

# M.A.M. B-SCHOOL

Siruganur, Trichy -621105



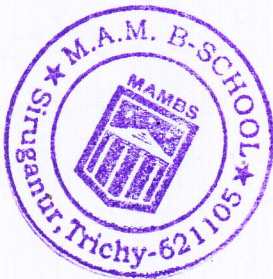
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


MAMBS  
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SCHOOL

## 2021-2022

1. M.A.M.B-School in association with Students' EXNORA organized "Tree Plantation Programme" on 04.02.22. Exn.P.Mohan, Consultant, Master HR Trainer & Founder- Youth Exnora International was the chief guest for the programme. "FACE & WIN INTERVIEW" & "CORPORATE EXPECTATIONS" on 04.02.22 and Dr.S.Senthil K Nathan, Associate Professor, Head- Corporate Relations and Member- EXNORA was the guest speaker for the programme. 117 students of MAMBS attended this program.



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



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2. M.A.M. Business School organized "Students Exnora Club Installation" and a Workshop on "Am I Celebrity" on 30.12.21 and 118 students attended the programme.



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## INSTALLATION OF STUDENTS' EXNORA AND HEALTHY ENVIRON

**Exn. R. Sridhar**

Director - Youth Exnora International  
Founder - Vivekanda Yoga Centre

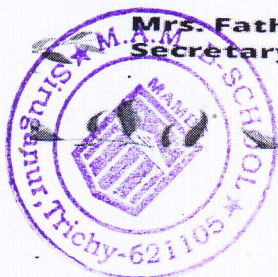
## "AM I CELEBRITY!"

**Mr. P. Mohan**

Consultant, Master HR Trainee &  
Former State Member - TN  
Commission For Protection of Child Rights,  
Govt. of Tamil Nadu  
Founder - Youth Exnora International

Date 30.12.2021 | 10.00 am to 1.00 pm

Venue : Newton Hall



**Mrs. Fathima Bathool**  
Secretary & CEO - Master GI.

**Dr. M. Hemalatha**  
Director - MAMBS



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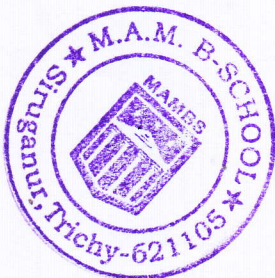
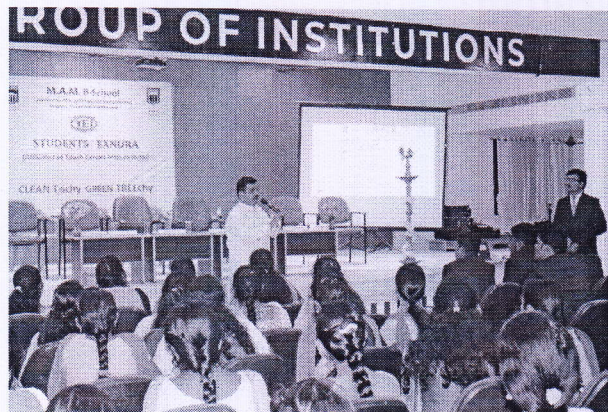
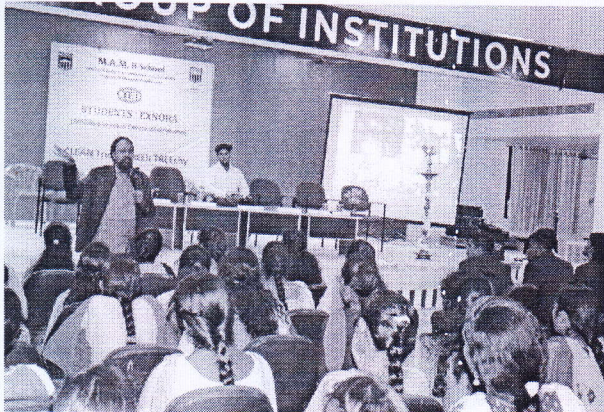
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## 2018 - 2019

1. MAMBS jointly Organised a Mega Voter Awareness Campaign (17 Programmes in Three Days on March 25th, 26th & 28th 2019) in various places of Tiruchirappalli District with District Administration and Youth Exnora International. 400 students from MAMBS & MAMCET attend the program

### DISTRICT ADMINISTRATION, TIRUCHIRAPPALLI MEGA VOTER AWARENESS CAMPAIGN



YOUTH EXNORA INTERNATIONAL  
STUDENTS' EXNORA



MASTeR GROUP OF INSTITUTIONS



MASTeR

M.A.M. COLLEGE OF ENGINEERING & TECHNOLOGY  
M.A.M. SCHOOL OF ARCHITECTURE / M.A.M. B-SCHOOL  
Siruganur, Tiruchirappalli - 621 105

M.A.M. COLLEGE OF ENGINEERING AND TECHNOLOGY  
M.A.M. SCHOOL OF ARCHITECTURE / M.A.M. B-SCHOOL  
Siruganur, Tiruchirappalli - 621 105

We cordially invite you for the Inauguration of Mega Voter Awareness Campaign (17 Programmes in Three Days on March 25<sup>th</sup>, 26<sup>th</sup> & 28<sup>th</sup> 2019) in various places of Tiruchirappalli District

Chief Guest

**Mr. S. SIVARASU I.A.S.,**

District Collector, Tiruchirappalli

Will Inaugurate the First Campaign at Central Bus Stand on 25.03.2019 - 9.30 am

Guest of Honour

**Mrs. T. SANTHI**

District Revenue Officer, Tiruchirappalli

&

All R.D.Os and Thasidars of Tiruchirappalli

Felicitation

**Mrs. FATHIMA BATHOOL MALUK**

Secretary and CEO, MASTeR Group of Institutions, Tiruchirappalli

*Soliciting your august presence*

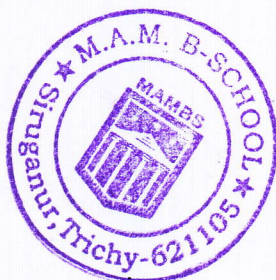
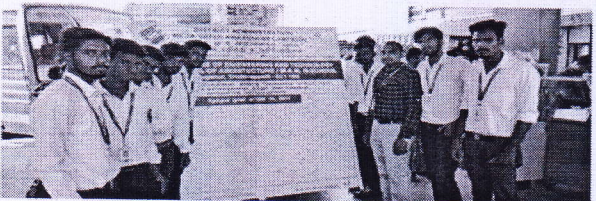
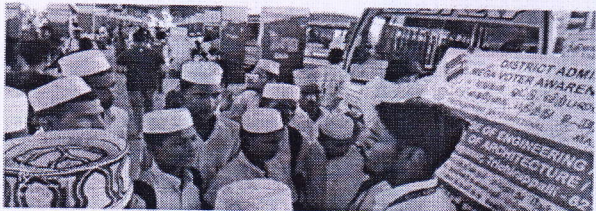
**Mr. P. Mohan**

Founder, Youth Exnora International  
Tiruchirappalli/Tamilnadu

**Dr. P. Subburethina Bharathi**

Director, M.A.M. B-School

### THUMB IMPRESSION CAMPAIGN AND PAMPHLET DISTRIBUTION CENTRAL BUS STAND, TIRUCHIRAPPALLI (25.03.2019)





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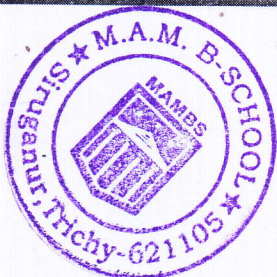


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## THUMB IMPRESSION CAMPAIGN AND PAMPHLET DISTRIBUTION CHATTIRAM BUS STAND, TIRUCHIRAPPALLI (25.03.2019)



2017 - 2018



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1. Inauguration of EXNORA @ M.A.M. B-School. Chief Guest: Mr. P. Mohan, Founder President – Youth Exnora International, TN/ Trichy / University EXNORA on 5.9.17.42 MBA Students from MAMBS participated in this program



**M.A.M. B-SCHOOL**  
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Trichy-Cherssal Trunk Road, Siruganur  
Trichirappalli


*Cordially invites you for the Inauguration of*  
**Students ExNoRa of M.A.M. B-School**  
{Affiliated to Youth ExNora International}

**Chief Guest**  
**Exn. S.P. MOHAN**  
Founder President – Youth ExNoRa International – TN/ Trichy/ University ExNoRa

Date: 05-09-2017, Tuesday, 10.00 a.m.  
Venue: MAMBS- Seminar Hall

*We Welcome You All*

By



Management, Director, Staff Advisors, Office Bearers &  
Member Student's ExNoRa



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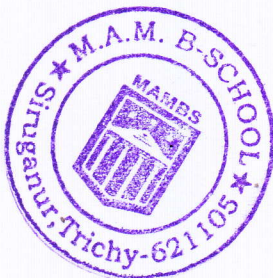


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## 2019-2020

1. Rotaract Club of M.A.M.B-School Installation held on 19-09-2019 at Hotel Sangam,Trichy. 10 students went to participate.





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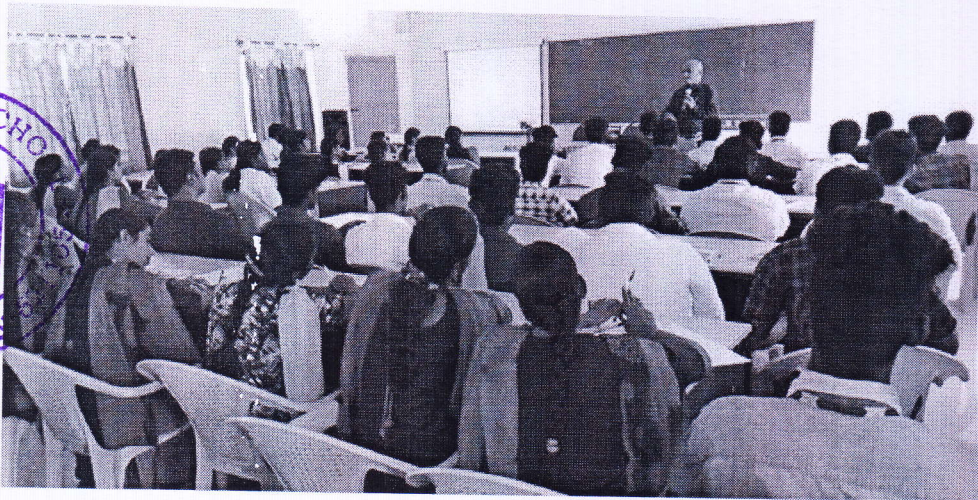
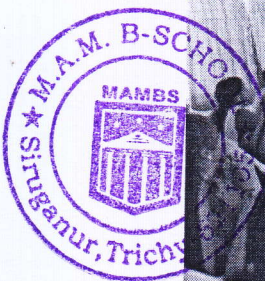


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## 2018-2019

1. MAMBS organised a Guest lecture on TRENDS IN HR PRACTICES on 20.03.2019 for 31 MBA students. Mr. Krishnan, Director-Happy Village Project, Rotary Club of Chola, Tiruchirapalli.





