessential in order to make the environment healthy. The students are also made an painting by emphasizing the waters are the elixir to human's life, focus on eco-friendly practices, rivers are the lifeline to human's, importance of keeping rivers clean and free from pollution etc.

The students also painted their innovative themes and thought provoking inputs by stating the various information of safeguarding the environment in the form of non usage of plastic bags, don't throw solid waste into water streams as it clogs the water flow that results in pollution, Tree plantation, Drip irrigation, water recycling, avoidance of releasing construction waste into the river etc. The drawing and painting competition programme definitely served the purpose pertaining to not to pollute the water and thereby to save the river, eco-friendly environment practices by and large 265 students from Under Graduation and Diploma streams from various institutions (both at intra and inter institutional level) inquisitively participated in the competition with the rationale of creating awareness to every citizen pertinent to save the environment.

All the themes painted by the students were judged by team of experts and finally Harikrishnan.T, I-Agricultural Engineering, M.A.M. College of Engineering, Trichy, Habimanyu.A., II-B.Com, Rajah Serfoji Government College, Tanjore, and Marziya barveen.M., II-B.Sc (Computer Science), Jamal Mohamed College (Autonomous), Trichy announced as winners of the competition and received first, second and third prize respectively. Dr.M.Hemalatha, Director, M.A.M. Business School appreciated the winners and participants and also highlighted that all need to take proper steps to save the rivers and avoid using plastic bags which are essential to maintain a healthy environment of the planet, and thereby save the country in all ways and means.


Dr. M. Hemalatha, BBA, Ph.D., NITTI
Professor & Director
M.A.M. B School



Siruganur, Tiruchirappalli - 621 105, Siruganur, Tiruchirappalli - 621 105.
Tel: 0431-2500222 - Mob: 8220627888 Web: www.mambs.com e-Mail: director@mambs.com

Scanned with CamScanner



Feedback by Students

The programme was more informative and practical way of realized the importance of preserving the environment by representing in a visual form . We portrayed that keeping the river water in a clean condition is quintessential in order to make the environment healthy. We also made an painting by emphasizing the waters are the elixir to human's life, focus on eco-friendly practices, rivers are the lifeline to human's, importance of keeping rivers clean and free from pollution etc.

We painted their innovative themes and thought provoking inputs by stating the various information of safeguarding the environment in the form of non usage of plastic bags, don't throw solid waste into water streams as it clogs the water flow that results in pollution, Tree plantation, Drip irrigation, water recycling, avoidance of releasing construction waste into the river etc. The drawing and painting competition programme definitely served the purpose pertaining to not to pollute the water and thereby to save the river, eco-friendly environment practices by and large.

Feedback by Faculty Members

All the students are eagerly attended and involved actively by visually represented their themes regarding the preservation of nature and protection of environment from degradation etc.

I sincerely convey my thanks to Dr.M.Hemaltha, Director, M.A.M.B-School for given the acceptance to proceed this programme.

All faculty members were supported their level best in order to complete this programme a grand success.




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

தீன மலர்

நிருவனர் டி.வி. இராமகிருஷ்ணபாயர்

ஆன்லைனில் ஓவியப்போட்டி பங்கேற்றால் பரிசு

திருச்சி, ஜன. 7-

திருச்சி தண்ணீர் அமைப்பு, எம்ஏஎம் மேலாண்மைக்கல்லூரி சுற்றுச் சூழல் மன்றம், திருச்சி பன்னாட்டு விமான நிலையம் சார்பில், 75 வது சுதந்திர தின விழாவை முன்னிட்டு மத்திய அரசு அறிவிப்பின்படி 'நதி உத்சவ்' நிகழ்வுக்கான ஓவியப்போட்டி ஆன்லைன் மூலம் நடைபெற உள்ளது.

இளங்கலை மற்றும் டிப்ளமோ பயிலும் மாணவ, மாணவிகள், நதியைக் காப்போம், நதிகள் ஆக்கிரமிப்பு, நவீன நதிக்கரை நாகரிகம், நதியின்றி அமையாது பண்பாடு, நெகிழியைத் தவிர்ப்போம், நதியைக் காப்போம் என்ற தலைப்புகளில் ஓவியங்கள் வரைந்து 7ம் தேதிக்குள் (இன்று) அனுப்ப வேண்டும். <https://forms.gle/YtbzWpAGQpdm98Sd9> என்ற இணைப்பில் பதிவு செய்து கொண்டு, ஓவியம் வரைந்து இந்த இணைப்பின் மூலமே சமர்ப்பிக்கலாம். போட்டிகளில் வெற்றி பெறுபவர்களுக்கு பரிசுகள், விருதுகள் மற்றும் சான்றிதழ்கள் வழங்கப்படும்.

கூடுதல் விவரங்களுக்கு 9486448692, 9443133385 என்ற எண்களை தொடர்பு கொள்ளலாம்.

SOURCE:

தீன மலர்

(Dated: 07.01.2022)



**M.A.M.B-SCHOOL IN ASSOCIATION WITH THANNEER CLUB ORGANIZED TREE
PLANTATION PROGRAMME**

Date: 08.02.2022

Time: 11:00 am

PHOTOS



PROGRAMME REPORT

M.A.M.B-School in association with Thanneer Club organized Tree Plantation programme at the campus on 08.02.2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highly appreciated the students to take commendable initiatives in the form of organizing social responsibility activities that are essential to safeguard the environment from degradation. Dr.M.Kanimozhi, Thanneer Club Coordinator informed the do's and don'ts of safeguarding the environmental sustenance. Mr.A.Anburaj, Assistant Professor, M.A.M.B-School also took part in the programme and applauded the students for their contribution towards environmental protection. The students planted sapling and get to know their societal responsibilities in the form of voluntarily come forward by carry out this sort of activities. Dr.M.Kanimozhi, Thanneer Club Coordinator proposed vote of thanks.



Feedback by Students

The programme was really useful to understand the importance of tree plantation thereby to save the environment from degradation and pollution. We voluntarily planted saplings and realized the need for protecting the environment that are considered predominant in today's environment.

Feedback by Faculty Members

The students were actively and voluntarily come forward pertinent to safeguard the environment in the form of tree plantation initiatives. I convey my sincere thanks to Dr.M.Hemalatha, Director, M.A.M.B-School for proceeding this programme and all the faculty members supported corresponding to successfully complete this programme.




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

PATTIMANDRAM

பட்டிமன்றம்

"இன்றைய சுற்றுச்சூழல் சீர்கேட்டிற்கு பெரிதும் காரணம் படித்தவர்களே; பாமரமக்களே"

INVITATION



M.A.M B School
Approved by AICTE and affiliated to Anna University
Srirangam, Tiruchirappalli
www.mambhs.com

**தண்ணீர் அமைப்பு
பட்டிமன்றம்**

நாள்: 28-05-2022 நேரம்: 9.30 - 11.00

இன்றைய சுற்றுச்சூழல் சீர்கேட்டிற்கு
பெரிதும் காரணம்
படித்த மக்களே ? பாமர மக்களே?

<p>பேரா.கி.சதீஷ் குமார்</p> <p>நடுவர் உதவிப் பேராசிரியர், நவீனத் துறை கலைக் கல்வி நுழைகலைக் கல்வியறி செயலாளர், தண்ணீர் அமைப்பு</p>	<p>கே.சி. நீலமேகம்</p> <p>செயல் தலைவர் தண்ணீர் அமைப்பு</p>
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குழு

<p>எம். ஜஸ்வர்பா எம். மஞ்சு பாலினி எம். சத்தியலீலன்</p>	<p>நா. சூரியபிரகாஷ் கே.மீனாட்சி எம். முரளி</p>
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<p>முனைவர்.மா. ஹேமலதா இயக்குனர்</p>	<p>திருமதி. ஷோத்திமா பத்தால் மாஜாசு தலைமை நிர்வாக அதிகாரி</p>
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PHOTOS



"படித்தவர்களே"

எம்.சத்னியசீலன்
எம்.ஐஸ்வர்யா
எம்.மஞ்சுபாஷினி

"பாமரமக்களே"

நா. சூர்ய பிரகாஷ்,
கே.மீனாட்சி,
எம்.முரளி





பட்டிமன்ற நடுவர்
பேரா.கி.சதீஷ் குமார்,
உதவிப் பேராசிரியர்,
தமிழ்த் துறை, கலைக் காவிரி



GEOTAGGED PHOTOS



PROGRAMME REPORT



M.A.M. B-SCHOOL


Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai.



"PATTIMANDRAM": WHO IS THE REASON BEHIND TODAY'S ENVIRONMENTAL DEGRADATION: EDUCATED PEOPLE? OR ILLITERATE?

M.A.M. B-School, a standalone Business School Trichy in association with Thanneer Club organized "Pattimandram" entitled: Who is the reason behind today's environmental degradation: Educated people? Or Illiterate? on 28th May, 2022. Mr.K.C.Neelamegam, Executive President, Thanneer Club given the felicitation address for the programme and Prof.K. Satish Kumar, Assistant Professor, Department of Tamil, Kalai Kaviri College of Fine Arts, Trichy was the judge for the programme. The students M.Sathyaseelan, M.Ishwarya and M.Manjabashini were under head educated and they started their debate as the educated people knows very well of using plastics will affect the environment and that leads to harm ozone layer but still they don't bother about it and carrying that wherever they go. They also pinpointed that now-a-days people cutting off the trees for building big malls and apartments thereby affecting the nature and that leads to lack of pure air and as result this can damage the atmosphere and lead to global warming and eventually climate change. They stressed that the use of own vehicles should be minimized as much as possible. Hence, the students argued that the educated one are the cause for today's environmental degradation.

The team (M.Murali, N.Suryaprakash and K.Meenukshi) under the head "Uneducated People" shared that uneducated people in society are the major reasons for degrading the environment. This includes not aware on safeguarding the environment due to lack of environmental education, non follow up of proper rules and regulations that results in detrimental effects to society as a whole. The team also pinpointed that many communicable diseases are also by uneducated people due to non compliance of precautionary measures and actions especially that had during COVID pandemic periods. After carefully observed all the inputs from both respective teams, the judge announced that the educators are the main people who degrading the environment and because of them only the environment is getting polluted. The judge also highlighted that it is the responsibility of every citizen of a nation to safeguard the environment thereby the sustainability of earth can be ensured as a whole. Dr.M.Hemalatha, Director, M.A.M.B-School highly applauded the commendable insights that are shared by respective team members and informed that it is the onus of every individual to protect the environment thereby to live the eco-friendly life by and large.Mr.S.Prasanna, Thanneer Club coordinator made the requisite arrangements for the programme.


Dr. M. Hemalatha, M.A.M. B-SCHOOL
Professor & Director

M.A.M. B-SCHOOL
Srirangapatna Trichy-Chennai Trunk Road, Srirangapatna, Trichy-Chennai Trunk Road - 621 105
Mob: 80080 77077, 82207 27888 Web: www.mambs.com E-Mail: director@mambs.com



Scanned with Oken Scanner



Feedback by students

The programme was much more relevant to understand the principles and applications regarding the responsibility of everyone to safeguard the environment without pollution. The team members in the Pattimandram were excellently conveyed their valuable points from their aspects regarding protection of environment as responsibility of everyone.

We sincerely convey our gratitude to the institution for arranging this valuable session and by invited an most eminent resource person as Judge for this programme.

Faculty members

The students are participated this programme with full of enthusiasm and realized themselves on the need and preservation of environment by sharing their valuable insights in all ways and means through this programme.

I would like to convey my thanks to Dr. M. HEMALATHA Director, M.A.M.B- School for given her valuable permission and acceptance to proceed this programme.

I also felt immense glad and happy by being as a coordinator for this most valuable programme by invited distinguished resource person for the day.

All the faculty members were actively did their level best together in an cooperative manner to complete this "Pattimandram" programme a grand success.



PRESS RELEASE

THE HINDU : TIRUCHI TODAY :
GENERAL: [DT: 28.05.2022: PAGE NO: 5]

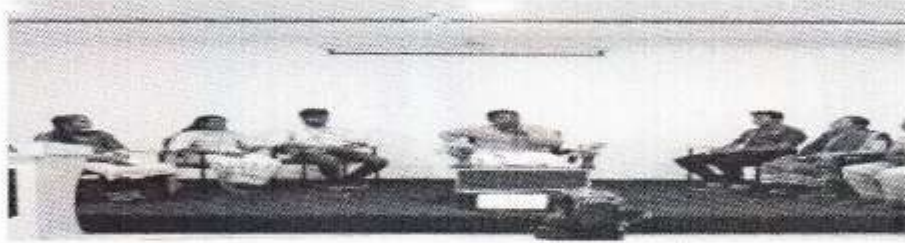
TRICHY MAIL

[DT: 28.05.2022]

M.A.M.B-School and Thaneer
Club: Pattimandram on environ-
mental degradation, 10 a.m.



TRICHY EXPRESS



திருச்சி தண்ணீர் அமைப்பு
சார்பில் எம்.ஏ.எம் மேலாண்மை ச
எம்.ஏ.எம் மேலாண்மை கல்லூரியில் த
trichyexpress.com

திருச்சி தண்ணீர் அமைப்பு
சார்பில் எம்.ஏ.எம் மேலாண்மை
கல்லூரியில் பட்டிமன்றம்
நடைபெற்றது .

<https://trichyexpress.com/2022/05/the-menu-was-held-at-mam-college-of-management-on-behalf-of-trichy-water-organization/>

7:10



HYGIENE ALONE TRIUMPHS

DATE: 06.09.2022

Time: 10:00 am

INVITATION



PHOTOS



PHOTOS



PROGRAMME REPORT

HYGIENE ALONE TRIUMPHS (தூய்மையே வெல்லும்)

M.A.M. B-School Student Association Club and Student Thanneer Club jointly organized guest lecture: "Hygiene Alone Triumphs - தூய்மையே வெல்லும்" on 6th September 2022. Padma Shri. S.Damodaran, Founder & CEO of Gramalaya, Tiruchirappalli was the resource person for the programme. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and briefed the hygienic practices and its quintessentialities to the students. She also highlighted the resource person as "Social Worker who has dedicated his life to sanitation promotion in villages and slums in South India". Thiru.K.C.Neelamegam, President and Prof. K.Sathis Kumar, Secretary, Thanneer Organization, Trichy given the felicitation address and shared the various remarkable achievements and societal services undertaken by the resource person of the day. Padma Shri S.Damodaran initiated his session by giving the introduction about Gramalaya and he has been working in villages and urban slums across South India for the last 35 years, to end open defecation by building toilets and promoting sanitation etc. He also spoke about Menstrual Hygiene Management (MHM) such as importance of female hygiene, effective menstrual hygiene practices, affordable and appropriate menstrual hygiene materials etc to the students.

Padma Shri S.Damodaran also stated the major aim of Gramalaya is to eradicate open defecation by providing eco-friendly toilets and it is an important resource centre of the Ministry of Jalshakti, Govt of India. He opined that the toilet is more than just a four-walled structure; it is a way to a healthy life and it is absolutely necessary to work on changing behaviours and developing habits through a number of IEC (Information, Education and Communication) activities. Finally, he advised all the students need to actively come forward pertinent to undertake various initiatives as part of ensuring access to Water, Sanitation and Hygiene (WASH) in villages and urban slum areas. Mr.S.Prasanna, Thanneer Club Coordinator, M.A.M.B-School made the requisite arrangements for the programme.




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

GUEST PROFILE

S. DAMORDARAN

MBA - Project Management Founder and CEO – Gramalaya

Studied in Bishop Heber College, Durham University, UK and Harvard University, USA

Website - <http://www.gramalaya.org/>

Email - saidamodaran63@gmail.com

Location - born and brought up in Woraiyur- the capital of Cholas, Tiruchirappalli, Tamilnadu

S. Damodaran is the Founder and CEO of Gramalaya – an Indian NGO that has recently led successful campaigns in the rural and urban areas in Tamil Nadu. He was instrumental in declaring India's first village Thanadavampatti as 100% open defecation free in Tamil Nadu and declared the India's first slum Kalmandhai as open defecation free zone with the support of Tiruchirappalli City Corporation. He has designed the innovative child friendly toilet models suitable for urban slums, anganwadi centres and for schools. Gramalaya is the approved National Key Resource Centre of the Ministry of Drinking Water and Sanitation, Government of India, New Delhi.

Gramalaya was established in 1987 with a group of committed youths in the field of rural development. Since 1987, Gramalaya has been operating in six Southern States of India including Andhra Pradesh, Karnataka, Telangana, Tamil Nadu and Puducherry. The NIWAS located at the Gramalaya Training Centre is having a Centre for Toilet Technology and Training and a Water Technology Park with training infrastructure facilities to accommodate 30 inmates with audio-visual equipments and resource materials.

Gramalaya through the support of Swachh Bharath Mission, WaterAid, Water.org and Arghyam has supported the rural families to construct more than 600,000 toilets in Tamil Nadu which are still being maintained and used by the families for a period of 30 years and more sustainably.

Awards and Recognition:

National Urban Water Award to Gramalaya, 2010

Safaigiri Award 2017 - Titled - Toilet Titan Award for his work in sanitation promotion.

Padma Shri Awardee for social work 2022



GEOTAGGED PHOTOS



Tiruchirappalli, Tamil Nadu, India
 XQWM+9R3, Tamil Nadu 621105, India
 Lat 10.995233°
 Long 78.783215°
 06/09/22 10:50 AM GMT +05:30



Tiruchirappalli, Tamil Nadu, India
 XQWH+4X2, Tamil Nadu 621105, India
 Lat 10.995985°
 Long 78.785408°
 06/09/22 11:09 AM GMT +05:30



Tiruchirappalli, Tamil Nadu, India
 XQWH+4X2, Tamil Nadu 621105, India
 Lat 10.996112°
 Long 78.780612°
 06/09/22 11:09 AM GMT +05:30



Tiruchirappalli, Tamil Nadu, India
 XQWM+3WR, Tamil Nadu 621105, India
 Lat 10.995725°
 Long 78.785694°
 06/09/22 11:07 AM GMT +05:30



Tiruchirappalli, Tamil Nadu, India
 XQWM+9RJ, Tamil Nadu 621105, India
 Lat 10.995633°
 Long 78.783215°
 06/09/22 10:56 AM GMT +05:30



Tiruchirappalli, Tamil Nadu, India
 XQWM+9RJ, Tamil Nadu 621105, India
 Lat 10.995633°
 Long 78.783215°
 06/09/22 10:51 AM GMT +05:30



PRESS RELEASE

THE HINDU : TIRUCHI TODAY : GENERAL:
[DT: 06.09.2022: PAGE NO: 2]

M.A.M.B-School: Programme on 'Hygiene alone triumphs,' S.Damodaran, Founder, Gramalaya, speaks, 10 a.m.

TRICHY MAIL
[DT: 06.09.2022]



M.A.M B-பள்ளி கல்லூரியில் தண்ணீர் சுற்றுச்சூழல் மாணவர் மற்றும் தொடக்க விழா டாக்டர்.M.ஹேமலதா இயக்குனர் MAMBS தலைமையில் தண்ணீர் அமைப்பு செயல் தலைவர் கே.சி.நீலமேகம் முன்னிலையில் நடைபெற்றது.

தென்விழை வகுப்புகள்
தென்விழை வகுப்புகள்
வகுப்புகள் தொடங்கும்...



100% விவரம்
2022

விரைவில்...

நம் முயற்சிக்கு உதவ வேண்டுகோள்

9842470444

trichymailowadacol@gmail.com

06-09-2022 06:00PM www.trichymail.com



Feedback by students

The session was highly interested and more informative. We could come to know the importance of sanitation, hygienic practices, female hygiene, effective menstrual hygiene practices, affordable and appropriate menstrual hygiene materials etc through this valuable session. The resource person shared his real time insights and challenges faced pertinent to make the differences in society in an progressive manner. We also inquisitively involved in understanding the advantages of following effective sanitary practices. This programme also eye-opener to all of us pertinent to know the implications on hygienic practices.

We wholeheartedly thank the institution for arranging this thought provoking session by invited an eminent and most distinguished resource person for this programme.

Faculty members

All the students are actively attending and realized themselves on hygienic principles in this valuable session by the most referent resource person of the day.

I wholeheartedly thank Dr. M. HEMALATHA Director, M.A.M.B- School for given her valuable concurrence to proceed this session.

I also felt immense glad and happy by being as a coordinator for this most valuable and thought provoking workshop.

All the faculty members were actively did their level best together in an cooperative manner to complete this programme a grand success.




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University,
Chennai)




Programme Completion Report

Enclosures

Name of the Event : "வானகம்" - "வாழ்வியல் உலா"
Date of the Event Conducted : 24.11.2022

Sl.No	Description	Enclosed or not (Please put Tick Mark only)
1.	Event Proposal	✓
2.	Budget Proposed	✓
3.	Event Planner / Circular	✓
4.	Resource Person Invitation & Thanks Letter (optional)	-
5.	Acceptance Letter from Resource Person (optional)	-
6.	Resource Person's Profile	-
7.	Invitation	✓
8.	Agenda	✓
9.	Participants Attendance	✓
10.	Participants Feedback	✓
11.	Event Photos with Geo tagged	✓
12.	Budget Utilization	✓
13.	News Published in Papers	✓
14.	PPT slide about the program (optional)	-


Coordinator of the Event


Director



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



Date: 22.11.2022

Submitted to the Director:

Subject: Proposal for approval – Field Visit: “வானகம்” - "வாழ்வியல் உலா" program.

(a) It is proposed to conduct a program as detailed below:

Sl. No.	Topic	Details
1	Faculty coordinators	Mr.S.Prasanna, Thanneer Club Coordinator, Assistant Professor, M.A.M.B-School.
2	Title of program	“வானகம்” - "வாழ்வியல் உலா".
3	Date/Time	24.11.2022/ 10:00 am.
4	Proposed venue	Vanagam - Nammalvar Ecological Foundation, Kadavur, Karur Dt.
5	Name of the group institution that will participate	M.A.M.B-School, Siruganur, Trichy.
6	Focus audience	I MBA Students.
7	Estimated number of audiences	45.
8	Chief guest details	Mr.M.Karthick Abhiraj, Accountant, Vanagam - Nammalvar Ecological Foundation. Mr.K.C.Neelamegam, President, Thanneer Organization, Trichy. Prof.K.Sathis Kumar, Secretary, Thanneer Organization, Trichy.

The agenda with resource persons for the program has been provided.

Day No.		1	Date	24.11.2022
Session No.	Time	Topics		Resource Person
1	09.30 am to 10.00 am	About Thanneer Club and its initiatives, “Walking tour” at “Ponnaniyar Dam and Session on importance of Nature as gift of God.		Prof.K.Sathis Kumar, Secretary, Thanneer Organization, Trichy
2	10.00 am to 11 am			
Tea Break				
3	11.15 am to 12.30 pm	Nammalvar Ecological Foundation- Overview of “Vanagam” and its services.		Mr.M.Karthick Abhiraj, Accountant, Vanagam - Nammalvar Ecological Foundation
Working Lunch Break				
4	01.15 pm to 02.30 pm	Visit by participants at Vanagam: Dr.Nammalvar’s residence, Paran, Fields at Vanagam and came to know the various implications of organic farming.		Mr.M.Karthick Abhiraj, Accountant, Vanagam - Nammalvar Ecological Foundation.
Tea Break				
5	2.45 pm to 04.15 pm	Practices of organic farming and its nuances		Prof.K.Sathis Kumar, Secretary, Thanneer Organization, Trichy




(c) Participant list:

Sl. No	Details of participants	Year/ Sec
I MBA Students		

(d) The budget for the program is as stated below:

Sl. No	Details of expenses	Amount in rupees	Payment to be made to the following account
1.	Travelling Expenses 1 Bus, 207 Kilometers * 55 Rs Per KM = Rs. 11,385 + Driver Amount = Rs. 200)	11,585	Cash
2.	Food & Refreshment Expenses	500	Cash
Total budgeted expenses		12,085	-

Approval is requested.

 Faculty Coordinator	 IQAC Coordinator	 Director
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M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University,
Chennai)



Date: 23.11.2022

Circular

A program has been scheduled as detailed below.

Sl. No.	Topic	Details
1	Faculty coordinators	Mr.S.Prasanna, Thanneer Club Coordinator, Assistant Professor/M.A.M.B-School.
2	Title of program	"வானகம்" - "வாழ்வியல் உலா". (Vanagam- Vazhviyal Vuzha)
3	Date/Time	24.11.2022/ 10:00 am.
4	Proposed venue	Vanagam - Nammalvar Ecological Foundation, Suruman Patti, Kadavur – 621311. Karur (Dt)
5	Name of the group institution that will participate	M.A.M.B-School I MBA Students.
6	Focus audience	I MBA Students.
7	Chief guest details	Mr.M.Karthick Abhiraj, Accountant, Vanagam - Nammalvar Ecological Foundation. Mr.K.C.Neelamegam, President, Thanneer Organization, Trichy. Prof.K.Sathis Kumar, Secretary, Thanneer Organization, Trichy.

The schedule of the program has been provided.

Day No.		1	Date	24.11.2022
Session No.	Time	Topics		Resource Person
1	09.30 am to 10.00 am	“Walking tour” at “Ponnaniyaru Dam and Session on importance of Nature as gift of God.		Prof.K.Sathis Kumar, Secretary, Thanneer Organization, Trichy
2	10.00 am to 11 am			
Tea Break				
3	11.15 am to 12.30 pm	Nammalvar Ecological Foundation- Overview of Vanagam and its services.		Mr.M.Karthick Abhiraj, Accountant, Vanagam - Nammalvar Ecological Foundation.
Working Lunch Break				
4	01.15 pm to 02.30 pm	Visit by participants at Vanagam: Dr.Nammalvar’s residence, Paran, Fields at Vanagam and came to know the various implications of organic farming.		Mr.M.Karthick Abhiraj, Accountant, Vanagam - Nammalvar Ecological Foundation.
Tea Break				
5	2.45 pm to 04.15 pm	Practices of organic farming and its nuances		Prof.K.Sathis Kumar, Secretary, Thanneer Organization, Trichy

The details of the participants of the program have been provided

Sl. No	Details of participants
1	I Year MBA Students (45 Students)

The concerned faculty are requested to circulate the information to all faculty and students.

Copy to: Director’s circular file

For kind information: Chairman, CEO

Timestamp	Email Address	Name of the student (v BATCH	YEAR	1. The visit v	2. The visit was useful	3. State two important	4. How do you evaluate	5. What information was	Key suggestions for this IV
11-29-2022 13:01:51	mathimathiyaf63@gmail.com	M.Mathiyasri	2021-2023	I st Yeai Yes	Yes	Good	Yes	Yes	Good
11-29-2022 13:02:54	kannankrevathi6@gmail.com	REVATHI K	2021-2023	I st Yeai Yes	Yes very useful to ana	Peace of mind and sta	99	Meditation	Yes
11-29-2022 13:02:55	kanikesavan1625@gmail.com	Kanimozhik	2021-2023	I st Yeai Yes	Good lecture	Organic farming	Natural feeling	More knowledge gaine	Overall good
11-29-2022 13:02:56	rajpon964@gmail.com	C.PONRAJ	2021-2023	I st Yeai Yes	Yes	Yes	Good	Green plant	Very good useful information for the garden society green plant and helping
11-29-2022 13:04:44	poojaraja1947@gmail.com	POOJA R	2021-2023	I st Yeai Awesome	Agriculture	Importance of agricultu	Super	Very useful to our life	Agriculture
11-29-2022 13:07:55	sprathu2002@gmail.com	S. Prathiksha	2021-2023	I st Yeai Super	Agriculture	Importance of natureU	Fantastic	Nature	Agriculture
11-29-2022 13:08:39	jenifferdiana777@gmail.com	C. JENIFFER DIANA	2021-2023	I st Yeai Yes	Yes	1.Genetically modified	Excellent experience	Bio diversity	Nothing
11-29-2022 13:08:49	vharshini2706@gmail.com	G. Nandhana vharshin	2021-2023	I st Yeai Yes	Yes	Grow trees , modified s	Great experience	Bio diversity	Nothing
11-29-2022 13:09:21	rkinubanithi1110@gmail.com	Kirubanithi R	2021-2023	I st Yeai Super	Yes useful information	gadem in medical plan	Tell more useful inform	Save the water and gn	Nammalver is great
11-29-2022 13:09:23	kavinkavin1505@gmail.com	M KAVINKUMAR	2021-2023	I st Yeai Yes	Yes	Yes	Yes	Yes	Yes
11-29-2022 13:09:27	jeniesther24@gmail.com	JENI ESTHER.J	2021-2023	I st Yeai Yes	Yes	1.Genetically modified	Nice experience	Bio diversity	Nothing
11-29-2022 13:10:16	peterbilklinten@gmail.com	PETER BIL KLINTEN	2021-2023	I st Yeai Ueage9 vz	H4ud eie	I3hsiev	Jehziab	Hziwskw	Jahlebs
11-29-2022 13:15:23	priyavetrivel813@gmail.com	V.Priyanka	2021-2023	I st Yeai Yes	Yes it's very usefull	Learning about namal	We can see so many r	That medicine product	Save the nature
11-29-2022 13:37:52	shalinrooba2110@gmail.com	SHALINI. R	2021-2023	I st Yeai Yes	Yes, the visit was well	Nature love and green	Good	Herbs uses	Save the nature
11-29-2022 14:36:05	rajashreeanandan30@gmail.com	G.A.Rajashree	2021-2023	I st Yeai Yes we'll org	Very Useful to know at	Know about vanagam	Very Useful and excell	Plant growth and medicines	
11-29-2022 15:26:33	logu5343@gmail.com	K. LOGESH	2021-2023	I st Yeai Yes	Water	Green Trees	Nice	No pain no gain	It good for the plant when the mountains rain
11-29-2022 17:02:50	abiramidurai25@gmail.com	ABIRAMI.D	2021-2023	I st Yeai Excellent	Yes, lectures useful to	1.Importance of organi	Good and new experie	Save water and organi	Good.
11-29-2022 17:53:15	basheerali8443@gmail.com	N.basheer ali	2020-2022	I st Yeai Very good th	Save nature	Natural medicine	Very good	Trees is important	Agree
11-29-2022 18:00:44	manov430@gmail.com	P.MANOJ	2020-2022	I st Yeai Yes ..	I'm learning more of in	More of the different ty	Yes	Yes...more of useful information collected	
11-29-2022 18:02:06	aafrinbanubabu@gmail.com	Aafrin Banu.B	2021-2023	I st Yeai Yes	Yes	Organic and uses of pl	Perfect	Uses of plants	Traveling
11-29-2022 18:04:22	devipriya2805pd@gmail.com	P. Priya devi	2021-2023	I st Yeai B school	Knowledge	Good	Good	Safe plant	Interest place
11-29-2022 18:07:16	tharasakthi29@gmail.com	revathi.s	2021-2023	I st Yeai yes the visit	yes	source of plantmedicai	good	plant are useful medic	very use use and must need the culture in future
11-29-2022 18:19:34	sharmisamsath@gmail.com	SHAMEEM BANU. S	2021-2023	I st Yeai Yes it is am	I gain more knowledge	Farm organic, permaci	Amazing visit	Use herbal medicines, save water etc...	
11-29-2022 18:25:38	rajaravind914@gmail.com	R. Aravind raj	2020-2022	I st Yeai Good	Good	Good	Good	Formers	Good
11-29-2022 18:37:40	dhanammano2002@gmail.com	DHANALAKSHMI M	2021-2023	I st Yeai Yes	Yes very usefull	Natural agriculture, Na	Very useful to me and	Natural agriculture	It's very nice this IV
11-29-2022 18:38:39	anjaliarthi02@gmail.com	Anjali.S	2021-2023	I st Yeai Yes	Yes	Learn about the beaut	It was well and good	Easy to growth the nat	I need more time
11-29-2022 18:43:36	jananijesus008@gmail.com	Janani. K	2021-2023	I st Yeai Yes	Yes	1) natural way agricultu	Good	Natural agriculture me	Nil
11-29-2022 18:45:56	jananijesus008@gmail.com	Janani. K	2021-2023	I st Yeai Yes	Yes	1) Natural agriculture r	Good	Yes	Nil
11-29-2022 18:47:05	riderharish10@gmail.com	M. HARISH	2021-2023	I st Yeai Yess	Veryuseful	Save water and plant t	Good	Medicine trees are use	Improve transport facility
11-29-2022 18:48:54	srikrishna61740@gmail.com	SRIKRISHNA S	2021-2023	I st Yeai Yes	Yes, to improve the kn	The 1st one- This gard	Overall it's the fulfilled	To farm some amount	To maintain proper food availability on that place.
11-29-2022 18:50:44	suvemurali2001@gmail.com	SUVETHA.M	2021-2023	I st Yeai Yesss	It was very useful	Learnt about organic f:	9/10	About organic farming	It was very useful and good visit
11-29-2022 18:55:14	venkatmechdon7@gmail.com	VENKATESH. K	2021-2023	I st Yeai Yes	Yes	Natural forming	Good	Natural	It's ok good
11-29-2022 18:57:36	abdulhakkim@gmail.com	N. ABDUL HAKKIM	2021-2023	I st Yeai Yes visit wa	Yes I gather knowledg	Soil types and tree typ	I give 10/10 for this vis	They give ideas to mal	The trip was nice it will useful for me about farming it help and make farming
11-29-2022 19:00:02	madhavanroual2002@gmail.com	Madhavan.v	2021-2023	I st Yeai Mams	Farming idea	Peaceful and natural e	New farming idea	Natural society	Farming businesses
11-29-2022 19:01:30	strexglory@gmail.com	R. Faith Gladyna	2021-2023	I st Yeai Yes it's well	Yes	I have to visit ponnaiy	It's nice and good	Plantation	can you please next visit in production company
11-29-2022 19:10:34	skravi0107@gmail.com	SANTHOSHKUMAR R	2021-2023	I st Yeai Yes	Yes	F9 & M1 method, histo	7 out of 10	History of nammalvar	l No
11-29-2022 19:11:07	r.janarthanan2001@gmail.com	Janarthanan R	2021-2023	I st Yeai Nice	Good	How to make organic f	Awesome	Most useful	Be agriculture with organic
11-29-2022 19:21:43	sarathi3702@gmail.com	SARATHI. K	2021-2023	I st Yeai Yes	Yes , the visit was well	Good ecosystem and	Nice	Medicnes from herbs	Clean the environment



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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M.A.M. BUSINESS
SCHOOL

Date: 28.11.2022

Report on Program Conducted

(a) Program Details:

Sl. No.	Topic	Details
1	Faculty coordinators	Mr.S.Prasanna, Thanneer Club Coordinator, Assistant Professor, M.A.M.B-School.
2	Title of program	"வானகம்" - "வாழ்வியல் உலா" (Vanagam- Vazhviyal Vuzha)
3	Date/Time	24.11.2022/ 10:00 am.
4	Proposed venue	Vanagam - Nammalvar Ecological Foundation, Suruman Patti, Kadavur – 621311. Karur (Dt)
5	Name of the group institution that will participate	M.A.M.B-School .
6	Total number of audiences who attended	45.
7	Chief guest details	Mr.M.Karthick Abhiraj, Accountant, Vanagam - Nammalvar Ecological Foundation. Mr.K.C.Neelamegam, President, Thanneer Organization, Trichy. Prof.K.Sathis Kumar, Secretary, Thanneer Organization, Trichy.
8	Description of the event	M.A.M.B-School Student Association Club in association with Student Thanneer Club organized field visit entitled: "வானகம்"- "வாழ்வியல் உலா" (Vanagam- Vazhviyal Vuzha) on 24 th November, 2022 at Nammalvar Ecological Foundation, Kadavur, Karur. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the objective behind the arrangement of this field visit. Mr.K.C.Neelamegam, President, Thanneer Organization, Trichy given the felicitation address and stated the importance

		citizen to protect the nature by and large. All the students made “walking tour” at “Ponnaniyaru Dam” and Prof.K.Sathis Kumar addressed the essence of nature and how it supports for development of environment as a whole.
9	Outcomes of the event	The students realized the essence of “Poison Free Food”, “Medication without Medicine”, “Barrier-Less Schools” and learned about organic farming practices and its advantages. The students also informed about activities of Vanagam as uplift the rain fed farmers, research on millets, pulses and other rain fed crops, proper training to farmers etc. All the students are also encouraged by practically learning the practices of organic farming and its nuances through the visit. As part of the programme, the students also visited Dr.Nammalvar’s residence, Paran, Fields at Vanagam and came to know the various implications of organic farming. The field visit definitely served the purpose pertaining to preserve the nature and about following eco-friendly practices that paves the way of living sustainable life successfully.

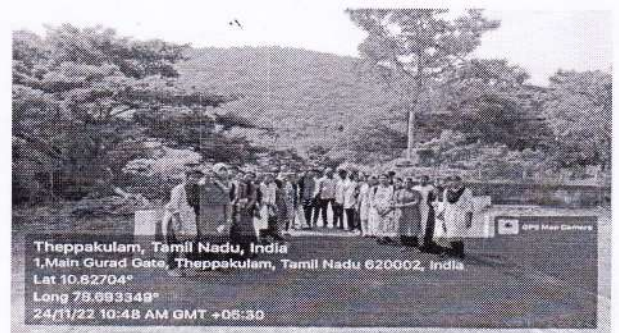
(b) Participant list:

Sl No	Name of the Participant	Year/ Sec
1	Abdul Hakim .N	I MBA/ A Section
2	Harish .M	I MBA/ A Section
3	Basheer Ali .N	I MBA/ A Section
4	Dinathayalan.M	I MBA/ A Section
5	Aravinth .A	I MBA/ A Section
6	Aravinthraj.R	I MBA/ A Section
7	Janarthanan.R	I MBA/ A Section
8	Jegatheesh .A	I MBA/ A Section
9	Aafrin Banu .B	I MBA/ A Section
10	Faith Gladyna.R	I MBA/ A Section
11	Belcia.M	I MBA/ A Section
12	Dhanalakshmi.M	I MBA/ A Section
13	Janani .K	I MBA/ A Section

14	Bhackiyalakshmi.R	I MBA/ A Section
15	Anjali.S	I MBA/ A Section
16	Jeni Esther J.	I MBA/ B Section
17	Jenifer Diana.C	I MBA/ B Section
18	Pooja.R	I MBA/ B Section
19	Prathisha.S.	I MBA/ B Section
20	Lokesh.K	I MBA/ B Section
21	Praveenkumar.A	I MBA/ B Section
22	Kanimozhi.K.	I MBA/ B Section
23	Ponraj.C	I MBA/ B Section
24	Mathiyasri.	I MBA/ B Section
25	Kavinkumar.M.	I MBA/ B Section
26	Priyadevi.	I MBA/ B Section
27	Manoj.P.	I MBA/ B Section
28	Nandhanavarshini.	I MBA/ B Section
29	Kirubanithi.R.	I MBA/ B Section
30	Madhavan.V.	I MBA/ B Section
31	Santhoshkumar. R	I MBA/ C Section
32	Srikrishna.S.	I MBA/ C Section
33	Suvetha.M.	I MBA/ C Section
34	Venkatesh.K.	I MBA/ C Section
35	Sarubalasri.P.	I MBA/ C Section
36	Shameem Banu.G.	I MBA/ C Section
37	Sarathi.K.	I MBA/ C Section
38	Shalini.R.	I MBA/ C Section
39	Selvapraveena.G.	I MBA/ C Section
40	Revathi.S.	I MBA/ C Section
41	Srividhya.K.	I MBA/ C Section
42	Priyanka.V.	I MBA/ C Section
43	Abirami.D.	I MBA/ C Section
44	Rajashree.G.A.	I MBA/ C Section
45	Rakshanaa.B.	I MBA/ C Section

Photographs (Geotagged) of the program with captions (minimum 06 photographs)

GEO TAGGED PHOTOS





(c) Feedback consolidation:

Feedback about the program (information taken from the feedback collected)

The students had field visit entitled: “வானகம்”- “வாழ்வியல் உலா” (Vanagam-Vazhviyal Vuzha” on 24th November, 2022 at Nammalvar Ecological Foundation, Kadavur, Karur. The trip throw lights on the essence of nature and how nature predominantly supports for humans at large. All the students received valuable information on organic farming and the importance of eco-friendly practices and its advantages through the officials of Nammalvar Garden and members of Thanneer Club. As a coordinator of Thanneer Club, I sincerely thank the institute for arranging such valuable field visit and also acknowledge to Thanneer Club for associated with

<p>Suggestions given by participants (information taken from the feedback collected)</p>	<p>The field visit entitled: “வானகம்”- "வாழ்வியல் உலா" (Vanagam- Vazhviyal Vuzha” on 24th November, 2022 at Nammalvar Ecological Foundation, Kadavur, Karur was more valuable. The field trip was quite inquisitive and given so many insights on organic farming and the importance of nature. At the outset, We received valuable information on “Poison Free Food”, “Medication without Medicine”, “Barrier-Less Schools” and covered about organic farming practices and its advantages. The vanagam officials also informed that the activities of Vanagam are to uplift the rain fed farmers, research on millets, pulses and other rain fed crops, proper training to farmers etc.</p> <p>We also encouraged by practically learning the practices of organic farming and its-nuances through this visit.</p> <p>We also visited Dr.Nammalvar’s residence, Paran, Fields at Vanagam and came to know the various implications of organic farming. The field visit definitely served the purpose pertaining to preserve the nature and about following eco-friendly practices that paves the way of living sustainable life successfully. We thankful to the institution for arranging this field visit. We had walking tour at “Ponnaniyaru Dam” and got to know the essence of nature and how it supports for development of environment as a whole.</p>
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Attach: Program description

<p> Faculty Coordinator</p>	<p> Director</p>
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M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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MAM
M.A.M. BUSINESS
SCHOOL

Program	Field Visit: "வானகம்" - "வாழ்வியல் உலா" .
Date / Time	24.11.2022/ 10:00 am.

ATTENDANCE of PARTICIPANTS

Sl.No	Name	Designation (Students)	Signature
1.	Abdul Hakim .N	I MBA/ A Section	N. Abdullahem
2.	Harish .M	I MBA/ A Section	M. Harish
3.	Basheer Ali .N	I MBA/ A Section	N. Basheer Ali
4.	Dinathayalan.M	I MBA/ A Section	M. Dinathayalan
5.	Aravinth .A	I MBA/ A Section	A. Aravith
6.	Aravinthraj.R	I MBA/ A Section	R. Aravinth raj
7.	Janarthanan.R	I MBA/ A Section	R. Janarthanan
8.	Jegatheesh .A	I MBA/ A Section	A. Jegatheesh
9.	Aafrin Banu .B	I MBA/ A Section	B Aafrin Banu
10.	Faith Gladyna.R	I MBA/ A Section	R Faith Gladyna
11.	Belcia.M	I MBA/ A Section	M. Belcia
12.	Dhanalakshmi.M	I MBA/ A Section	M. Dhanalakshmi
13.	Janani .K	I MBA/ A Section	K. Janani
14.	Bhaciyalakshmi.R	I MBA/ A Section	R. Bhaciyalakshmi

15.	Anjali.S	I MBA/ A Section	Anjali.S
16.	Jeni Esther J.	I MBA/ B Section	J. Jeni Esthey.
17.	Jenifer Diana.C	I MBA/ B Section	C. Jeniffer Diana .
18.	Pooja.R	I MBA/ B Section	P. Pooja.
19.	Prathisha.S.	I MBA/ B Section	S. Prathisha
20.	Lokesh.K	I MBA/ B Section	K. Lokesh
21.	Praveenkumar.A	I MBA/ B Section	Praveen Kumar A
22.	Kanimozhi.K.	I MBA/ B Section	K. Kanimozhi
23.	Ponraj.C	I MBA/ B Section	C. Ponraj
24.	Mathiyasri.	I MBA/ B Section	Mathiyasri.
25.	Kavinkumar.M.	I MBA/ B Section	M. Kavinkumar
26.	Priyadevi.	I MBA/ B Section	P. Priyadevi
27.	Manoj.P.	I MBA/ B Section	M. Manoj.P.
28.	Nandhanavarshini.	I MBA/ B Section	Nandhana Varshini
29.	Kirubanithi.R.	I MBA/ B Section	R. Kirubanithi
30.	Madhavan.V.	I MBA/ B Section	V. Madhavan
31.	Santhoshkumar. R	I MBA/ C Section	Santhoshkumar
32.	Srikrishna.S.	I MBA/ C Section	Srikrishna
33.	Suvetha.M.	I MBA/ C Section	M. Suvetha
34.	Venkatesh.K.	I MBA/ C Section	Venkatesh
35.	Sarubalasri.P.	I MBA/ C Section	P. Sarubalasri

36.	Shameem Banu.G.	I MBA/ C Section	Shameem Banu
37.	Sarathi.K.	I MBA/ C Section	Sarathi
38.	Shalini.R.	I MBA/ C Section	Shalini
39.	Selvapraveena.G.	I MBA/ C Section	Selva
40.	Revathi.S.	I MBA/ C Section	Revathi.G
41.	Srividhya.K.	I MBA/ C Section	Srividhya.K
42.	Priyanka.V.	I MBA/ C Section	Priyanka
43.	Abirami.D.	I MBA/ C Section	Abirami
44.	Rajashree.G.A.	I MBA/ C Section	Rajashree G.A
45.	Rakshanaa.B.	I MBA/ C Section	Rakshana

TOTAL: NO. OF BOYS: 19
 NO. OF GIRLS: 26

TOTAL : 45 (19:26)

M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

Academic Year 2022-2023

Odd Semester

Nammalvar Garden Visit Expenses Details

Year : I MBA/ A, B and C Sec Semester : I
Date of the Visit : 24-11-2022 Number of Students Visited : 45
Organization : Vanagam - Nammalvar Number of Faculty Visited : 2
Name : Ecological Foundation,
Kadavur, Karur Dt.

Class	Boys	Girls	Total
A	8	7	15
B	7	8	15
C	4	11	15
Total	19	26	45

S. No	Description	Amount
1	Travelling Expenses 1 Bus, 207 Kilometers * 55 Rs Per KM = Rs. 11,385 Driver Amount = Rs. 200)	11,585
2	Amount given to Association	2,185
	Total	13,770

Amount collected details

270 Rupees each 270*51 (45+6(MAMSA- 6 Students)) = Rs.13,770.


Industrial Visit In charge


Director



M.A.M. COLLEGE OF ENGINEERING & TECHNOLOGY

TRICHY - CHENNAI TRUNK ROAD, SIRUGANUR,
TIRUCHIRAPPALLI - 621 105. PHONE : 97894 84313

RECEIPT

No. : 2483

Date: 11-2022

Name : Transport Fees

Admission Year / Br. Direct Incomes

Sl.No	PARTICULARS	Amount	
		Rs.	Ps.
1	Transport Fees	11,385.00	



TOTAL 11,385.00

Received Rupees Eleven Thousand Three Hundred Eighty Five Only

Amount received for Nammalvar Garden -
Vanagam 207 KM @ 55/-

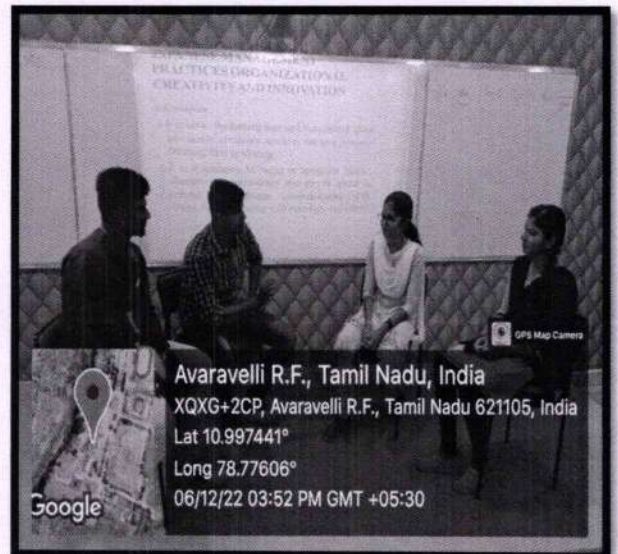
Cashier

1. Ensure that entries are correct. 2. Fees once paid will not be refunded. 3. Receipt to be produced anytime on demand

BA4032 MANAGEMENT CONEPT OF ORGANISATION BEHAVIOUR

ROLE PLAY

DIFFERENT MANAGEMENT STYLES



I MBA –B SECTION –Has conducted role play on DIFFERENT MANAGEMENT STYLES each students played a role of different management styles.

1. Mr.K.Manikandan(Japanese Style)
2. Ms.R.Kaviya (American Style)
3. Mr. S.Mahendran (Chinese Style)
4. Ms.R.Pooja(Indian Style)



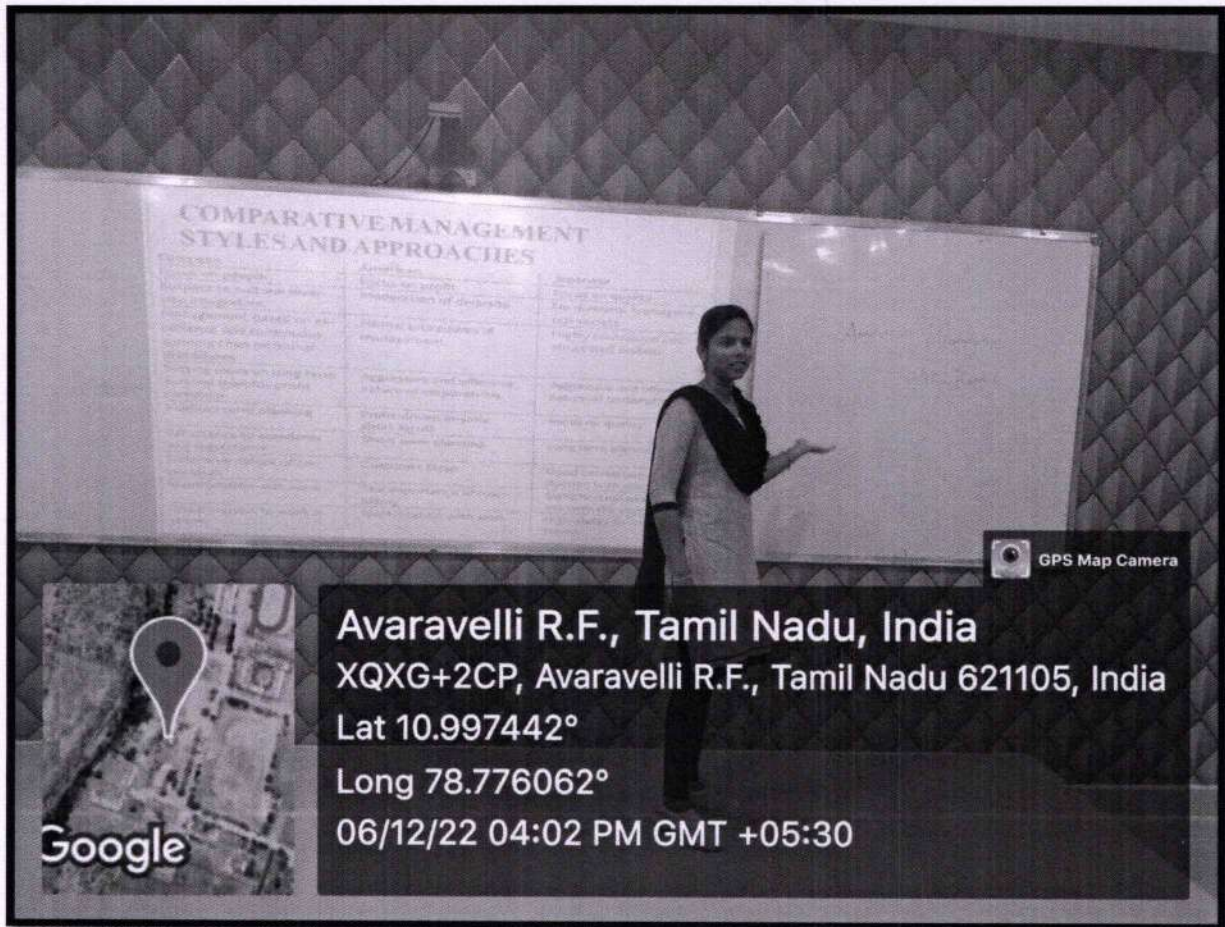
Mr.K.Manikandan, I MBA' –B SECTION he explained about the concepts **JAPANESE MANAGEMENT STYLE**. The people of Japan have a strong perception, belief and workplace behaviour towards high productivity, innovation and rapid industrialisation. This belief inculcated in them by their socio cultural traits.

FEATURES:

- Lifetime Employment
- Seniority System
- Continuous training
- Emphasis on group work
- Complicated performance evaluation



- Ringi system
- Father leadership
- Good benefits for employees



Ms.R.Kaviya I MBA –B SECTION explained about the **AMERICAN STYLE OF MANAGEMENT** can be described as individualistic in approach in so far as managers are accountable for the decisions made within their areas of responsibility.

FEATURES:

- Long term strategic planning
- Top down approach
- Decision making



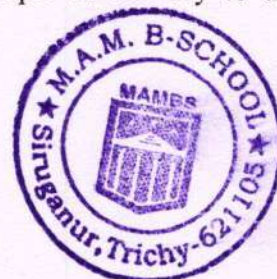
- Individualism in leadership
- Creativity and innovation
- Identification with their profession
- High Employee turnover
- Job security
- High dependency on monetary rewards



Mr. S.Mahendran MBA –B SECTION explained about the **CHINESES STYLE OF MANAGEMENT** the Chinese style management has three major characteristics: people oriented, like-minded people working together, making reasoning adjustments in order to adapt to constantly changing circumstances, with people as the key to the success of the administration.

FEATURES:

- Human centeredness
- Family centeredness
- Centralism of power



- Small size
- Lack of formal hierarchies



Ms.R.Pooja I MBA –B SECTION explained about the **INDIAN STYLE OF MANAGEMENT**, There is pragmatism, flexibility, ability to work in a difficult operating environment, knowledge of English and democratic values, ability to work in mixed environments with promoters, etc. These are the important facets in The Indian Way of management.

FEATURES:

- Managing knowledge workers
- Managing technological challenges
- Developing leadership
- Managing the dynamic changes
- Work life balance
- Rewards and promotion



DIRECTOR
M.A.M. B-SCHOOL
 Siruganur, Trichy-621105



M.A.M. B-SCHOOL
Siruganur, Trichy -621105
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Chennai)



PROGRAMME COMPLETION REPORT

Name of the Event : Business Plan Presentation
Date of the Event : 2.12.2022
Time of the Event : 3 pm
Venue of the Event : MAMBS





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University,
Chennai)



Programme Completion Report

Enclosures

Name of the Event : Business Plan Presentation
Date of the Event Conducted : 2.12.2022

Sl.No	Description	Enclosed or not (Please put Tick Mark only)
1.	Event Proposal	✓
2.	Budget Proposed	✓
3.	Event Planner / Circular	✓
4.	Resource Person Invitation & Thanks Letter (optional)	-
5.	Acceptance Letter from Resource Person (optional)	-
6.	Resource Person's Profile	-
7.	Invitation	✓
8.	Agenda	✓
9.	Participants Attendance	✓
10.	Participants Feedback	✓
11.	Event Photos with Geo tagged	✓
12.	Budget Utilization	✓
13.	News Published in Papers	-
14.	PPT slide about the program (optional)	-

SM

Coordinator of the Event



Director



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



Date: 2.12.2022

Submitted to the Director:

Subject: Proposal for approval –Business Plan Presentation

(a) It is proposed to conduct a program as detailed below:

Sl. No.	Topic	Details
1	Faculty coordinators	Ms. S. Kiruthiga Yi Co-ordinator M.A.M.B-SCHOOL
2	Title of program	Business Plan Presentation
3	Date/Time	2.12.2022/ 3 pm
4	Proposed venue	MAMBS Seminar Hall
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Focus audience	1 Year MBA
7	Estimated number of audiences	19
8	Chief guest details	Dr. M. Hemalatha, Director, M.A.M B-School & M.A.M School of Architecture, Siruganur, Trichy Dr. R. Karthika, Associate Professor, M.A.M B-School, Siruganur, Trichy Dr. Kanchana, Associate Professor, M.A.M B-School, Siruganur, Trichy



1/2



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



Date: 2.12.2022

Submitted to the Director:

Subject: Proposal for approval –Business Plan Presentation

(a) It is proposed to conduct a program as detailed below:

Sl. No.	Topic	Details
1	Faculty coordinators	Ms. S. Kiruthiga Yi Co-ordinator M.A.M.B-SCHOOL
2	Title of program	Business Plan Presentation
3	Date/Time	2.12.2022/ 3 pm
4	Proposed venue	MAMBS Seminar Hall
5	Name of the group institution that will participate	M.A.M.B-SCHOOL., Siruganur, Trichy
6	Focus audience	I Year MBA
7	Estimated number of audiences	19
8	Chief guest details	Dr. M. Hemalatha, Director, M.A.M B-School & M.A.M School of Architecture, Siruganur, Trichy Dr. R. Karthika, Associate Professor, M.A.M B-School, Siruganur, Trichy Dr. Kanchana, Associate Professor, M.A.M B-School, Siruganur, Trichy



(b) The agenda with resource persons for the program has been provided.

Day No.	1	Date	2.11.2022
Session No.	Time	Topics	Resource Person
1	3 pm	Business Plan Presentation	Dr. M. Hemalatha, Director, M.A.M B-School & M.A.M School of Architecture, Siruganur, Trichy
			Dr. R. Karthika, Associate Professor, M.A.M B-School, Siruganur, Trichy
			Dr. Kanchana, Associate Professor, M.A.M B-School, Siruganur, Trichy


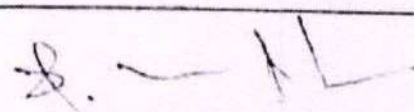

(c) Participant list:

Sl. No	Details of participants		
1	1 Year MBA students (19 Students)		
Male	Female	Total	
9	10	19	

(d) The budget for the program is as stated below:

Sl. No	Details of expenses	Amount in rupees	Payment to be made to the following account
1	NIL	NIL	NIL
Total budgeted expenses			

Approval is requested.

 Faculty Coordinator	 IQAC Coordinator	 Director
---	---	--



2/2

Date: 2.12.22

Circular

A program has been scheduled as detailed below.

Sl. No.	Topic	Details
1	Faculty coordinators	Ms. S. Kiruthiga Yi Co-ordinator M.A.M.B-SCHOOL
2	Title of program	Business Plan Preparation
3	Date/Time	2.12.2022 / 3 Pm
4	Proposed venue	MAMSA Seminar Hall
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Focus audience	19 Students
7	Chief guest details	Dr. M. Hemalatha, Director, M.A.M B-School Siruganur, Trichy Dr. R.Karthika, Associate Professor, M.A.M B-School, Siruganur, Trichy Dr. Kanchana, Associate Professor, M.A.M B-School, Siruganur, Trichy

The schedule of the program has been provided.



Day No.		01	Date	2.12.2022
Session No.	Time	Topic		Resource Person
1	3 pm	Business Plan Preparation		Dr. M. Hemalatha, Director, M.A.M B-School Siruganur, Trichy Dr. R.Karthika, Associate Professor, M.A.M B-School, Siruganur, Trichy Dr. Kanchana, Associate Professor, M.A.M B-School, Siruganur, Trichy

The details of the participants of the program have been provided

Sl. No	Details of participants
1	I Year MBA students (19 Students)

The concerned faculty are requested to circulate the information to all faculty and Students.

Copy to: Director's circular file

For kind information: Chairman, CEO





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



Program	Business Plan Presentation
Date / Time	2.12.2022 & 3 pm

ATTENDANCE of PARTICIPANTS

Sl.No	Name	Designation	Signature
1	S.Lokeshwari	Student	S.Lokeshwari
2	A.Nivethitha	Student	A.Nivethitha
3	V.Nadees	Student	V.Nadees
4	S. RahimKhan	Student	S. RahimKhan
5	R. Sakthi	Student	R. Sakthi
6	R.Santhoshkumar	Student	R. Santhosh Kumar
7	S.Srikrishna	Student	S. Srikrishna
8	K.Venkatesh	Student	K. Venkatesh
9	M.Hariharan	Student	M. Hariharan
10	S. Kaviya	Student	S. Kaviya
11	E. Parkavi	Student	E. Parkavi
12	C.Preethi	Student	C. Preethi
13	J.Preethi	Student	J. Preethi
14	H.V. Kailash	Student	H. V. Kailash
15	P.Priyadevi	Student	P. Priyadevi
16	S. Karthick Raja	Student	S. Karthick Raja
17	Pushparaj	Student	Pushparaj
18	V.Priyanka	Student	V. Priyanka
19	R.Shalini	Student	R. Shalini



Business Plan Presentation

Sl.No	Name	Business Plan	Designation
1	S.Lokeshwari	Pet Wings	Student
2	A.Nivethitha		Student
3	V.Nadees		Student
4	S. RahimKhan		Student
5	R. Sakthi	Plastic Recycling Products	Student
6	R.Santhoshkumar		Student
7	S. Srikrishna		Student
8	K.Venkatesh		Student
9	M.Hariharan	Hunger Wheels	Student
10	S. Kaviya		Student
11	E. Parkavi		Student
12	C.Preethi		Student
13	J.Preethi	Litto Energy	Student
14	H.V. Kailash		Student
15	P.Priyadevi		Student
16	S. Karthick Raja		Student
17	Pushparaj	Banana Fibre	Student
18	V.Priyanka		Student
19	R.Shalini		Student



Date: 2.12.2022

Report on Program Conducted

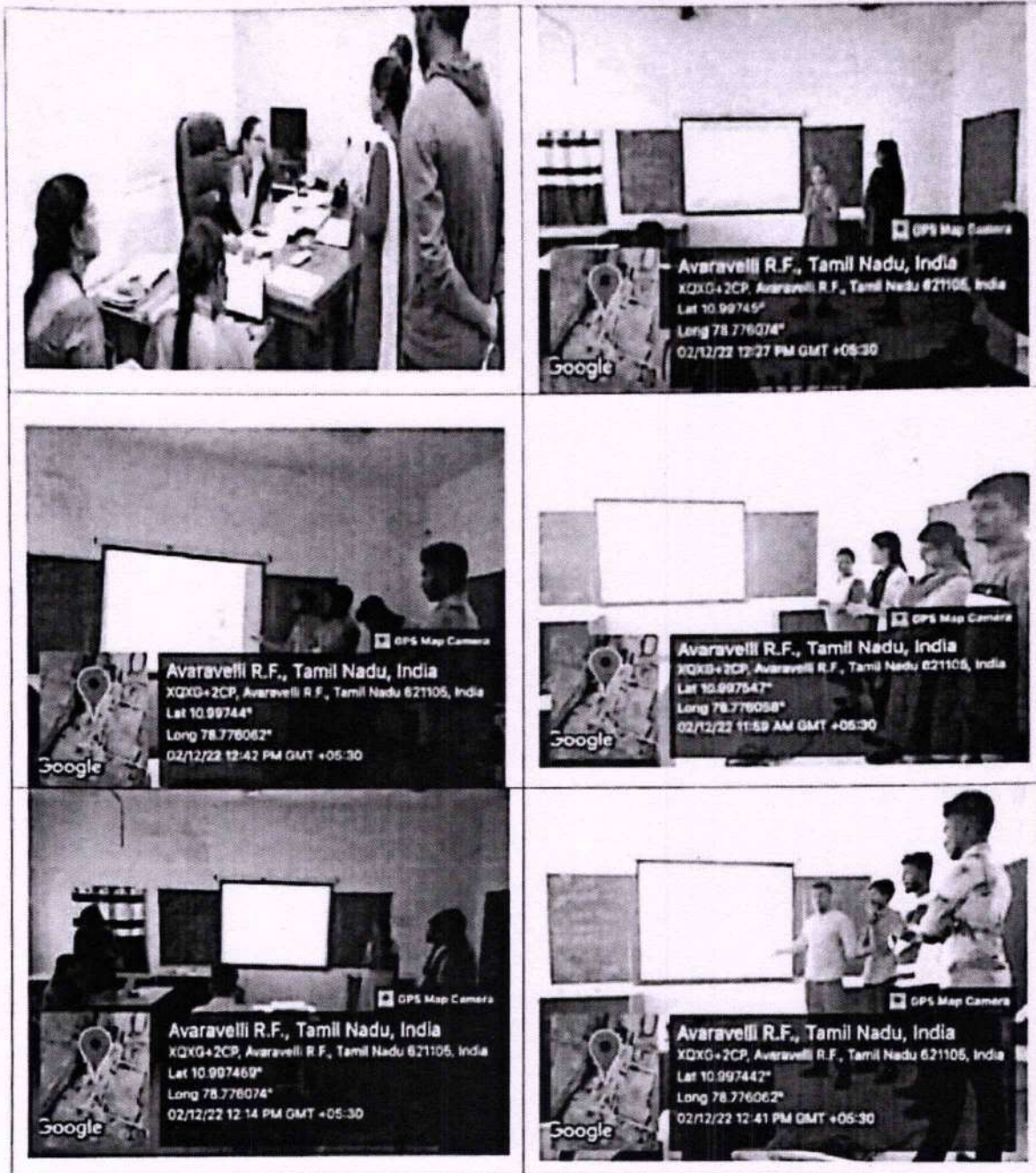
(a) Program Details: Business Plan Presentation

Sl. No.	Topic	Details
1	Faculty coordinators	Ms. S. Kiruthiga Yi Co-ordinator M.A.M.B-SCHOOL
2	Title of program	Business Plan Preparation
3	Date/Time	2.12.2022 / 3 pm
4	Proposed venue	MAMBS Seminar Hall
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Total number of audiences who attended	19 Students
7	Chief guest details	Dr. M. Hemalatha, Director, M.A.M B-School & M.A.M School of Architecture, Siruganur, Trichy Dr. R. Karthika, Associate Professor, M.A.M B-School, Siruganur, Trichy Dr. Kanchana, Associate Professor, M.A.M B-School, Siruganur, Trichy
8	Description of the event	M.A.M B-School, organized Business Plan Presentation session for the first year students. For the event, Dr. M. Hemalatha, Director, M.A.M B-School, Dr. R. Karthika, Associate Professor, M.A.M B-School, Siruganur, Trichy. Dr. Kanchana, Associate Professor, M.A.M B-School, are the judges of the event.



		<p>Totally, five teams comprising of 19 students have participated in the Business Plan presentation. They have pitched the ideas namely, Pet wings, Lito Energy, Organic Soul, Plastic Recycling Products, Food Truck. The teams have presented the unique ideas related to the real time scenario to scale up for the business proposal. The teams have presented the ideas to the panel of Judges.</p> <p>The business plan was presented with the content of brand name, business model, scale of business, business nature, investment plan, marketing plan, Human resource plan, strategic plan with vision and mission. Finally, the Judges had evaluated the business plan and gave inputs for improvisation and suggestions to scale up the plan.</p>
9	Outcomes of the event	<p>Students have benefitted with the intended questions and it instilled entrepreneurial skills to scrutinize the business idea more reliable and feasible to improve better.</p>

Photographs (Geotagged) of the program with captions:



(b) Feedback consolidation:

<p>Feedback about the program (information taken from the feedback collected)</p>	<p>The event was highly beneficial for the students to know about the entrepreneurial preparation.</p>
<p>Suggestions given by participants (information taken from the feedback collected)</p>	<p>Students are expecting to conduct frequent sessions to improve the entrepreneurial skills</p>

Attach: Program description

Faculty Coordinator  Director 





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delli & Affiliated to Anna University, Chennai)



BUDGET UTILIZATION

Date: 2.12.2022

Sl. No	Particulars	Cost	Total Amount
1	NIL	NIL	NIL
Total Amount			NIL

sl/

Coordinator of the event


Director



Business Plan Presentation - 02.12.2022										
Timestamp	Email Address	Name of the student with mobile in Capital letter	YEAR	Section	How relevant was the content discussed by the speaker?	How did the overall Organization/Agency/Institutions of the Lecture?	Speaker was able to make the lecture interactive & made me feel engaged?	Did the speaker cover subject of the program?	How the session will help in your career?	How like ready from this session?
08.12.2022 19:25	anishmedora@gmail.com	VENKA TESH K	1st Year	Section - c	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Good	Good
08.12.2022 19:37	kaleshweera@gmail.com	KALASH HV	1st Year	Section - B	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Good	How to develop as an entrepreneur
08.12.2022 20:36	shivanya2005@gmail.com	S. Pooja Devi	1st Year	Section - B	Neutral	Neutral	Neutral	Agree	Learned basic information	use full experience
08.12.2022 21:38	preethichina2@gmail.com	PREETHI J	1st Year	Section - B	Agree	Agree	Strongly Agree	Neutral	It will help in path of career into entrepreneurship	Effectiveness
08.12.2022 15:17	spuniparal12@gmail.com	PUSHPAKA, P	1st Year	Section - c	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Learned business skills	Future business implementation
14.12.2022 11:41	praveetha11@gmail.com	V. Praveetha	1st Year	Section - c	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Yes	It is very useful for our future
14.12.2022 12:54	kaushika5@gmail.com	KAUSHIKA S	1st Year	Section - B	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Very helpful	Innovative thinking
14.12.2022 10:56	parthav20112000@gmail.com	PARTHAV E	1st Year	Section - B	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Enhancing different ideas	How to develop innovation
14.12.2022 10:56	preethichina21@gmail.com	C PREETHI	1st Year	Section - B	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Enhancing different ideas	Creativity
14.12.2022 10:59	kamitha1904@gmail.com	Kamitha	1st Year	Section - B	Disagree	Disagree	Neutral	Neutral	Not	Need strong content
14.12.2022 10:56	kaleshweera@gmail.com	KALASH HV	1st Year	Section - B	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Entrepreneur skill	Entrepreneur
14.12.2022 11:01	harsharanus4@gmail.com	HARSHARAN M	1st Year	Section - B	Strongly Agree	Strongly Agree	Agree	Strongly Agree	Know more about entrepreneurship	Market analysis
14.12.2022 11:05	shalinrosha2110@gmail.com	SHALINI R	1st Year	Section - c	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Learn about preparation of business	How to start business



DIRECTOR

M.A.M. B-SCHOOL
 Siruganur, Trichy-621105



M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB

M. A. M. B School student Association Club, organized poster presentation on "BUSINESS ANALYTICS TOOLS" held on 01th November, 2022.



The poster features a dark background with a cityscape. At the top left is the AICTE logo. The main title 'M.A.M B-School' is in large, bold letters, with '(Approved by AICTE and Affiliated to Anna University)' and 'Siruganur,Trichy www.mambs.com' below it. To the right are the MASTeR and MAMBS logos. The central text reads 'M.A.M B-School Student Association Club cordially invites you for the Poster Presentation @ MAMBS'. Below this, 'Business Analytics Tools' is written in a stylized font, followed by 'Knowledge forum by the students' in a rounded box. A circular graphic shows a person presenting at a whiteboard with a pie chart. The date '1st November 2022 @ 9.30 am' and location 'MAMBS' are listed with icons. At the bottom, it says 'All the faculties and students are invited' and lists 'Dr. M. Hemalatha Director - MAMBS' and 'Mrs. Fathima Bathool Maluk Secretary & CEO -MASTeR GI.'.