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2. Rotaract Club of M.A.M.B-School Organised - sapling plantation @ our college campus on 21-11-2018 and 35 Students attended this.



## 2017-2018

1. Rotract Club of MAMBS Installation at Sangam Hotel on 27.07.17.15 students participated in this program.





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2. Airports Authority of India, Tiruchirappalli in association with M.A.M.B-School & THANNEER CLUB conducts "Drawing & Painting Competition"(To Celebrate NADI UTSAV). From other colleges 261 students participated.



AIRPORTS AUTHORITY OF INDIA  
TIRUCHIRAPPALLI



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

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

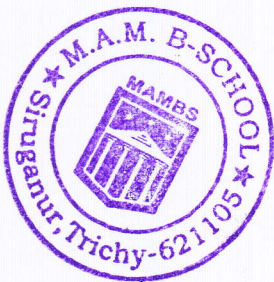
**Last Date for Submission January 7th 2022**

**Mode : Online**

**Eligibility: UG & Diploma Students**

Registration link <https://forms.gle/YtbzWpACQpdm98Sd9>

**Contact : 94864 48692, 9443133385**



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## 2021-2022

1. MAMBS in association with Thanneer Club organized "Tree Plantation Programme" on 08.02.2022 in M.A.M B-School. I Year MBA Students from MAMBS (114 Students) took part in plantation.





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3. "Save Cauvery River" programme with yellow bag human chain today (23.12.21) organized by M.A.M. Business School in association with Thanneer Club. Mr. S Dharmaraj, Airport Director, Airport Authority of India, Tiruchirappalli International Airport was the chief guest for the programme. 800 Students from MAMBS & MAMCET took part in the human chain.





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4. MAMBS organised Installation of "THANNEER CLUB-2021" on 21.10.2021. Mr.R.Manoharan, Founder- Banana Leaf Restaurants was the chief guest for the program. 117 students from MAMBS participated in this program.





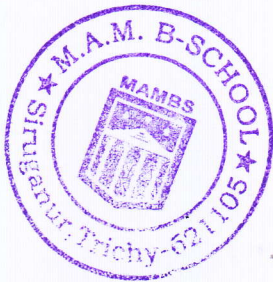
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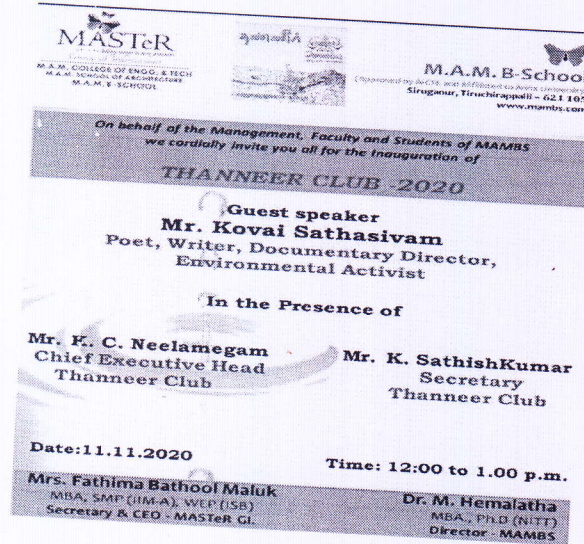
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**2020-2021**

1. M.A.M.B-School Inaugurated Thanneer Club with 81 students on 11.11.2020. All are cordially invited.



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 (HM-A), WEF (ISB)  
Secretary & CEO - MASTeR GI

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

**2019-2020**

1. M.A.M.B-School 1st Year MBA students (30 members) attended a outbound training and performed CSR activities at Pachaimalai on 27th February 2020. This Program was jointly organized with the Thanneer organization, Trichy. News about our M.A.M.B-School students went for a Nature Walk and dispersed seed balls last week at Pachamalai has been published in Various dailies like The Hindu, Times of India, Dhinamani etc







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### Students go on nature trek, disperse seed balls

Tourists, especially youth from Trichy, are polluting Pachamalai

KATHERINE ANTONY

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

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

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



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

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

"This has been an important part of our Thaneer 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 activity," 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 sources of water in the hills. They also hung seed balls around the Mangalam waterfalls. Tourists, especially youth from Trichy are polluting the area, they said.

### MBA students pay visit to Pachamalai

Times News Network

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

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

learned livelihood opportunities of people in the hill station.

While greenery is maintained through the year, Pachamalai forest, which is about 80 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, Pachamalai has been hosting nature enthusiasts. Top Sengottupatti in Pachamalai is developed as an eco-tourism destination where people from the local tribal community, tree top houses and a couple of dormitories to host nature enthusiasts.

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Being the only place in Trichy district having scope for trekking, Pachamalai has been hosting nature enthusiasts. Top Sengottupatti in Pachamalai is developed as an eco-tourism destination where people from the local tribal community, tree top houses and a couple of dormitories to host nature enthusiasts.

"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, Thaneer, R. 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.

2. MAM B-School Inaugurated Thaneer Club and Tree Plantation” on 28th of August 2019 with 68 MBA students. Mr. M. Sekaran President, Thaneer club, addressed the students regarding the importance of saving our nature. Mr .G. Sivagurunadhan, Humor club & Tresurer, Thaneer Club, motivated & Inspired students by his humourous speech. 65 students from MAMBS participated in this program

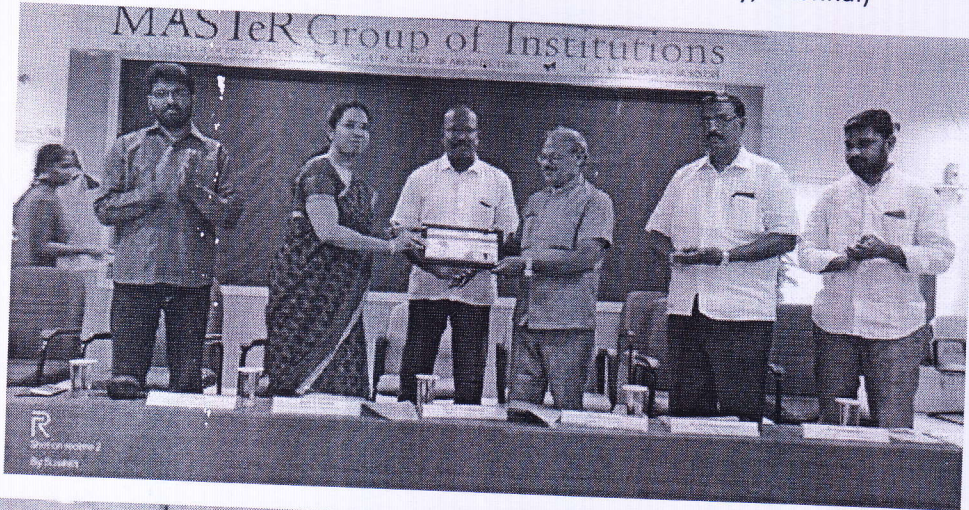




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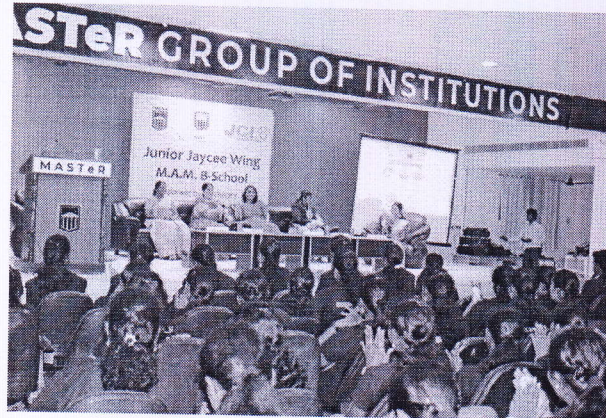
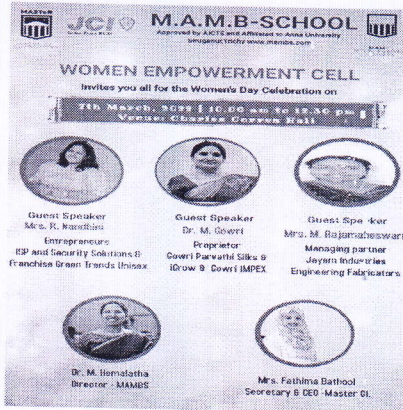
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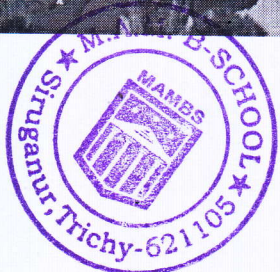
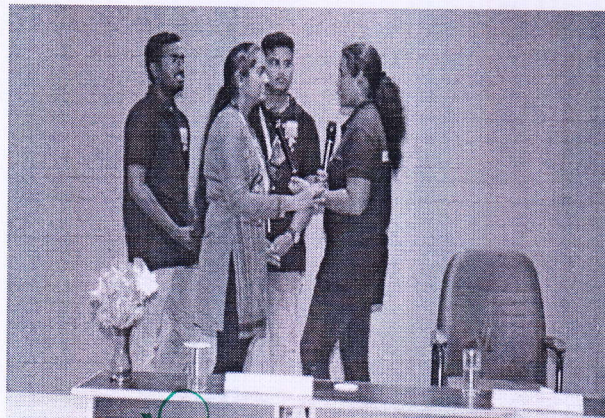
M.A.M. BUSINESS SCHOOL

## 2021-2022

1. M.A.M. B-School celebrated the Women's day with 118 MBA Students on 7.3.2022.



2. M.A.M.B-School organized Guest Lecture: "Gender Sensitization" on 18.02.22 for 117 MBA students and Dr.N.Manimegalai, Director & Head, Department of Women Studies, Bharathidasan University, Tiruchirappalli was the chief guest for the programme



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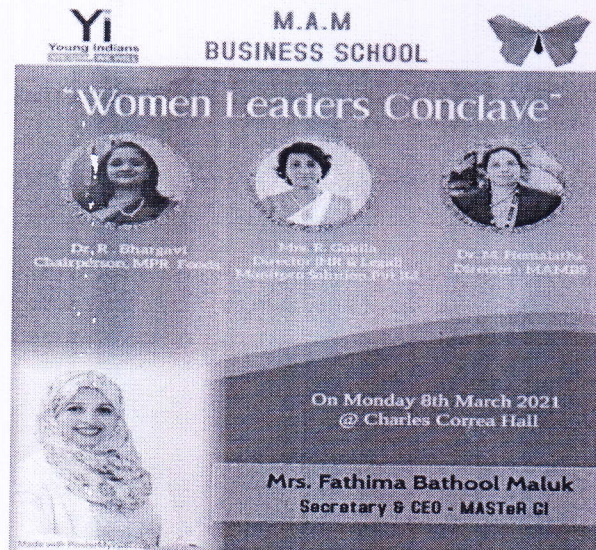
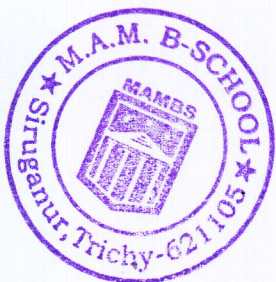


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## 2020 – 2021

1. M.A.M.B-School in Association with Young Indians Organised Guest Lectures on "Women Leaders Conclave" by Dr.R.Bharkavi, MPR Foods and "Women and Law" by "Ms. R. Gokila, Advocate in Trichy Court on 06.03.2020. 117 MBA participated in this program.