M.A.M B-School
(Approved by AICTE and Affiliated to Anna University)
Siruganur,Trichy www.mambs.com

M.A.M B-School Student Association Club
cordially invites you for the
Poster Presentation @ MAMBS

Business Analytics Tools
Knowledge forum by the students

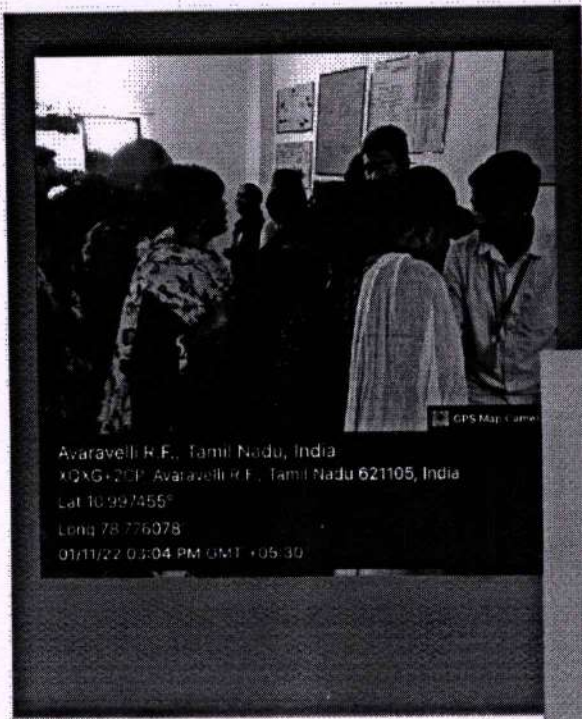
1st November 2022 @ 9.30 am
MAMBS

All the faculties and students are invited

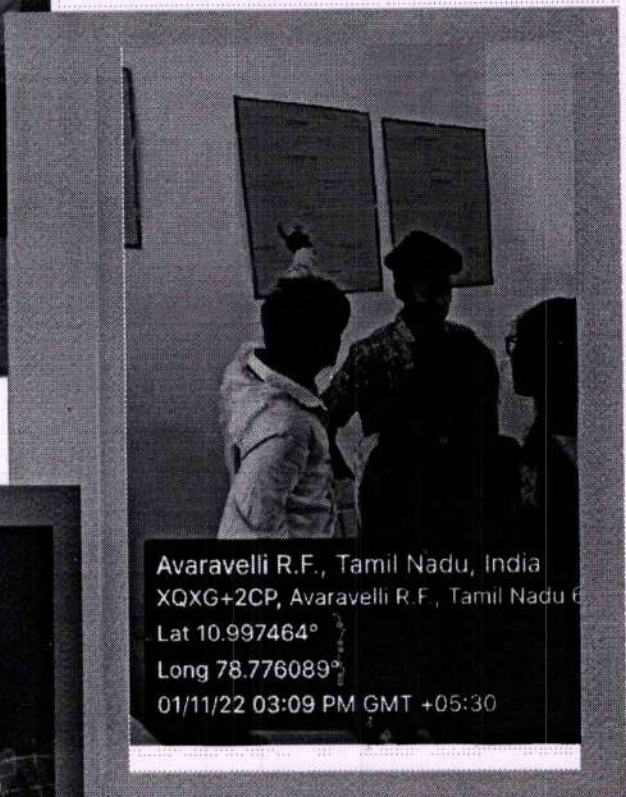
Dr. M. Hemalatha
Director - MAMBS

Mrs. Fathima Bathool Maluk
Secretary & CEO -MASTeR GI.

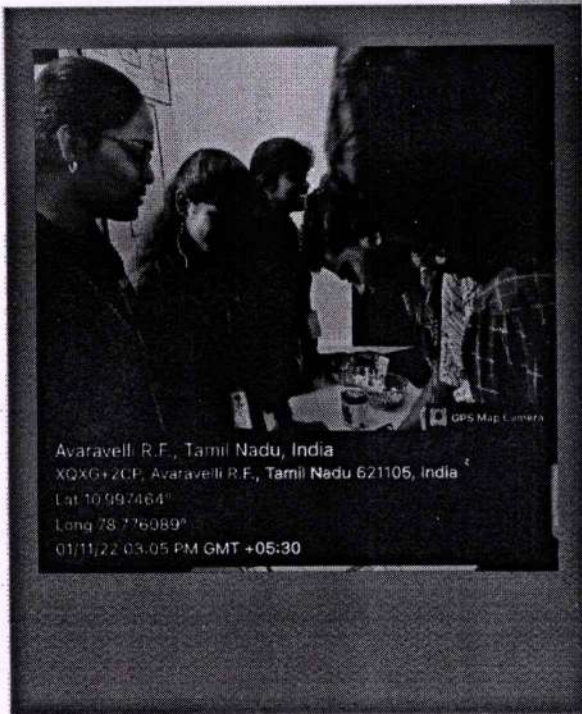




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 Long 78.776078°
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Avaravelli R.F., Tamil Nadu, India
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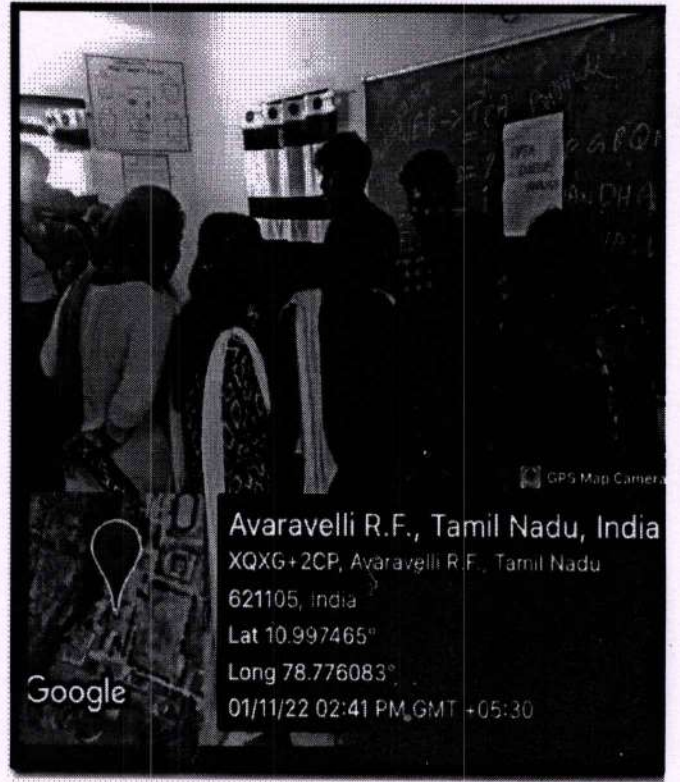
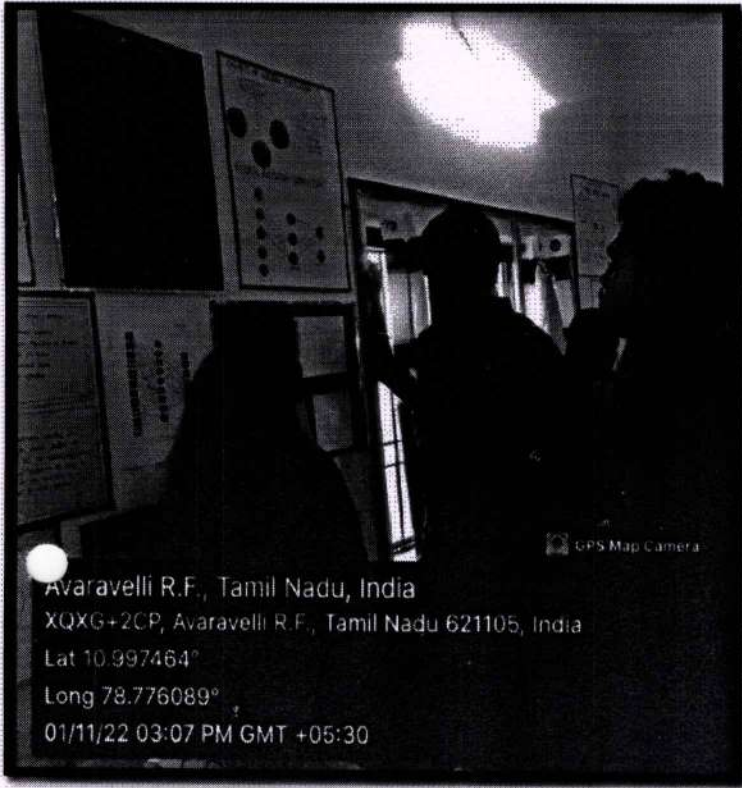


Avaravelli R.F., Tamil Nadu, India
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 Lat 10.997464°
 Long 78.776089°
 01/11/22 03:05 PM GMT +05:30



POLAROID CAM

100





M.A.M.B-School: Poster presentation on Business analytical tools, 9.30 a.m.



Poster Presentation @ MAMBS on Business Analytic Tools

M.A.M. Business School, a standalone Business School in Trichy, in association with students association club organized “Poster Presentation @ MAMBS on Business Analytic Tools” on 1st November, 2022. Dr. M. Hemalatha, Director, M.A.M. Business School given the detailed instruction on Poster Presentation and Business Analytic tools importance and its need in the present business environment and motivated the students to actively participate in the event. Business analytics refers to the skills, technologies, and practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Business analytics focuses on developing new insights and understanding of business performance based on data and statistical methods.

Business analytics become the integral part the data driven business decision making method. Students been taught the various business analytical tools such as SAS Business Analytics (SAS BA), Python, Sisense, Tableau Big Data Analytics, Excel, Multiple Regression, Decision Tree, Discriminant Analysis Python, Neural Network, Apache Storm, Market Basket Analysis, Cluster Analysis and Data envelop. The event given a platform for the students to reproduce the knowledge gained during the learning time.

Anna University introduce a new specialization in Business Analytics in the recent regulation with the considerate the reputation of Business Analytics. Students are instructed to understand basic analytic process of Data collection, Data mining, Descriptive analytics, Predictive analytics, Visualization and reporting to use right analytical tools to the given business situation. The main objective of the event is to provide platform to the students to use the learned tools of Business Analytics in the real time and to transfer the knowledge by doing it individual and group as well.

Students have participated actively with great effort with well-defined presentation tools been used during the time of demonstration. The presentation session provides the practical exposure to the students on how the Business Analytic been used in the business environment, its various practices and tools used in the process of analytics. Students learned the effective communication skill in the event by making tremendous effort to present the content to the visitors. Students also clear the doubt of raised by the learners during the time of the session. Student’s representatives made all the requisite arrangements for the programme.



Dr. S. Kanchara	Good presentation of nice initiative	S. S. S.
Dr. R. Suganya	Excellent preparation and Good Presentation	R. Suganya
Iskwaya. M	Outstanding Explanation	R. S. S.
Marjubashini M	Awesome Explanation and super paper work Nice individual work.	M. Marjub.
Bavana	Excellent	P. Bavana
A. S. S. S. S.	Excellent and very good	A. S. S. S.
Hemavathy	Nice Explanation	C. H. V.
K. Kesavathini	Good Presentation	K. Kesav.
Anavasa n.	Excellent preparation	A. N.
M. Kagalvizhi	Good Presentation.	M. K.
R. Sathish / S. Sathish	to know the software types: well presentation	R. S.
A. Hemamalini	Good Explanation with clear examples nice.	A. H.
Saranya VIJAYESH - 07		S. S.
Sethy soelan. M	Good and efficient presentation	S. S.



Gruduprasanna . R.

How to Run a
Real Business and
How to develop
the Business is
good explain and
It's a very useful
for a all products.

R/GP
01/11/22

R. supriya

- Good presentation with nice
explanation.

P. Janani

- Good presentation, good creativity.

A. Anuriga

- More Informative.

A. Nandhini

- Very nice and more informative
Presentation.

Sivapriya

- Excellent explanation about the concept

J. Harthasa

- Excellent explanation and Interesting to
hear about product launching process

P. Thejaswini

- Excellent presentation and more information
are gain.

S. Ananthiy

- Nice Explanation about description analysis..

S. Abhishek

- excellent presentation and good creativity.

A. Anush

- nice presentation and good explanation

N. Bharathi

- Good and Beautiful presentation

V. Vaidhegi

- Nice presentation and explanation.



1) Rameh v
I MISA

2
5/c
Explanation is very good
I understand it to easy
and clearly *

2) D. Edwin

In this Team was
Give the proper
explanation on the
customer Interaction.

3) MURUGALAKSHMI.M

Good presentation & easy to understand
in video

4) Nandhini

Very nice explanation & detailed information
about the topic.

5) Niveetha

Good explanation and neat presentation

6) Sathya seelan.

Clear explanation and unique presentation
with video. understandable.

7) Girish Prasanna.

- Prasanth explanation was good and many
video creation of segmentation is perfect
- Explanation and presentation was clear & good
effort taken to present.

8) Jena

DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105





M.A.M. B-SCHOOL
Siruganur, Trichy -621105
(Approved by AICTE, New Delhi & Affiliated to Anna University,
Chennai)



PROGRAMME COMPLETION REPORT

Name of the Event : Business Plan Presentation
Date of the Event : 2.12.2022
Time of the Event : 3 pm
Venue of the Event : MAMBS





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University,
Chennai)



Programme Completion Report

Enclosures

Name of the Event : Business Plan Presentation
Date of the Event Conducted : 2.12.2022

Sl.No	Description	Enclosed or not (Please put Tick Mark only)
1.	Event Proposal	✓
2.	Budget Proposed	✓
3.	Event Planner / Circular	✓
4.	Resource Person Invitation & Thanks Letter (optional)	-
5.	Acceptance Letter from Resource Person (optional)	-
6.	Resource Person's Profile	-
7.	Invitation	✓
8.	Agenda	✓
9.	Participants Attendance	✓
10.	Participants Feedback	✓
11.	Event Photos with Geo tagged	✓
12.	Budget Utilization	✓
13.	News Published in Papers	-
14.	PPT slide about the program (optional)	-

SM

Coordinator of the Event



Director



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



Date: 2.12.2022

Submitted to the Director:

Subject: Proposal for approval –Business Plan Presentation

(a) It is proposed to conduct a program as detailed below:

Sl. No.	Topic	Details
1	Faculty coordinators	Ms. S. Kiruthiga Yi Co-ordinator M.A.M.B-SCHOOL
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3	Date/Time	2.12.2022/ 3 pm
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5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Focus audience	1 Year MBA
7	Estimated number of audiences	19
8	Chief guest details	Dr. M. Hemalatha, Director, M.A.M B-School & M.A.M School of Architecture, Siruganur, Trichy Dr. R. Karthika, Associate Professor, M.A.M B-School, Siruganur, Trichy Dr. Kanchana, Associate Professor, M.A.M B-School, Siruganur, Trichy





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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(b) The agenda with resource persons for the program has been provided.

Day No.	1	Date	2.11.2022
Session No.	Time	Topics	Resource Person
1	3 pm	Business Plan Presentation	Dr. M. Hemalatha, Director, M.A.M B-School & M.A.M School of Architecture, Siruganur, Trichy
			Dr. R. Karthika, Associate Professor, M.A.M B-School, Siruganur, Trichy
			Dr. Kanchana, Associate Professor, M.A.M B-School, Siruganur, Trichy


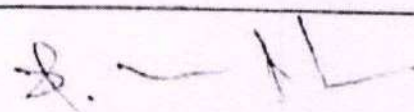

(c) Participant list:

Sl. No	Details of participants		
1	1 Year MBA students (19 Students)		
Male	Female	Total	
9	10	19	

(d) The budget for the program is as stated below:

Sl. No	Details of expenses	Amount in rupees	Payment to be made to the following account
1	NIL	NIL	NIL
Total budgeted expenses			

Approval is requested.

 Faculty Coordinator	 IQAC Coordinator	 Director
---	---	--



2/2

Date: 2.12.22

Circular

A program has been scheduled as detailed below.

Sl. No.	Topic	Details
1	Faculty coordinators	Ms. S. Kiruthiga Yi Co-ordinator M.A.M.B-SCHOOL
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The schedule of the program has been provided.



Day No.	01	Date	2.12.2022
Session No.	Time	Topic	Resource Person
1	3 pm	Business Plan Preparation	Dr. M. Hemalatha, Director, M.A.M B-School Siruganur, Trichy Dr. R.Karthika, Associate Professor, M.A.M B-School, Siruganur, Trichy Dr. Kanchana, Associate Professor, M.A.M B-School, Siruganur, Trichy

The details of the participants of the program have been provided

Sl. No	Details of participants
1	I Year MBA students (19 Students)

The concerned faculty are requested to circulate the information to all faculty and Students.

Copy to: Director's circular file

For kind information: Chairman, CEO





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



Program	Business Plan Presentation
Date / Time	2.12.2022 & 3 pm

ATTENDANCE of PARTICIPANTS

Sl.No	Name	Designation	Signature
1	S.Lokeshwari	Student	S.Lokeshwari
2	A.Nivethitha	Student	A.Nivethitha
3	V.Nadees	Student	V.Nadees
4	S. RahimKhan	Student	S. RahimKhan
5	R. Sakthi	Student	R. Sakthi
6	R.Santhoshkumar	Student	R. Santhosh Kumar
7	S.Srikrishna	Student	S. Srikrishna
8	K.Venkatesh	Student	K. Venkatesh
9	M.Hariharan	Student	M. Hariharan
10	S. Kaviya	Student	S. Kaviya
11	E. Parkavi	Student	E. Parkavi
12	C.Preethi	Student	C. Preethi
13	J.Preethi	Student	J. Preethi
14	H.V. Kailash	Student	H. V. Kailash
15	P.Priyadevi	Student	P. Priyadevi
16	S. Karthick Raja	Student	S. Karthick Raja
17	Pushparaj	Student	Pushparaj
18	V.Priyanka	Student	V. Priyanka
19	R.Shalini	Student	R. Shalini



Business Plan Presentation

Sl.No	Name	Business Plan	Designation
1	S.Lokeshwari	Pet Wings	Student
2	A.Nivethitha		Student
3	V.Nadees		Student
4	S. RahimKhan		Student
5	R. Sakthi	Plastic Recycling Products	Student
6	R.Santhoshkumar		Student
7	S. Srikrishna		Student
8	K.Venkatesh		Student
9	M.Hariharan	Hunger Wheels	Student
10	S. Kaviya		Student
11	E. Parkavi		Student
12	C.Preethi		Student
13	J.Preethi	Litto Energy	Student
14	H.V. Kailash		Student
15	P.Priyadevi		Student
16	S. Karthick Raja		Student
17	Pushparaj	Banana Fibre	Student
18	V.Priyanka		Student
19	R.Shalini		Student



Date: 2.12.2022

Report on Program Conducted

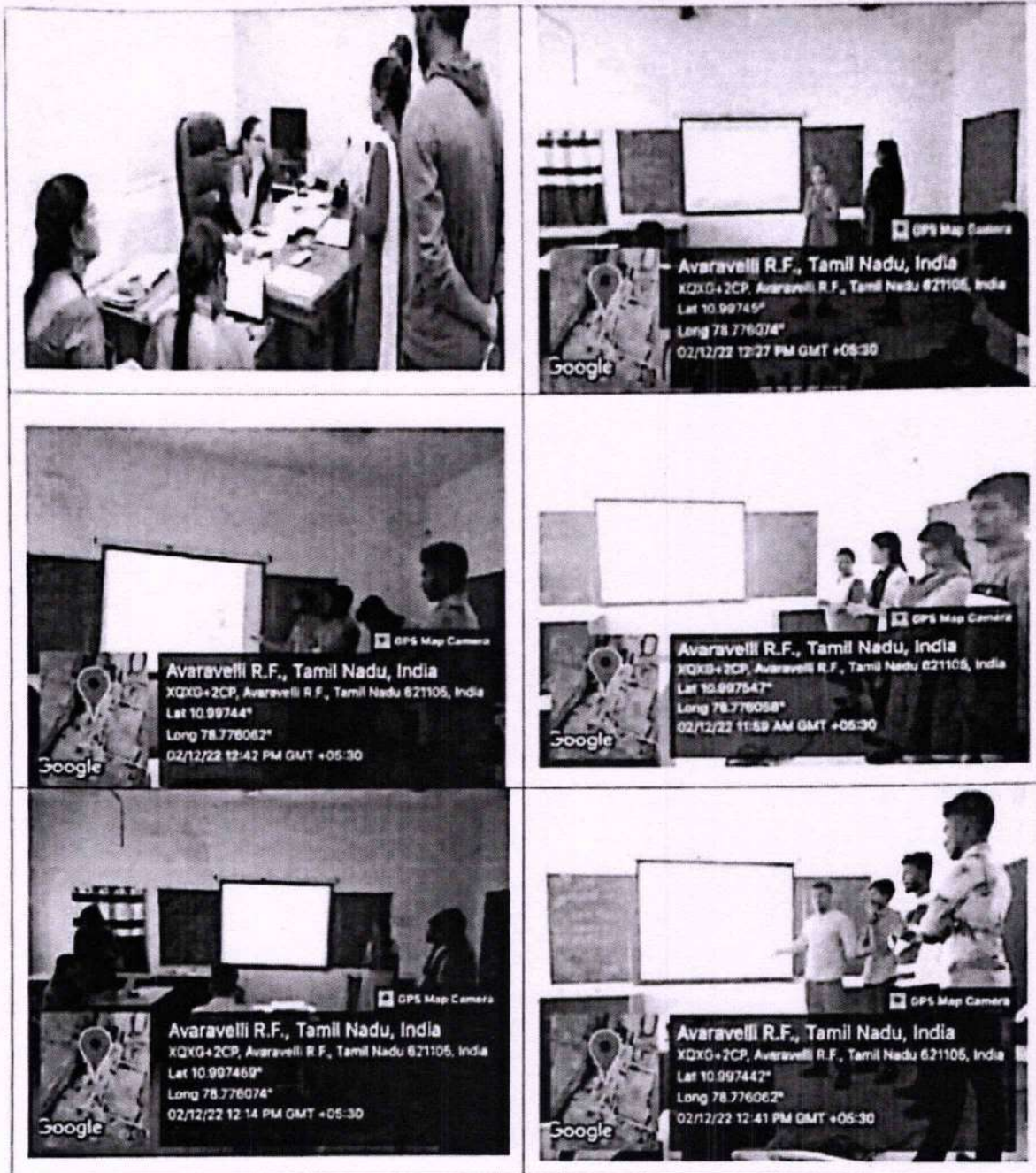
(a) Program Details: Business Plan Presentation

Sl. No.	Topic	Details
1	Faculty coordinators	Ms. S. Kiruthiga Yi Co-ordinator M.A.M.B-SCHOOL
2	Title of program	Business Plan Preparation
3	Date/Time	2.12.2022 / 3 pm
4	Proposed venue	MAMBS Seminar Hall
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Total number of audiences who attended	19 Students
7	Chief guest details	Dr. M. Hemalatha, Director, M.A.M B-School & M.A.M School of Architecture, Siruganur, Trichy Dr. R. Karthika, Associate Professor, M.A.M B-School, Siruganur, Trichy Dr. Kanchana, Associate Professor, M.A.M B-School, Siruganur, Trichy
8	Description of the event	M.A.M B-School, organized Business Plan Presentation session for the first year students. For the event, Dr. M. Hemalatha, Director, M.A.M B-School, Dr. R. Karthika, Associate Professor, M.A.M B-School, Siruganur, Trichy. Dr. Kanchana, Associate Professor, M.A.M B-School, are the judges of the event.



		<p>Totally, five teams comprising of 19 students have participated in the Business Plan presentation. They have pitched the ideas namely, Pet wings, Litto Energy, Organic Soul, Plastic Recycling Products, Food Truck. The teams have presented the unique ideas related to the real time scenario to scale up for the business proposal. The teams have presented the ideas to the panel of Judges.</p> <p>The business plan was presented with the content of brand name, business model, scale of business, business nature, investment plan, marketing plan, Human resource plan, strategic plan with vision and mission. Finally, the Judges had evaluated the business plan and gave inputs for improvisation and suggestions to scale up the plan.</p>
9	Outcomes of the event	<p>Students have benefitted with the intended questions and it instilled entrepreneurial skills to scrutinize the business idea more reliable and feasible to improve better.</p>

Photographs (Geotagged) of the program with captions:



(b) Feedback consolidation:

<p>Feedback about the program (information taken from the feedback collected)</p>	<p>The event was highly beneficial for the students to know about the entrepreneurial preparation.</p>
<p>Suggestions given by participants (information taken from the feedback collected)</p>	<p>Students are expecting to conduct frequent sessions to improve the entrepreneurial skills</p>

Attach: Program description

Faculty Coordinator  Director 





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delli & Affiliated to Anna University, Chennai)



BUDGET UTILIZATION

Date: 2.12.2022

Sl. No	Particulars	Cost	Total Amount
1	NIL	NIL	NIL
Total Amount			NIL

SLI

Coordinator of the event


Director



Business Plan Presentation - 02.12.2022										
Timestamp	Email Address	Name of the student with mobile in Capital letter	YEAR	Section	How relevant was the content discussed by the speaker?	How did the speaker (Organizations) bring elements of the lecture?	Speaker was able to make the lecture interactive & made me feel engaged?	Did the speaker cover subject of the program?	How the session will help in your career?	Any take away from this session?
08.12.2022 19:25	anishmedora@gmail.com	VENKA TESH K	1 st Year	Section - c	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Good	Good
08.12.2022 19:37	kaleshveera@gmail.com	KALASH HV	1 st Year	Section - B	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Good	How to develop as an entrepreneur
08.12.2022 20:36	shivanya2005@gmail.com	S. Pooja Devi	1 st Year	Section - B	Neutral	Neutral	Neutral	Agree	Learned basic information	Use full experience
08.12.2022 21:38	preethichina2@gmail.com	PREETHI J	1 st Year	Section - B	Agree	Agree	Strongly Agree	Neutral	It will help in path of career into entrepreneurship	Effectiveness
08.12.2022 15:17	spuniparal12@gmail.com	PUSHPAKA, P	1 st Year	Section - c	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Learned business skills	Future business implementation
14.12.2022 11:41	praveetha11@gmail.com	V. Praveetha	1 st Year	Section - c	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Yes	It is very useful for our future
14.12.2022 12:54	kaushika5@gmail.com	KAUSHIKA S	1 st Year	Section - B	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Very helpful	Innovative thinking
14.12.2022 10:56	parthav20112000@gmail.com	PARTHAV E	1 st Year	Section - B	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Enhancing different ideas	How to develop innovation
14.12.2022 10:56	preethichina21@gmail.com	C PREETHI	1 st Year	Section - B	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Enhancing different ideas	Creativity
14.12.2022 10:59	kamika1409@gmail.com	Kamika ras	1 st Year	Section - B	Disagree	Disagree	Neutral	Neutral	Not	Need strong content
14.12.2022 10:56	kaleshveera@gmail.com	KALASH HV	1 st Year	Section - B	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Entrepreneur skill	Entrepreneur
14.12.2022 11:01	harsharanus4@gmail.com	HARSHARAN M	1 st Year	Section - B	Strongly Agree	Strongly Agree	Agree	Strongly Agree	Know more about entrepreneurship	Market analysis
14.12.2022 11:05	shalinrosha2110@gmail.com	SHALINI R	1 st Year	Section - c	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Good about the preparation of business	How to start business



DIRECTOR

M.A.M. B-SCHOOL
Siruganur, Trichy-621105



M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB

M. A. M. B School student Association Club, organized poster presentation on "BUSINESS ANALYTICS TOOLS" held on 01th November, 2022.



M.A.M B-School
(Approved by AICTE and Affiliated to Anna University)
Siruganur,Trichy www.mambs.com

MASTeR **MAMBS**

M.A.M B-School Student Association Club
cordially invites you for the
Poster Presentation @ MAMBS

Business Analytics Tools
Knowledge forum by the students

 1st November 2022 @ 9.30 am

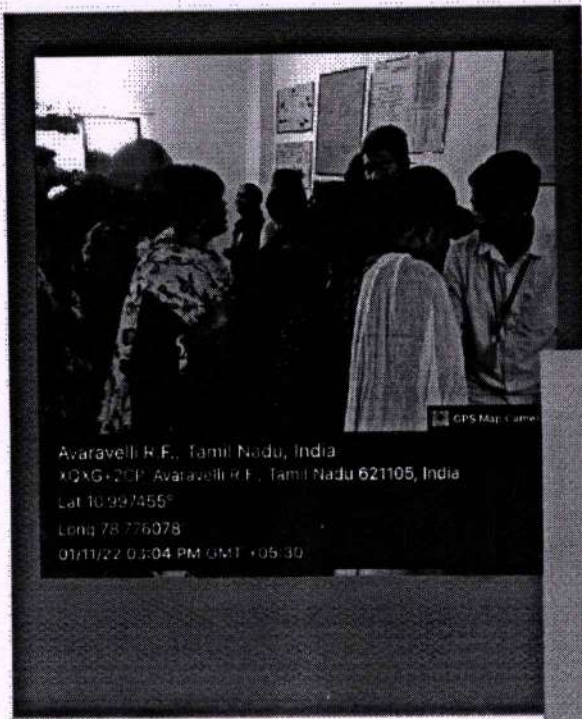
 MAMBS

All the faculties and students are invited

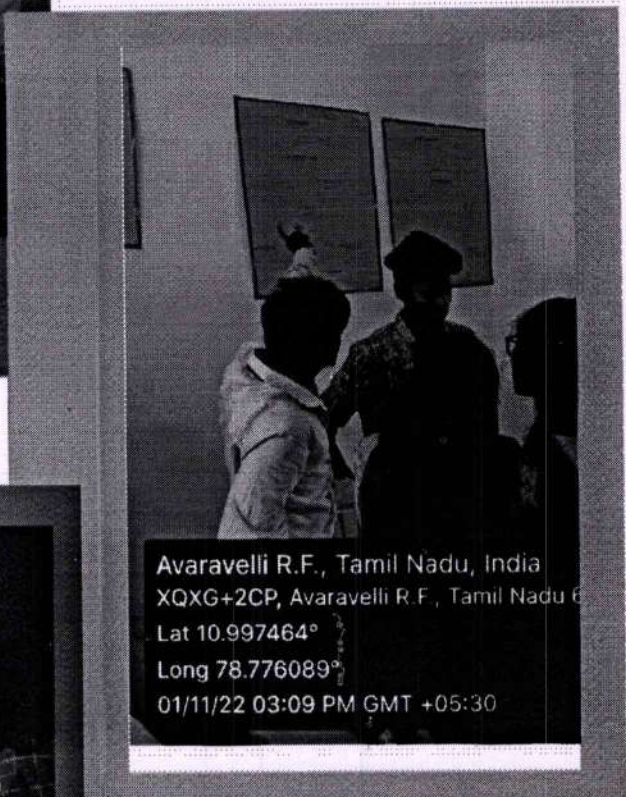
Dr. M. Hemalatha
Director - MAMBS

Mrs. Fathima Bathool Maluk
Secretary & CEO -MASTeR GI.

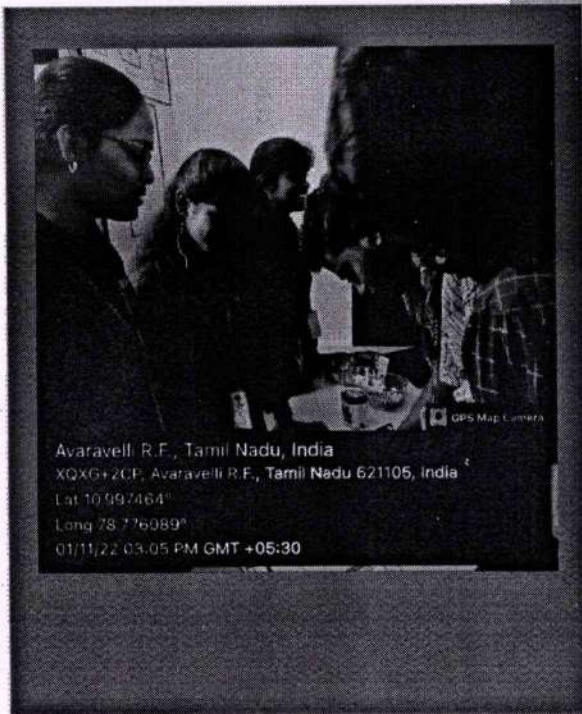




Avaravelli R.F., Tamil Nadu, India
 XQXG+2CP, Avaravelli R.F., Tamil Nadu 621105, India
 Lat 10.997455°
 Long 78.776078°
 01/11/22 03:04 PM GMT +05:30



Avaravelli R.F., Tamil Nadu, India
 XQXG+2CP, Avaravelli R.F., Tamil Nadu 6
 Lat 10.997464°
 Long 78.776089°
 01/11/22 03:09 PM GMT +05:30

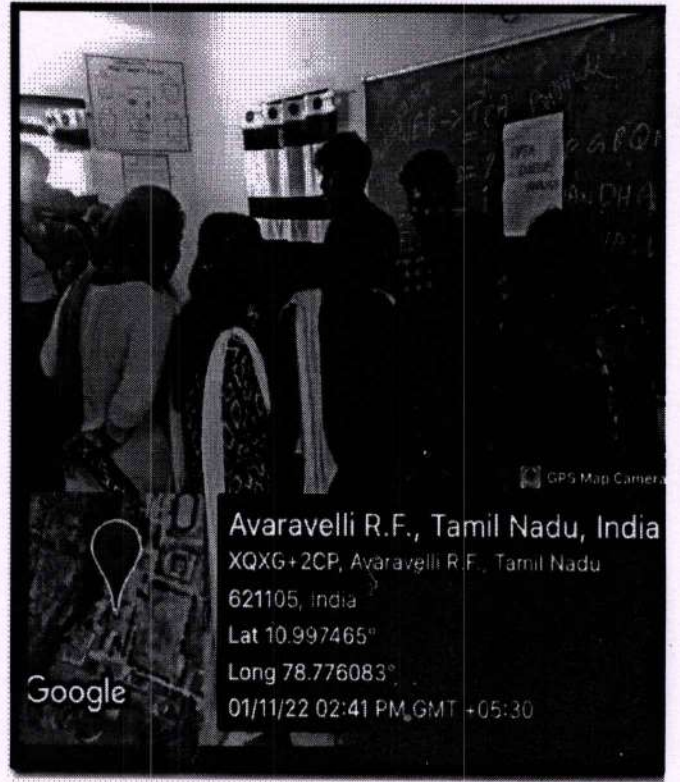
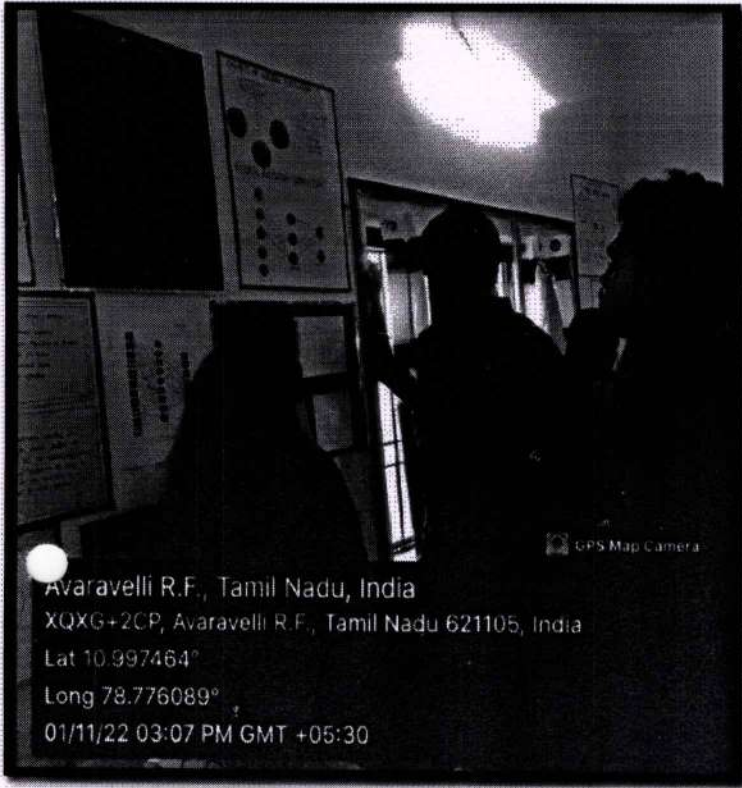


Avaravelli R.F., Tamil Nadu, India
 XQXG+2CP, Avaravelli R.F., Tamil Nadu 621105, India
 Lat 10.997464°
 Long 78.776089°
 01/11/22 03:05 PM GMT +05:30



POLAROID CAM

100





M.A.M.B-School: Poster presentation on Business analytical tools, 9.30 a.m.



Poster Presentation @ MAMBS on Business Analytic Tools

M.A.M. Business School, a standalone Business School in Trichy, in association with students association club organized “Poster Presentation @ MAMBS on Business Analytic Tools” on 1st November, 2022. Dr. M. Hemalatha, Director, M.A.M. Business School given the detailed instruction on Poster Presentation and Business Analytic tools importance and its need in the present business environment and motivated the students to actively participate in the event. Business analytics refers to the skills, technologies, and practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Business analytics focuses on developing new insights and understanding of business performance based on data and statistical methods.

Business analytics become the integral part the data driven business decision making method. Students been taught the various business analytical tools such as SAS Business Analytics (SAS BA), Python, Sisense, Tableau Big Data Analytics, Excel, Multiple Regression, Decision Tree, Discriminant Analysis Python, Neural Network, Apache Storm, Market Basket Analysis, Cluster Analysis and Data envelop. The event given a platform for the students to reproduce the knowledge gained during the learning time.

Anna University introduce a new specialization in Business Analytics in the recent regulation with the considerate the reputation of Business Analytics. Students are instructed to understand basic analytic process of Data collection, Data mining, Descriptive analytics, Predictive analytics, Visualization and reporting to use right analytical tools to the given business situation. The main objective of the event is to provide platform to the students to use the learned tools of Business Analytics in the real time and to transfer the knowledge by doing it individual and group as well.

Students have participated actively with great effort with well-defined presentation tools been used during the time of demonstration. The presentation session provides the practical exposure to the students on how the Business Analytic been used in the business environment, its various practices and tools used in the process of analytics. Students learned the effective communication skill in the event by making tremendous effort to present the content to the visitors. Students also clear the doubt of raised by the learners during the time of the session. Student’s representatives made all the requisite arrangements for the programme.



Dr. S. Kanchara	Good presentation of nice initiative	S. S. S.
Dr. R. Suganya	Excellent preparation and Good Presentation	R. Suganya
Iskwaya. M	Outstanding Explanation	R. S. S.
Marjubashini M	Awesome Explanation and super paper work Nice individual work.	M. Marjub.
Bavana	Excellent	P. Bavana
A. S. S. S. S.	Excellent and very good	A. S. S. S.
Hemavathy	Nice Explanation	C. H. V.
K. Kesavathini	Good Presentation	K. Kesav.
Amavasa n.	Excellent preparation	A. M. V.
M. Kagalvizhi	Good Presentation.	M. K. V.
R. Sathya / S. Sathya	to know the software types: well presentation	R. Sathya
A. Hemamalini	Good Explanation with clear examples nice.	A. Hemamalini
Saranya VIJAYESH - 07		S. Saranya
Sethy soelan. M	Good and efficient presentation	S. S. S.



Gruruprasanna . R.

How to Run a
Real Business and
How to develop
the Business is
good explain and
It's a very useful
for a all products.

R/GP
01/11/22

R. supriya

- Good presentation with nice
explanation.

P. Janani

- Good presentation, good creativity.

A. Anuriga

- More Informative.

A. Nandhini

- Very nice and more informative
Presentation.

Sivapriya

- Excellent explanation about the concept

J. Harsham

- Excellent explanation and Interesting to
hear about product launching process

P. Thejaswini

- Excellent presentation and more information
are gain.

S. Ananthiy

- Nice Explanation about description analysis..

S. Abhishek

- excellent presentation and good creativity.

A. Anush

- nice presentation and good explanation

N. Bharathi

- Good and Beautiful presentation

V. Vaidhegi

- Nice presentation and explanation.



1) Rameh v
I MISA

2
5/c
Explanation is very good
I understand it to easy
and clearly *

2) D. Edwin

In this Team was
Give the proper
explanation on the
customer Interaction.

3) MURUDALAKSHMI.M

Good presentation & easy to understand
in video

4) Nandhini

Very nice explanation & detailed information
about the topic.

5) Nivegetha

Good explanation and neat presentation

6) Sathya seelan.

Clear explanation and unique presentation
with video. understandable.

7) Girish Prasanna.

- Prasanth explanation was good and many
video creation of segmentation is perfect
- Explanation and presentation was clear & good
effort taken to present.

8) Jena

DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

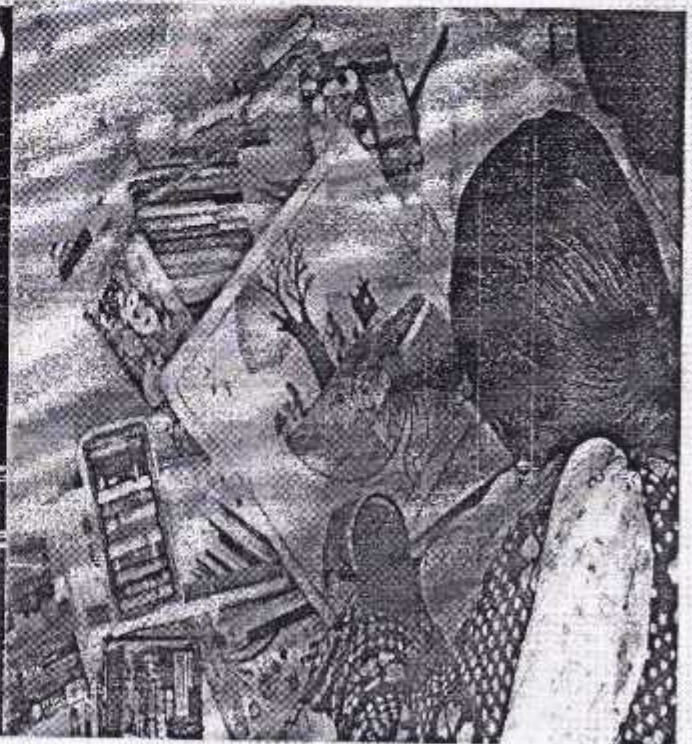
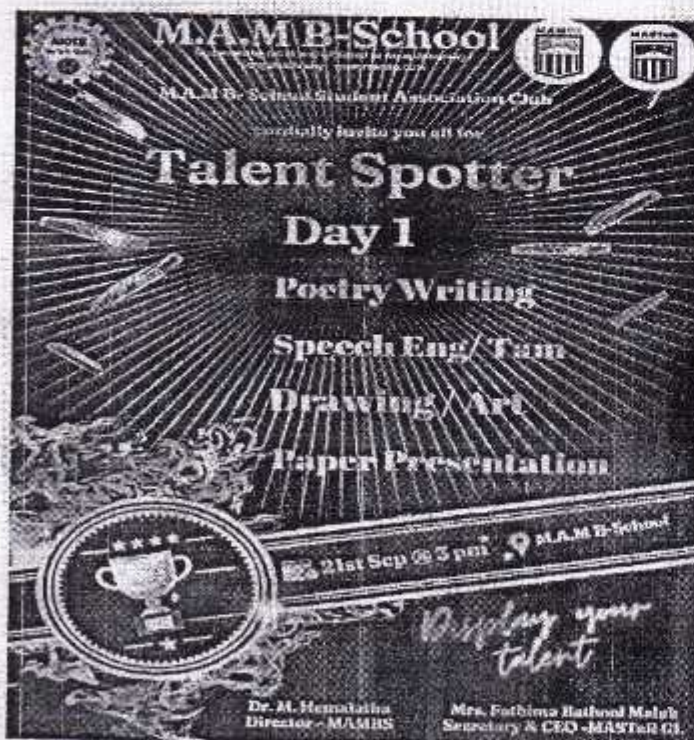


M.A.M B-School Student Association Club
TALENT SPOTTER-2022

M.A.M.B-School Student Association Club organizes "Talent Spotter" program that commences on 21.09.2022.

Day: 1

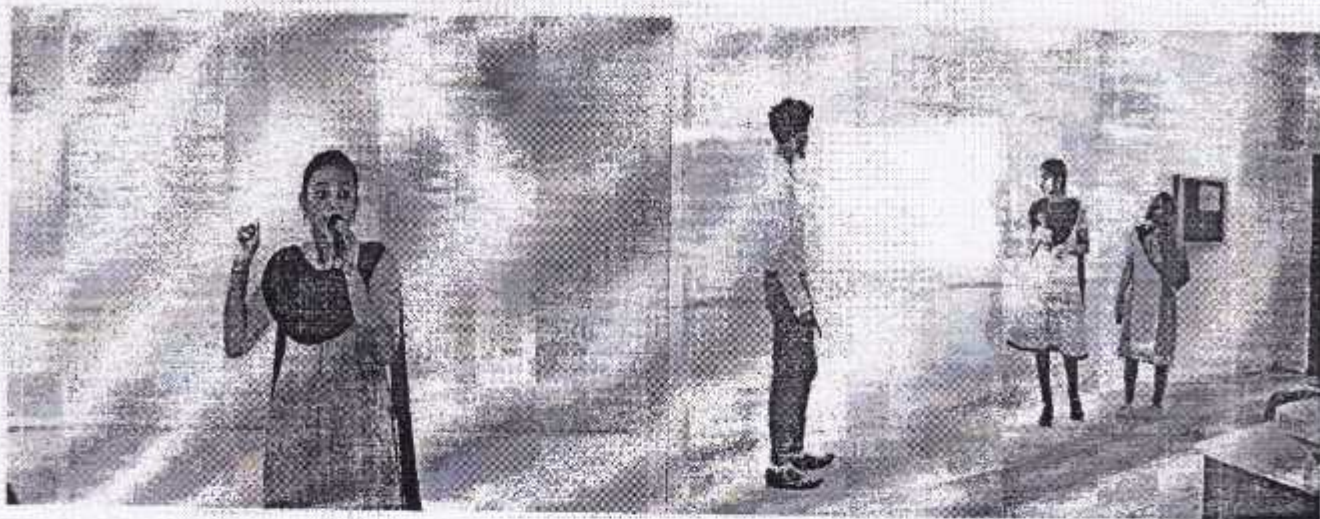
- Poetry Writing.
- Speech English/ Tamil.
- Drawing/ Art.
- Paper Presentation.



The aim of this competition is to equip MAMBS young students with the skills of thinking clearly, speaking persuasively and listening to the opinions of others critically and constructively. It enables young people to test and demonstrate their fluency in English.

The objectives of the Public Speaking Competition are three-fold, namely:

- To provide young people with practical experience in the fundamental skills of public speaking



M.A.M.B-School Student Association Club organized "Talent Spotter" programed on 21.09.22 and all the students inquisitively participated in various events.

Studies have shown that the use of short video clips allows for more efficient processing and memory recall. The visual and auditory nature of videos appeals to a wide audience and allows each user to process information in a way that's natural to them. In a nutshell, videos are good teachers


M.A.M.B. School
 M.A.M.B. School Student Association Club & ICPC/Clab
 partially sponsor for this


JCI
 JCI

Day 2
Talent Spotter

Video Editing


Meme Creation


Logo creation

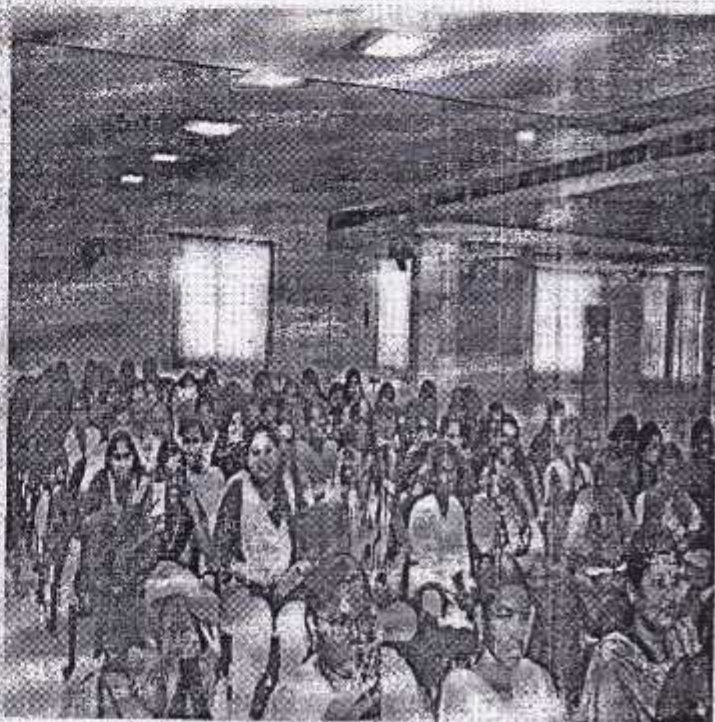

Short Film

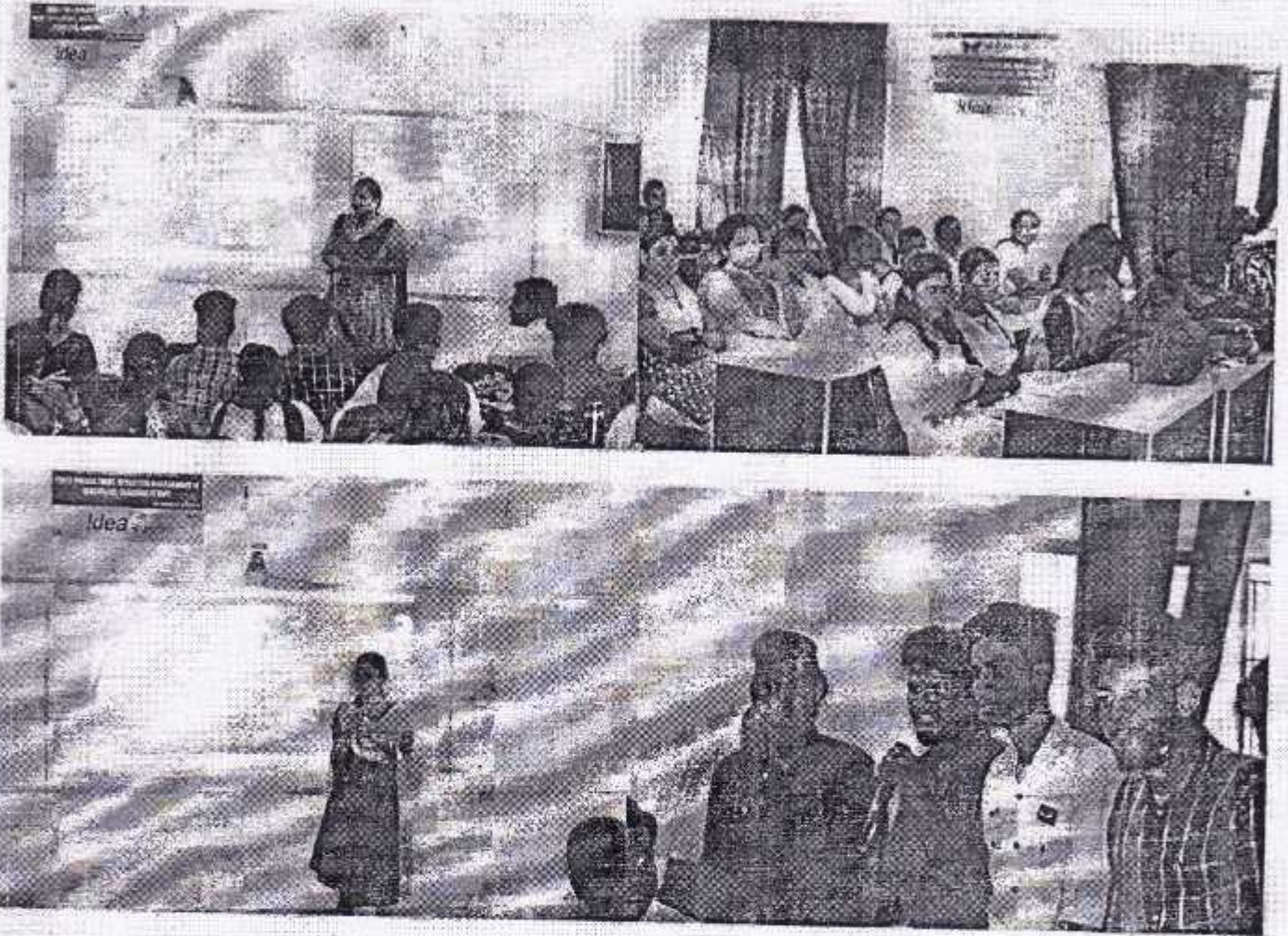

21.9.2022 @ 3pm
 M.A.M.B. School

Dr. M. Anwarulhaq
 Director - M.A.M.B.

Mrs. Fatima Binteol Malak
 Secretary & CEO - MASTeT Cl.







M.A.M.B-School Student Association Club organizes Intra Collegiate Cultural Competition: "Talent Spotter" (Day -3) programme on 23.09.22.

- CORPORATE WALK
- ADZAP
- SINGING
- MIME
- DANCE

The cultural activities enhance the confidence level of the students thereby allowing them to perform better. These activities develop the personality of the students and assist them in shaping a good career. In fact, OUR MAMBS students can also leverage the advantage of participating in various activities.



M.A.M.B-School
 M.A.M.B. School Students Association Club
Intra Collegiate Cultural Competition

TALENT SpOTter
 23rd Sep 2022 @ 1.15 pm
 Newton Hall

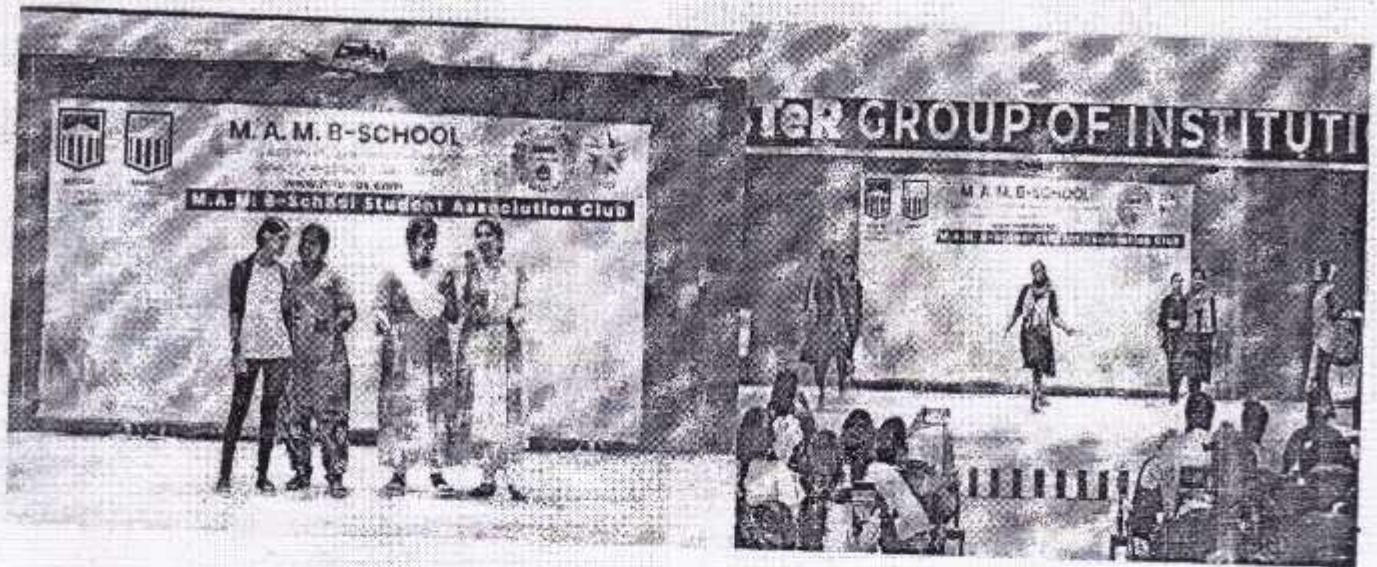
Day 3

Corporate Walk Salsa
 Singing Skit Dance

Mrs. Pallama Radhika Shakti
 Secretary & ERG - M.A.M.B.S.C.

Dr. M. Harasudha
 Director - M.A.M.B.S.





Life without music would be a mistake because we live in a world full of songbirds and this competition gave an opportunity to the songbirds out there. The students sang different varieties giving a tough competition.

The competition was judged on the basis of voice clarity, melody and confidence.

STUDENTS PARTICIPATION RATIO:

Male	Female	Total
121	119	240

M.A.M B-School Student Association Club

TALENT SPOTTER-2022

WINNER LIST

SPEECH COMPETITION

S.NO	NAME OF THE STUDENT	PRIZE
1	S.LOGESWARI	I
2	M.AJAY	II
3	S.KAVIYA	III
4	V.NADEES	III

PAPER PRESENTATION

S.NO	NAME OF THE STUDENT	PRIZE
1	KAVIYA	I
2	RAKSHANA,SHALINI,PUSHPARAJ	II

POETRY

S.NO	NAME OF THE STUDENT	PRIZE
1	S.LOGESWARI	I
2	KAVIYA	II
3	JENI ESTHER	III

VIDEO EDITING/SHORT FLIM/MEMES

S.NO	NAME OF THE STUDENT	PRIZE
1	PUSHPARAJ	I
2	VAIDEESWARI	II
3	VINOTHINLLC	III

SOLO SINGING

S.NO	NAME OF THE STUDENT	PRIZE
1	AATHISH	I
2	CHITRA BANU	II
3	GOKILAVANI	III

GROUP SINGING

S.NO	NAME OF THE STUDENT	PRIZE
1	ANJALI &TEAM	I
2	AAFRIN &TEAM	II
3	REVATHI&TEAM	III

SOLO DANCE

S.NO	NAME OF THE STUDENT	PRIZE
1	THANASH	I
2	LOGESH	II
3	SAMEER	III

GROUP DANCE

S.NO	NAME OF THE STUDENT	PRIZE
1	PUSHPARAJ&TEAM	I
2	AATHISH&TEAM	II
3	HEMASRI&TEAM	III

ADZAP

S.NO	NAME OF THE STUDENT	PRIZE
1	PONMANASELVAN&TEAM	I
2	SHINY&TEAM	II

CORPORATE WALK

S.NO	NAME OF THE STUDENT	PRIZE
1	JAGADESH &TEAM	I

DRAWING COMPETITION

S.NO	NAME OF THE STUDENT	PRIZE
1	BASHEER ALI	I
2	SAKTHI	II
3	NADEES	III



GROUP DANCE

S.NO	NAME OF THE STUDENT	PRIZE
1	PUSHPARAJ&TEAM	I
2	AATHISH&TEAM	II
3	HEMASRI&TEAM	III

ADZAP

S.NO	NAME OF THE STUDENT	PRIZE
1	PONMANASELVAN&TEAM	I
2	SHINY&TEAM	II

CORPORATE WALK

S.NO	NAME OF THE STUDENT	PRIZE
1	JAGADESH &TEAM	I

DRAWING COMPETITION

S.NO	NAME OF THE STUDENT	PRIZE
1	BASHEER ALI	I
2	SAKTHI	II
3	NADEES	III



M.A.M. B-SCHOOL

Trichy - Chennai Trunk Road, Siruganur, Trichy - 621 105.

VOUCHER

Date : 22/09/2022

Name : N. Kaya/vizhi

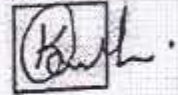
Received Rupees : Two Hundred and twenty Six only.

Bill Ref : coffee 8x10=80 Tea 18x7=126, Biscuits 4x5=20

Forwards : Talent Spotter on MAMBS - 3 days

Rs. 226/-

SIGNATURE



O.S



DIRECTOR

JOINT-SECRETARY

OVERALL BILL STATEMENT

Sl. No	Particulars	Cost	Total Amount
1	Refreshment Expenses Day 1- coffee for jury & staffs	8X10=80	80
2	Day 2- Tea for jury & staffs	18X7=126	126
3	Day 3- Tea & biscuits	4X5=20	20
TOTAL EXPENSES			226



M.A.M B-School Student Association Club

TALENT SPOTTER-2022

OVER ALL BUDGET FOR TALENT SPOTTERS

S.NO	PARTICULARS	NO.OF .COUNTS	AMOUNT	TOTAL
1	CERTIFICATES	100	12	100X12=1200
2	FIRST PRIZE MEDALS	30	35	30X35=1020
3	SECOND PRIZE	18	35	18X35=630
4	THIRD PRIZE	20	35	20X35=700
			TOTAL	3,550


CLUB CO ORDINATOR


DIRECTOER

Dr. M. Harishankar, MBA, Ph.D (NITT)
Principal Director
M.A.M. B. School
Siruganur, Tiruchirappalli-621105.
Mob:8220727888.www.mombs.com




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



M.A.M. B-SCHOOL

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

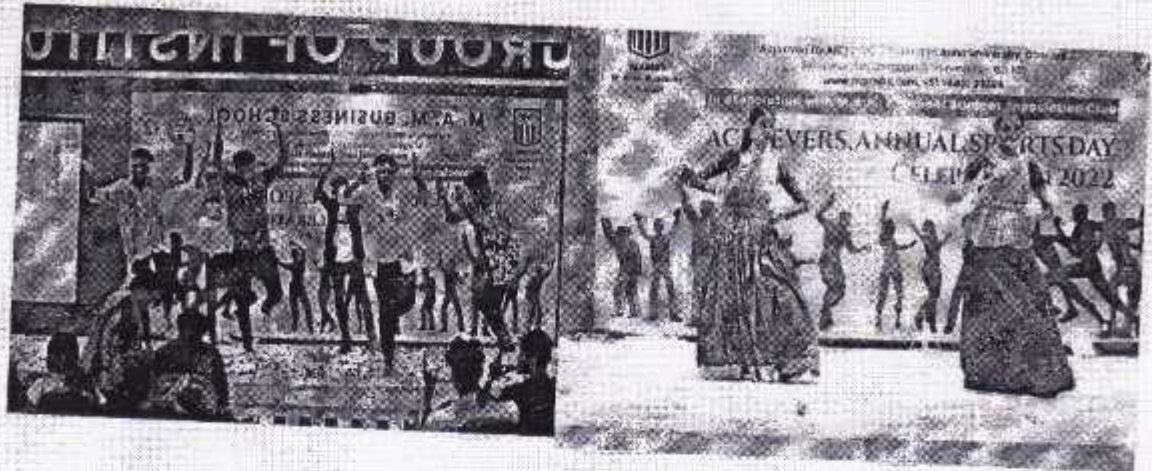


Siruganur, Trichy -621105

CULTURAL DAY CELEBRATION 2022

M.A.M.B-School in association with M.A.M.B-School Student Association Club organized "Cultural Day celebration 2022" today (11.06.2022). M.A.M. B-School in association with M.A.M. B-School Student Association Club organized "Achievers Day Celebration 2022" today (11.06.2022) and the achievers in Campus Placement Drive were honoured by Dr.B. Muruganantham, Registrar, MASTeR Group of Institutions.





Dance gives students a creative outlet for ideas and feelings, especially when words are difficult to come by. A safe place to express themselves, all dancers move differently and this originality in movement allows students to accept and understand one another. Dance is a holistic activity for the mind, body and the soul. It aligns all these, and the participants are then more aware of their strength and weaknesses giving them an opportunity to identify them and work on them. With a dance class, they have something to look forward to and they get to do what they like. Also, many students who are generally introverts get a platform to express themselves and their personality starts reflecting positively after attending dance classes.

Not only do they learn dance, engage in a physical activity but also experience something that highlights their spirit. It's a stress buster

Music in itself is therapeutic. Dance is a physical interpretation of what the music says. It is a great way to release energy, shed inhibitions and let your emotions out. When you dance you sweat, and you release feel good endorphins that make you happy.

Good music, good dancing is a great way to be in a happy state of mind. The teaching pattern is interactive and communicative ensuring that the learning process is fun and stress-free.

Dance has the ability to heal. For me, health is a state of mind and fitness is a way of life. A fit body homes a healthy mind. This is the most important health benefit of dance -- it aligns the mind, body and spirit.



STUDENTS PARTICIPATION RATIO:

Male	Female	Total
121	124	245

M.A.M. B-SCHOOL

Trichy - Chennai Trunk Road, Siruganur, Trichy - 621 105.

VOUCHER

Date : 13.06.22

Name : S. Senthil Kumar

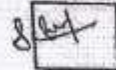
Received Rupees Seven thousand Four hundred and fifty

Bill Ref : _____


towards Annual Sports & Achievers day - medal & citation purchase

Rs. 7450 / -

SIGNATURE



O.S


DIRECTOR

JOINT-SECRETARY



M.A.M. B-SCHOOL

Trichy - Chennai Trunk Road, Siruganur, Trichy - 621 105.

VOUCHER

Date: 14/06/2022

Name: M. Suya A

Received Rupees: Two hundred and Sixty nine rupees

Bill Ref: (refreshment for chief guest - College day programme and Yrc - programme)

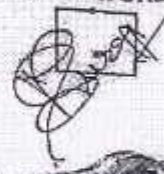
Rs. 269

O.S


DIRECTOR

JOINT-SECRETARY

SIGNATURE



M.A.M. B-SCHOOL

Trichy - Chennai Trunk Road, Siruganur, Trichy - 621 105.

VOUCHER

Date: 17/06/2022

Name: M. Suya A

Received Rupees: Three thousand and five rupees

Bill Ref: only - Students refreshment for lobby

towards Tea and Snacks expenses for MAMBS Annual Meet (17/6/22)

Rs. 3005

O.S


DIRECTOR

JOINT-SECRETARY

SIGNATURE





Siruganur, Trichy -621105

M.A.M.B-School in association with M.A.M.B-School Student Association Club organized "Sports Day celebration 2022" today (11.06.2022).





MAsteR
GROUP OF
INSTITUTIONS

M.A.M. B-SCHOOL

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

Siruganur, Trichy -621105



MAMBS
M.A.M. BUSINESS
SCHOOL



MAsteR
Group of
Institutions



MAMBS
M. A. M. Business
School

M. A. M. BUSINESS SCHOOL

Approved by AICTE and Affiliated to Anna University, Chennai

Siruganur, Tiruchirappalli, Tamilnadu - 621 105

www.mambs.com, +91 94431 33385



In association with M.A.M. B-School Student Association Club



Of Excellence

ANNUAL ACHIEVERS SPORTS DAY

We cordially invite you for the **CELEBRATION 2022**

Chief Guest

Dr. B. MURUGANANTHAM

Registrar, MASTE R Group of Institutions



Saturday, 11.06.2022, 11:00 am

Venue : Newton Hall, MAMCET

Mr.S.Sentbil Kumar

Convener - Sports Day

Dr. M. Hemalatha

DIRECTOR, MAMBS

Mrs.M.Surya

Convener - Annual Day & Achievers Day

Mrs. Fathima Bathool Maluk

Secretary & CEO, MASTE R G.I





MASTeR
GROUP OF
INSTITUTIONS

M.A.M. B-SCHOOL

(Approved by AICTE, New Delhi & Affiliated to Anna
University, Chennai)



M.A.M.
M.A.M. BUSINESS
SCHOOL

Siruganur, Trichy -621105





MASTeR
GROUP OF
INSTITUTIONS

M.A.M. B-SCHOOL

(Approved by AICTE, New Delhi & Affiliated to Anna
University, Chennai)



M.A.M. BUSINESS
SCHOOL

Siruganur, Trichy -621105



ACADEMICS TOPPERS

UNIVERSITY RANK HOLDERS (Silver coin with gold coated)

1. M.Padma
2. K.Vairamani

Best student of the year (other activities)

1. Maria Martin
2. Thivin Kumar

Semester result (First semester)

1. M.Prakash
2. S.Suriya
3. M.lswarya

Semester result (Second semester)

1. Mehajabeen Mohammed Syed Batcha
2. M.Manju
3. K.Abirami
4. Mariyammal

Semester result (Third semester)

1. Mehajabeen Mohammed Syed Batcha
2. Priyanka.M
3. Keerthana.B
4. Nandhini.D



M.A.M B-School Student Association Club
Cultural Day celebration -2022

WINNER LIST

SOLO DANCE

S.NO	NAME OF THE STUDENT	PRIZE
1.	RAHAMATH NISHA	I
2.	KARTHICK RAJA	II
3.	NIVEGEETHA	III

GROUP DANCE

S.NO	NAME OF THE STUDENT	PRIZE
1.	NAVEEN&TEAM	I
2.	ARUNKUMAR&TEAM,BALAKRISHNAN &TEAM	II
3.	RAHAMATH NISHA &TEAM	III

SOLO SINGING

S.NO	NAME OF THE STUDENT	PRIZE
1.	APARNA	I
2.	MILLATH,KANMANI	II
3.	DURGA	III

GROUP SINGING

S.NO	NAME OF THE STUDENT	PRIZE
1.	MOHAMMED MILLATH&SIVAPRIYA	I
2.	KANMANI&TEAM	II
3.	SARAVANAN&TEAM	III



M.A.M B-School Student Association Club

Cultural Day celebration -2022

WINNER LIST

SOLO DANCE

S.NO	NAME OF THE STUDENT	PRIZE
1.	RAHAMATH NISHA	I
2.	KARTHICK RAJA	II
3.	NIVEGEETHA	III

GROUP DANCE

S.NO	NAME OF THE STUDENT	PRIZE
1.	NAVEEN&TEAM	I
2.	ARUNKUMAR&TEAM,BALAKRISHNAN &TEAM	II
3.	RAHAMATH NISHA &TEAM	III

SOLO SINGING

S.NO	NAME OF THE STUDENT	PRIZE
1.	APARNA	I
2.	MILLATH,KANMANI	II
3.	DURGA	III

GROUP SINGING

S.NO	NAME OF THE STUDENT	PRIZE
1.	MOHAMMED MILLATH&SIVAPRIYA	I
2.	KANMANI&TEAM	II
3.	SARAVANAN&TEAM	III



MIME

S.NO	NAME OF THE STUDENT	PRIZE
1.	R.THIVIN KUMAR&TEAM	I
2.	EDWIN &TEAM	II

ADZAP

S.NO	NAME OF THE STUDENT	PRIZE
1.	R.THIVIN KUMAR&TEAM	I


CLUB CO-ORDINATOR


DIRECTOR




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

CULTURAL DAY CELEBRATION 2022

M.A.M.B-School in association with M.A.M.B-School Student Association Club organized "Cultural Day celebration 2022" today (11.06.2022). M.A.M. B-School in association with M.A.M. B-School Student Association Club organized "Achievers Day Celebration 2022" today (11.06.2022) and the achievers in Campus Placement Drive were honoured by Dr.B. Muruganatham, Registrar, MASTeR Group of Institutions.





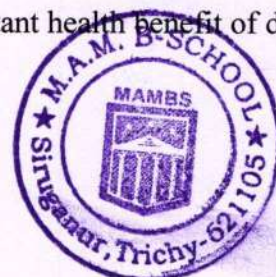
Dance gives students a creative outlet for ideas and feelings, especially when words are difficult to come by. A safe place to express themselves, all dancers move differently and this originality in movement allows students to accept and understand one another. Dance is a holistic activity for the mind, body and the soul. It aligns all these, and the participants are then more aware of their strength and weaknesses giving them an opportunity to identify them and work on them. With a dance class, they have something to look forward to and they get to do what they like. Also, many students who are generally introverts get a platform to express themselves and their personality starts reflecting positively after attending dance classes.

Not only do they learn dance, engage in a physical activity but also experience something that highlights their spirit. It's a stress buster

Music in itself is therapeutic. Dance is a physical interpretation of what the music says. It is a great way to release energy, shed inhibitions and let your emotions out. When you dance you sweat, and you release feel good endorphins that make you happy.

Good music, good dancing is a great way to be in a happy state of mind. The teaching pattern is interactive and communicative ensuring that the learning process is fun and stress-free.

Dance has the ability to heal. For me, health is a state of mind and fitness is a way of life. A fit body homes a healthy mind. This is the most important health benefit of dance -- it aligns the mind, body and spirit.



STUDENTSPARTICIPATIONRATIO:

Male	Female	Total
121	124	245

M.A.M. B-SCHOOL

Trichy - Chennai Trunk Road, Siruganur, Trichy - 621 105.

VOUCHER

Date : 13.06.22

Name : S. Senthikumar

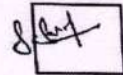
Received Rupees Seven thousand Four hundred and fifty

Bill Ref :

towards Annular Sports & Achievers day - Medal & citations purchase

Rs. 7450 / -

SIGNATURE



O.S



DIRECTOR

JOINT-SECRETARY



M.A.M. B-SCHOOL

Trichy - Chennai Trunk Road, Siruganur, Trichy - 621 105.

VOUCHER

Date : 14/06/2022

Name : M. Somya

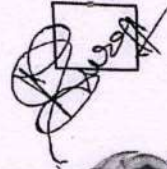
Received Rupees : Two hundred and Sixty nine rupees

Bill Ref : (refreshment for chief guest - Collyer day programme and YPC - Programme)

Rs. 269

O.S


DIRECTOR

SIGNATURE

JOINT-SECRETARY

M.A.M. B-SCHOOL

Trichy - Chennai Trunk Road, Siruganur, Trichy - 621 105.