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## 2019 – 2020

1. M.A.M B School organized a guest lecture on 06.03.2020 Women Excellence in Entrepreneurship for 33 MBA Students. Ms. Vinothini Sekar, Entrepreneur & Fashion Designer was the guest speaker. She addressed the students regarding the Women Excellence in Entrepreneurship and also various other fields. She said women excellence is nothing but doing what you love without any restriction. She also spoke about women empowerment and said empowerment of women is nothing but promoting women's sense of self-worth, their ability to determine their own choices, and their right to influence social change for themselves and others.







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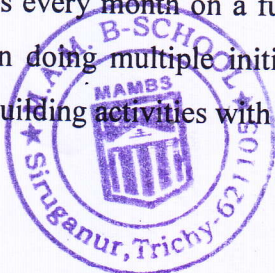
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### Yi Yuva Club

Young Indians (Yi) is a movement for Indian Youth to converge, lead, co-create and influence India's future. As an integral part of the Confederation of Indian Industry (CII), a non-government, not-for-profit, industry led and industry managed organization playing a proactive role in India's development process. Formed in the year 2002, Yi has created a platform for young Indians to work towards realizing a dream of a developed nation. It has a growing, inclusive membership across all geographies and demographics with over 4200 + direct members in 57 chapters, 30000 students YUVA member from colleges. The Yi membership includes young progressive Indians between the age group of 21-45 years and comprises of entrepreneurs, professionals and achievers from different walks of life.

### Yi Yuva Club @ MAMBS

Young Indians (Yi) is a movement for Indian Youth to converge, lead, co-create and influence India's future. The Yi Yuva Club (Student wing of Yi) of M.A.M B-School functions with the overt aim to develop the nation by involving young Indians with the periodical activities to express their ideas, to scale up their potentials. The activities of the club are planned to augment the deliverance of the student's caliber thereby imparting the values to the young individuals as a whole. The club has been successfully performing multiple activities on diverse arenas every month. M. A.M Business School Yuva Club deeply concentrates and plans activities on the 7 verticals of Yi namely Masoom, Accessibility, Entrepreneurship, Innovation, Road Safety, Health and gift Organ and Climate Change. In true Yi Spirit, our vertical heads and students have actively initiated and involved in diversified ventures namely Leadership talks, CEO Connect Forum, Learn- A- Thon Platform, Instilling measures against climate change, Entrepreneurial sessions, Business Plan Workshops, Environment protection, Empowering Women and the wellness, Enriching Financial Literacy inclusive of Budgeting and stock market on contemporary concepts. Each vertical is strenuously functioning on spreading knowledge by connecting young individuals through wide spectrum of activities every month on a full swing. At the outset, M.A.M. B-School in association with Yi Club has been doing multiple initiatives in various spheres to inspire students and integrating them in nation building activities with a great spirit and to reach greater heights.



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## YI CLUB

JUNE 2022 – MAY 2023

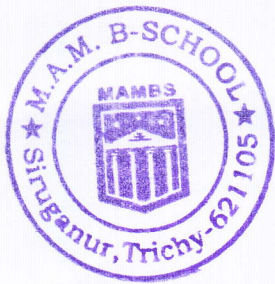
JUNE 2022

WORLD ENVIRONMENT DAY on 05.06.2022

Tree Plantation and Campus Cleaning Drive at Railway Museum, Trichy.

 <p><b>M A.M. B School</b> in association with</p> <p>YI Club &amp; M.A.M. B-School Student Association Club invites for</p> <p><b>World Environment Day</b></p> <p><b>Tree Plantation and Campus Cleaning Drive</b></p>  <p>Date : 5th June 2022, Sunday Time : 7.30 am -9.30 am Venue: Railway Museum, Opp. to LIC Office, Trichy</p> <p>Dr. M. Hemalatha Director - MAMBS</p> <p>Mrs. Fathima Bathool Malik Secretary &amp; CEO -Master Gi.</p>	 <p>Tiruchirappalli, Tamil Nadu, India LIC Bus Stop, Melapudur Main Rd, Melapudur, Sanglilyandapuram, Tiruchirappalli, Tamil Nadu 620001, India Lat 10.79745° Long 78.686182° 05/06/22 08:20 AM</p>
	<p>23</p>







**WORLD ENVIRONMENT DAY on 05.06.2022**

**Tree Plantation and Campus Cleaning Drive at Railway Museum, Trichy.**

M.A.M. B-School, a standalone Business School Trichy, Yi co-ordinator, S.Kiruthiga & 20 Students attended World Environment Day – Tree Plantation & Campus Cleaning Drive at Railway Museum, Trichy by Yi Club on 5<sup>th</sup> June 2022.

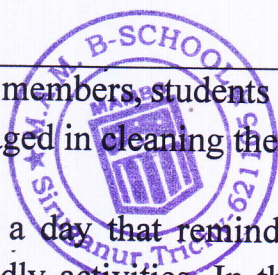
World environment day was celebrated to raise global awareness and to take positive environmental action to protect nature and the planet earth. The objective of this program is to spread awareness among people about saving our environment from various types of pollution and to plant more and more trees to make our mother earth full of greenery.

Our program started at 7:30 am. After the start of the program, all the coordinators



and members, students started planting the saplings around the campus and also engaged in cleaning the Railway Museum campus.

It is a day that reminds everyone on the planet to get involved in environment friendly activities. In the Railway Museum Campus, Regional Division Manager







## M.A.M. B-SCHOOL Siruganur

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gave a very good and well- researched speech about how the condition of our environment today is and why we need to be aware. He also insisted what steps we should take immediately so that we can create our environment healthy. In the end, keeping this aim in view, People come together to pledge towards building a greener planet we took a promise that no one will pollute the environment and will not allow anyone to do so. A lot of enthusiasm was observed during the event. Overall, the event was conducted successfully with whole hearted participation and awareness to nurture our Mother Earth.





**AUGUST 2022**

**M.A.M B-School Student Association Club , Yi & Yuva Club**

**YUVA FORCE- TRANSFORMATIONAL YOUTH LEADERSHIP PROGRAM**

**5.8.2022- 7.8.2022**

**DAY 1 - FRIDAY , 05.08.2022**

Timing	Activity Description	Location of activity
11.00AM	Participant reporting to RIT	RIT Campus - purple hall
11.00 - 1.00 pm	Networking & registration	RIT campus - purple hall
1.00 - 2.00 pm	Lunch	Main canteen
2.00 - 3.00 pm	Welcome address and inauguration	Purple hall
3.00 - 4.00pm	Leadership activity	Purple hall
4.00 - 4.30 pm	High Tea	Outside purple hall
4.30 - 7.00 pm	Workshop on Entrepreneurship	Campus Centre
7.00 - 8.00 pm	Dinner	Campus Centre
8.00 - 9.00 pm	Barter / Team building activity	Campus Centre
9.00 pm	Transfer back to hostel	Boys - RIT hostel, Girls - REC hostel

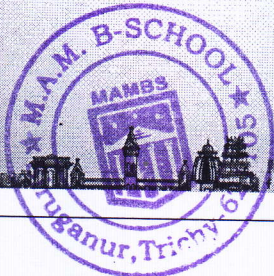
**DAY 2 - SATURDAY , 06.08.2022**

Timing	Activity Description	Location of activity
6.30 AM	Transfer from Hostel	Bus from REC to RIT
7.00 - 8.00 AM	Yoga activity & team building	Open ground lawn (ECE Dept)
8.00 - 9.00 AM	Breakfast	Main canteen
9.00 - 1.00 pm	Industrial Visit	Henkel Anand SIPCOT
1.00 - 2.00PM	Lunch	Main canteen
2.00 - 4.30 PM	Innovators/Design Thinking Workshop	Purple hall
4.30 - 5.00 pm	High Tea	Outside purple hall
5.00 - 8.30 pm	Innovative Leadership	Purple hall
8.30 - 7.00 pm	Dinner & Bonfire activity	Campus Centre
7.30 - 8.30 pm	Cinema Change Movie	Purple hall
9.00 - 9.30 pm	Transfer back to hostel	Bus from RIT to REC

**DAY 3 - SUNDAY , 07.08.2022**

Timing	Activity Description	Location of activity
9.30 AM	Transfer from Hostel	Bus from REC to RIT
7.00 - 8.00 AM	Yuva Treasure Hunt	Open ground
8.00 - 9.00 AM	Breakfast	Main canteen
9.00 - 10.00 am	Exclusive session with the Film Director	Purple hall
10.00 - 11.00 am	Skit Performance	Purple hall
11.00 - 12.00 pm	Thought sharing & vote of thanks	Purple hall
12.00 - 01.00 pm	Lunch	Main canteen
1.30 pm	Program conclusion & departure	Bus from RIT, departure to Koyenbedu

A large group of students and faculty members are posed for a group photo in a well-lit hall. They are arranged in several rows, with some standing and some sitting at desks. The atmosphere appears to be formal yet organized.