VOUCHER

Date : 17/06/2022

Name : M. Somya

Received Rupees : Three thousand and five rupees

Bill Ref : only - Students refreshment for Collyer day
towards Tea and Snacks expenses for MAMBS Annual Day (11/6/22)

Rs. 3005

O.S


DIRECTOR

SIGNATURE

JOINT-SECRETARY



M.A.M B-School Student Association Club

Cultural Day celebration -2022

WINNER LIST

SOLO DANCE

S.NO	NAME OF THE STUDENT	PRIZE
1.	RAHAMATH NISHA	I
2.	KARTHICK RAJA	II
3.	NIVEGEETHA	III

GROUP DANCE

S.NO	NAME OF THE STUDENT	PRIZE
1.	NAVEEN&TEAM	I
2.	ARUNKUMAR&TEAM,BALAKRISHNAN &TEAM	II
3.	RAHAMATH NISHA &TEAM	III

SOLO SINGING

S.NO	NAME OF THE STUDENT	PRIZE
1.	APARNA	I
2.	MILLATH,KANMANI	II
3.	DURGA	III

GROUP SINGING

S.NO	NAME OF THE STUDENT	PRIZE
1.	MOHAMMED MILLATH&SIVAPRIYA	I
2.	KANMANI&TEAM	II
3.	SARAVANAN&TEAM	III



MIME

S.NO	NAME OF THE STUDENT	PRIZE
1.	R.THIVIN KUMAR&TEAM	I
2.	EDWIN &TEAM	II

ADZAP

S.NO	NAME OF THE STUDENT	PRIZE
1.	R.THIVIN KUMAR&TEAM	I

CLUB CO-ORDINATOR

DIRECTOR




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

**PROGRAMME COMPLETION
REPORT
FOR
SESSION ON" DATA SCIENCE"**

DATE:03.12.2022





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



Programme Completion Report

Enclosures

Name of the Event : SESSION on "DATA SCIENCE"
Date of the Event Conducted : 03.12.2022

Sl.No	Description	Enclosed or not (Please put Tick Mark only)
1.	Event Proposal	✓
2.	Budget Proposed	✓
3.	Event Planner / Circular	✓
4.	Resource Person Invitation & Thanks Letter (optional)	-
5.	Acceptance Letter from Resource Person (optional)	-
6.	Resource Person's Profile	✓
7.	Invitation	✓
8.	Agenda	✓
9.	Participants Attendance	✓
10.	Participants Feedback	✓
11.	Event Photos with Geo tagged	✓
12.	Budget Utilization	✓
13.	News Published in Papers	✓
14.	PPT slide about the program (optional)	✓

Coordinator of the Event

Director



DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



Date: 03.12.2022


Submitted to the Director:

Subject: Proposal for approval –Guest Lecture on “DATA SCIENCE” Program

(a) It is proposed to conduct a program as detailed below:

Sl. No.	Topic	Details
1	Faculty coordinators	Ms.F.IRIS RINALDI, ASSISTANT PROFESSOR M.A.M.B-SCHOOL
2	Title of program	“DATA SCIENCE”
3	Date/Time	03.12.2022 / 11.00am – 12.00pm
4	Proposed venue	M.A.M.B-SCHOOL, Siruganur, Trichy
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Focus audience	I Year MBA
7	Estimated number of audiences	37
8	Chief guest details	Mr.Kiranraj Senior Manager, SEAPORTAI, Researcher (Artificial intelligence and Machine Language)




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

1/2

(b) The agenda with resource persons for the program has been provided.

Day No.		1	Date	03.12.2022
Session No.	Time	Topics		Resource Person
1	10.00 am – 10.30am	Inaugural Session		Dr.M.Hemalatha Prof. & Director M.A.M.B-School, Trichy
2	10.30 am to 01.00pm	Programme Session:- Session on data Analytics and Contribution by the Students		Mr.Kiranraj Senior Manager, SEAPORTAI, Researcher (Artificial intelligence and Machine Language)

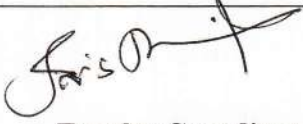


(c) Participant list:

Sl. No	Details of participants
1	I Year MBA students (37 Students)

(d) The budget for the program is as stated below:


Sl. No	Details of expenses	Amount in rupees	Payment to be made to the following account
1	Refreshments & Expenses-Tea & Snacks	100	Cash
2	Resource person Remuneration	2500	Cash
Total budgeted expenses		Rs.2600	

Approval is requested.

 Faculty Coordinator	 IQAC Coordinator	 Director
--	--	---

2/2




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



Date: 03.12.22

Circular

A program has been scheduled as detailed below.

Sl. No.	Topic	Details
1	Faculty coordinators	Ms. F. Iris Rinaldi, Assistant Professor M.A.M.B-SCHOOL
2	Title of program	"DATA SCIENCE"
3	Date/Time	03.12.2022 / 11.00am – 12.00pm
4	Proposed venue	M.A.M.B-SCHOOL, Siruganur, Trichy
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Focus audience	I Year MBA
7	Chief guest details	Mr.Kiranraj Senior Manager, SEAPORTAI, Researcher (Artificial intelligence and Machine Language)

The schedule of the program has been provided.

Day No.	01	Date	03.12.2022
Session No.	Time	Topics	Resource Person
1	10.00 am – 10.30am	Inaugural Session	Dr.M.Hemalatha Prof. & Director M.A.M.B-School, Trichy.
2	10.30 am - 01.00pm	Programme Session:- Data Science session Contribution by the Students	Chief Guest



The details of the participants of the program have been provided

Sl. No	Details of participants
1	I Year MBA students (37 Students)

The concerned faculty are requested to circulate the information to all faculty and Students.

Copy to: Director's circular file

For kind information: Chairman, CEO



SESSION ON BUSINESS ANALYTICS (3/12/2022)

Sl.No	REGISTER NUMBER	NAME	SPECIALIZATION	SIGNATURE
1	812221631002	AJITH KUMAR.A	Business Analytics	
2	812221631003	AKASH A	Business Analytics	<i>A. K.</i>
3	812221631005	ANANTH.S.	Business Analytics	<i>A. Ananth</i>
4	812221631009	ARJUN.A	Business Analytics	<i>A. Arjun</i>
5	812221631015	BEBINA. S	Business Analytics	<i>B. S.</i>
6	812221631018	DHEETCHANA.S	Business Analytics	<i>S. Dheetchana</i>
7	812221631025	GOWSALYA E	Business Analytics	<i>E. Gowsalya</i>
8	812221631029	HASEENA BEGAM B.	Business Analytics	<i>B. Haseena</i>
9	812221731035	INFANTENA LOURDES MARY. D	Business Analytics	<i>D. Infantena</i>
10	812221631036	IRFANA BEGUM.Z	Business Analytics	
11	812221631038	JANARTHAN P	Business Analytics	<i>P. Janarthan</i>
12	812221631044	KARTHIK KUMAR S	Business Analytics	
13	812221631048	KEERTHIKA P	Business Analytics	<i>P. Keerthika</i>
14	812221631054	MADHUMATHI.R	Business Analytics	
15	812221631059	MAREESWARAN. R	Business Analytics	
16	812221631063	MOHAMED IMRAN.A	Business Analytics	<i>A. Imran</i>
17	812221631068	MUTHUPANDI S	Business Analytics	<i>S. Muthupandi</i>
18	812021631005	ARUNRAJ.K	Business Analytics	
19	812021631010	GOKULAKRISHNAN K	Business Analytics	<i>K. Gokul</i>
20	812021631022	KINGSLEY OSBORNE A	Business Analytics	
21	812021631024	MANOJ S	Business Analytics	<i>S. Manoj</i>
22	812021631031	PRASANTH K R.	Business Analytics	<i>K.R. Prasant</i>
23	812021631032	PREETHIYARSHINI K	Business Analytics	
24	812021631036	RATHNA PRABHA R	Business Analytics	
25	812021631037	SAKTHIVEL C	Business Analytics	<i>C. Sakthivel</i>
26	812021631045	THINAKARAN S	Business Analytics	<i>S. Thinakaran</i>
27	812221631013	BARATH.N	Business Analytics	
28	812221631051	KEVIN CLASTUN.J	Business Analytics	<i>J. Kevin</i>
29	812221631061	MEENAKSHI.K	Business Analytics	<i>K. Meenakshi</i>
30	812221631069	NANDHAKUMAR.V	Business Analytics	<i>V. Nandhakumar</i>
31	812221631071	NAVEEN.M	Business Analytics	
32	812221631072	NEELAVENLM	Business Analytics	



33	812221631081	RAGUNATH.P.E.E	Business Analytics	
34	812221631097	SIVA SOORYA.R	Business Analytics	Mard
35	812221631112	VAIGHEGL.V	Business Analytics	or. or. or.
36	812221631113	VARATHARAJAN.C	Business Analytics	
37	812221631117	VIGNESH.S	Business Analytics	S.Vignesh



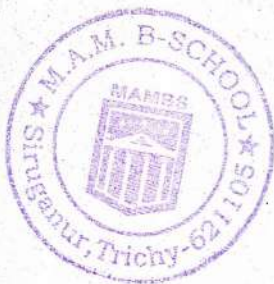
Date: 03.12.2022

Report on Program Conducted**(a) Program Details: Guest Lecture on "DATA SCIENCE"**

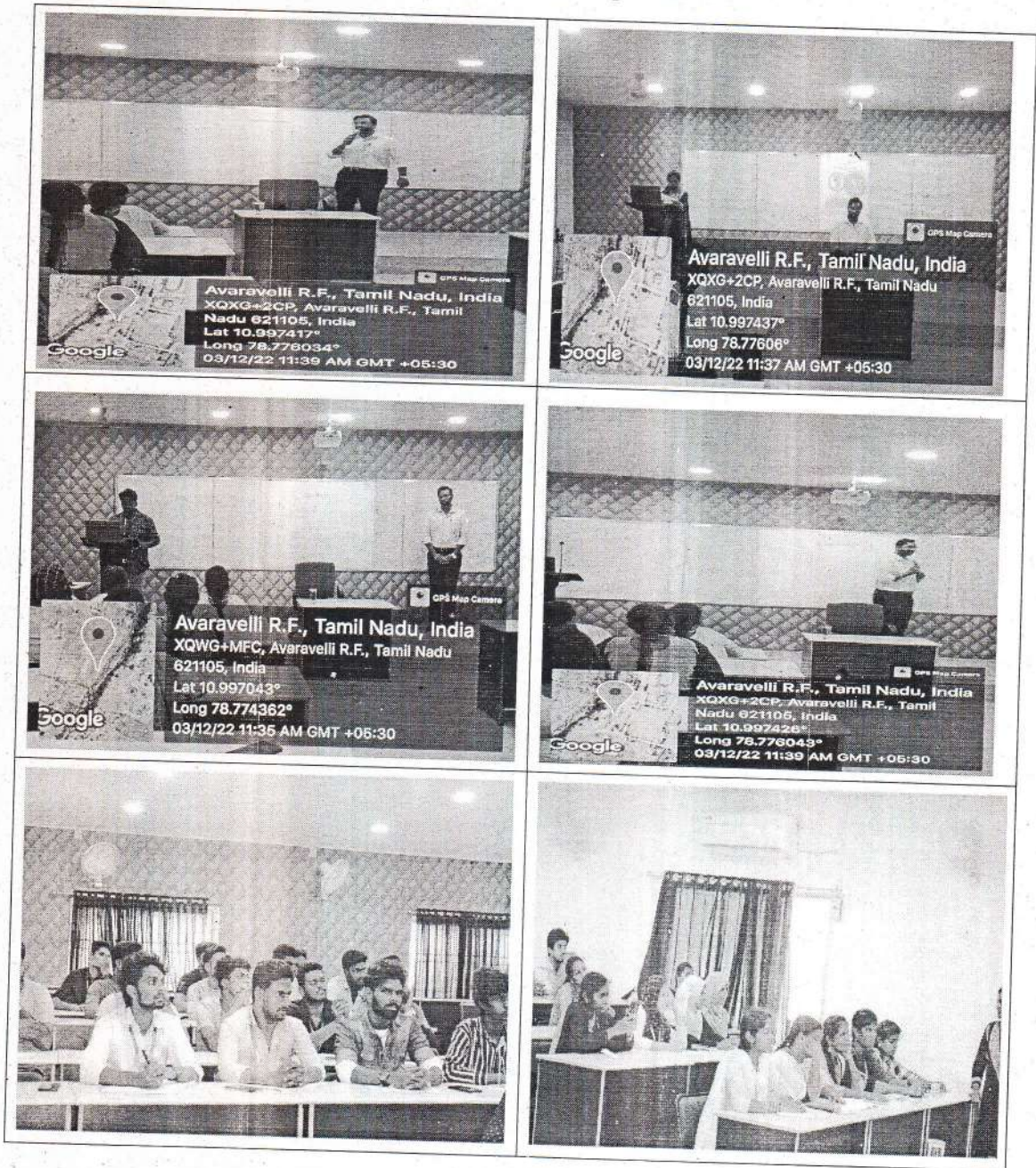
Sl. No.	Topic	Details
1	Faculty coordinators	Ms.F.Iris Rinaldi, Assistant Professor, M.A.M.B-SCHOOL
2	Title of program	"DATA SCIENCE"
3	Date/Time	03.12.2022 / 11.00AM to 12 PM
4	Proposed venue	M.A.M.B-SCHOOL, Siruganur, Trichy
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Total number of audiences who attended	37
7	Chief guest details	Mr.Kiranraj Senior Manager, SEAPORTAI, Researcher (Artificial intelligence and Machine Language)
8	Description of the event	M.A.M. B-School, a standalone Business School Students Association Club organized a Guest Lecture on "DATA SCIENCE" on 03 rd December, 2022. Mr. Kiran Raj, Senior Manager, SEAPORTAI, Researcher (Artificial Intelligence & Machine Learning) was the resource person for the programme. Dr. M. Hemalatha, Director, M.A.M.B-School given the welcome address and shared her thoughts by highlighting the concept of Data Science and its application potential in the present business environment. She also shared some insights of Business intelligence with real time examples. Resource Speaker, Mr. Kiran Raj began the lecture by explaining the existence of Data Science concepts in various fields. He stated that Data Science is a study which deals with identification, representation and extraction of meaningful information from data sources to be used for business purposes. He particularized an example usage of data science in business management which support by data. He has given a deep introduction of data science from its inception,



		he further stated that data become a primary source of business inputs to take data driven decision making.He gave inputs on how Data Science can be made as a career for students.
9	Outcomes of the event	The session enlightened the data science-oriented algorithms through various case studies, which not only helped the students understand the concepts with ease, but also provided an insight on the real-time applications in the aforementioned domain. He also explained that how are artificial intelligence (AI) and machine learning (ML) improving data analytics outcomes for companies which gives enormous career opportunities for the young job contenders. He listed out various skills required for a data analyst in the professional business environment, where students got required inputs. The whole session given eye opening session for interested students.



Photographs (Geotagged) of the program with captions:



M.A.M B-School
(Approved by AICTE and MITS/AIET to Award Degrees & Dips)
 Siruganur, 15Kp, -621105

M.A.M B-School Student Association Club
enriching minds, igniting the passion for

DATA SCIENCE




Guest speaker
Mr. Kiran Raj
 Senior Manager
 SEAPORTAI
 Researcher
 (Artificial Intelligence & Machine Learning)

3rd December @ 11 am
 MAMBS Seminar Hall 1



(b) Feedback consolidation:

Feedback about the program (information taken from the feedback collected)	This session has been very inspiring and students really felt delighted to have been able to be a part of this programme and try to continue with the wave approach on society with this positive technique and overwhelming response by and large.
Suggestions given by participants (information taken from the feedback collected)	Students are expecting to get practical experience related this sort of event.

Attach: Program description

 Faculty Coordinator	 Director
--	--




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



BUDGET UTILIZATION


Date: 03.12.2022

Sl. No	Particulars	Cost	Total Amount
1	Refreshment Expenses -Tea & Snacks		100
2	Resource Person Remuneration		2500
Total Amount			Rs.2600

Coordinator of the event

Director




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

M.A.M. B - SCHOOL

Trichy - Chennai Trunk Road, Siruganur, Trichy - 621 105.

VOUCHER

CV. No. :

Date : 10.12.2022

SL. No. :

Name : N. Kayalvizhi & F. Iris Rinaldi

Received Rupees : One hundred only

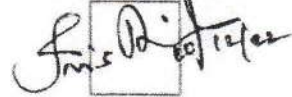
Bill Ref : Refreshments [COFFEE (2) + JUICE]

towards Business Analytics Workshop

A/C head :

Rs. 100

SIGNATURE



O.S



DIRECTOR

JOINT-SECRETARY





To EBTS Organization

+91 98205 29962

₹2,500

MAMBS business analytics class

Split with friends

Completed

Dec 6, 2022 6:33 PM



Karur Vysya Bank
XXXXXX0200



UPI transaction ID
234021130184

To: ARUNJIT K
ebts1.2013@okicici

From: KAYALVIZHI N (Karur Vysya Bank)
kayalvijay2020@okhdfcbank

Google transaction ID
CICAgJCehbfLIQ

Powered by

G Pay

://mail.google.com/mail/u/0/#inbox/FMfczGrhRcGrDlncOMeNBldCz.IVP7IW?projector=1&messagePartId=0 1



Timestamp	Email Address	Name of the student (v YEAR	Section	How Relevant was the	How was the overall (C	Speaker was able to m	Did the speaker cover	How the session will hr	Key take away from th	Your opinion about the session?
12/7/2022 11:28:20	gowyes321@gmail.com	A. GOWTHAM	Section - A	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Good	Good	Good
12/7/2022 11:46:14	naninaveen1313@gmail.com	NAVEEN.M	Section - B	Agree	Agree	Agree	Agree	Good	Good	Good
12/7/2022 12:01:47	dheetchanadheetchan@gmail.com	DHEETCHANA S	Section - A	Agree	Neutral	Neutral	Agree	Yes..	More information	Improving knowledge
12/7/2022 12:04:08	hasbunallah2001@gmail.com	Haseena Begam	Section - A	Strongly Agree	Strongly Agree	Strongly Agree	Agree	I learn more things	Career path	Good
12/7/2022 12:08:07	preethikannan495@gmail.com	PREETHIY ARSHINI	Section - c	Agree	Agree	Strongly Agree	Strongly Agree	Good	Data science	Better
12/7/2022 12:08:09	elangoangowsalya@gmail.com	Gowsalya.E	Section - A	Disagree	Disagree	Agree	Agree	Yes I'm observing the	Data science and anal	Knowledge about data science
12/7/2022 12:31:46	kevinclastun@gmail.com	KEVIN CLASTUN.J	Section - B	Agree	Agree	Agree	Agree	Yes I'm observing the	Data science analysis	I'm take knowledge about datas
12/7/2022 18:16:31	sooryamoorthy2001@gmail.com	M.siva soorya	Section - B	Agree	Agree	Agree	Neutral	Developing my career	None	Nice
12/7/2022 19:28:45	vairavanathanvaidhis@gmail.com	VAIDHEGI V	Section - B	Strongly Agree	Agree	Strongly Agree	Strongly Agree	Learning	Objective	Good
								It was fully related to B	BA Careers, Qualificat	Nice



Kiran Raj

B.E, M.Tech

Senior Manager & Researcher in Artificial Intelligence and Machine Learning

Summary: Data Science and machine learning professional with signal processing background having 8 years of research experience in healthcare and pharmaceutical industry. Exclusively worked in neuroimaging and pharmaceutical applications. Implemented various analytical techniques and statistical models for applications involving biomedical signal processing, medical imaging, drug discovery process and business Analytics. Proven experience through allied services involving documentation and medical writings published in reputed journals.

Industries worked:

Business analytics | Pharmaceutical sector | Healthcare sector | Medical writing and documentation services

Organization worked:

SeaportAi | IQVIA Inc. | National Institute of Mental Health and Neurosciences | CBK Infotech India Pvt. Ltd

Technical skills:

Python, R, Matlab, Excel and SAS

Key Projects:

1. Market assessment of a specific brand by variation in its distribution channel, in terms of demographics, molecule, competitor drugs/brands and referring physicians
2. Multimodal imaging using fMRI, DTI and sMRI to classify patients with neurodegenerative disorders from healthy controls, using network analysis, graph theory and machine learning
3. Clustering of microstates in neurodegenerative patients using un-supervised learning techniques
4. Identifying epileptic patients with non-IED using EEG temporal characteristics defined as microstates as compared to healthy controls
5. Multilayer network model using graph theory to understand static and dynamic functional connectivity in long/short term memory and emotions related cognitive studies

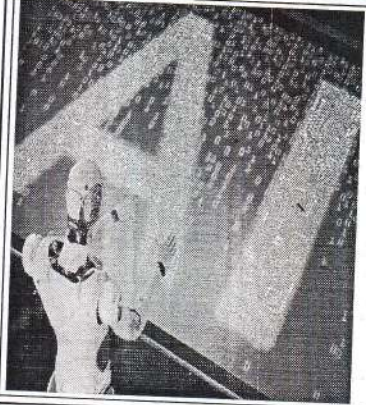
ResearchGate		
No. of publications	No. of reads	No. of citations
4	297	22



Data Science


Govind Kumar,
SeaportAI, Bangalore

Kiran Raj, V
SeaportAI, Bangalore

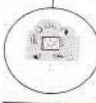


Heralding the smart era


Introducing seaportAI



Intelligent Automation



Machine Learning Solutions




Augmented Reality

About SeaportAI:


- SeaportAI is an AI venture with a mission to simplify advanced technology for the end users
- Clients: MNC and large national companies
- Our products and solutions have been deployed in insurance, retail, logistics, tech and industrial sectors
- Top 20 AI Startup for 2019 (CIO Review Magazine)

Analytics Solutions




Customer Analytics
Know your customer

- Churn Prediction and Customer Segmentation
- Customer Lifetime Value (CLV)
- Customer Loyalty & NPS




Forecasting & Demand Planning

- Plan for your peaks and troughs at a granular level
- Improve forecast accuracy
- Manage inventory and associated costs



Fraud Analytics

- Identify fraudulent transactions
- Identify drivers of fraud and control them




Warranty & Quality Analytics

- Predictive Maintenance (determining end of life for your machines)
- Quality & Repair Analytics

Kiran Raj B.E., M.Tech

Summary: Data Science professional with signal processing background having 77 years of research experience in healthcare and pharmaceutical industry. Exclusively worked in neuroimaging and pharmaceutical applications. Implemented various analytical techniques and statistical models for applications involving biomedical signal processing, medical imaging, drug discovery process and Business Analytics. Author of and published research articles in indexed journals.



Industry worked: Business analytics | Pharmaceutical sector | Healthcare sector | Medical writing and documentation services

Organization worked: SeaportAI | IQVIA Inc. | National Institute of Mental Health and Neurosciences | CBK Infotech India Pvt. Ltd

Technical skills: Python, R, Matlab, Excel and SAS

Key Projects:

- Market assessment of a specific brand by variation in its distribution channel, in terms of demographics, molecule, competitor differentiation and referring physicians
- Multimodal imaging using MRI, DTI and sMRI to classify patients with neurodegenerative disorders from healthy controls, using network analysis, graph theory and machine learning
- Clustering of microstates in neurodegenerative patients using unsupervised learning techniques
- Identifying epileptic patients with non-fIB using EEG temporal characteristics defined as microstates as compared to healthy controls
- Multilayer network model using graph theory to understand static and dynamic functional connectivity in long/short term memory and emotions related cognitive studies

kiran@seaportai.com
9382000166 - Bangalore

Contents

- Session 1
 - What is Business Analytics
 - Basic Steps in Business Analytics
 - Importance of Business Analytics
 - Career and skills required in Business Analytics
 - Business Analysis and Approaches
 - Descriptive analytics
 - Diagnostic analytics
 - Predictive analytics
 - Prescriptive analytics
 - Moving Ahead...



What is Business Analytics

"Data is not information. Information is not knowledge. Knowledge is not understanding. Understanding is not wisdom."
 - Glenn Hopper, Forbes Councils Member

Specifically, business analytics refers to:

- Taking in and processing historical business data
- Analyzing that data to identify trends, patterns, and root causes
- Making data-driven business decisions based on those insights

- Oracle, India

Basic steps in business analytics

Six stages in business analytics problem

Importance of Business Analytics

Level	Importance
1. Operational	Operational analytics help to improve the efficiency of business processes.
2. Tactical	Tactical analytics help to improve the efficiency of business processes.
3. Strategic	Strategic analytics help to improve the efficiency of business processes.
4. Executive	Executive analytics help to improve the efficiency of business processes.

Career in Business Analytics

Role	Description	Skills
Data Analyst or Data Scientist	Collecting, organizing and presenting data to higher management	• Data PowerBI, Tableau • Python, Pandas, Numpy, Scikit-learn • SAS, R, Matlab • Database knowledge
BI analyst	Collecting, organizing and presenting data with a purpose to compete with other organizations	• Data PowerBI, Tableau • Python, Pandas, Numpy, Scikit-learn • SAS, R, Matlab
Big Data Analyst	to weigh various decisions to gain insights using recent/emerging technologies	• Machine Learning • SQL, NoSQL • Hadoop, Spark • Python, R
Consultancy	Improving business process and introducing technologies in the process	• Data PowerBI, Tableau • Python • SAS, R • Database knowledge • Machine Learning

Skills required for Business Analytics

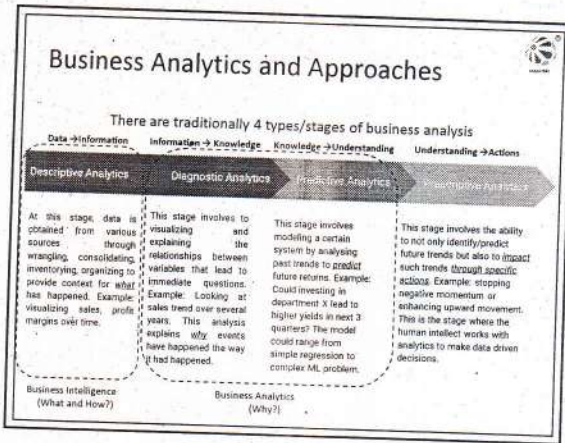
- Critical Thinking** - Thinking critically about the implications of the data that is collected
- Problem Solving** - Solving a specific pain point within the organization, also to connect the dots and draw conclusions
- Communication** - Written and presentation skills
- Curiosity** - being curious to know how things work, fit together and change over time
- Detail oriented** - As most of the time, Business analytics involving dealing with complex data, an eye for detail is very crucial

Elements of business analytics

Six stages in business analytics problem

- Data Mining** - Identify, identify and select patterns from data that are not obvious to the human eye. Example: Customer segmentation - which customers are buying specific products at a particular time of the year
- Text Mining** - Identifying and extracting textual information from various sources (websites, social media, etc.) and analyzing it. Used mainly to derive, service, experience and customer intelligence applications
- Data Aggregation** - Process of gathering and combining of data and then present it in summarized format. Example: Marketing agencies using customer demographic data, market to determine their target audience
- Forecasting** - To analyze patterns that occurred during a specific period or season. Example: Forecasting oil volumes help oil in staffing business and oil carrier
- Data Visualization** - One of the most important elements of business analytics. Takes information and insights from your data and presents it in interactive visual format (graphs, charts). Helps make business critical and key in real time to better understand performance and goals





Descriptive Analytics

Purpose of a Descriptive Analytics:

- To provide basic information about the variables in the data
- To highlight potential relationships between these variables

Types of Descriptive Analytics:

- Data Aggregation - Collection and sorting of data
- Data Mining - Identifying patterns/relationships between variables in data

Components of descriptive analytics:

- measures of central tendency - mean, median, mode
- measures of dispersion - range, standard deviation
- measures of position - percentiles, quartiles
- measure of frequency - count, percent

Diagnostic Analytics

Purpose of a Diagnostic Analytics:

- Identifies Anomalies
- establishes causal connection

Types of Diagnostic Analytics:

- Data mining
- Data discovery

Components of diagnostic analytics:

- statistical analysis,
- principal component analysis,
- probability theory,
- filtering and time-series data analyses

Predictive Analytics

Purpose of a Predictive Analytics:

- To make future prediction about future outcomes based on analysis of data

Types of Predictive Analytics:

- Data mining
- Statistical Modeling
- Machine Learning

Applications of predictive analytics:

- Fraud Detection
- Risk minimization
- Marketing campaign optimization
- Business management

Prescriptive Analytics

Purpose of a Prescriptive Analytics:

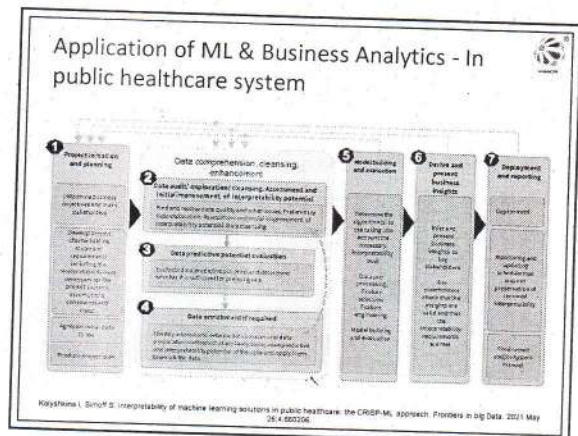
- To identify data driven strategic decisions

Types of Prescriptive Analytics:

- Data mining
- Statistical Modeling
- Machine Learning

Applications of prescriptive analytics:

- Financial Markets - controlling of risk and profitability
- Airlines - maximizing profits by altering ticket price based on weather, demand, gas cost, etc
- Venture capitals - make data driven decision in situations dependent on gut impulses

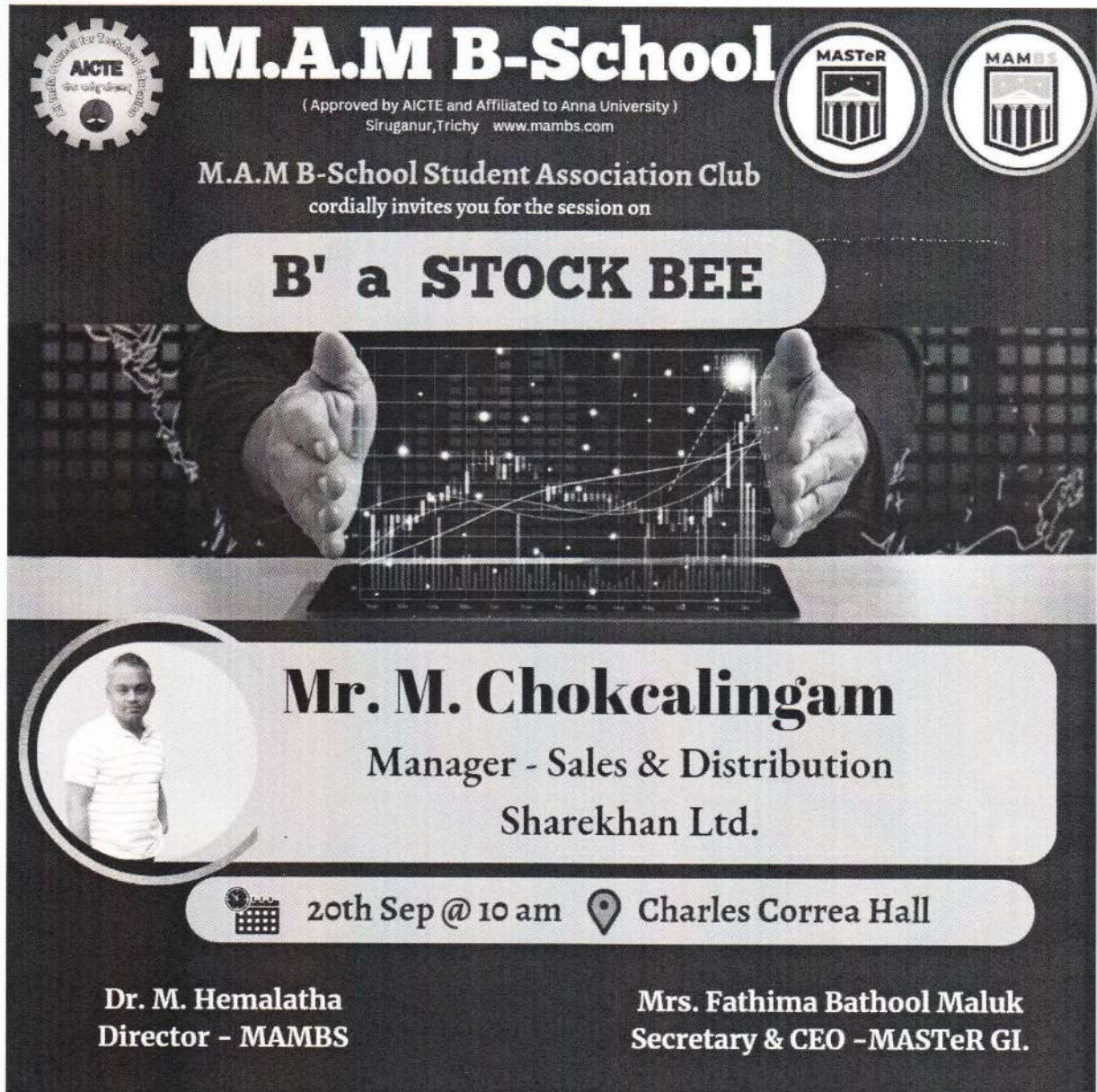



DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB

FINANCE CLUB

M. A. M. B School Association Club, Finance club jointly organized Guest Lecture on “B’ a Stock Bee’. On 20th September 2022.






M.A.M B-School
(Approved by AICTE and Affiliated to Anna University)
Siruganur,Trichy www.mambs.com

MASTeR **MAMBS**

M.A.M B-School Student Association Club
cordially invites you for the session on

B' a STOCK BEE


 **Mr. M. Chokealingam**
Manager - Sales & Distribution
Sharekhan Ltd.

 20th Sep @ 10 am  Charles Correa Hall

Dr. M. Hemalatha
Director - MAMBS

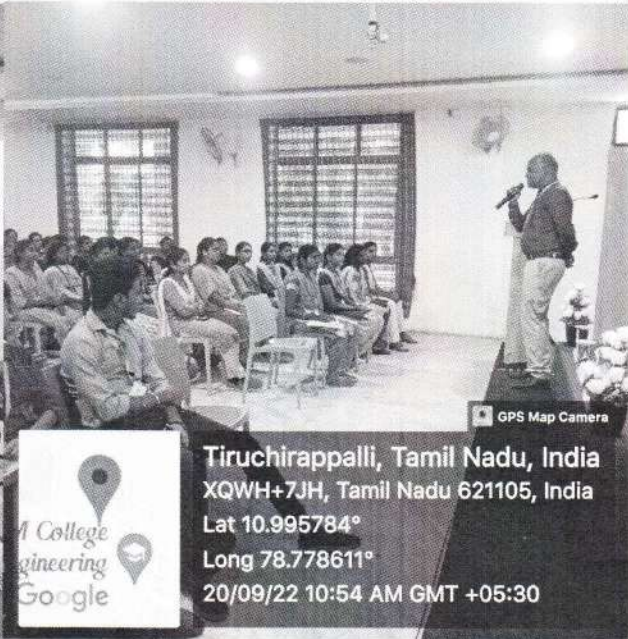
Mrs. Fathima Bathool Maluk
Secretary & CEO - MASTeR GI.