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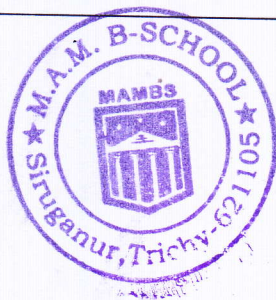
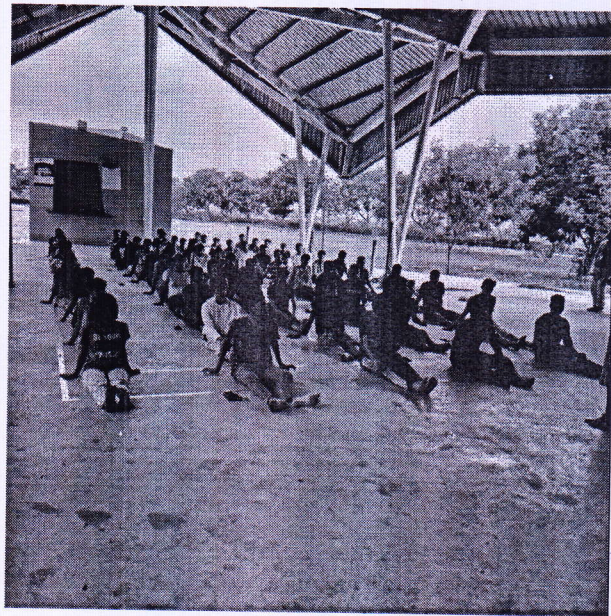
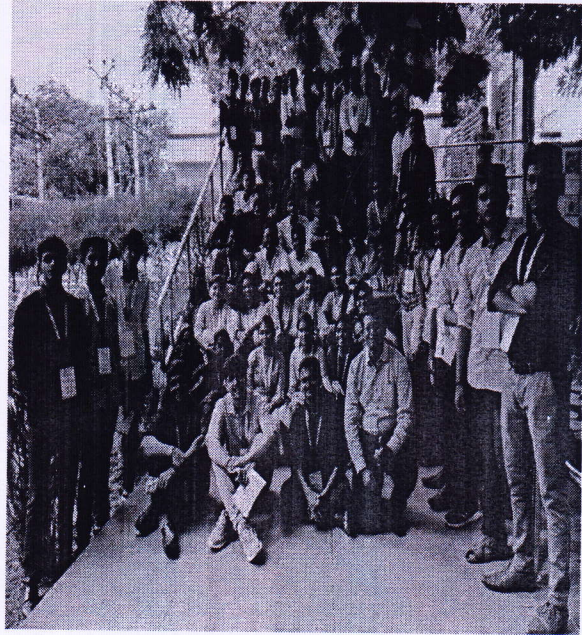


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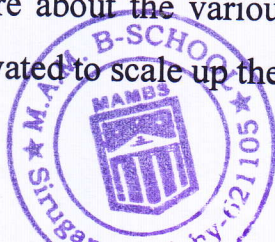
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### **Yuva Force Resident Transformational Youth Leadership Program**

Yuva Force Resident Transformational Youth Leadership Program held between August 5<sup>th</sup> 2022 and August 7<sup>th</sup> 2022, conducted jointly by Yi Chennai Chapter and Rajalakshmi Institute of Technology, Chembarambakkam. The Entrepreneurial workshop has been conducted with an array of various activities namely Innovation, Leadership, Business Plan, Skill Development, Yoga & Treasure Hunt. Day 1 started with Inaugural Function and Welcome Address followed by Entrepreneurial Investments Activity where the students played the role of divisional managers, investors, government officials and entrepreneurs. Day 2 bloomed with Yoga session and students have gone for Industrial Visit to HENKEL ANAND INDIA PRIVATE LIMITED, Kancheepuram. In continuing that, Our student H. Mohamed Millath had proposed the Business Plan of Scrap Dealer app which focused towards ideating, tinkering, building and taking first steps towards entrepreneurial journey and he has won the first place in the Business Plan contest. After that "Innovative Leadership" workshop ignited the leading vision to the students and day ended with Bonfire. Day 3 began with Treasure Hunt, later on Guest Lecture was given by Mantra Pandian, Assistant Film Director, and finished off with Skill Performance Drama was enacted by students to display the talents. Overall, the program enabled the participants with relevant knowledge and skills, considered as a practical means to promote entrepreneurship among young people.

#### **FEED BACK**

At the outset, the program and the activities were highly beneficial to carve the business plan to build the entrepreneurial career. Industrial Visits gave clear picture about the various functions performed at the company and the event has motivated to scale up the potential for entrepreneurs.



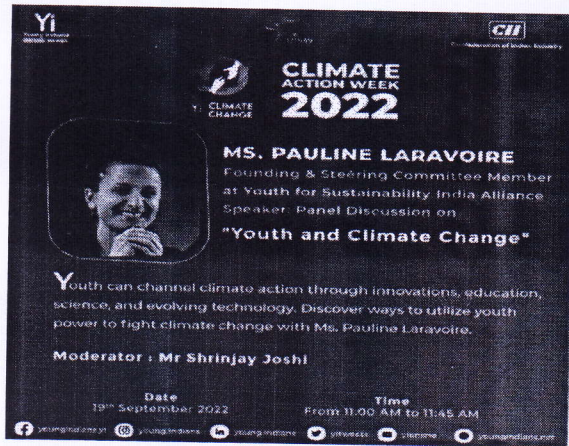


**M.A.M B-School Student Association Club, Yi &  
Yuva Club CLIMATE CHANGE ACTION WEEK**

**2022**

**Panel Discussion on "Youth and Climate Change"**

**ON 19.9.2022**



**CLIMATE ACTION WEEK 2022**

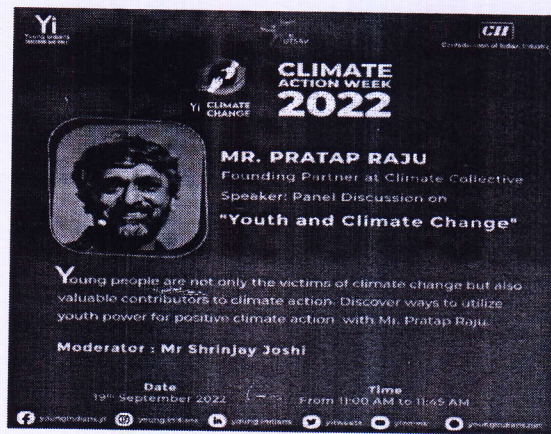
**MS. PAULINE LARAVOIRE**  
Founding & Steering Committee Member at Youth for Sustainability India Alliance  
Speaker: Panel Discussion on "Youth and Climate Change"

Youth can channel climate action through innovations, education, science, and evolving technology. Discover ways to utilize youth power to fight climate change with Ms. Pauline Laravoire.

Moderator : Mr Shrinjay Joshi

Date: 19<sup>th</sup> September 2022  
Time: From 11:00 AM to 11:45 AM

social media icons: youngindians.in, youngbreakers, youngindians, yiwaste, yiwaste, youngindians.com



**CLIMATE ACTION WEEK 2022**

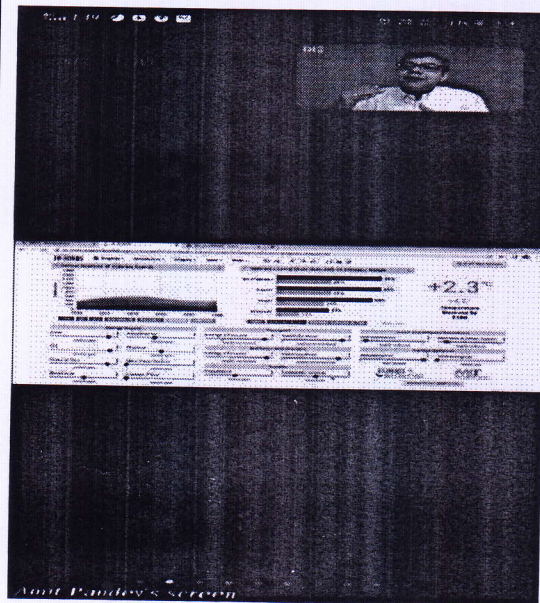
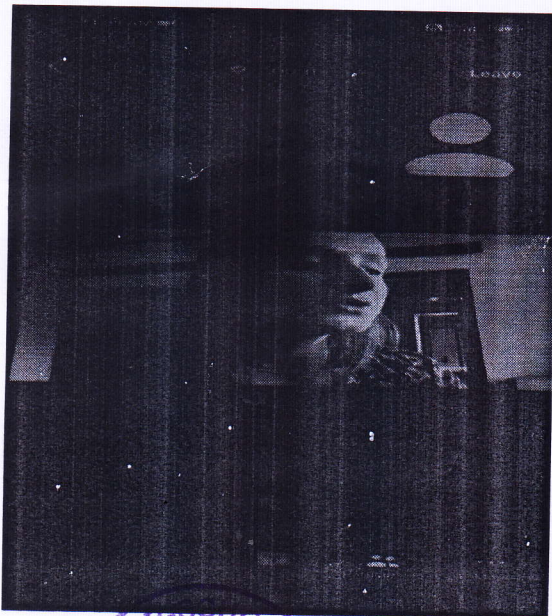
**MR. PRATAP RAJU**  
Founding Partner at Climate Collective  
Speaker: Panel Discussion on "Youth and Climate Change"

Young people are not only the victims of climate change but also valuable contributors to climate action. Discover ways to utilize youth power for positive climate action with Mr. Pratap Raju.

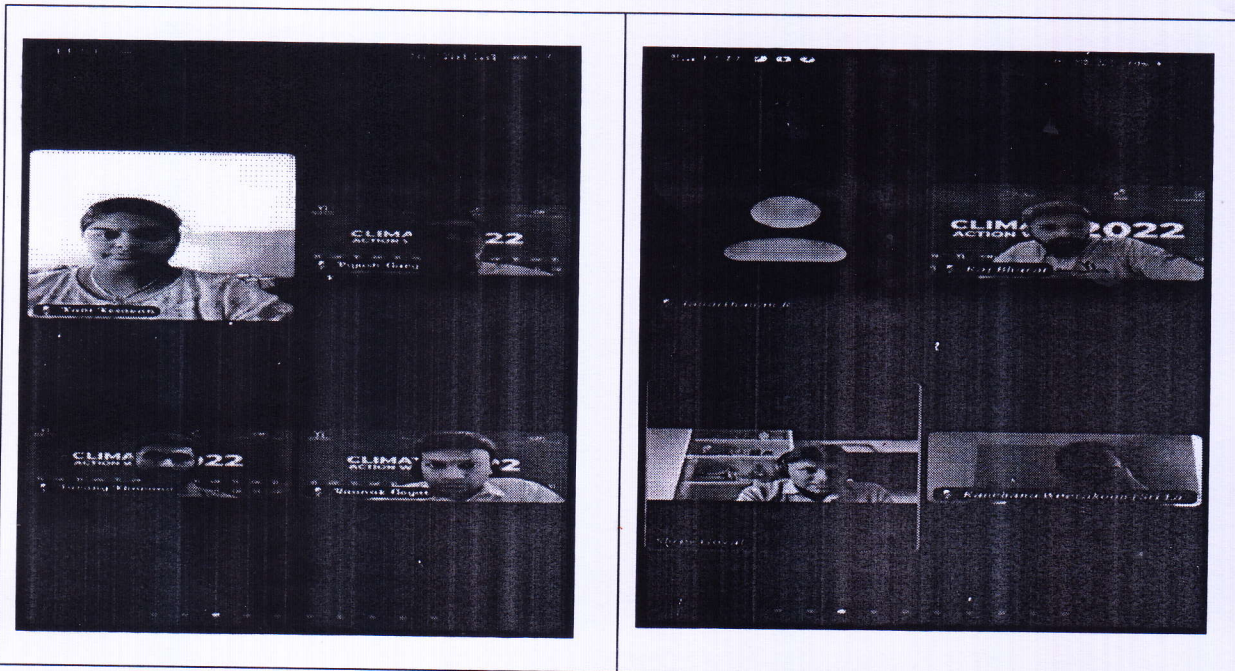
Moderator : Mr Shrinjay Joshi

Date: 19<sup>th</sup> September 2022  
Time: From 11:00 AM to 11:45 AM

social media icons: youngindians.in, youngindians, youngindians, yiwaste, yiwaste, youngindians.com







M.A.M B-School Yi & Yuva Student Club members have attended Climate Change Vertical discussion at Youth & Climate Change on 19<sup>th</sup> September 2022 via zoom meet.

**Feedback**

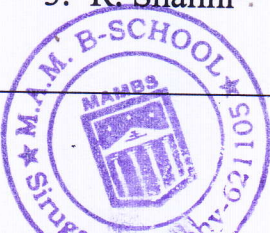
The session have been useful to understand the importance of Climate Change and the essential measures to be taken at this need of the hour.

**Student Participation Ratio:**

Male	Female	Total
1	2	3

Students have attended the Yi & Yuva Student Club Climate Change Vertical Session,

1. R. Janarthanan
2. K. Kanimozhi
3. R. Shalini







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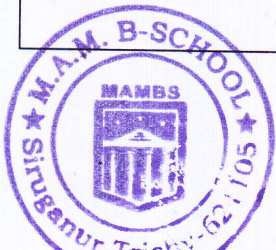
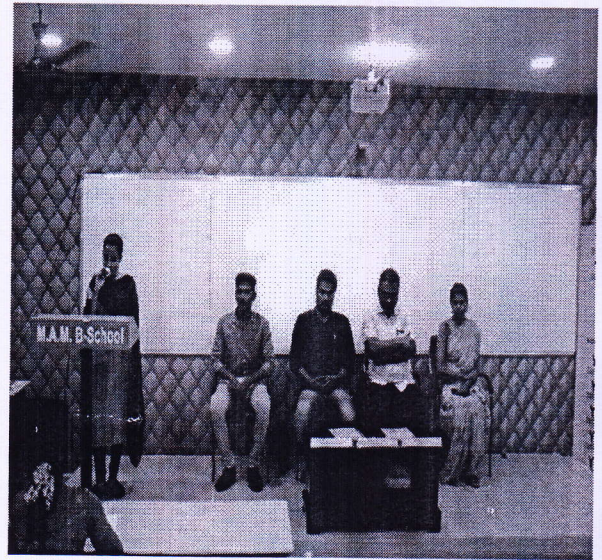
## M.A.M B-School Student Association Club, Yi & Yuva Club

### WORKSHOP ON SEED BALL MAKING

ON 21.9.2022

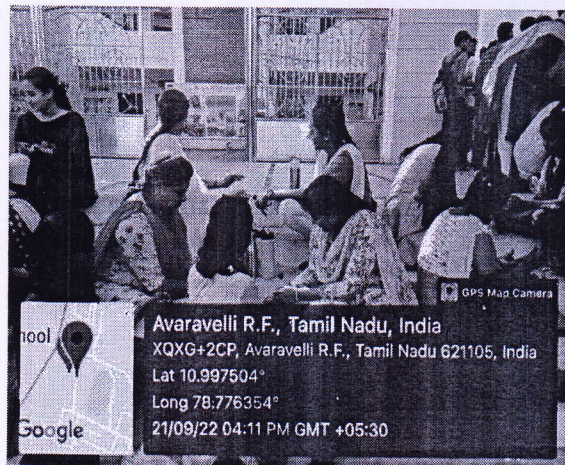
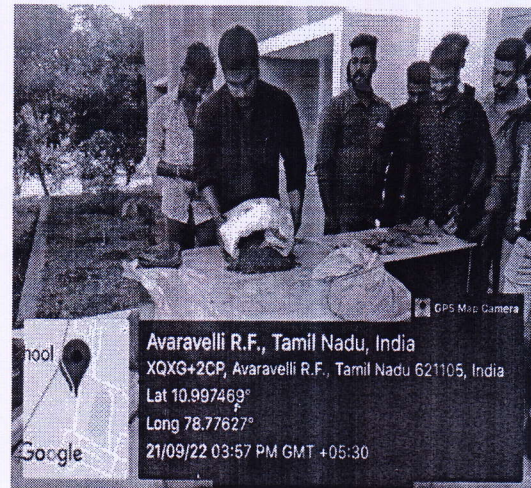
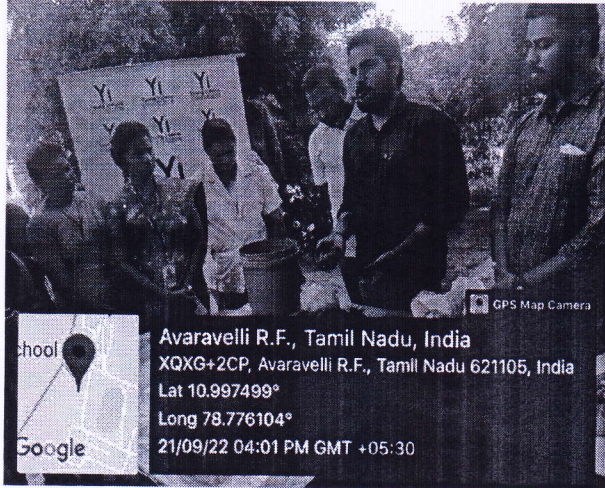
Yi Young Indians  
Yuva Y. Learning Beyond Classroom  
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**M.A.M B-School**  
M.A.M B-School Student Association Club & Yi Yuva Club  
cordially invite you for  
**Workshop on Seed Ball Making**  
Speaker  
**Mr. Uzhavan Jagan**  
Native Agricultural Trainer & Environmental Enthusiast  
21st Sep @ 3 pm M.A.M B- School  
Dr. M. Hemalatha Director MAMBS  
Mrs. Fathima Bathool Maluk Secretary & CEO MASTeR.G.I.

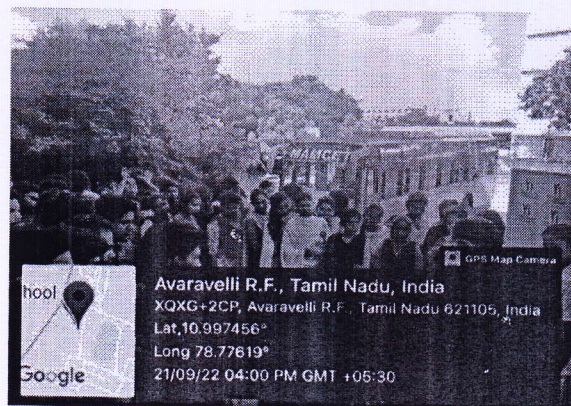
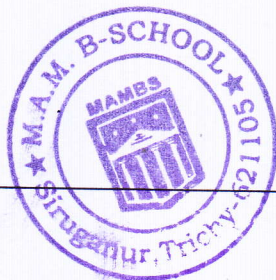


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**M.A.M.B-School: Workshop on seed ball making, 3 p.m.**

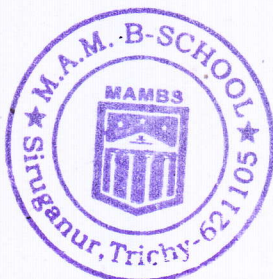




## WORKSHOP ON SEED BALL MAKING

M.A.M.Business School, a standalone Business School in Trichy, in association with Yi Yuva Club organized “Workshop on Seed Ball making” on 21<sup>st</sup>September, 2022. Dr. M. Hemalatha, Director, M.A.M.Business School given the felicitation address and emphasized the importance of environment protection and highlighted that Seed balls have an 80 percent growth success rate in comparison to regular seedings, which helps people farming in rural areas have a more consistent supply of food .Mr.Uzhavan Jagan, Native Agricultural Trainer & Environmental Enthusiast was the resource person for the programme. He started the session with the environment issues that causes due to human activity such as the extended use of natural resource, less concern on natural order, immoderate use of resources. He particularly pinpointed the contribution of forest in ecology balance system which maintain the favourable ecological environment at large.

Mr. Uzhavan Jagan informed that the seed balls work as a pollination technique. He stated that the seeds are dropped on fertile forest land, where they grow on their own taking nutrients from their surroundings. He also explained that trees cannot be planted in the middle of forests and discussed that the new trees there grow on their own. He also shared that the use of new technology by following old methods in a unique way for afforestation. He informed the various advantages of the seed Balls by discussed about the size of a quarter to make for easy throwing, in order to maximize the seeds' chances of sprouting roots, spring and summer are the best times to deploy the seed balls. He also shared inputs on ways and means of making seed balls for trees, seeds to be used for seed balls, how to prepare seed balls for planting etc. The resource person encouraged the participants by stating the lines as “Don’t wait for someone to bring flowers. Plant your own garden and decorate your own soul”. He also spoke on different types of trees and its ecological benefits, steps to be followed for prevention of soil erosion and protection of environment etc. Ms. S. Kiruthiga, Yi Yuva Club Coordinator made all the requisite arrangements for the programme.