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Siruganur, Trichy-621105



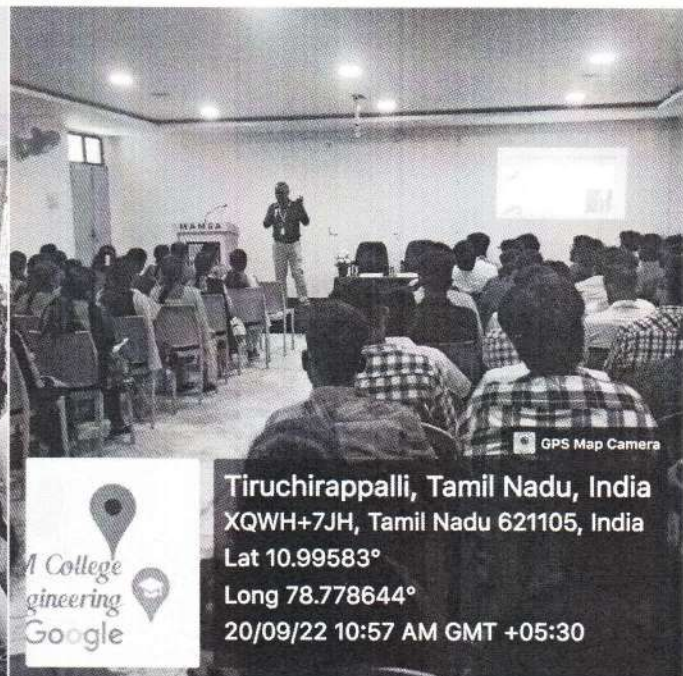
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 XQWH+7JH, Tamil Nadu 621105, India
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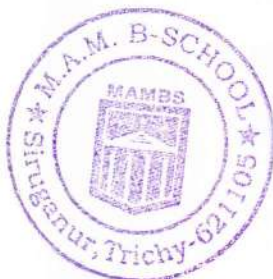
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MAMBS ORGANIZES A SESSION ON B' A STOCK BEE

M.A.M. Business School, a standalone Business School in Trichy organized a programme associated with its students Association Club on “ B’ a STOCK BEE”on 20th September, 2022. Dr. M. Hemalatha, Director, M.A.M.Business School given the felicitation address and highlighted the importance of stock market activities that become serious business and employment opportunities in recent and even for future time. Mr. M . Chokcalingam, Manger – Sales & Distribution, Sharekhan Ltd, Trichy, were the resource persons for the programme. He started the session with the detailed information relevant to basics of stock market that is in Indian context and then he is started to explain the various stock market operation that taken care in India students to understand that how stock market is important for business and economic development the country like India. he further added that different market segment in stock market and how we need to enter into the stock market and what are the various opportunities are there for investment as well as for employment opportunities. Insisted opportunities for everyone to participate in stock market as an investor which gives significant amount of return for your investment and he stated further that the various qualification required to enter into the stock market as intermediary persons in Indian Stock market.

He demonstrates the live trading system of Indian stock market with respective to stock trading system of NSE and BSE. He did live trading with a demonstration session and how different options that available in the software application and how each option will work on to complete the sales and purchase order processing in online mode trading system. he also listed various reliable applications that enable us to trade in the stock market with better user interface and information security and all legal aspects. The students also clarified their doubts then and there with the trading application system. He further articulated the basic knowledge and skills that required to investing stock market and the basic knowledge or skills that we need to possess to explore our career opportunities investment in stock market. He also suggested some reliable software, and mobile applications are available for doing online trading services and students also noted and got clear cut idea about how to do trading. Prof. Surya made the requisite arrangements for the programme.




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

M.A.M.B-School: "Be a stock
bee," - talk by M.Chockalingam of
Sharekhan BNP Paribas, Tiruchi,
10 a.m

Feed Back by Students

Out of this session, we understand about the stock market trading and we learnt the technical, fundamental analysis, bullish, bearish market and what the apps available for stock trading are. How to open the DEMAT account. The Resource person demonstrated the live trading its very useful.

Question & Answer session was also conducted.

EXPENSES STATEMENT

S.No	Particulars	Amount
1.	Honorarium to the resource person	2000
2.	Flex	750
3.	Refreshment	500
	TOTAL	3250



HOTEL ARIYAAS

KONALAI

GSTIN: 33AEPPR301811Z5

BILL NO: **B4**

15/09/22 11:50 AM

Waiter: COMPANY NON A/C

NON AC

ROT Nos : 77

PARTICULARS	RATE	QTY	AMOUNT
PARCEL MEALS	115.00	1	115.00
Table: 15			
	Sub Total :		115.00

NETT Rs: **115.00**

THANKS FOR VISITING

HOTEL ARIYAAS

KONALAI

GSTIN: 33AEPPR301811Z5

BILL NO: **B4**

15/09/22 11:50

Waiter: COMPANY NON A/C

NON AC

ROT Nos : 77

PARTICULARS	RATE	QTY	AMOUNT
PARCEL MEALS	115.00	1	115.00
Table: 15			
	Sub Total :		115.00

NETT Rs: **115.00**

THANKS FOR VISITING

1579 2

NSR HOTEL
TRICHY to CHENNAI
MAIN ROAD
KONALAI, TRICHY

Room 2 x 60 r

120
120



SAPP

Creation

Accounting Information System - 10th Edition, 2010, 4th Edition, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022

No. 33, Shop No. 03, 1st Floor, Alamy Towers, Alimal St, Trichy - 6

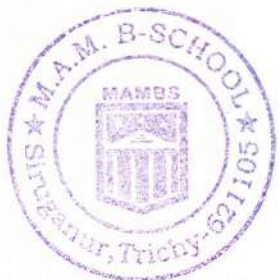
M.A.M. B-SCHOOL Date: 12.07.22
"Students Association Club"

- Trophy	-	1100	-
- sticker design	-	100	-
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		1200	
		<hr/>	

[Signature]

Ph : 0431-4010547 | Cell : 88833 72047
www.sappcreation.com | sappcreation.in@gmail.com

(TOTAL EXPENSES STATEMENT) - Rs. 2020



[Signature]

DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



M.A.M.B-SCHOOL

Siruganur, Trichy -621105

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M.A.M.B.
M.A.M.B. BUSINESS
SCHOOL

**PROGRAMME COMPLETION
REPORT
FOR
SESSION ON" DATA SCIENCE"**

DATE:03.12.2022





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



Programme Completion Report

Enclosures

Name of the Event : SESSION on "DATA SCIENCE"
Date of the Event Conducted : 03.12.2022

Sl.No	Description	Enclosed or not (Please put Tick Mark only)
1.	Event Proposal	✓
2.	Budget Proposed	✓
3.	Event Planner / Circular	✓
4.	Resource Person Invitation & Thanks Letter (optional)	-
5.	Acceptance Letter from Resource Person (optional)	-
6.	Resource Person's Profile	✓
7.	Invitation	✓
8.	Agenda	✓
9.	Participants Attendance	✓
10.	Participants Feedback	✓
11.	Event Photos with Geo tagged	✓
12.	Budget Utilization	✓
13.	News Published in Papers	✓
14.	PPT slide about the program (optional)	✓

Coordinator of the Event

Director



DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



Date: 03.12.2022


Submitted to the Director:

Subject: Proposal for approval –Guest Lecture on “DATA SCIENCE” Program

(a) It is proposed to conduct a program as detailed below:

Sl. No.	Topic	Details
1	Faculty coordinators	Ms.F.IRIS RINALDI, ASSISTANT PROFESSOR M.A.M.B-SCHOOL
2	Title of program	“DATA SCIENCE”
3	Date/Time	03.12.2022 / 11.00am – 12.00pm
4	Proposed venue	M.A.M.B-SCHOOL, Siruganur, Trichy
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Focus audience	I Year MBA
7	Estimated number of audiences	37
8	Chief guest details	Mr.Kiranraj Senior Manager, SEAPORTAI, Researcher (Artificial intelligence and Machine Language)




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

1/2

(b) The agenda with resource persons for the program has been provided.

Day No.		1	Date	03.12.2022
Session No.	Time	Topics		Resource Person
1	10.00 am – 10.30am	Inaugural Session		Dr.M.Hemalatha Prof. & Director M.A.M.B-School, Trichy
2	10.30 am to 01.00pm	Programme Session:- Session on data Analytics and Contribution by the Students		Mr.Kiranraj Senior Manager, SEAPORTAI, Researcher (Artificial intelligence and Machine Language)

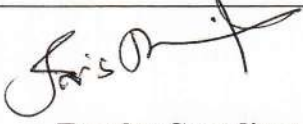


(c) Participant list:

Sl. No	Details of participants
1	I Year MBA students (37 Students)

(d) The budget for the program is as stated below:


Sl. No	Details of expenses	Amount in rupees	Payment to be made to the following account
1	Refreshments & Expenses-Tea & Snacks	100	Cash
2	Resource person Remuneration	2500	Cash
Total budgeted expenses		Rs.2600	

Approval is requested.

 Faculty Coordinator	 IQAC Coordinator	 Director
--	--	---

2/2




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M.A.M. B-SCHOOL
Siruganur, Trichy-621105



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



Date: 03.12.22

Circular

A program has been scheduled as detailed below.

Sl. No.	Topic	Details
1	Faculty coordinators	Ms. F. Iris Rinaldi, Assistant Professor M.A.M.B-SCHOOL
2	Title of program	"DATA SCIENCE"
3	Date/Time	03.12.2022 / 11.00am – 12.00pm
4	Proposed venue	M.A.M.B-SCHOOL, Siruganur, Trichy
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Focus audience	I Year MBA
7	Chief guest details	Mr.Kiranraj Senior Manager, SEAPORTAI, Researcher (Artificial intelligence and Machine Language)

The schedule of the program has been provided.

Day No.	01	Date	03.12.2022
Session No.	Time	Topics	Resource Person
1	10.00 am – 10.30am	Inaugural Session	Dr.M.Hemalatha Prof. & Director M.A.M.B-School, Trichy.
2	10.30 am - 01.00pm	Programme Session:- Data Science session Contribution by the Students	Chief Guest



The details of the participants of the program have been provided

Sl. No	Details of participants
1	I Year MBA students (37 Students)

The concerned faculty are requested to circulate the information to all faculty and Students.

Copy to: Director's circular file

For kind information: Chairman, CEO



SESSION ON BUSINESS ANALYTICS (3/12/2022)

Sl.No	REGISTER NUMBER	NAME	SPECIALIZATION	SIGNATURE
1	812221631002	AJITH KUMAR.A	Business Analytics	
2	812221631003	AKASH A	Business Analytics	<i>A. K.</i>
3	812221631005	ANANTH.S.	Business Analytics	<i>ANANTH</i>
4	812221631009	ARJUN.A	Business Analytics	<i>Arjun.A.R</i>
5	812221631015	BEBINA. S	Business Analytics	<i>Bebin.S</i>
6	812221631018	DHEETCHANA.S	Business Analytics	<i>S. Sheetchang</i>
7	812221631025	GOWSALYA E	Business Analytics	<i>E. Gowsalya</i>
8	812221631029	HASEENA BEGAM B.	Business Analytics	<i>B. Haseena</i>
9	812221731035	INFANTENA LOURDES MARY. D	Business Analytics	<i>I. Lourdes Mary D</i>
10	812221631036	IRFANA BEGUM.Z	Business Analytics	
11	812221631038	JANARTHAN P	Business Analytics	<i>P. Janarthan</i>
12	812221631044	KARTHIK KUMAR S	Business Analytics	
13	812221631048	KEERTHIKA P	Business Analytics	<i>P. Keerthika</i>
14	812221631054	MADHUMATHI.R	Business Analytics	
15	812221631059	MAREESWARAN. R	Business Analytics	
16	812221631063	MOHAMED IMRAN.A	Business Analytics	<i>Imran</i>
17	812221631068	MUTHUPANDI S	Business Analytics	<i>S. Muthupandi</i>
18	812021631005	ARUNRAJ.K	Business Analytics	
19	812021631010	GOKULAKRISHNAN K	Business Analytics	<i>K. Gokul</i>
20	812021631022	KINGSLEY OSBORNE A	Business Analytics	
21	812021631024	MANOJ S	Business Analytics	<i>S. Manoj</i>
22	812021631031	PRASANTH K R.	Business Analytics	<i>K.R. Prasant</i>
23	812021631032	PREETHIYARSHINI K	Business Analytics	
24	812021631036	RATHNA PRABHA R	Business Analytics	
25	812021631037	SAKTHIVEL C	Business Analytics	<i>C. Sakthivel</i>
26	812021631045	THINAKARAN S	Business Analytics	<i>S. Thinakaran</i>
27	812221631013	BARATH.N	Business Analytics	
28	812221631051	KEVIN CLASTUN.J	Business Analytics	<i>J. Kevin</i>
29	812221631061	MEENAKSHI.K	Business Analytics	<i>K. Meenakshi</i>
30	812221631069	NANDHAKUMAR.V	Business Analytics	<i>V. Nandhakumar</i>
31	812221631071	NAVEEN.M	Business Analytics	
32	812221631072	NEELAVENLM	Business Analytics	



33	812221631081	RAGUNATH.P.E.E	Business Analytics	
34	812221631097	SIVA SOORYA.R	Business Analytics	Mard
35	812221631112	VAIGHEGL.V	Business Analytics	or. or. or.
36	812221631113	VARATHARAJAN.C	Business Analytics	
37	812221631117	VIGNESH.S	Business Analytics	S. Vignesh



Date: 03.12.2022

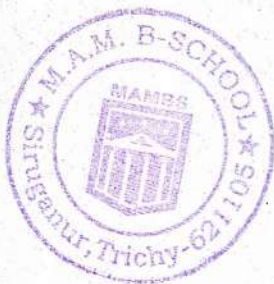
Report on Program Conducted

(a) Program Details: Guest Lecture on "DATA SCIENCE"

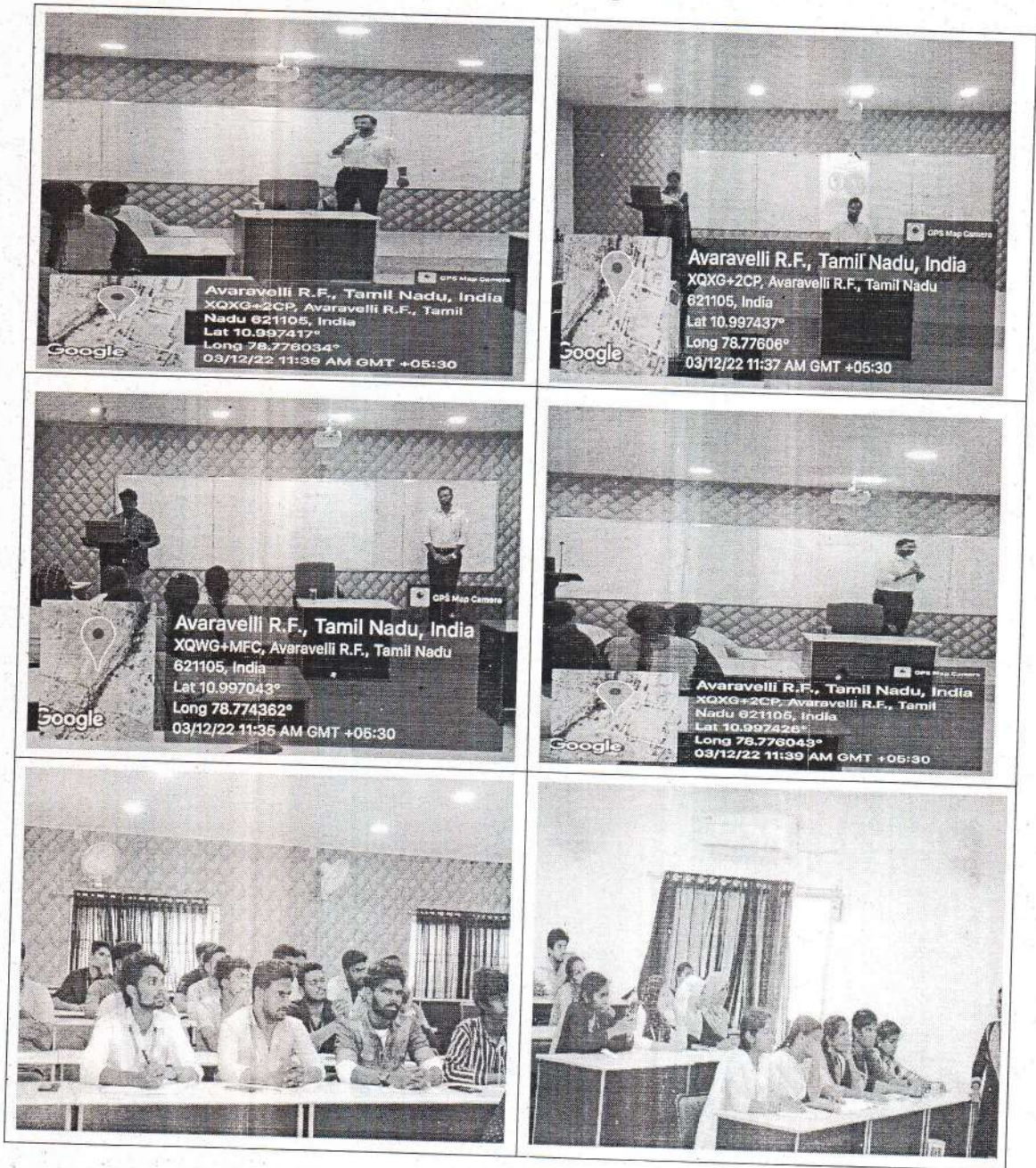
Sl. No.	Topic	Details
1	Faculty coordinators	Ms.F.Iris Rinaldi, Assistant Professor, M.A.M.B-SCHOOL
2	Title of program	"DATA SCIENCE"
3	Date/Time	03.12.2022 / 11.00AM to 12 PM
4	Proposed venue	M.A.M.B-SCHOOL, Siruganur, Trichy
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Total number of audiences who attended	37
7	Chief guest details	Mr.Kiranraj Senior Manager, SEAPORTAI, Researcher (Artificial intelligence and Machine Language)
8	Description of the event	M.A.M. B-School, a standalone Business School Students Association Club organized a Guest Lecture on "DATA SCIENCE" on 03 rd December, 2022. Mr. Kiran Raj, Senior Manager, SEAPORTAI, Researcher (Artificial Intelligence & Machine Learning) was the resource person for the programme. Dr. M. Hemalatha, Director, M.A.M.B-School given the welcome address and shared her thoughts by highlighting the concept of Data Science and its application potential in the present business environment. She also shared some insights of Business intelligence with real time examples. Resource Speaker, Mr. Kiran Raj began the lecture by explaining the existence of Data Science concepts in various fields. He stated that Data Science is a study which deals with identification, representation and extraction of meaningful information from data sources to be used for business purposes. He particularized an example usage of data science in business management which support by data. He has given a deep introduction of data science from its inception,



		he further stated that data become a primary source of business inputs to take data driven decision making.He gave inputs on how Data Science can be made as a career for students.
9	Outcomes of the event	The session enlightened the data science-oriented algorithms through various case studies, which not only helped the students understand the concepts with ease, but also provided an insight on the real-time applications in the aforementioned domain. He also explained that how are artificial intelligence (AI) and machine learning (ML) improving data analytics outcomes for companies which gives enormous career opportunities for the young job contenders. He listed out various skills required for a data analyst in the professional business environment, where students got required inputs. The whole session given eye opening session for interested students.



Photographs (Geotagged) of the program with captions:



M.A.M B-School
(Approved by AICTE and MITS/AICTE to Avias Unives+15)
 (Recognized by UGC, India)

M.A.M B-School Student Association Club
we do it by making you feel the passion on

DATA SCIENCE




Guest speaker
Mr. Kiran Raj
 Senior Manager
 SEAPORTAI
 Researcher
 (Artificial Intelligence & Machine Learning)

3rd December @ 11 am
 MAMBS Seminar Hall 1



(b)Feedback consolidation:

Feedback about the program (information taken from the feedback collected)	This session has been very inspiring and students really felt delighted to have been able to be a part of this programme and try to continue with the wave approach on society with this positive technique and overwhelming response by and large.
Suggestions given by participants (information taken from the feedback collected)	Students are expecting to get practical experience related this sort of event.

Attach: Program description

 Faculty Coordinator	 Director
---	--




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



BUDGET UTILIZATION


Date: 03.12.2022

Sl. No	Particulars	Cost	Total Amount
1	Refreshment Expenses -Tea & Snacks		100
2	Resource Person Remuneration		2500
Total Amount			Rs.2600

Coordinator of the event

Director




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

M.A.M. B - SCHOOL

Trichy - Chennai Trunk Road, Siruganur, Trichy - 621 105.

VOUCHER

CV. No. :

Date : 10.12.2022

SL. No. :

Name : N. Kayalvizhi & F. Iris Rinaldi

Received Rupees : One hundred only

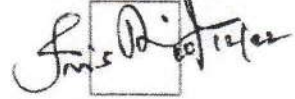
Bill Ref : Refreshments [COFFEE (2) + JUICE]

towards Business Analytics Workshop

A/C head :

Rs. 100

SIGNATURE



O.S



DIRECTOR

JOINT-SECRETARY





To EBTS Organization

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MAMBS business analytics class

Split with friends

Completed

Dec 6, 2022 6:33 PM



Karur Vysya Bank
XXXXXX0200



UPI transaction ID
234021130184

To: ARUNJIT K
ebts1.2013@okicici

From: KAYALVIZHI N (Karur Vysya Bank)
kayalvijay2020@okhdfcbank

Google transaction ID
CICAgJCehbfLIQ

Powered by

G Pay

://mail.google.com/mail/u/0/#inbox/FMfczGrhRcGrDlncOMeNBldCz.IVP7IW?projector=1&messagePartId=0 1



Timestamp	Email Address	Name of the student (v YEAR
12/7/2022 11:28:20	gowyes321@gmail.com	A. GOWTHAM II nd Year
12/7/2022 11:46:14	naninaveen1313@gmail.com	NAVEEN.M II nd Year
12/7/2022 12:01:47	dheetchanadheetchan@gmail.com	DHEETCHANA S II nd Year
12/7/2022 12:04:08	hasbunallah2001@gmail.com	Haseena Begam II nd Year
12/7/2022 12:08:07	preethikannan495@gmail.com	PREETHIY ARSHINI II nd Year
12/7/2022 12:08:09	elangoangowsalya@gmail.com	Gowsalya.E II nd Year
12/7/2022 12:31:46	kevinclastun@gmail.com	KEVIN CLASTUN.J II nd Year
12/7/2022 18:16:31	sooryamoorthy2001@gmail.com	M.siva soorya II nd Year
12/7/2022 19:28:45	vairavanathanvaidhis@gmail.com	VAIDHEGI V II nd Year

Section	How Relevant was the	How was the overall (C	Speaker was able to m	Did the speaker cover	How the session will hr	Key take away from th	Your opinion about the session?
Section - A	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Good	Good	Good
Section - B	Agree	Agree	Agree	Agree	Yes..	More information	Improving knowledge
Section - A	Agree	Neutral	Neutral	Agree	I learn more things	Career path	Good
Section - A	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Good	Data science	Better
Section - c	Agree	Agree	Agree	Agree	Yes I'm observing the	Data science and anal	Knowledge about data science
Section - A	Disagree	Disagree	Agree	Agree	Yes I'm observing the	Data science analysis	I'm take knowledge about datas
Section - B	Agree	Agree	Agree	Neutral	Developing my career	None	Nice
Section - B	Agree	Agree	Agree	Agree	Learning	Objective	Good
Section - B	Strongly Agree	Agree	Strongly Agree	Strongly Agree	It was fully related to B	BA Careers, Qualificat	Nice



Kiran Raj

B.E, M.Tech

Senior Manager & Researcher in Artificial Intelligence and Machine Learning

Summary: Data Science and machine learning professional with signal processing background having 8 years of research experience in healthcare and pharmaceutical industry. Exclusively worked in neuroimaging and pharmaceutical applications. Implemented various analytical techniques and statistical models for applications involving biomedical signal processing, medical imaging, drug discovery process and business Analytics. Proven experience through allied services involving documentation and medical writings published in reputed journals.

Industries worked:

Business analytics | Pharmaceutical sector | Healthcare sector | Medical writing and documentation services

Organization worked:

SeaportAi | IQVIA Inc. | National Institute of Mental Health and Neurosciences | CBK Infotech India Pvt. Ltd

Technical skills:

Python, R, Matlab, Excel and SAS

Key Projects:

1. Market assessment of a specific brand by variation in its distribution channel, in terms of demographics, molecule, competitor drugs/brands and referring physicians
2. Multimodal imaging using fMRI, DTI and sMRI to classify patients with neurodegenerative disorders from healthy controls, using network analysis, graph theory and machine learning
3. Clustering of microstates in neurodegenerative patients using un-supervised learning techniques
4. Identifying epileptic patients with non-IED using EEG temporal characteristics defined as microstates as compared to healthy controls
5. Multilayer network model using graph theory to understand static and dynamic functional connectivity in long/short term memory and emotions related cognitive studies

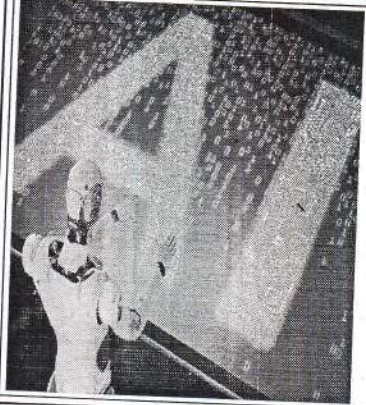
ResearchGate		
No. of publications	No. of reads	No. of citations
4	297	22



Data Science


Govind Kumar,
SeaportAI, Bangalore

Kiran Raj, V
SeaportAI, Bangalore

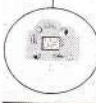


Heralding the smart era


Introducing seaportAI



Intelligent Automation



Machine Learning Solutions




Augmented Reality

About SeaportAI:


- SeaportAI is an AI venture with a mission to simplify advanced technology for the end users
- Clients: MNC and large national companies
- Our products and solutions have been deployed in insurance, retail, logistics, tech and industrial sectors
- Top 20 AI Startup for 2019 (CIO Review Magazine)

Analytics Solutions




Customer Analytics
Know your customer

- Churn Prediction and Customer Segmentation
- Customer Lifetime Value (CLV)
- Customer Loyalty & NPS




Forecasting & Demand Planning

- Plan for your peaks and troughs at a granular level
- Improve forecast accuracy
- Manage inventory and associated costs



Fraud Analytics

- Identify fraudulent transactions
- Identify drivers of fraud and control them



Warranty & Quality Analytics

- Predictive Maintenance (determining end of life for your machines)
- Quality & Repair Analytics

Kiran Raj B.E., M.Tech

Summary: Data Science professional with signal processing background having 77 years of research experience in healthcare and pharmaceutical industry. Exclusively worked in neuroimaging and pharmaceutical applications. Implemented various analytical techniques and statistical models for applications involving biomedical signal processing, medical imaging, drug discovery process and Business Analytics. Author of and published research articles in indexed journals.


Industry worked:
Business analytics | Pharmaceutical sector | Healthcare sector | Medical writing and documentation services

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- Multilayer network model using graph theory to understand static and dynamic functional connectivity in long/short term memory and emotions related cognitive studies



kiran@seaportai.com
9382000166 - Bangalore

Contents

- Session 1
 - What is Business Analytics
 - Basic Steps in Business Analytics
 - Importance of Business Analytics
 - Career and skills required in Business Analytics
 - Business Analysis and Approaches
 - Descriptive analytics
 - Diagnostic analytics
 - Predictive analytics
 - Prescriptive analytics
 - Moving Ahead...



What is Business Analytics

"Data is not information. Information is not knowledge. Knowledge is not understanding. Understanding is not wisdom."
 - Glenn Hopper, Forbes Councils Member

Specifically, business analytics refers to:

- Taking in and processing historical business data
- Analyzing that data to identify trends, patterns, and root causes
- Making data-driven business decisions based on those insights

- Oracle, India

Basic steps in business analytics

Six stages in business analytics problem

Importance of Business Analytics

Level	Importance
1. Operational	Operational analytics help to improve the efficiency of business processes.
2. Tactical	Tactical analytics help to improve the efficiency of business processes.
3. Strategic	Strategic analytics help to improve the efficiency of business processes.
4. Executive	Executive analytics help to improve the efficiency of business processes.

Career in Business Analytics

Role	Description	Skills
Data Analyst or Data Scientist	Collecting, organizing and presenting data to higher management	• Data PowerBI, Tableau • Python, Pandas, Numpy, Scikit-learn • SAS, R, Matlab • Database knowledge
BI analyst	Collecting, organizing and presenting data with a purpose to compete with other organizations	• Data PowerBI, Tableau • Python, Pandas, Numpy, Scikit-learn • SAS, R, Matlab
Big Data Analyst	to weigh various decisions to gain insights using recent/emerging technologies	• Machine Learning • SQL, NoSQL • Hadoop, Spark • Python, R
Consultancy	Improving business process and introducing technologies in the process	• Data PowerBI, Tableau • Python • SAS, R • Database knowledge • Machine Learning

Skills required for Business Analytics

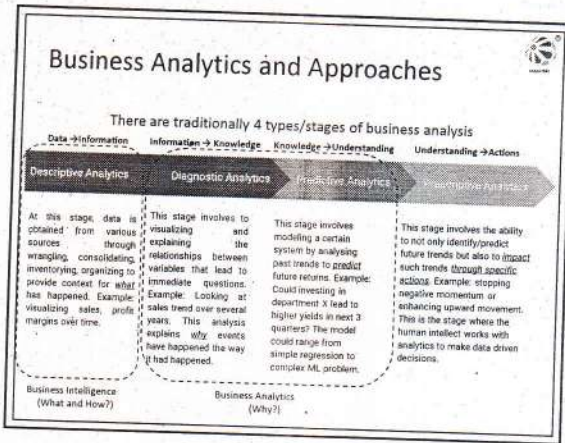
- 01 Critical Thinking** - Thinking critically about the implications of the data that is collected
- 02 Problem Solving** - Solving a specific pain point within the organization, also to connect the dots and draw conclusions
- 03 Communication** - Written and presentation skills
- 04 Curiosity** - being curious to know how things work, fit together and change over time
- 05 Detail oriented** - As most of the time, Business analytics involving dealing with complex data, an eye for detail is very crucial

Elements of business analytics

Six stages in business analytics problem

- 01 Data Mining** - Identify, identify and extract patterns from data that we need to deliver to the business
 Example: Customer segmentation - which customers are buying specific products at a particular time of the year
- 02 Text Mining** - Collecting and extracting textual information from various sources (websites, social media, etc.) and analyzing it to extract insights
 Used mainly to derive service, experience and customer intelligence applications
- 03 Data Aggregation** - Process of gathering and combining of data and then present it in summarized format
 Example: Marketing agencies using customer demographic data, market to determine their target audience
- 04 Forecasting** - To analyze patterns that occurred during a specific period or season
 Example: Forecasting call volumes help call center staffing business and call center
- 05 Data Visualization** - One of the most important elements of business analytics
 Takes information and insights from your data and presents it in interactive visual format (graphs, charts)
 Helps make business critical and key in real time to better understand performance and goals





Descriptive Analytics

Purpose of a Descriptive Analytics:

- To provide basic information about the variables in the data
- To highlight potential relationships between these variables

Types of Descriptive Analytics:

- Data Aggregation - Collection and sorting of data
- Data Mining - Identifying patterns/relationships between variables in data

Components of descriptive analytics:

- measures of central tendency - mean, median, mode
- measures of dispersion - range, standard deviation
- measures of position - percentiles, quartiles
- measure of frequency - count, percent

Diagnostic Analytics

Purpose of a Diagnostic Analytics:

- Identifies Anomalies
- establishes causal connection

Types of Diagnostic Analytics:

- Data mining
- Data discovery

Components of diagnostic analytics:

- statistical analysis,
- principal component analysis,
- probability theory,
- filtering and time-series data analyses

Predictive Analytics

Purpose of a Predictive Analytics:

- To make future prediction about future outcomes based on analysis of data

Types of Predictive Analytics:

- Data mining
- Statistical Modeling
- Machine Learning

Applications of predictive analytics:

- Fraud Detection
- Risk minimization
- Marketing campaign optimization
- Business management

Prescriptive Analytics

Purpose of a Prescriptive Analytics:

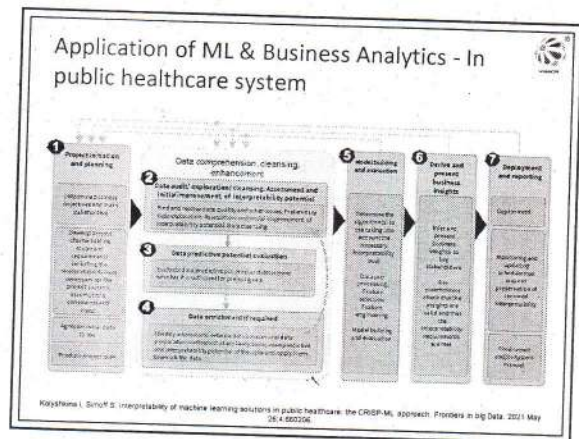
- To identify data driven strategic decisions

Types of Prescriptive Analytics:

- Data mining
- Statistical Modeling
- Machine Learning

Applications of prescriptive analytics:

- Financial Markets - controlling of risk and profitability
- Airlines - maximizing profits by altering ticket price based on weather, demand, gas cost, etc
- Venture capitals - make data driven decision in situations dependent on gut impulses



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M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB

FINANCE CLUB

M. A. M. B School Association Club, Finance club jointly organized Guest Lecture on “B’ a Stock Bee’. On 20th September 2022.

M.A.M B-School
(Approved by AICTE and Affiliated to Anna University)
Siruganur, Trichy www.mambs.com

MASTeR **MAMBS**

M.A.M B-School Student Association Club
cordially invites you for the session on

B' a STOCK BEE


Mr. M. Chokealingam
Manager - Sales & Distribution
Sharekhan Ltd.

20th Sep @ 10 am Charles Correa Hall

Dr. M. Hemalatha
Director - MAMBS

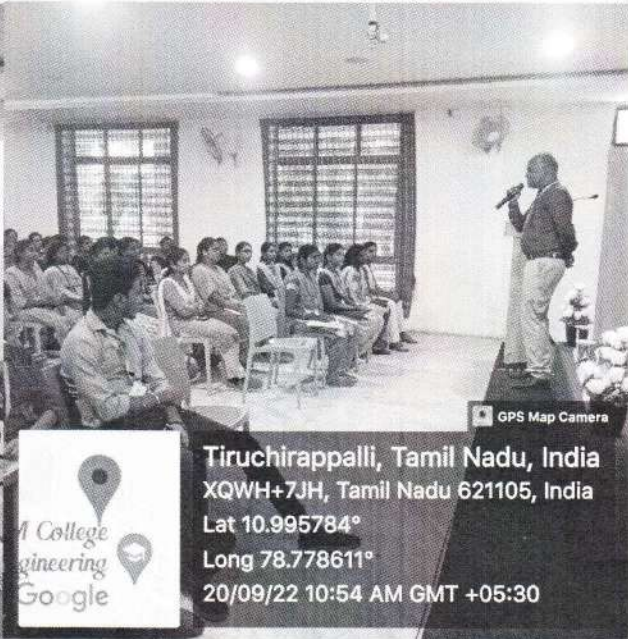
Mrs. Fathima Bathool Maluk
Secretary & CEO - MASTeR GI.




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



Tiruchirappalli, Tamil Nadu, India
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 Lat 10.995834°
 Long 78.778648°
 20/09/22 11:03 AM GMT +05:30



Tiruchirappalli, Tamil Nadu, India
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 Lat 10.995784°
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 Lat 10.995778°
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 Long 78.778644°
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MAMBS ORGANIZES A SESSION ON B' A STOCK BEE

M.A.M. Business School, a standalone Business School in Trichy organized a programme associated with its students Association Club on “ B’ a STOCK BEE”on 20th September, 2022. Dr. M. Hemalatha, Director, M.A.M.Business School given the felicitation address and highlighted the importance of stock market activities that become serious business and employment opportunities in recent and even for future time. Mr. M . Chokcalingam, Manger – Sales & Distribution, Sharekhan Ltd, Trichy, were the resource persons for the programme. He started the session with the detailed information relevant to basics of stock market that is in Indian context and then he is started to explain the various stock market operation that taken care in India students to understand that how stock market is important for business and economic development the country like India. he further added that different market segment in stock market and how we need to enter into the stock market and what are the various opportunities are there for investment as well as for employment opportunities. Insisted opportunities for everyone to participate in stock market as an investor which gives significant amount of return for your investment and he stated further that the various qualification required to enter into the stock market as intermediary persons in Indian Stock market.