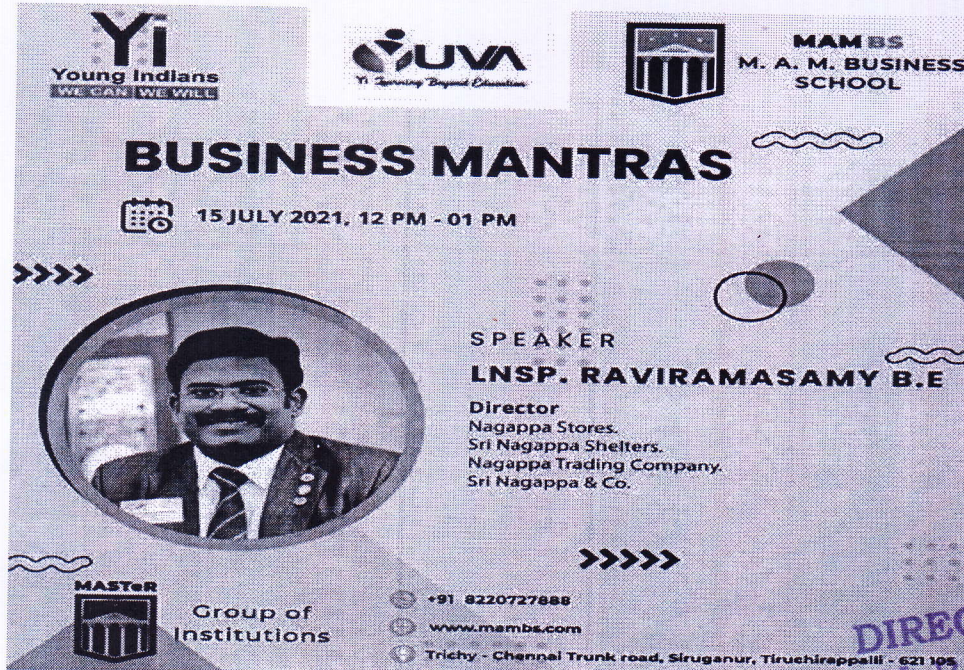




YI CLUB

JUNE 2021 – MAY 2022

Guest Lecture on **Business Mantras**



The poster features logos for 'YI Young Indians WE CAN WE WILL', 'YUVA Yi Learning Beyond Education', and 'MAMBS M.A.M. BUSINESS SCHOOL'. The main title is 'BUSINESS MANTRAS' with a date and time of '15 JULY 2021, 12 PM - 01 PM'. A circular portrait of the speaker is shown on the left. The speaker's name and title are listed on the right. Contact information for MAMBS is provided at the bottom.

**YI**  
Young Indians  
WE CAN WE WILL

**YUVA**  
Yi Learning Beyond Education

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**BUSINESS MANTRAS**

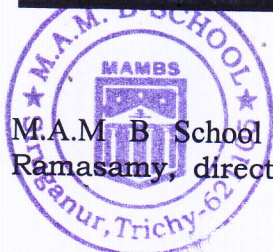
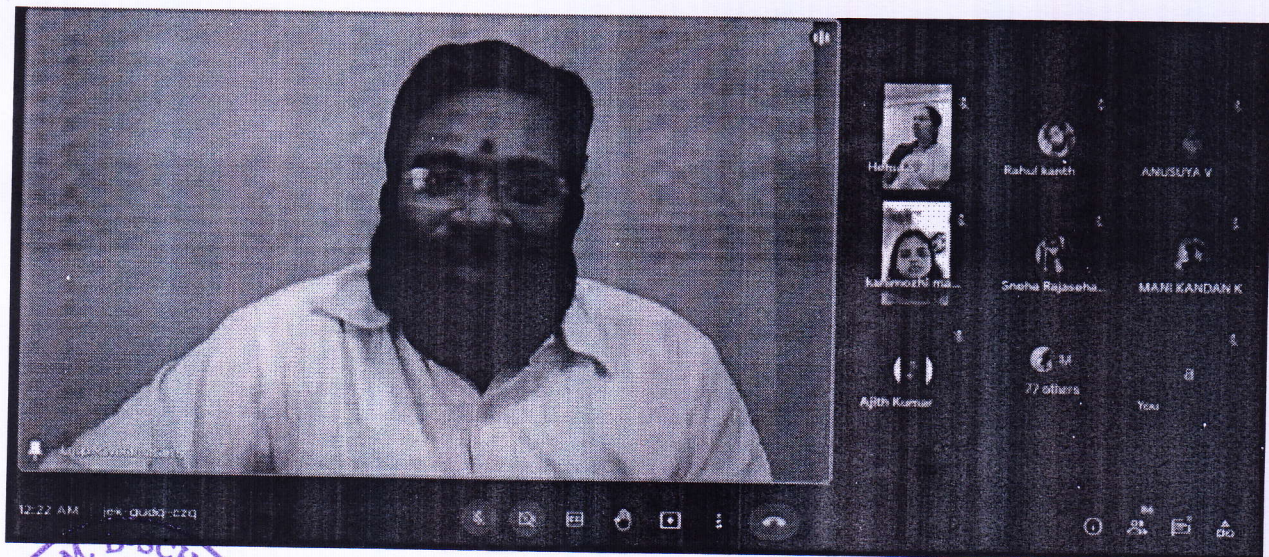
15 JULY 2021, 12 PM - 01 PM

**SPEAKER**  
**LNSP. RAVIRAMASAMY B.E**  
Director  
Nagappa Stores.  
Sri Nagappa Shelters.  
Nagappa Trading Company.  
Sri Nagappa & Co.

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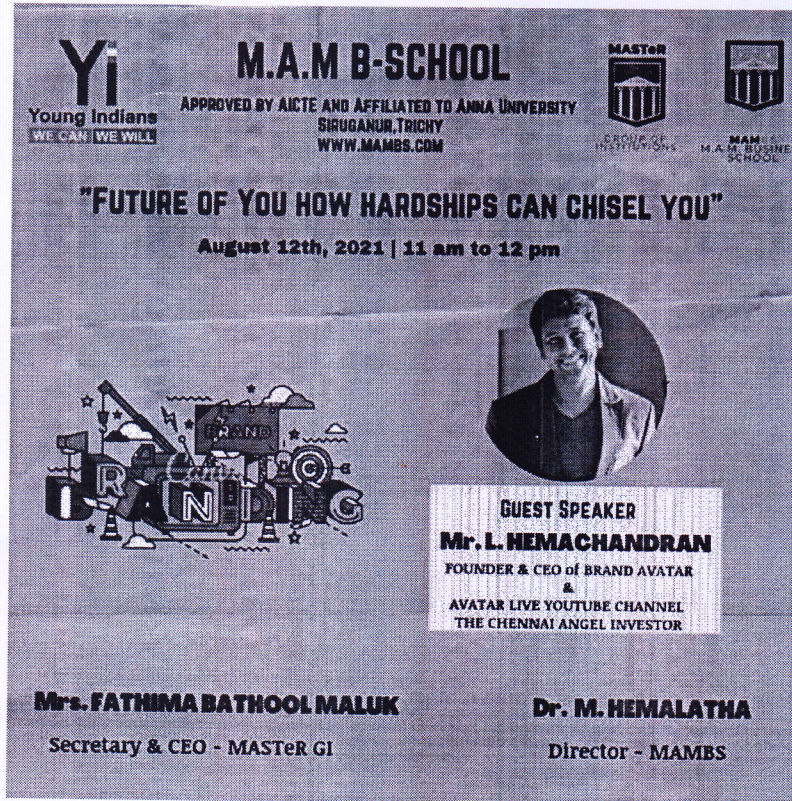


M.A.M. B School organized a guest lecture on Business Mantras. LNSP. Ravi Ramasamy, director Nagappa stores, SriNagappa Shelters and Nagappa Trading



Company was the guest speaker.

**Guest Lecture on Future of you how hardships can chisel you**



**Yi**  
Young Indians  
WE CAN WE WILL

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APPROVED BY AICTE AND AFFILIATED TO ANNA UNIVERSITY  
SIRUGANUR, TRICHY  
WWW.MAMBS.COM

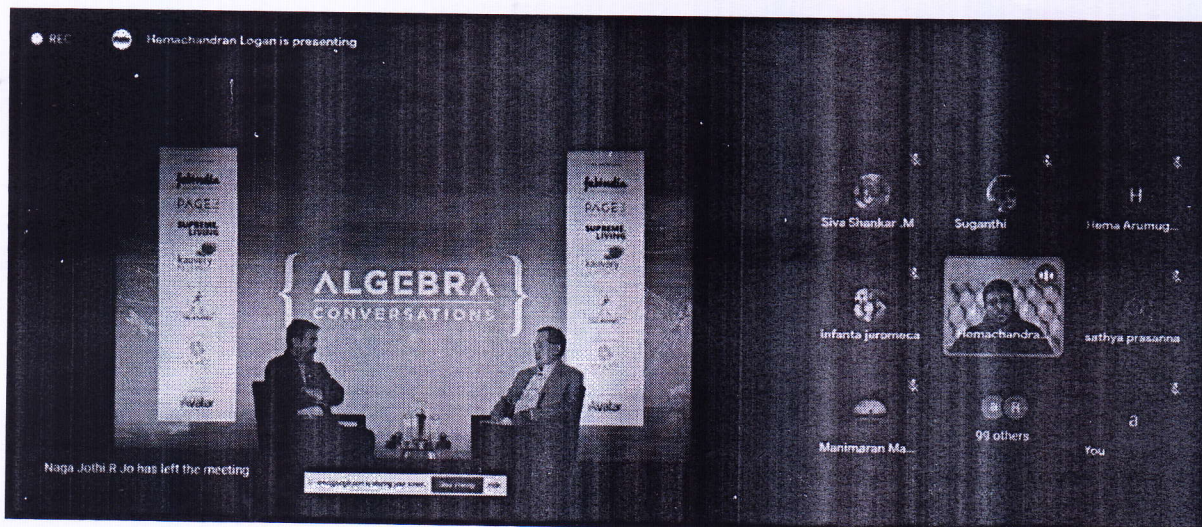
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**"FUTURE OF YOU HOW HARDSHIPS CAN CHISEL YOU"**  
August 12th, 2021 | 11 am to 12 pm

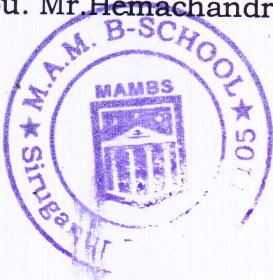
**Mr. L. HEMACHANDRAN**  
GUEST SPEAKER  
FOUNDER & CEO of BRAND AVATAR  
&  
AVATAR LIVE YOUTUBE CHANNEL  
THE CHENNAI ANGEL INVESTOR

**Mrs. FATHIMA BATHOOL MALUK**  
Secretary & CEO - MASTER GI

**Dr. M. HEMALATHA**  
Director - MAMBS



M.A.M B School organized a guest lecture on Future of you how hardships can chisel you. Mr. Hemachandran, Founder and CEO of Brand Avatar was the guest speaker.







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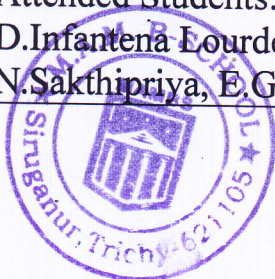
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**Women Cycle Rally conducted for 75th Independence day  
by Trichy city Corporation**



M.A.M. B-School, a standalone Business School Trichy Yi co-ordinator Dr. A. Kanimozhi & 10 Students attended The Women Cycle Rally conducted for 75th Independence day by Trichy city Corporation ON 2.10.2021. Name List of Attended Students:

D.Infantena Lourdes Mary, M.Neelavani A.Nandhini, A.Hemamalini, R.Durga  
N.Sakthipriya, E.Gowsalya, P.Saranya R.Snega, Sivapriya.





Yi Trichy Initiative CEO Talk Series



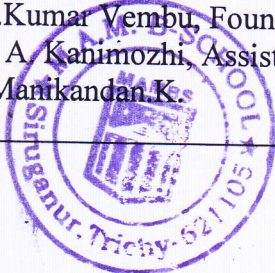
" A Leader is one who knows the way, goes the way and shows the way".

Yi Trichy Initiative CEO Talk Series:

Mr.Kumar Vembu, Founder & CEO, Gofrugal held on 17.10.21 attended by:

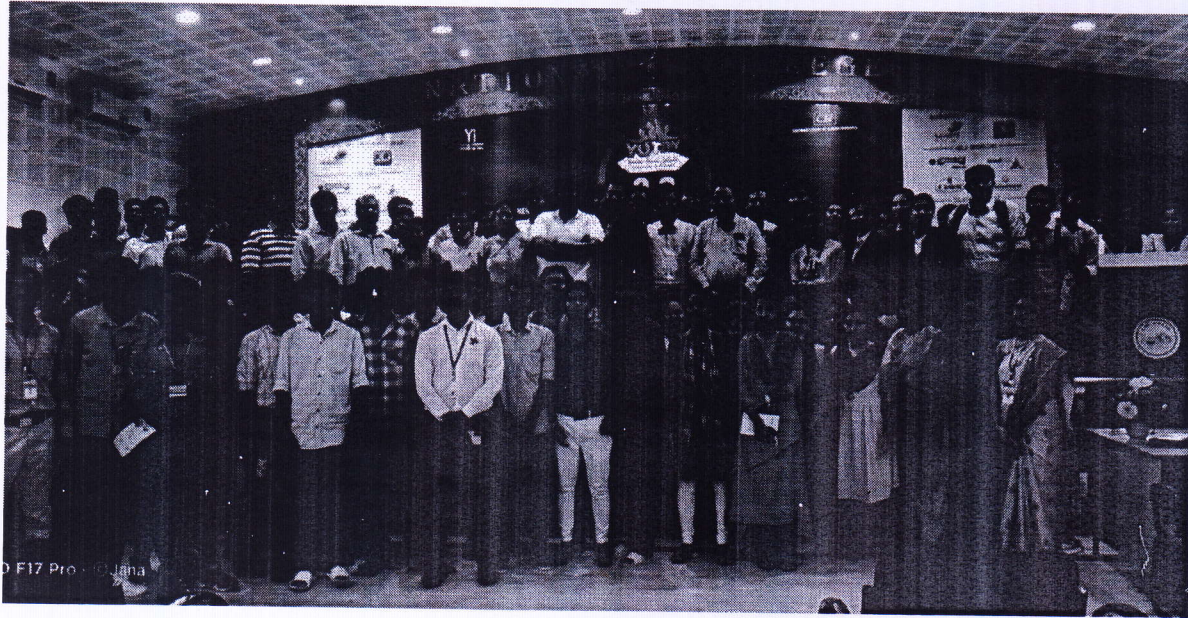
Dr. A. Kanimozhi, Assistant Professor, MAMBS and the following I MBA Students:

1. Manikandan.K.





## Yutry Event



"Good fortune is what happens when opportunity meets with planning".

75 students from MAMBS attended the Yutry event today. (11.11.21)  
They met Mr C. K. Kumaravelu, Natural's Saloon and Spa, Mr.J.K.Muthu,  
CEO, Native Lead Foundation, Mr.Suresh Kumar, CEO& Founder, MacApp  
Studio.







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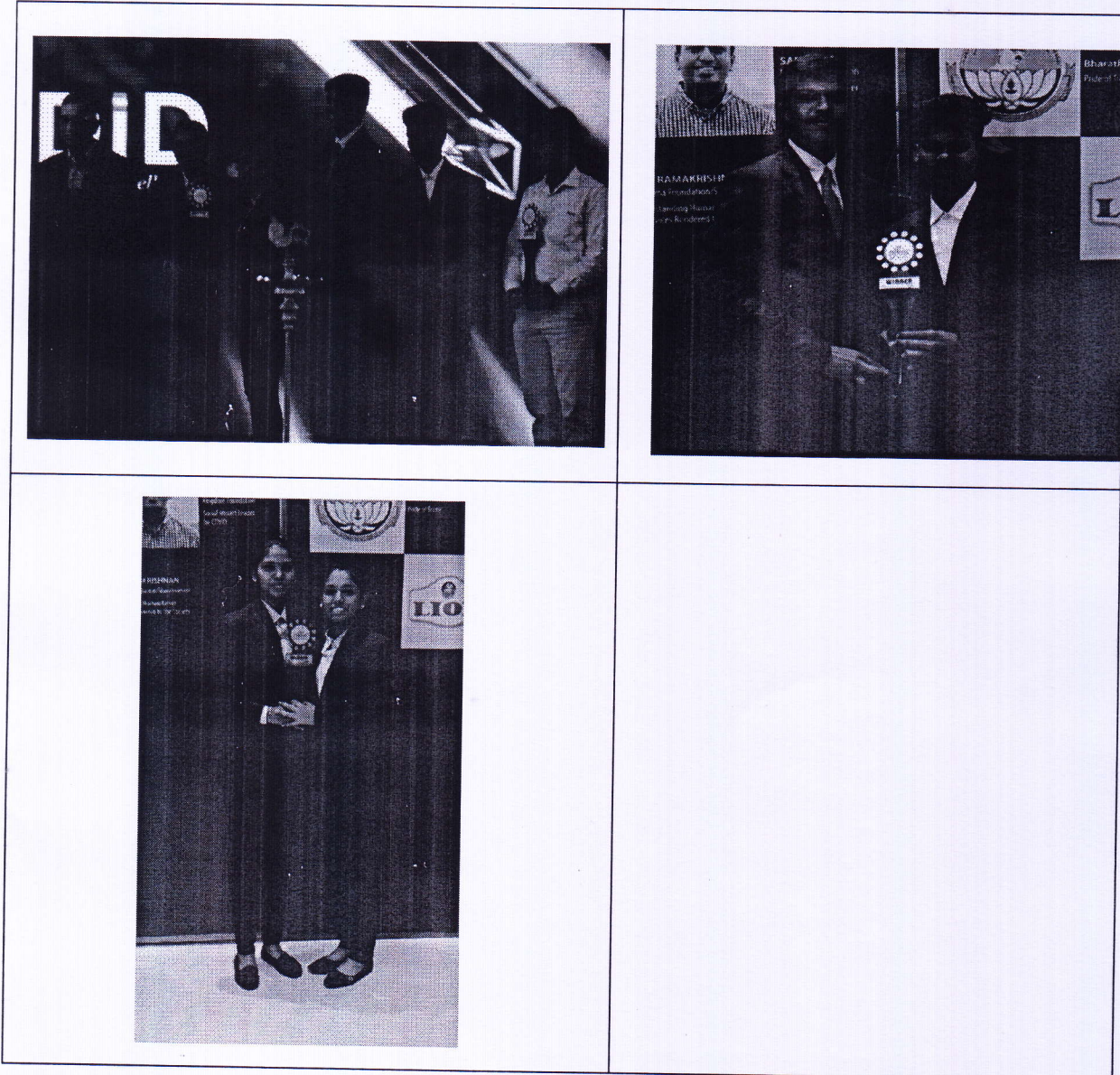
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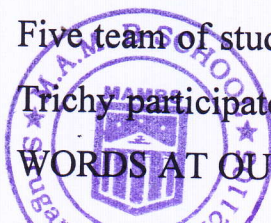
## Yi Trichy- Yutry 2.0: Mambs Team Won First Prize In Contest Business Plan Presentation contest winner " Grammathu Keerai " Team



M.A.M. B-School, a standalone Business School in Trichy participated and presented Yi TRICHY- YUTRY 2.0 on 11.11.2021.

Five team of students from M.A.M. B-School, a standalone Business School in Trichy participated and presented Yi TRICHY- YUTRY 2.0: LISTEN TO HIS

WORDS AT OUR GRAND





FINALE : Business Plan Presentation contest held on 11.11.2021 at National College, Trichy. Mr.Senthil Nathan, CEO- Aazhi Publisher, Mr.G.Suresh Kumar, CEO & Founder- MacAppStudio, Mr.C.K.Kumaravel, CEO- Naturals Salons & Spa, Mr.Kumar Vembu, CEO & Founder- GoFrugal Technologies Pvt. Ltd were the judges for the programme. The different form of unique business proposals which includes "MUSA" (Banana Fibre), "Grammathu Keerai", "Milkshake", "Granny's Gift (Natural Beauty Care Products), "Pie" (Handbag) were pitched by the students during the contest. The team of students were effectively mentored by Dr. M. Hemalatha, Director and Dr. R. Karthika, Assistant Professor, Dr. A. Kanimozhi, Assistant Professor for their business plan. The first group: "Musa" - Let's live with bananas "explained about making a variety of tea cups, fruit juice cups, and gift bags made from banana fiber as the main ingredient in banana cultivation in Trichy. The second group, entitled " Grammathu Keerai ", discussed the importance of greens and the production and marketing of spinach wrappers, chocolate, snacks, and spinach powder using all types of greens. The third group, entitled "Milkshakes", they presented that the nutritious drink could be made using small grains such as cashews, rye, corn, taro, and departmental horsetail. Group Four: They presented that bath powder and beauty products can be made naturally with natural ingredients like lotus powder, conifer powder, aroma oil, clay pearls and gold powder, as well as perfume. Fifth Group: Under the heading "Pie" they explained their plan to make cloth bags wallet and vegetable purchase bag using waste cotton fabrics in the factory. The MAMBS team submitted their presentation that covers the vision, mission statement, their products, ingredients, its uniqueness, market demand, demand strategies, financial investment statement, raw materials and machine components, organizational structure, unique sales techniques etc to the judges during the contest.