He demonstrates the live trading system of Indian stock market with respective to stock trading system of NSE and BSE. He did live trading with a demonstration session and how different options that available in the software application and how each option will work on to complete the sales and purchase order processing in online mode trading system. he also listed various reliable applications that enable us to trade in the stock market with better user interface and information security and all legal aspects. The students also clarified their doubts then and there with the trading application system. He further articulated the basic knowledge and skills that required to investing stock market and the basic knowledge or skills that we need to possess to explore our career opportunities investment in stock market. He also suggested some reliable software, and mobile applications are available for doing online trading services and students also noted and got clear cut idea about how to do trading. Prof. Surya made the requisite arrangements for the programme.




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

M.A.M.B-School: "Be a stock
bee," - talk by M.Chockalingam of
Sharekhan BNP Paribas, Tiruchi,
10 a.m

Feed Back by Students

Out of this session, we understand about the stock market trading and we learnt the technical, fundamental analysis, bullish, bearish market and what the apps available for stock trading are. How to open the DEMAT account. The Resource person demonstrated the live trading its very useful.

Question & Answer session was also conducted.

EXPENSES STATEMENT

S.No	Particulars	Amount
1.	Honorarium to the resource person	2000
2.	Flex	750
3.	Refreshment	500
	TOTAL	3250



HOTEL ARIYAAS

KONALAI

GSTIN: 33AEPPR301811Z5

BILL NO: **B4** 15/09/22 11 50 AM
Waiter: COMPANY NON A/C **NON AC**
ROT Nos : 77

PARTICULARS	RATE	QTY	AMOUNT
PARCEL MEALS	115.00	1	115.00
Table: 15			
	Sub Total :		115.00

NETT Rs: **115.00**

THANKS FOR VISITING

HOTEL ARIYAAS

KONALAI

GSTIN: 33AEPPR301811Z5

BILL NO: **B4** 15/09/22 11 50
Waiter: COMPANY NON A/C **NON AC**
ROT Nos : 77

PARTICULARS	RATE	QTY	AMOUNT
PARCEL MEALS	115.00	1	115.00
Table: 15			
	Sub Total :		115.00

NETT Rs: **115.00**

THANKS FOR VISITING

1579 2

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TRICHY to CHENNAI
MAIN ROAD
KONALAI, TRICHY

Room 2 x 60

120
120



SAPP

Creation

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M.A.M. B-SCHOOL Date: 12.07.22
"Students Association club"

- Trophy	-	1100	-
- sticker design	-	100	-
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		1200	
		<hr/>	

[Signature]

Ph : 0431-4010547 | Cell : 88833 72047
www.sappcreation.in | info@sappcreation.in

(TOTAL EXPENSES STATEMENT) - Rs. 2020



[Signature]

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M.A.M.B- SCHOOL



SIRUGNUR, TIRUCHIRAPPALLI - 621105

ACADEMIC YEAR 2021-2022

BATCH 2020-2022 (Regulation 2017)

BA5411- PROJECT WORK

S.No	Reg.No	Student Name	Guide Name
1	812220631010	BALAKRISHNAN. M	Dr. M. Hemalatha
2	812220631047	MARIYAMARTIN M	
3	812220631049	MEHA JABEEN SYED MOHAMED BATCHA	
4	812220631052	NAGAJOTHI R	
5	812220631055	PALANIKUMAR S	
6	812220631076	SHANMUGA PRIYA M	
7	812220631084	SURYA S	
8	812220631002	ABIRAMI.K	
9	812220631005	AKILA.S	Dr. R. Karthika
10	812220631023	GIRIJA.S	
11	812220631030	JANARTHAN.B	
12	812220631043	MANIKANDAN.S	
13	812220631057	PRAKASH M	
14	812220631085	THANGESWARAN K	
15	812220631090	VINOTHINI M	
16	812220631064	RAMAJEYAM B	
17	812220631018	DHARANIKA D	Dr.D. Jeeva Rekha
18	812220631011	BALAPRIYA. B	
19	812220631069	SAKTHIVEL M	
20	812220631095	YUVARAJ E	
21	812220631031	JAYAKIRUTHIKA.S	
22	812220631009	ASHOKRAJ.V	
23	812220631007	ANUSUYA.V	
24	812220631015	DEVADHARSHINI.G	
25	812220631029	ISWARYA.M	Mr. S. Senthilkumar
26	812220631034	KARTHICKRAJA.M	
27	812220631037	KETHSIYA EVANGELIN.J	
28	812220631050	MONISHA R	
29	812220631065	RAMAR S	
30	812220631068	SABARI NATHAN T	
31	812220631089	VINGOLAR MESHIYA G	
32	812220631033	KARTHICK K	
33	812220631038	KRISHNAKUMAR.C	Mrs. M. Surya
34	812220631044	MANIMARAN.A	
35	812220631045	MANJU.M	
36	812220631070	SANTHOSHKUMAR A	
37	812220631071	SARAVANAKUMAR K	
38	812220631082	SUGANTHI P	
39	812220631096	YUVARAJ S	
40	812220631012	BAVITHRA.R	



41	812220631014	DEEPALAKSHMI.K
42	812220631035	KARUNAMOORTHIA
43	812220631046	MANJUT
44	812220631048	MARIYAMMAL V
45	812220631075	SAVITHRI R
46	812220631079	SIVAGAMI R
47	812220631092	VISWANATHAN P
48	812220631022	GAYATHRI.K
49	812220631026	HARSHAVARDHINI .M
50	812220631032	JEBASUTHAN. S
51	812220631040	LOGANAYAKI. S
52	812220631054	NAVEEN KUMAR U
53	812220631072	SARAVANAN S
54	812220631081	SUBASH CHANDRABOSE P
55	812220631083	SURYA A
56	812220631017	DHANUSIYA MARY. S
57	812220631028	ISHWARYA.A
58	812220631036	KEERTHANA B
59	812220631058	PRAVIN KUMAR E
60	812220631060	PRIYANKA M
61	812220631061	RAGUL GANTILT
62	812220631080	SIVAPRAKASH M
63	812220631088	VIGNESH K
64	812220631004	AKASH.C
65	812220631006	ANANTH.K
66	812220631013	BHAVATHARINI.B
67	812220631024	GUNA. K
68	812220631059	PRIYADHARSHINI R
69	812220631062	RAJASELVAM S
70	812220631074	SATHISHKUMAR S
71	812220631094	YOGANANTH K
72	812220631019	DHILIPKUMAR.B
73	812220631021	FARAH ZAINA.F.A
74	812220631027	INFANT JEROMECA.S
75	812220631041	MAGESHWARI.G
76	812220631066	RAMESHKUMAR V
77	812220631073	SATHISH N
78	812220631077	SHINY RESHMA J
79	812220631087	VASUDEVAN M
80	812220631008	ARUL RESHMA.A
81	812220631025	HARIHARAN R
82	812220631020	ESTHER EVANGELIN.I
83	812220631053	NANDHINI D
84	812220631056	POOVARASAN K
85	812220631067	RASHEETH BASHA H
86	812220631091	VISHNUPRASANTH K

Mr.S.Prasanna

Mr. A. Anburaj

Ms. M. Akila

Mrs. N. Kayalvizhi

Mrs.L. Noorul Ayisha

Ms. S. Kiruthika

M. Akila
PROJECT COORDINATOR



M. Akila
DIRECTOR

DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

SIRUGNUR, TIRUCHIRAPPALLI - 621105
ACADEMIC YEAR 2021-2022
BATCH 2020-2022(Regulation 2017)
BA-5411 PROJECT WORK

S.NO	Reg.No	Name	PROJECT TITLE	PLACE	GUIDE NAME
1	812220631002	ABIRAMI K	A STUDY ON EMPLOYEE ENGAGEMENT IN TULYA BEVERAGES PVT.LTD	PERAMBALUR	Dr. R. Karthika
2	812220631004	AKASH C	A STUDY ON TRAINING AND DEVELOPMENT WITH REFERENCE TO HARIHAR ALLOYS PVT LTD	TRICHY	Mrs. N. Kayalvizhi
3	812220631006	ANANDH K	A STUDY ON EMPLOYEE JOB SATISFACTION WITH REFERENCE TO K.K.P TEXTILES (P) LTD	NAMAKKAL	Mrs. N. Kayalvizhi
4	812220631007	ANUSUYA V	A STUDY ON INVESTMENT BEHAVIOUR ANALYSIS WITH TECH MAHINDRA FOUNDATION PVT LTD	CHENNAI	Dr.D. Jeeva Rekha
5	812220631008	ARUL RESHMA A	A STUDY ON EMOTIONAL INTELLIGENCE AND WORK LIFE BALANCE IN JOB STRESS WITH SPECIAL REFERENCE TO DHANDAPANI CEMENTS PVT. LTD	TRICHY	Ms. S. Kiruthiga
6	812220631009	ASHOKRAJ V	A STUDY ON DEALER SATISFACTION IN TANCEM CEMENT CORPORATION LIMITED	ARIYALUR	Dr.D. Jeeva Rekha
7	812220631010	BALAKRISHNAN M	A STUDY ON VARIOUS EMPLOYEE WELFARE IN HWASHIN AUTOMOTIVE INDIA PVT. LTD	TRICHY	Dr. M. Hemalatha
8	812220631011	BALAPRIYA B	A STUDY ON FINANCIAL STATEMENT ANALYSIS IN BRITANNIA INDUSTRIES LIMITED	CHENNAI	Dr.D. Jeeva Rekha
9	812220631012	BAVITHRA R	A STUDY ON EMOTIONAL INTELLIGENCE AMONG THE EMPLOYEES WITH SPECIAL REFERENCE TO TAMILNADUCEMENT FACTORY CORPORATION PVT LTD	ARIYALUR	Mr S.Prasanna
10	812220631013	BHAVATHARINI B	A STUDY ON EMOTIONAL INTELLIGENCE OF EMPLOYEES IN RAMYAS HOTEL	TIRUCHIRAPALLI	Mrs. N. Kayalvizhi
11	812220631014	DEEPALAKSHMI K	A STUDY ON EMPLOYEE JOB SATISFACTION IN ANDAVAR PACKAGE DRINKING WATER, TRICHY.	TRICHY	Mr S.Prasanna
12	812220631015	DEVADHARSHINLG	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS WITH SPECIAL REFERENCE TO ADYAR ANANDA BHAVAN SWEETS INDIA (P) LTD	CHENNAI	Mr. S. Senthilkumar
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17	812220631021	FARAH ZAINA F A	A STUDY ON LABOUR WELFARE LION DATES IMPEX (P) LTD	TRICHIRAPPALLI	Mrs.L. Noorul Ayisha
18	812220631022	GAYATHRI K	A STUDY ON EMPLOYEE RECRUITMENT AND SELECTION PROCESS WITH REFERENCE TO G.B. ENGINEERING ENTERPRISES PRIVATE LIMITED,	TRICHY	Mr. A. Anburaj
19	812220631023	GIRJA S	A STUDY ON WORK LIFE BALANCE IN TOOLFAB ENGINEERING INDUSTRIES PRIVATE LIMITED	THUVAKUDI, TRICHY	Dr. R. Karthika
20	812220631024	GUNA, K	A STUDY ON EMPLOYEE SAFETY AND WELFARE MEASURES WITH SPECIAL REFERENCE TO ORBIT PVT LTD	TRICHY	Mrs. N. Kayavazhi
21	812220631025	HARIHARAN R	A STUDY ON SAFETY WELFARE MEASURES IN SREE KADERI AMBAL MILLS (COTTON MILLS) PVT LTD	SHANMUGANATHAPURAM	Ms. S. Kiruthiga
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26	812220631030	JANARTHAN B	A STUDY ON EMPLOYEE SATISFACTION IN VIJAY DAIRY & FARM PVT LTD	TRICHY	Dr. R. Karthika
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28	812220631032	JEBASUTHAN, S	A STUDY OF CUSTOMERS PERCEIVED PRODUCT AND SERVICE QUALITY WITH SPECIAL REFERENCE TO TECHNOCHEM PVT LTD	TRICHY	Mr. A. Anburaj
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30	812220631035	KARUNAMOORTHY, A	A STUDY ON EMOTIONAL INTELLIGENCE WITH SPECIAL REFERENCE TO ZF RANE TRW STEERING SYSTEM PRIVATE LIMITED	VIRALIMALAI	Mr.S Prasanna
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32	812220631037	KETHSIYA EVANGELIN, J	ANANDA BHAVAN SWEETS INDIA (P) LTD	CHENNAI	Mr. S. Senthikumar
33	812220631038	KRISHNAKUMAR, C	A STUDY ON ORGANIZATION BEHAVIOUR WITH REFERENCE TO KOTHARI SUGARS & CHEMICALS LIMITED	SATHAMANGALAM	Mrs. M. Surya
34	812220631040	LOGANAYAKI, S	A STUDY ON EMPLOYEES STRESS MANAGEMENT WITH SPECIAL REFERENCE TO JOTHI MALLEABLES PVT LTD	TRICHY	Mr. A. Anburaj
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37	812220631044	MANIMARAN.A	A STUDY ON SERVICE QUALITY IN KVB BANK AT SAMAYAPURAM BRANCH	TRICHY	Mrs. M. Surya
38	812220631045	MANJUM	A STUDY ON PERFORMANCE APPRAISAL SYSTEMS IN DALMIA CEMENTS	TRICHY	Mrs. M. Surya
39	812220631046	MANJU T	AAVIN THANJAVUR DISTRICT COOPERATIVE MILK PRODUCERS UNION LIMITED	THANJAVUR	Mr.S.Prasanna
40	812220631047	MARIYAMARTIN M	A STUDY ON MARKETING AND ADVERTISING IDEA PLUS SOLUTIONS (P) LTD	THANJAVUR	Dr. M. Hemalatha
41	812220631048	MARIYAMMAL V	A STUDY ON WORK LIFE BALANCE AMONG THE EMPLOYEES WITH SPECIAL REFERENCE TO SEVALINGA GROUPS (P) LTD	TRICHY	Mr.S.Prasanna
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50	812220631058	PRAVIN KUMAR E	A STUDY ON VARIOUS EMPLOYEE WELFARE SCHEMES IN V-DART PVT LTD	TRICHY	Ms. M. Akila
51	812220631059	PRIYADHARSHINI R	A STUDY ON EMPLOYEES WELFARE MEASURES IN BABY ENGINEERING PRIVATE LIMITED	TRICHY	Mrs. N. Kayalvizhi
52	812220631060	PRIYANKA M	A STUDY ON FINANCIAL SALARIED FOR EMPLOYEES AND TAX SAVINGS IN KOTHARI SUGARS AND CHEMICALS LIMITED	KATTUR TRICHY	Ms. M. Akila
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54	812220631062	RAJASELVAM S	A STUDY ON EMPLOYEE MOTIVATION IN CHETTINAD CEMENT CORPORATION PRIVATE LIMITED	KEEZHAPALUR	Mrs. N. Kayalvizhi
55	812220631064	RAMAJEYAM B	A STUDY ON EFFECTIVENESS OF CUSTOMER SERVICES ON OLA CABS	TRICHY	Dr. Jeeva Rekha



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58	812220631067	RASHEETH BASHA H	ANALYSIS, IN KALLAKURICHI II, CO-OPERATIVE SUGAR MILL LTD	KALLAKURICHI	Ms. S. Kiruthiga
59	812220631068	SABARI NATHAN T	A STUDY ON EMPLOYEE'S JOB SATISFACTION WITH SPECIAL REFERENCE TO NEURO ONE HOSPITAL.	TRICHY	Mr. S. Senthilkumar
60	812220631070	SANTHOSHKUMAR A	A STUDY ON JOB SATISFACTION IN V - MART PVT LTD	TRICHY	Mrs. M. Surya
61	812220631071	SARAVANAKUMAR K	A STUDY ON CORPORATE SOCIAL RESPONSIBILITY WITH REFERENCE TO MAFOI FOUNDATION AND TECH MAHINDRA FOUNDATION PVT LTD	CHENNAI	Mrs. M. Surya
62	812220631072	SARAVANAN S	A STUDY ON EMPLOYEES WORK LIFE BALANCE WITH REFERENCE TO FRONTLINE HOSPITAL.	TRICHY	Mr. A. Anburaj
63	812220631073	SATHISH N	A Study on Employee Welfare Measure with Special Reference to TVS Mobility pvt.ltd	TRICHY	Mrs.L. Noorul Ayisha
64	812220631074	SATHISHKUMAR S	A STUDY ON EMOTIONAL INTELLIGENCE OF EMPLOYEES IN BRIGHT SERVICES PVT LTD	TRICHY	Mrs. N. Kayalvizhi
65	812220631075	SAVITHRI R	A STUDY ON WORK LIFE BALANCE AMONG THE FACULTY MEMBERS WITH SPECIAL REFERENCE TO PRIVATE INSTITUTIONS	TRICHY	Mr.S.Prasanna
66	812220631076	SHANMUGA PRIYA M	A STUDY STAFF PERFORMANCE IMPROVEMENT ANALYSIS IN IDEA PLUS (P) LTD	TRICHY	Dr. M. Hemalatha
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68	812220631079	SIVAGAMI R	A STUDY ON EFFECTIVENESS OF GRIEVANCES HANDLING MECHANISM WITH SPECIAL REFERENCE TO TOOLFAB ENGINEERING INDUSTRIES PVT LTD	TRICHY	Mr.S.Prasanna
69	812220631080	SIVAPRAKASH M	A STUDY ON FINANCIAL PLANNING FOR SALARIED EMPLOYEE AND STRATEGIES FOR TAX SAVINGS AMMAN TRY (P) LTD	TIRUCHIRAPPALLI	Ms. M. Akila
70	812220631081	SUBASH CHANDRABOSE P	A STUDY ON SAFETY MEASURES AND LABOUR WELFARE MEASURES FOR SUGARMILL IN KACHIRAYAPALAYAM (P) LTD	KALLAKURICHI	Mr. A. Anburaj
71	812220631082	SUGANTHI P	A STUDY ON CASH MANAGEMENT IN SIVALINGA GROUPS (P) LTD	TRICHY	Mrs. M. Surya
72	812220631083	SURYA A	A STUDY ON PERCEIVED PERFORMANCE OF VIVO MOBILE USERS WITH SPECIAL REFERENCE TRICHY	TRICHY DISTRICT	Mr. A. Anburaj
73	812220631084	SURYA S	A STUDY ON EMPLOYEE WELFARE SCHEME IN KOTHARI SUGARS AND CHEMICALS LTD,	SATHAMANGALAM	Dr. M. Hemalatha



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74	812220631085	THANGESWARAN K.	A STUDY ON COMPETENCY MAPPING WITH SPECIAL REFERENCE TO TECHNY CHEMY PVT LTD	TRICHY	Dr. R. Karthika
75	812220631087	VASUDEVAN M	A STUDY ON QUALITY OF WORK LIFE AMONG THE EMPLOYEES WITH SPECIAL REFERENCE TO G B ENGINEERING ENTERPRISES PVT. LTD	TRICHIRAPPALLI	Mrs.L. Noorul Ayisha
76	812220631088	VIGNESH K.	A STUDY ON EMPLOYEE MORALE WITH SPECIAL REFERENCE TO TRICHY METALS AND ALLOYS (P) LTD	TRICHIRAPPALLI	Ms. M. Akala
77	812220631089	VINGOLAR MESHIIYA G	A STUDY ON EMPLOYEE WELFARE MEASURES IN ATHIKALATHU ALANGARA MALIGAI	PUDHUKOTTAI	Mr. S. Senthilkumar
78	812220631090	VINOTHINI M	A STUDY ON LABOR WELFARE MEASURES WITH REFERENCE TO KOTHARI SUGARS ANDCHEMICALS LTD,	SATHAMANGALAM, ARIYALUR DT	Dr. R. Karthika
79	812220631091	VISHNUPRASANTH K	A STUDY ON EMPLOYEE SATISFACTION WITH REFERENCE TO AYU HEALTH ALLIED SERVICES PVT LTD	CHENNAI	Ms. S. Kiruthiga
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81	812220631094	YOGANANTH K	A STUDY ON EMPLOYEE RETENTION IN SHRI AMMAN STEEL AND ALLIED INDUSTRIES PVT LTD	TRICHY	Mrs. N. Kayalvizhi
82	812220631095	YUVARAJ E	A STUDY OF CUSTOMER SATISFACTION ON TECHNY CHEMY PVT COMPANT (P) LTD	TRICHY	Dr.D. Jeeva Rekha
83	812220631096	YUVARAJ S	A STUDY ON EMPLOYEE TRAINING AND DEVELOPMENT IN BABY ENGINEERING PVT LTD	TRICHY	Mrs. M. Surya

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This is to certify that the dissertation entitled "A STUDY ON EMPLOYEE ENGAGEMENT IN TULYA BEVERAGES PVT.LTD, NARANAMANGALAM, PERAMBALUR" is the bonafide research work carried out by K.ABIRAMI [Reg.no:812220631002] of MASTER OF BUSINESS ADMINISTRATION, M.A.M B-SCHOOL, TIRUCHIRAPALLI, during the academic period [2020-2022], in partial fulfillment of the requirements, for the award of the Degree of Master of Business Administration and that the dissertation has not formed the basis for the award previously of any Degree, Diploma, Associate ship, Fellowship or any other similar title, and that the dissertation represents entirely an independent work on the part of the candidate.

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[With date of submission & seal]

Viva-voce held on 05/09/2022

Signature of the Internal Examiner

Name: M. AKILA

Signature of the External Examiner

Name: Dr M Ganesh



DIRECTOR
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our company from 04.04.2022 - 15.06.2022.

During the period of their project study, she showed keen interest in
collection of data and its compilation.

We wish her all the very best in her future endeavor.



U. Prakash
U. Prakash
(R. Prakash)



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27-06-2022

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This is to certify that **Mr. C. AKASH, Reg No. (812220631004)** an MBA Final Year student of M.A.M Business School (Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai), Siruganur, Tiruchirappali – 621 105 has Project Done “**A STUDY ON TRAINING AND DEVELOPMENT**” at our Company from 05.04.2022 - 27.06.2022

During the period of their project study, he showed keen interest in collection of data and its compilation.

We wish her all the very best in her future endeavor.

Kumaravel K

HR Manager

(Kumaravel K)






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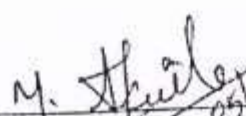
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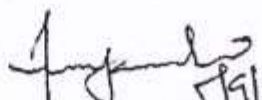

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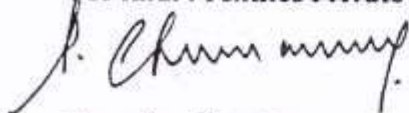
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During the training period, his conduct and the character were found to be **GOOD**. We wish all the success in his future endeavors.

Thanking you,

For K.K.P. Textiles Private Ltd.,



Managing Director.



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I wish her bright future and may this experience benefit her.

K.VASANTHA KUMAR
CENTRE MANAGER
TMF - MA FOI SMART CENTRE
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Date 25.11.2022

CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON EMOTIONAL INTELLIGENCE AND WORK LIFE BALANCE OF JOB STRESS WITH REFERANCE TO THE DHANDAPANI CEMENTS PVT.LTD,SAMAYAPURAM,TRICHY." is the bonafide research work carried out by A.ARUL RESHMA, Register No.812220631008 of MASTER OF BUSINESS ADMINISTRATION, Department of Management Studies, M.A.M B-school, Tiruchirappalli, during the academic period (2020-2022), in partial fulfilment of the requirements, for the award of the Degree of Master of Business Administration and that the dissertation has not formed the basis for the award previously of any Degree, Diploma, Associateship, Fellowship or any other similar title, and that the dissertation represents entirely an independent work on the part of the candidate.

S. K. J.

Signature of the Guide
 (With date of submission)

[Signature]

Signature of the Head of the Department
 (With date of submission)

Dr. M. Hemalatha (NITT)
 Professor & Director
 M.A.M. B School
 Siruganur, Tiruchirappalli-621 105.
 Mob: 8220727888 www.mumsb.com

Viva -voce held on 05/09/2022

M. Arula 05/09/2022

Signature of the Internal Examiner
 Name : M. ARULA

[Signature]

Signature of the External Examiner
 Name: **Dr M. GANESH**





THE DHANDAPANI CEMENTS PVT LTD,

69, Ganapathy Nagar,
Srirangam, Thiruvanaikoil,
Tiruchirappalli, Tamil Nadu 620005

28-06-2022

PROJECT COMPLETION CERTIFICATE

This is to certify that **Ms. A. ARUL RESHMA, Reg No. (812220631008)** an MBA Final Year student of M.A.M Business School (Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai), Siruganur, Tiruchirappali – 621 105 has Project Done **“A STUDY ON EMOTIONAL INTELLIGENCE AND WORK LIFE BALANCE IN JOB STRESS”** at our Company from 06.04.2022 - 28.06.2022

During the period of their project study, he showed keen interest in collection of data and its compilation.

We wish her all the very best in her future endeavor.

Manager

(Saravanan S)





MAMES
M.A.M. BUSINESS
SCHOOL

M.A.M. BUSINESS SCHOOL

DEPARTMENT OF MANAGEMENT STUDIES

Approved by AICTE & Affiliated to Anna University, Chennai.

Siruganur, Tiruchirappalli- 621 105. Ph: 6533 733, 2650377, 2650550

Date: 05.09.2022

CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON DEALER SATISFACTION WITH SPECIAL REFERENCE TO TAMILNADU CEMENT CORPORATION LIMITED ARIYALUR " is the confide research work carried out by V.ASHOKRAJ, Register No.S12220631009 of MASTER OF BUSINESS ADMINISTRATION, Department of Management Studies, M.A.M Business school, Tiruchirappalli, during the academic period (2021-2022), in partial fulfillment of the requirements, for the award of the Degree of Master of Business Administration and that the dissertation has not formed the basis for the award previously of any Degree, Diploma, Associate ship, Fellowship or any other similar title, and that the dissertation represents entirely an independent work on the part of the candidate

Signature of the Guide

(With date of submission)

Dr. M. Hemalatha, MBA., Ph.D (NITT)
Professor & Director
M.A.M. B School

Signature of the Head of the Department

(With date of submission & seal)

Viva-voce held on 05/09/2022

Signature of the Internal Examiner

Name : M. AKILA

Signature of the External Examiner

Name: Dr. M. Hemalatha





தமிழ்நாடு சிமென்ட் கழகம்
(தமிழ்நாடு அரசு நிறுவனம்)

TAMILNADU CEMENTS CORPORATION LIMITED
(A Government of Tamilnadu Undertaking)



அரியலூர் சிமென்ட் ஆலம், அரியலூர் - 621 729, அரியலூர் மாவட்டம், தமிழ்நாடு.
Ariyalur Cement Factory, Ariyalur - 621 729, Ariyalur District, Tamilnadu.
E-mail: tancemoffice@gmail.com website: www.tancem.com

TANCER / ACW / ADMIN / IPT & PJI / 2022

24.05.2022

The Professor & Director, -
MAM B - School,
Siruganur,
Trichirappalli - 621 105

Sr,

Sub: TANCER - ACW - Ariyalur - Completion Project Work -
Certificate issued

This is to certify that **Mr. V. ASHOKRAJ, MBA**, Second year Student of MAM B - School, Siruganur has undergone Project Work in our Organization for the period from 10.05.2022 to 24.05.2022

During the Project work period his conduct and character are found good.

for TANCER, ARIYALUR WORKS

MANAGER (P&A)





M.A.M. BUSINESS SCHOOL

M.A.M. BUSINESS SCHOOL

DEPARTMENT OF MANAGEMENT STUDIES

Approved by AICTE & Affiliated to Anna University, Chennai.
Siruganur, Tiruchirappalli- 621 105. Ph: 6533 733, 2650377, 2650559

Date: 05/09/2022

CERTIFICATE

This is to certify that the dissertation entitled this is to certify that the dissertation entitled "A STUDY ON VARIOUS EMPLOYEE WELFARE INITIATIVES IN WASHIN AUTOMOTIVE INDIA PVT. LTD., is The bonafide research work carried by M.BALAKRISHNAN RegisterNo.812220631010 of MASTER OF BUSINESS ADMINISTRATION, Department of Management Studies, M.A.M B-School, Tiruchirappalli, during the academic period (2020-2022), in partial fulfillment of the requirements, for the award of the Degree of Master of Business Administration and that the dissertation has not formed the basis for the award previously of any Degree, Diploma, Associateship, Fellowship or any other similar title, and that the dissertation represents entirely an independent work on the part of the candidate.

Signature of the Guide
(With date of submission)



Dr. M. Hemalatha, MBA, Ph.D (IITTI)
Professor & Director
M.A.M. B School

Signature of the Director
(With date of submission & seal)

Viva-voce held on 05/09/2022

DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621 105

M. Akhila 05/09/2022
Signature of the Internal Examiner

Signature of the External Examiner



01.09.2022

TO WHOMSOEVER IT MAY BE OF CONCERN

This is to certify that Mr.M.BALAKRISHNAN MBA (HR & MARKETING) student from MAM B SCHOOL, TIRUCHIRAPPALLI, has done his project work titled "EMPLOYEE WELFARE" in our HWASHIN AUTOMOTIVE INDIA PRIVATE LIMITED from 10.04.2022 to 10.05.2022 as part of curriculum

We have noticed that, during the period, he has shown keen interest in his assignments and was also regular in attendance.

For HWASHIN Automotive India pvt Ltd.,



Asst. General Manager – HRD & GA



Registered Office and Principal Place of Business

Plot No. F-65A, SIPCOT Industrial Park, Irungattukottai
Sriperumbudur (Taluk), Kancheepuram (District),
Tamil Nadu - 602 117.
Phone - 044 47130000-29 Fax - 044 47132039

Additional Place of Business

Plot No. B9 & B10, SIPCOT Industrial Park, Irungattukottai
Sriperumbudur (Taluk), Kancheepuram (District),
Tamil Nadu - 602 117.
Phone - 044 47132000-29





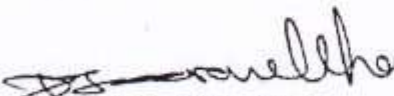
M.A.M BUSINESS SCHOOL

Approved by AICTE Affiliated to Anna University, Chennai
Siruganur, Tiruchirappalli - 621 105. Ph: 6533733, 2650377, 2650550


Date: 05.09.22

CERTIFICATE

This is to certify that the entitled "A STUDY ON FINANCIAL STATEMENT ANALYSIS, BRITANNIA PRIVATE LIMITED, CHENNAI" is the bonafide research work carried out by B. BALAPRIYA [Reg.No:812220631011] M.A.M B-SCHOOL, TIRUCHIRAPALLI, during the academic period [2020-2022] in partial fulfillment of the requirements, for the award of the Degree of Master of Business Administration and that the dissertation has not formed the basis for the award previously of any Degree, Diploma, Associate ship, Fellowship or any other similar title, and that the dissertation represents entirely an independent work on the part of the candidate.


Signature of the Guide

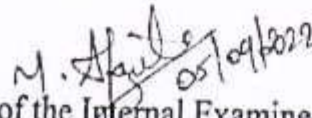
[With date of submission]


Signature of the Head of the Department

Dr. M. Hemalatha, MBA, Ph.D (NITT)
[With date of submission]

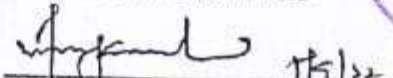
M.A.M. B School
Siruganur, Tiruchirappalli-621 105.
220727888, www.mambs.com

Viva-voce held on 05/09/22

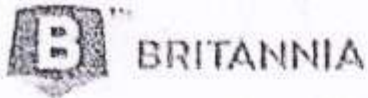

Signature of the Internal Examiner

Name: M. AKILA

Signature of the External Examiner


Name: Dr. M. Ganesh





02-September-2022

To

Balapriya B

Roll No:A2220631011

MAM Business School

Trichy-621105

Subject: Certificate of Experience

This letter is to certify that **Balapriya B** from MAM Business School, has successfully completed her Internship program for a period of **1 Month** with our organization. This internship tenure was from **15th May 2022** to **15th June 2022**. The said intern was working with **Finance and Accounting function** and was actively, diligently and sincerely involved in the projects and tasks assigned.

During this internship, we found the intern to be punctual and hardworking person.

For Britannia Industries Ltd


Hemalatha V

Assistant Manager HR





M.A.M. BUSINESS SCHOOL
SIRUGANUR, TRICHY

M.A.M. BUSINESS SCHOOL,
DEPARTMENT OF MANAGEMENT STUDIES

Approved by AICTE & Affiliated to Anna University, Chennai.

Siruganur, Tiruchirappalli- 621 105

Date: 05.09.2022

CERTIFICATE

This is to certify that the entitled "A STUDY ON EMOTIONAL INTELLIGENCE OF EMPLOYEES WITH SPECIAL REFERANCE TO TAMINADU CEMENT CORPORATION LIMITED ARIYALUR " is the confide research work carried out by R.BAVITHRA , Register No.812220631012 of MASTER OF BUSINESS ADMINISTRATION , Department of Management Studies, M.A.M Business School, Tiruchirappalli ,during the academic period (2020-2022),in partial fulfillment of the requirements, for the Degree of Master of Business Administration and that the designation has not formed the basis for the award previously of any Degree, Diploma, Associate ship, Follow ship or any other similar title ,and that the designation represent entirely an independent work on the part of the candidate

Signature of the Guide
(With date of submission)



Dr. M. Hejialatha, M.B.A., Ph.D (NIFT)
Professor & Director
M.A.M. B School

Siruganur, Tiruchirappalli-621 105.
Mob: 8220728888, www.mambs.com

Signature of Head of the Department

(With date of the submission & seal)

Viva - voce held on 05/09/2022

DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

M. Hejialatha 05/09/2022

Handwritten signature of the Director



TAMILNADU CEMENTS CORPORATION PVT LTD

28-06-2022

PROJECT COMPLETION CERTIFICATE

This is to certify that Ms. R. BAVITHRA, Reg No. (812220631012) an MBA Final Year student of M.A.M Business School (Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai), Siruganur, Tiruchirappali – 621 105 has Project Done “A STUDY ON EMOTIONAL INTELLIGENCE OF EMPLOYEES” at our Company from 04.04.2022 - 28.06.2022

During the period of their project study, he showed keen interest in collection of data and its compilation.

We wish her all the very best in her future endeavor.

HR Manager

(Vigneshwaran M)





M.A.M. BUSINESS SCHOOL

DEPARTMENT OF MANAGEMENT STUDIES

Approved by AICTE & Affiliated to Anna University, Chennai
Siruganur, Tiruchirappalli-621105. Ph: 6533733, 2650377, 2650550

Date... 05/09/2022

CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON EMOTIONAL INTELLIGENCE OF EMPLOYEES IN RAMYAS HOTEL is the bonafide research work carried by B.BHAVATHARINI Register No.812220631013 of MASTER OF BUSINESS ADMINISTRATION, Department of Management Studies, M.A.M Business School, Tiruchirappalli, during the academic period (2020-2022), in partial fulfilment of the requirements, for the award of the Degree of Master of Business Administration and that the dissertation has not formed the basis for the award previously of any Degree, Diploma, Associateship, Fellowship or any other similar title, and that the dissertation represents entirely an independent work on the part of the candidate.

R. Rajalishi
30/8/22

Signature of the Guide
(With date of submission)

Dr. M. Hemalatha, MBA, Ph.D (NITT)

Professor & Director

Signature of M.A.M. B-SCHOOL Department
(Siruganur, Tiruchirappalli-621105).
Mob: 8220727888. www.mambs.com

Viva-voce held on 05/09/2022



M. Akila
05/09/2022

Signature of the Internal Examiner
Name: M. AKILA

Dr. Ganesha
05/09/22

Signature of the External Examiner
Name: Dr. GANESHA

DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Tiruchirappalli-621105



Ramyas Hotels
PRIVATE LTD
Enriched hospitality

13-D/2, Williams Road, Trichy - 620 001, Tamilnadu, India. ☎ : 4000400, 2414646, 2414747

E-mail : ramyashotel@gmail.com www.ramyashotels.com

Jun 14, 2022

To Whomsoever It May Concern

This is to certify that **Miss. Bhavatharini B** (Reg No: 812220631013) has undergone her **MBA – Final year Project** in our hotel from **09 May 2022** to **07 Jun 2022**. During the period she has observed, interacted and involved herself in operational activities in our organization.

Her performance and conduct was good.

We wish her all the best for her future endeavors.

For Ramyas Hotel Pvt. Ltd.

Lakshmi Priya C
HR Manager





M.A.M. B-SCHOOL
 Approved by AICTE & Affiliated to Anna University,
 Chennai.
 Siruganur, Tiruchirappalli- 621 105. Ph: 6533 733, 2650377, 2650550

Date 05/09/22

CERTIFICATE

This is to certify that the dissertation entitled " A STUDY ON EMPLOYEE JOB SATISFACTION IN ANDAVAR PACKAGE DRINKING WATER, TRICHY is the bonafide research work carried out by A. DEEPALAKSHMI (Register No.812220631014) of M.A.M B-school, Tiruchirappalli, during the academic period (2020- 2022), in partial fulfillment of the requirements, for the award of the Degree of Master of Business Administration and that the dissertation has not formed the basis for the award previously of any Degree, Diploma, Associate ship, Fellowship or any other similar title, and that the dissertation represents entirely an independent work on the part of the candidate.

S. Palay

Signature of the Guide
 (With date of submission)

[Signature]

Dr. M. Hemalatha, M.A., Ph.D (NITT)
 Professor & Director

M.A.M. B-SCHOOL Department
 Siruganur, Tiruchirappalli-621 105.
 (With date of submission) Mob: 8220727888, www.mambs.com

Viva -voce held on 05/09/2022

M. Akila 05/09/2022
 Signature of the Internal Examiner
 Name: M. AKILA

[Signature] 5/9/22
 Signature of the External Examiner
 Name: Dr. M. CANESON



DIRECTOR
 M.A.M. B-SCHOOL
 Siruganur, Trichy-621105

Pure & Pure Aqua Foods

39 - B, Sanjeevi Nagar,
Trichirappalli - 620 002

0431 2730402, 2730452

94431 45768

15.06.2022

TO WHOM SO EVER IT MAY CONCERN

Date :

This is Certify that K.DEEPALAKSHMI 2nd YEAR MBA
(Reg.NO.812220631014) M.A.M B SCHOOL SIRUGANUR has undergone
"Purification of Packaged Drinking Water" in our concern, with ability and
Successful.

The details of the Project Work are as under:

- Project Title : "EMPLOYEE JOB SATISFACTION "
- Project Period : 04.04.22 to 15.06.22
- Department : 2nd YEAR MBA

During this Period his performance, attendance and conduct have been
good.

We wish them all success in future carrier.



Manager

(Pure & Pure Aqua Foods)



MAM
M.A.M. BUSINESS
SCHOOL

M.A.M. B-SCHOOL

DEPARTMENT OF MANAGEMENT STUDIES

Approved by AICTE & Affiliated to Anna University, Chennai.

Siruganur, Tiruchirappalli- 621 105. Ph: 6533 733, 2650377, 2650550

Date: 05.09.2022

CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS WITH SPECIAL REFERENCE TO ADYAR ANANDA BHAVAN SWEETS INDIA PVT.LTD CHENNAI" is the bonafide research work carried out by G.DEVADHARSHINI, Register No.812220631015 of MASTER OF BUSINESS ADMINISTRATION, Department of Management Studies, M.A.M B-School, Tiruchirappalli, during the academic period (2020-2022), in partial fulfilment of the requirements, for the award of the Degree of Master of Business Administration and that the dissertation has not formed the basis for the award previously of any Degree, Diploma, Associateship, Fellowship or any other similar title, and that the dissertation represents entirely an independent work on the part of the candidate.

Signature of the Guide
(With date of submission)

Dr. M. Heinalatha, MBA., Ph.D (NITT)
Professor & Director

Signature of the Head of the Department
(With date of submission & seal)
Siruganur, Tiruchirappalli-621 105.
Mob: 8220727888, www.mambx.com

Viva-voce held on 05.09.2022

05/09/2022

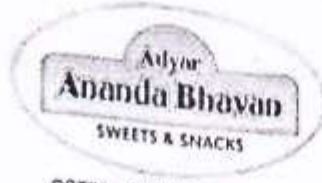
Signature of the Internal Examiner
Name M. AKILA

05/09/22

Signature of the External Examiner
Name: Dr. M. GANESH



Corporate Office:
153, (S P) 2nd - Sector, 3rd Street,
Sattur Industrial Estate,
Sennai - 600 058.



Tel : +91 44 4233 3333, 4099 9999
Fax : +91 44 451 12233
E-mail : info@aabswweets.com
Web : www.aabswweets.com

GSTIN : 33AAICA3707F1ZN
ADYAR ANANDA BHAVAN SWEETS INDIA PRIVATE LTD.,

19-08-2022

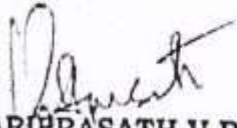
r
te

TO WHOM IT MAY CONCERN

This is to certify that Ms.G DEVADHARSHINI, D/o R GUNASEKAR Reg No: 812220631015 pursuing MBA (Finance) Final Year from M.A.M. B-SCHOOL - Sirunagar, Tiruchirappalli, has successfully completed her Internship Training titled "Accounts Department" in our organisation. During the period of 04-04-2022 to 15-06-2022.

We wish them all success in future.

For AdyarAnandaBhavan Sweets India Pvt Ltd.,


HARIPRASATH V R
Manager - Human Resources.





M.A.M. BUSINESS SCHOOL
DEPARTMENT OF MANAGEMENT STUDIES

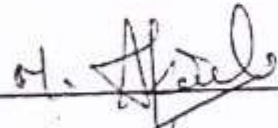
Approved by AICTE & Affiliated to Anna University, Chennai.

Siruganur, Tiruchirappalli - 621105. Ph: 6533 733, 2650377, 2650550


Date: 05.09.22

CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON WORK LIFE BALANCE KOTHARI SUGAR FACTORY(P)LTD IN SATHIAMAGALAM.Is the bonafide research work carried out by S.DHANUSIYA MARY (812220631017) of MASTER OF BUSINESS ADMINISTRATION, M.A.M B School, siruganur, Tiruchirappalli, during the academic period (2020-2022). in partial fulfilment of the requirements, for the award of the degree of Master of Business Administration and that the dissertation has not formed the basis for the award of previously of any degree, diploma, Associateship, fellowship, or any other similar title, and that the dissertation represent entirely an independent work on the part of the candidate.

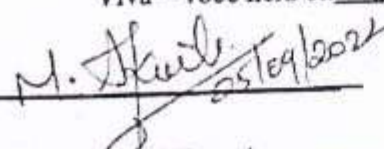

Signature of the Guide

(With date of submission)

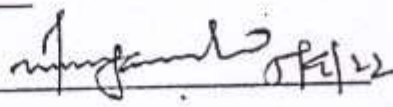

Dr. M. Hemalatha, MBA., Ph.D (NIT)
Professor & Director
M.A.M. B School
Siruganur, Tiruchirappalli - 621105
Mob: 8220727888, www.mambs.com

(With date of submission & seal)

Viva - voce held on 05.09.22


Signature of the Internal Examiner

Name: M. AKILA


Signature of the External Examiner

Name: Dr. M. GANESA



30-06-2022

PROJECT COMPLETION CERTIFICATE

This is to certify that **Ms. DHANUSIYA MARY. S, Reg No. (812220631017)** an MBA Final Year student of M.A.M Business School (Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai), Siruganur, Tiruchirappali – 621 105 has Project Done “**A STUDY ON WORK LIFE BALANCE**” at our Company from 04.04.2022 - 30.06.2022

During the period of their project study, he showed keen interest in collection of data and its compilation.

We wish her all the very best in her future endeavor.

HR Manager

(GANESH P)





M.A.M. BUSINESS SCHOOL

M.A.M. BUSINESS SCHOOL

Approved by AICTE & Affiliated to Anna University

Chennai.

Siruganur, Tiruchirappalli-621105. Ph. 6533 733, 2650377, 2650550

Date: 5.09.2022

CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON TRAINING FOR ECONOMICALLY DEPRIVED STUDENT IN RURAL AREA THE MAFOI EDUCATIONAL SERVICES CHENNAI" is the bonafide research work carried by D.DHARANIKA (Register No.81220601018) of Department of Management Studies, M.A.M B- School, Tiruchirappalli, during the academic period (2020-2022), in partial fulfilment of the requirements, for the award of the Degree of Master of Business Administration and that the dissertation has not formed the basis for the award previously of any Degree, Diploma, Associateship, Fellowship or any other similar title, and that the dissertation represents entirely an independent work on the part of the candidate.

Signature of the Guide (With date of submission)

Signature of the Head of the Department (With date of submission & seal) M. Hemalatha, M.B.A., Ph.D (NIT) Professor & Director M.A.M. B School Siruganur, Tiruchirappalli-621105. Mob: 8220727888. www.mambs.com

Viva-voca held on 5.09.2022

Signature of the Internal Examiner Name: M. AKILA

Signature of the External Examiner Name: Dr. M. GANESH



DIRECTOR M.A.M. BUSINESS SCHOOL

24th August 2022

CERTIFICATE

TO WHOM IT MAY CONCERN

This is to certify that Ms. D. Dharanika, Reg. No: 812220631018 who is doing her final year in Master of Business Administration in M.A.M Business School has successfully completed her project titled "A study on Training for Economically deprived students in Rural Area" in Ma Foi Educational Services, Chennai. She was engaged with us for her project activity from 04-04-2022 to 15-06-2022.

All the necessary details were provided from our side for the establishment of this project.

We wish her the very best in all her future endeavors.

Thanking you,

With Regards,



(M. Sridhar – Centre Head)

For Ma Foi Educational Services





M.A.M BUSINESS SCHOOL

Approved by AICTE & Affiliated to Anna University, Chennai

Siruganur, Tiruchirapalli - 621 105.

Ph: 6533733, 2650377, 2650550

Dr. M. HEMALATHA

Professor and Director

Date 05.09.2022

CERTIFICATE

This is to certify that the dissertation entitled "STUDY ON STRESS MANAGEMENT AMONG THE EMPLOYE IN KAVERI TATA MOTERS IN TRICHY" is the bonafide research work carried out by B.DHILIPKUMAR [Reg.no:812220631019] of MASTER OF BUSINESS ADMINISTRATION, M.A.M BUSINESS SCHOOL, TIRUCHIRAPALLI, during the academic period [2020-2022], in partial fulfillment of the requirements, for the award of the Degree of Master of Business Administration and that the dissertation has not formed the basis for the award previously of any Degree, Diploma, Associate ship, Fellowship or any other similar title, and that the dissertation represents entirely an independent work on the part of the candidate.

L. Noorul dnyda

Signature of the Guide

[With date of submission]

Dr. M. Hemalatha, MBA, Ph.D (NITT)

Professor & Director

Signature of Head of School Department

Siruganur, Tiruchirappalli, 621 105.

[With date of submission & seal]
Mob: 8220727888, www.mams.com

Viva-voce held on 05-09-2022

M. Akila 05/09/2022

Signature of the Internal Examiner

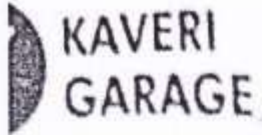
Name: M. AKILA

[Signature] 5/9/22

Signature of the External Examiner

Name: Dr. M. GANESA





KG HR / 11 / 2022

17 August 2022

Certificate

This is to certify that, Mr. Dhilipkumar B Roll No : 812220631019 from M.A.M. B-SCHOOL has undergone Human Resources Management observership training for the period from 05th April 2022 to 30th June 2022.

He has completed his observership Training Successfully.

Thanking You,

For Kaveri Garage Private Limited,


Velrajugan M
Head - Human Resources.





M.A.M. BUSINESS SCHOOL
DEPARTMENT OF MANAGEMENT STUDIES

Approved by AICTE & Affiliated to Anna University, Chennai.
Siruganur, Tiruchirappalli- 621 105. Ph: 6533 733, 2650377, 2650550

Date..05.09.2022

CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON EMPLOYEE'S JOB SATISFACTION IN AAVIN, TRICHIRAPPALLP" is the bonafide research work carried by I. ESTHER EVANGELIN, Register No. : 812220631020 of MASTER OF BUSINESS ADMINISTRATION, Department of Management Studies, M.A.M. Business School, Tiruchirappalli, during the academic period (2020-2022), in partial fulfillment of the requirements, for the award of the degree of Master of Business Administration and that the dissertation has not formed the basis for the award previously of any Degree, Diploma, Associate ship, Fellowship any other similar title, and that the dissertation represents entirely an independent work on the part of the candidate.

Signature of the Guide
(With date of submission)

Dr. M. Hemalatha, MBA, Ph.D (NITT)
Professor & Director
M.A.M. B School

Signature of Tiruchirappalli Department
(With date of submission & Seal)



Viva -voce held on 05.09.2022

Signature of the Internal Examiner
Name: M. AKILA

Signature of the External Examiner
Name: Dr. M. GANESH



Aavin Milk Depot

11th Cross, Kattur, Tiruchirappalli, Tamil Nadu 620019, India
Email: aavincomplaints@gmail.com
Phone :8056493535

TO WHOMSOEVER IT MAY CONCERN

This is to certify that I. ESTHER EVANGELIN (Reg.No. 812220631020) student of MBA, from M.A.M Business School has successfully completed her final year project entitled " A STUDY ON EMPLOYEE'S JOB SATISFACTION IN AAVIN, TIRUCHIRAPALLI" during the period from 04/04/2022 to 15/06/2022 month in our company

This project has been completed and tested to our satisfaction. During the period her performance and hard work were found to be good.

Thanking you
Authorized Signature



Tamilnadu Co-operative milk producers' Federation Ltd.,
Aavin Ilam, Madhavaram Milk Colony, Chennai 600051- Tamilnadu.
Phone: 044-23464500-03, Fax: 044 23464505





M.A.M. BUSINESS SCHOOL

M.A.M. BUSINESS SCHOOL

DEPARTMENT OF MANAGEMENT STUDIES

Approved by AICTE & Affiliated to Anna University, Chennai.
Siruganur, Tiruchirappalli- 621 105. Ph: 6533 733, 2650377, 2650550

Date: 5.9.2022

CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON LABOUR WELFARE MEASURES - LION DATES IMPEX PVT LTD" is the bonafide research work carried on by A. FARAH ZAINAF, Register No.812220631021 of MASTER OF BUSINESS ADMINISTRATION, Department of Management Studies, M.A.M Business School, Tiruchirappalli, during the academic period (2020-2022), in partial fulfilment of the requirements, for the award of the Degree of Master of Business Administration and that the dissertation has not formed the basis for the award previously of any Degree, Diploma, Associateship, Fellowship or any other similar title, and that the dissertation represents entirely an independent work on the part of the candidate.

L. Noorul Ayisha

Signature of the Guide
(With date of submission)

[Handwritten Signature]

Dr. M. Hemalatha, MBA, Ph.D (M.T.T)

Professor & Director

Signature of the Head of the Department
Siruganur, Tiruchirappalli-621105.
(With date of submission)
Mob: 8220727888, www.mambs.com

Viva-Voce Held On 5.9.2022

M. Akila 05/09/2022

Signature of the Internal Examiner
Name: M. AKILA

[Handwritten Signature] 5/9/22

Signature of the External Examiner
Name: Dr. M. GANESH





M.A.M. B-SCHOOL



Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

Industrial Visit Report

**Kerala Electrical & Allied Engineering Co.Ltd. (KEL)
26.11.2022.**

**M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB
INDUSTRIAL VISIT AT KERALA ELECTRICAL & ALLIED ENGINEERING CO. LTD**

DATE / TIME: 26.11.2022; 10:00 AM

II MBA Students

PHOTOS



M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB
INDUSTRIAL VISIT AT KERALA ELECTRICAL & ALLIED ENGINEERING CO. LTD

DATE / TIME: 26.11.2022; 10:00 AM

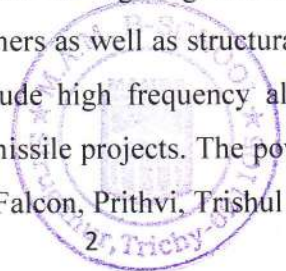
II MBA Students

Total No of Students: 85 (No of Boys:35; No of Girls:50)

**INDUSTRIAL VISIT AT KERALA ELECTRICAL & ALLIED ENGINEERING CO.
LTD**

M.A.M. B-School, a standalone Business School in Trichy organized one day Industrial Visit at “KERALA ELECTRICAL & ALLIED ENGINEERING CO. LTD on 26^h November, 2022 arranged for II MBA students. The students assembled at MAMBS on 23.11.2022 in the eveing and departed for the visit at around 9:30 PM. The total of 85 students were accompanied by the six faculty members. As soon as they reached, Faculties were given a brief about the rules they have to follow during the visit. A direction session was specified by providing very useful information about the industry which comprises past background, the kind of business they are in engaged and variety of business they dealing with and every possible detail was shared in an detailed method to the students. The Industrial visit in charges also informed that every student needs to obtain the real-world experiences by perceiving the industrial implications through industrial visits which are prerequisite to face the competitive world with courage. The main objective of the visit to gain a knowledge on the manufacturing sector activities which we usually plan and execute in the real time at KERALA ELECTRICAL & ALLIED ENGINEERING CO. LTD.

After the short-lived meeting, the students were taken to the manufacturing line and briefed about the processes and operations undertaken by the production house. The engineering plant industrial visit supplementary in charges explained about manufacturing process of Kerala Electrical & Allied Engineering Co. Ltd. They explained their different division of Train Lighting Alternator Division, Transformer Division, Structural Engineering, LT Switchgear and Cast Resin Transformer. Company manufactures and markets products like general purpose brushless alternators, brushless alternators for lighting and air-conditioning of rail coaches, medium power and distribution transformers as well as structural steel fabrications. The product categories for defence applications include high frequency alternators, frequency convertors, special alternators and power packs for missile projects. The power packs designed and supplied by the company for missile projects like Falcon, Prithvi, Trishul and Akash have been pioneering



M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB
INDUSTRIAL VISIT AT KERALA ELECTRICAL & ALLIED ENGINEERING CO. LTD

DATE / TIME: 26.11.2022; 10:00 AM

II MBA Students

efforts. The company has also supplied special alternators to the Army (Military Power Cars) and Air Force (Radar Applications).

The company's all-India marketing network with regional offices in all metro cities cater to major institutional clients like the State Electricity Boards, Indian Railways and various defence establishments besides the general market clients.

Feedback by students

The visit at Kerala Electrical & Allied Engineering Co. Ltd. was really given real time exposures to all of us. We could come to know the kind of product they deal with and clients they dealing for the business development with its claims and its nuances. We gained more insights related to various manufacturing process that taken care by company for its wide range of products and equipment production. We learn the manufacturing processes that are applied by the Kerala Electrical & Allied Engineering Co. Ltd its distribution information, packaging aspects, industrial layout, material flow, employees job aspects etc through the visit. The plant in charge was elaborately covered about the functioning of different division and also about standard operating procedures with us. We also clarified all our clarifications through the question-answer session with the workers as well as plant in charge during the visit. This industrial visit was very much informative to all corresponding to receive the real time insights by and large.

We honestly carry our gratitude to the institution for arranging this industrial visit and request to arrange similar sort of programmes in future.

Feedback by Faculty member

The students were inquisitively visited the Kerala Electrical & Allied Engineering Co. Ltd and got the real time exposure directly through by observation in all processes and departments at the industry.

I wholeheartedly and sincerely thank Dr. M. HEMALATHA Director, M.A.M.B-School for given her valuable concurrence for this industrial visit.

I sensed massive desire by being as a Coordinator for this real time implications to the students by arranging this industrial visit.





M.A.M. B-SCHOOL



Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

Academic Year 2022-2023

Even Semester

Industrial Visit Expenses Details

Year : II MBA/A & B Sec Semester : III
Date of the Visit : 26-11-2022 Number of Students Visited : 85
Organization : Kerala Electrical & Allied Number of Faculty Visited : 6
Name : Engineering Co. Ltd. Kochi.

Class	Boys	Girls	Total
A	16	27	43
B	19	23	42
Total	35	50	85

S. No	Description	Amount
1	Travelling Expenses Buses for three days including accommodation and food. 85 x 4000	3,40,000
2	Purchase of medicine for the trip	156
Total		3,40,156


Industrial Visit In charge




DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



M.A.M. B-SCHOOL

Siruganur, Trichy -621105



(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

Industrial Visit Report

Tulya Beverages Pvt Ltd, 18.10.2022, 19.10.2022

**M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB
INDUSTRIAL VISIT AT TULYA BEVERAGES, PERAMBALUR**

DATE / TIME: 18.10.2022; 10:00 AM

I MBA Students

PHOTOS



**M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB
INDUSTRIAL VISIT AT TULYA BEVERAGES, PERAMBALUR**

DATE / TIME: 18.10.2022; 10:00 AM

I MBA Students

Total No of Students: (No of Boys:85; No of Girls:102)

INDUSTRIAL VISIT AT TULYA BEVERAGES

M.A.M. B-School, a standalone Business School in Trichy organized one day Industrial Visit at “Tulya Beverages Pvt Ltd”, Kunnam on 18th October, 2022 arranged for I MBA students. The students assembled at MAMBS in the morning and departed for the visit at around 9:30 AM. The total of 180 students were accompanied by the faculty members. As soon as they reached, they were given a brief about the rules they have to follow during the visit. An orientation session was given by providing very useful information about the industry which comprises historical background, number of products and its quality standards and every possible detail was shared in an detailed manner with the students. The plant manager also informed that every student need to acquire the practical exposures by observing the industrial implications through industrial visits which are prerequisite to face the competitive world with courage. The main objective of the visit was to get the first hand industrial exposure to students as to how a brand like Tulya Dairy carries out its manufacturing activities.

After the brief session, the students were taken to the manufacturing line and briefed about the processes and operations undertaken by the plant. The site in charges explained about manufacturing process of Tulya Beverages. They pinpointed that they are the exporter of milk and milk products like flavoured milk, butter oil, yoghurt, butter and peda as well as the fruit drink. They also informed that they provides private labeling and aluminium/ tin coated metal can. The students were inquisitively interacted with industry officials and got to know about various industry operations and its implications. The curiosity of the students was finally satisfied when the question-answer session by the industry representatives at the industry. The students were provided with deep insights about the working of the Plant and each and every question was patiently answered by them. Mr.A.Anburaj, Industrial Visit Coordinator, M.A.M.B-School made the requisite arrangements for the visit.



**M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB
INDUSTRIAL VISIT AT TULYA BEVERAGES, PERAMBALUR**

DATE / TIME: 18.10.2022; 10:00 AM

I MBA Students

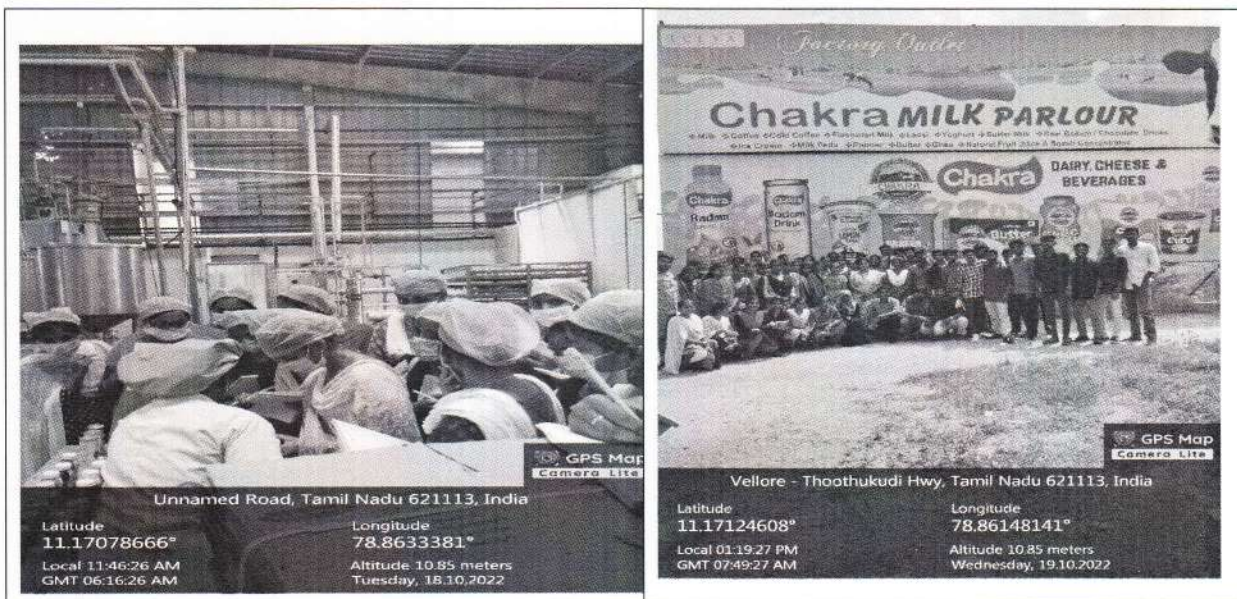
GEOTAGGED PHOTOS



**M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB
INDUSTRIAL VISIT AT TULYA BEVERAGES, PERAMBALUR**

DATE / TIME: 18.10.2022; 10:00 AM

I MBA Students



Feedback by students

The visit at Tulya Beverages, Perambalur was really given real time exposures to all of us. We could come to know the practical implications on industrial applications and its nuances. We received more insights pertaining the various manufacturing processes that are applied by the industry, distribution information, packaging aspects, industrial layout, material flow, employees job aspects etc through the visit. The plant in charge was elaborately covered about the functioning of industries and also about standard operating procedures with us. We also clarified all our clarifications through the question-answer session with the workers as well as plant in charge during the visit. This industrial visit was very much informative to all corresponding to receive the real time insights by and large.

We sincerely convey our gratitude to the institution for arranging this industrial visit and request to arrange similar sort of programmes in future.

Feedback by Faculty member

The students were inquisitively visited the Tulya Beverages industry and got the real time exposure directly through by observation in every processes and departments at the industry.



**M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB
INDUSTRIAL VISIT AT TULYA BEVERAGES, PERAMBALUR**


DATE / TIME: 18.10.2022; 10:00 AM

I MBA Students

I wholeheartedly and sincerely thank Dr. M. HEMALATHA Director, M.A.M.B-School for given her valuable concurrence for this industrial visit.

I felt immense pleasure by being as a Coordinator for this real time implications to the students by arranging this industrial visit.




**DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105**



MAMBS
M.A.M. BUSINESS
SCHOOL

M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

Academic Year 2022-2023

Odd Semester

Industrial Visit Expenses Details

Year : I MBA Semester : I
Date of the Visit : 18-10-2022, 19.10.2022 Number of Students Visited : 184
Organization : Tulya Beverages Pvt Ltd, Number of Faculty : 6
Name : Perambalur Members Visited

Class	Actual Strength	Visited Total
A	62	61
B	64	61
C	65	62
Total	191	184

S. No	Description	Amount
1	Travelling Expenses 3 Buses, 54 km each and Driver Amount 200 each $54*3*55+3*200=9510$	9510
2	Gift Amount	960
3	Amount given to Association	2900
4	Total	13370

Amount Collected details

70 Rupees each $191*70=$ Rs **13370**

Industrial Visit In charge



DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

M.A.M. B-SCHOOL

Trichy - Chennai Trunk Road, Siruganur, Trichy - 621 105.

VOUCHER

Date : 19/10/22

Name : S. Senthil Kumar

Received Rupees : nine hundred and sixty Rupees only

Bill Ref :

towards Gift Purchase - TV - Chakra mills, Perambalur

Rs. 960/-

SIGNATURE

Bill Date : 18-10-2022

RATE TOTAL

1130.00 1130.00

O.S


DIRECTOR


JOINT-SECRETARY

Total	1	1130.00
Discount		169.50
Cash Amount		960.00

Cash Received : 2000.00

Balance Paid : 1040.00

GST SUMMARY

Tax%	Taxable	Sgst	Cgst	Total
12	857.58	51.46	51.46	960.50

0
LA:LD
0

Items : 1 Qty : 1
SAL MAN : 3726



This Bill Total Discount amount 169.50

Shop online at www.nargala.com

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F14

NOTE:

Please Take The Photo Copy (OR) Xerox This Bill

குறிப்பு:

தயவு செய்து இந்த பில்லை
கோப்பி காம்பி (அ) டீஸ்கான் காம்பியாகவே
எடுத்து வைத்துக்கொள்ளவேண்டுகிறோம் . 392



M.A.M. B-SCHOOL

Siruganur, Trichy -621105



(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

Industrial Visit Report

Reliance Mart 20.09.2022

**M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB
INDUSTRIAL VISIT AT RELIANCE MART, KATTUR, TRICHY**

DATE / TIME: 20.09.2022; 02:00 PM

II MBA : Marketing Specialization Students

PHOTOS



Total No of Students: 52 (No of Boys:22 ; No of Girls:30)



**M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB
INDUSTRIAL VISIT AT RELIANCE MART, KATTUR, TRICHY**

DATE / TIME: 20.09.2022; 02:00 PM

II MBA : Marketing Specialization Students

INDUSTRIAL VISIT AT RELIANCE MART

M.A.M. B-School, a standalone Business School in Trichy organized one day Industrial Visit at “Reliance Mart”, Kattur on 20th September, 2022 arranged for II MBA Marketing specialization students. The students assembled at MAMBS in the morning and departed for the visit at around 9:30 AM. As soon as they reached, they were warmly welcomed and were given a brief about the rules they have to follow during the visit. An orientation session was given by Mr.Selvam, Stock In charge , Reliance Mart by providing very useful information which comprises historical background, number of products and its quality standards and every possible detail was shared in an detailed manner with the students. He also informed that every student need to acquire the practical exposures by observing the implications which are quintessential to face the competitive world with courage. The main objective of the visit was to get the first hand inputs to students about benefits of retailing practices and its factors influencing retail formats.

After the brief session, the students were taken inside the mart wherein the stock in charge briefed about the processes and operations undertaken by the same. The students were also observed various types of services that they practice, the overview of retail aspects etc. They also came to know about assortment of products, displaying items, customer friendly approaches in the mart. The students got practical aspects of different brands and segmentation of products, competitors and price fixation corresponding to the products as well as its services. They also informed unique selling preposition aspects, digital marketing platform and its importance, layout of the mart, material flow, employees job aspects etc through the visit. The stock in charge also stated about ways and means of satisfying customers which are considered predominant as part of marketing of products and services. The students were inquisitively interacted with the officials and got to know about various operations and its implications. The curiosity of the students was finally satisfied when the question-answer session by the representatives at the mart. The students were provided with deep insights about the working of the mart and each and every question was patiently answered by them. Dr.M.Hemalatha, Director, M.A.M.B-School informed that the students need to get practical exposure through such sort of initiatives that are arranged by the institution for the benefit of students development at large. Mr.A.Anburaj, Assistant Professor accompanied with the students during the visit.



M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB
INDUSTRIAL VISIT AT RELIANCE MART, KATTUR, TRICHY

DATE / TIME: 20.09.2022; 02:00 PM

II MBA : Marketing Specialization Students

GEOTAGGED PHOTOS



Tiruchirappalli, Tamil Nadu, India
4, annan Street, Thanjai Main Road, Ariyamangalam, Malayappa Nagar, Tiruchirappalli, Tamil Nadu 620010, India
Lat 10.805234°
Long 78.730121°
20/09/22 02:44 PM GMT +05:30



Tiruchirappalli, Tamil Nadu, India
4, annan Street, Thanjai Main Road, Ariyamangalam, Malayappa Nagar, Tiruchirappalli, Tamil Nadu 620010, India
Lat 10.805378°
Long 78.730193°
20/09/22 02:48 PM GMT +05:30



Tiruchirappalli, Tamil Nadu, India
4, annan Street, Thanjai Main Road, Ariyamangalam, Malayappa Nagar, Tiruchirappalli, Tamil Nadu 620010, India
Lat 10.805381°
Long 78.730298°
20/09/22 02:27 PM GMT +05:30



Tiruchirappalli, Tamil Nadu, India
4, annan Street, Thanjai Main Road, Ariyamangalam, Malayappa Nagar, Tiruchirappalli, Tamil Nadu 620010, India
Lat 10.805373°
Long 78.730175°
20/09/22 02:50 PM GMT +05:30



**M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB
INDUSTRIAL VISIT AT RELIANCE MART, KATTUR, TRICHY**

DATE / TIME: 20.09.2022; 02:00 PM

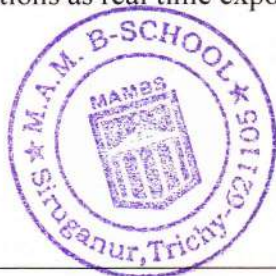
II MBA : Marketing Specialization Students



Feedback by students

The visit at Reliance Mart, Trichy was very much interested and more informative. We could come to know the real time applications on various retail applications and its principles. We got more information regarding the importance of retail outlet, customer satisfaction elements, Unique Selling Proposition aspects, digital marketing platform and its importance, layout of the mart, material flow, employees job aspects etc through the visit. The stock in charge at the mart shared his insights about the retailing functions and its operational implications with us. We also clarified all our queries through the question-answer session with the representatives at the mart. The store representatives were also discussed about assortment of products, displaying items, customer friendly approaches in the mart etc with us. This industrial visit was very useful to all of us regarding the implications on retail practices.

We wholeheartedly thank the institution for arranging this industrial visit and learned the retail applications as real time exposure to all.



Feedback by Faculty member

**M.A.M.B-SCHOOL STUDENT ASSOCIATION CLUB
INDUSTRIAL VISIT AT RELIANCE MART, KATTUR, TRICHY**

DATE / TIME: 20.09.2022; 02:00 PM

II MBA : Marketing Specialization Students

All the students are actively visited the Reliance Mart and understood the retailing functions and principles directly through by observation in every places at the mart.

I wholeheartedly thank Dr. M. HEMALATHA Director, M.A.M.B-School for given her valuable concurrence to proceed this industrial visit.

I also felt immense glad and happy by being as a coordinator for this real time understanding for the students as part of this industrial visit.




**DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105**



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

Academic Year 2022-2023

Even Semester

Industrial Visit Expenses Details

Year : II MBA/B Sec Semester : III
Date of the Visit : 20-09-2022 Number of Students Visited : 52
Organization : Reliance Mart, Kattur, Number of Faculty Visited : 1
Name : Trichy

Class	Boys	Girls	Total
B	22	30	52
Total	22	30	52

S. No	Description	Amount
1	Travelling Expenses 1 Bus, 62 Kilometers * 55 Rs Per KM =62*55=3410(*3400) Driver Amount 200 3400+200=3600	3600
2	Gift Amount	960
3	Amount given to Association	120
4	Total	4680

Amount Collected details

90 Rupees each 90*52= 4680


Industrial Visit In charge




Director

M.A.M. B-SCHOOL
Siruganur, Trichy-621105399

M.A.M. B-SCHOOL

Trichy - Chennai Trunk Road, Siruganur, Trichy - 621 105.

VOUCHER

Date : 20.09.22

Name : S. Senthil Kumar

Received Rupees : nine hundred and sixty Rupees

Bill Ref :

towards Gift Purchase - Industrial visit.

Rs. 960/-

SIGNATURE

[Signature]

Date : 20-09-2022

O.S

[Signature]

DIRECTOR

JOINT-SECRETARY

TOTAL

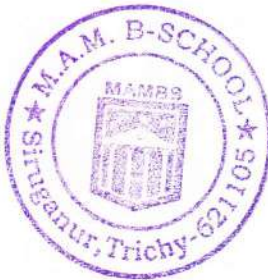
1130.00

DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

Total	1	1130.00
Discount		169.50
Card Amount		960.00

GST SUMMARY

Tax%	Taxable	Sgst	Cgst	Total
12	85.14	51.46	51.46	960.50



0
00:TD
0

Items : 1 Qty : 1
SAL MAN : 649



This Bill Total Discount Amount 169.50

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JOIN OUR JEWELLERY SAVINGS SCHEMES

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YOU HAVE A NICE DAY

NOTE:

Please Take The Photo Copy (OR) Xerox This Bill

குறிப்பு:

தயவு செய்து இந்த பில்லை
மேல்க்கா காம்பி (அ) ஜேராக்கஸ் காம்பிமாக்கலோ
எடுத்து வைத்துக்கொள்ளவேண்டுகிறோம்