## Guest Lecture on the Icon of Trichy

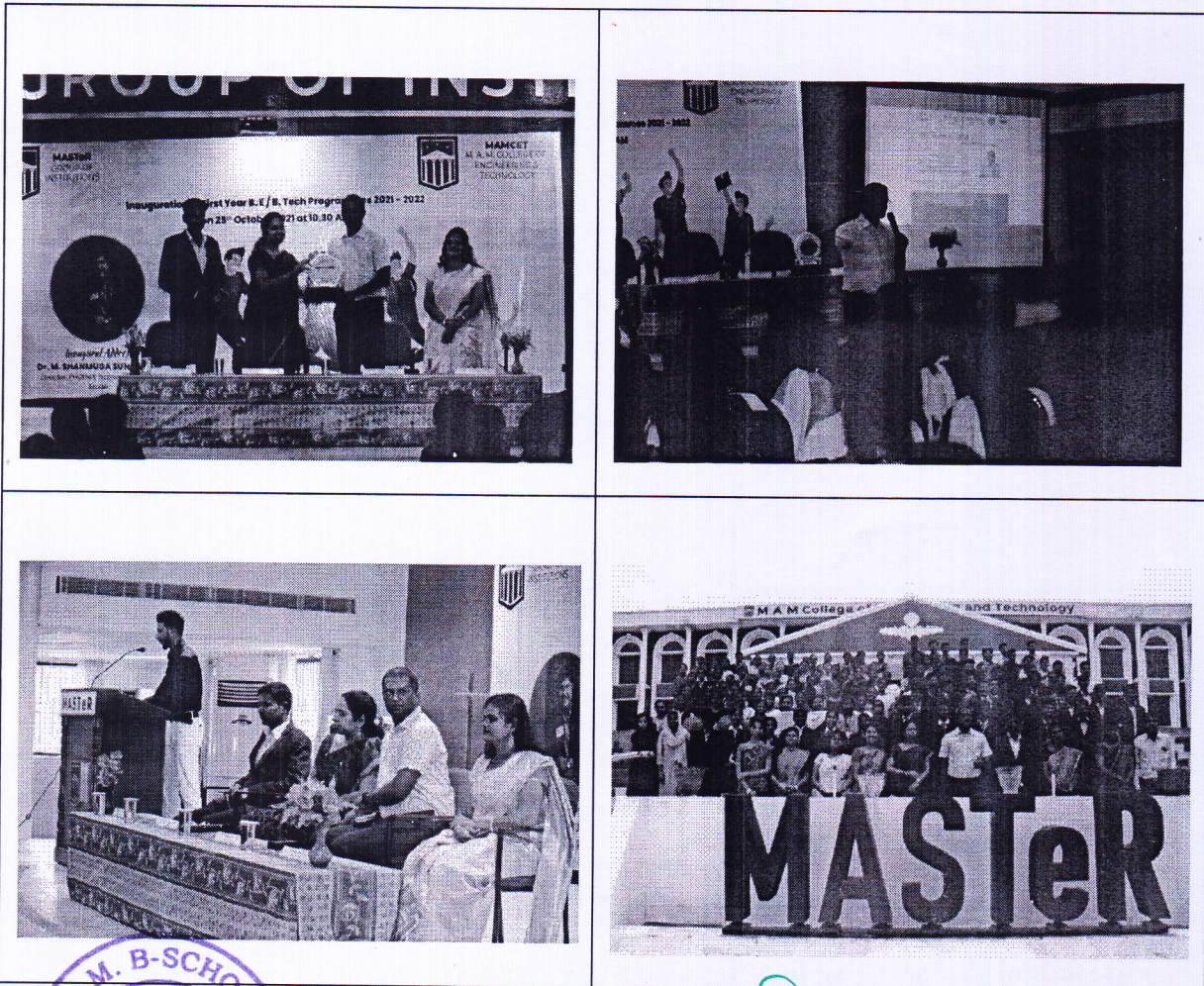
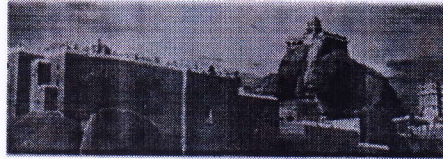


### The Icons of Trichy - அழகுடைய அறிஞர்கள்

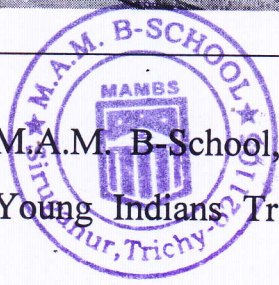
Guest Speaker  
**Mr. R. Senthilnathan**  
Managing Director  
Cethar Foods & RIBO Industries



16th November, 2021 | 11.00 am to 12.00 pm  
Venue : Newton Hall



M.A.M. B-School, a standalone Business School Trichy in association with Young Indians Trichy Chapter organized Guest Lecture on "The Icons of





Trichy- அழைப்போம் அறிவோம்” on 16<sup>th</sup> November,

2021. Mr.R.Senthil Nathan, Managing Director, Cethar Foods & RIBO Industries was the guest speaker for the programme. He initiated the session by highlighting the importance of understanding the prospective opportunities for budding management professionals and how oneself need to get equip in all ways and means.

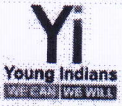



Mr.R.Senthil Nathan stated the various components of developing skills required to become mastery in life and hours required to attain proficiency. He discussed that the management professionals need to inculcate the qualities such as being to balance the emotions, have focus, smartness, being sincere, have passion towards desired destination, discipline etc. Mr.R.Senthil Nathan also informed that the students need to carefully look after their innate potentialities which are quintessential to face the competitive corporate world. He also informed about various motivational practices in life, involvement in all our elements, taking initiatives, importance of inter personal skills, hardwork, taking responsibility, perseverance, power of positive character of oneself, integrity etc. Mr.R.Senthil Nathan also stated that “High Performance Habits” that are paves the way to attain our desired destination by making the same as routine manner. He also covered the IKIGAI (A Japanese concept meaning a reason for being), essence of power of positive thinking and its outcome with the students. The entire session definitely served the purpose in an thought provoking manner by understanding the importance of realizing one’s innate potentials through inquisitive involvement by all students at large. Mrs.Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions presided over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and stated that budding management professionals need to make an eye open by constantly look after the competitive changes prevailing in the market scenario.

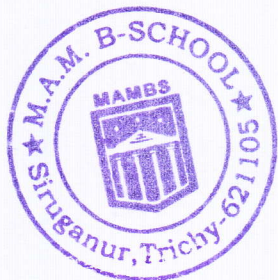



YI CLUB

JUNE 2020 –MAY 2021

CAREER OPPORTUNITIES IN FOOD PROCESSING TECHNOLOGY

 <p>Young Indians WE CAN   WE WILL</p>	 <p>YUVA Youth Learning Beyond Classroom</p>	 <p>Confederation of Indian Industry 125 Years - Since 1895</p>	<p>Dr. A. Kanimozhi and Dr. Najma attended the program along with MAMBS Students attended the Yuva online Session on Career opportunities in Food Processing Technology</p>
<p><b>Career Opportunities Series</b> YI Trichy Initiative</p>			<p>The speaker of the session will be Dr.C.Anandharamakrishnan, Director, Indian Institute of Food Processing Technology (IIFPT) . The session is on 10-October-2020 Saturday from 1600-1715 Hrs.</p>
<p>Session on Career opportunities in Food Processing Technology 10-10-2020   1600 - 1715 Hrs</p>			
<p>Registration <a href="https://forms.gle/XBuZYem3PdBB81A3L6">https://forms.gle/XBuZYem3PdBB81A3L6</a></p>	<p><b>Dr C Anandharamakrishnan</b> ..... Director, Indian Institute of Food Processing Technology (IIFPT), Thanjavur</p>		
<p><b>Co-Partners</b> YI Bengaluru YI Chennai YI Coimbatore YI Erode YI Hubli YI Indore YI Jaipur YI Kolkata YI Madurai YI Mumbai YI Pune YI Raipur YI Salem YI Siliguri YI Thoothukudi YI Tiruppur</p>			



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





We Cordially invite you all on behalf of the Management,  
Director, Faculty and Students for the Online Session on

## "Optimistic Behaviour"



Chief Guest  
**Ms. K. NAVAJOTHI**  
Faculty & Center In Charge  
ICICI Foundation for Inclusive Growth

DATE: 28.11.2020

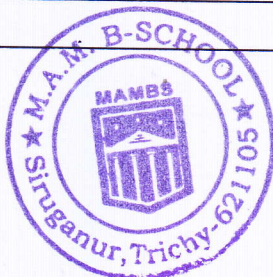
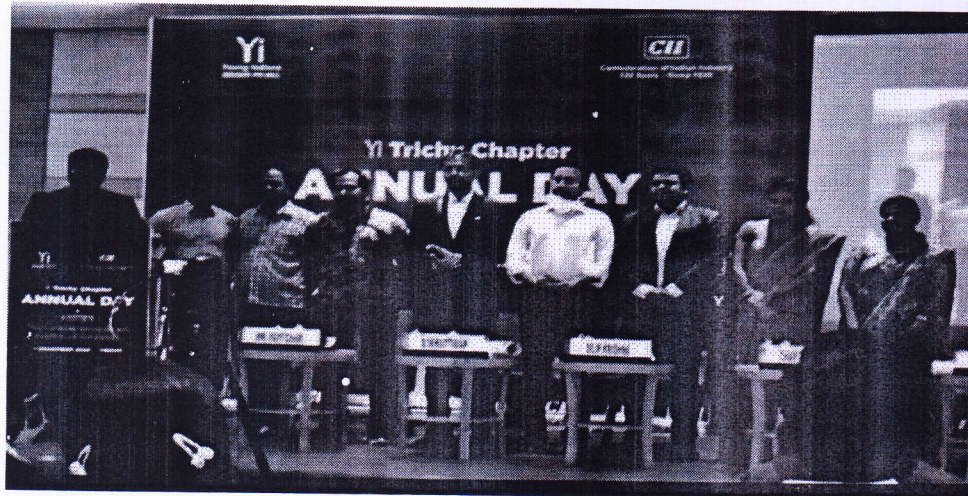
TIME: 10:00 am - 11:00 a.m

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

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

M.A.M B School organized a guest lecture on Optimistic Behaviour. Mrs. K. Navajothi, Faculty & Center Incharge, ICICI Foundation for Inclusive Growth was the guest speaker.

### YI TRICHY CHAPTET ANNUAL DAY CELEBRATION







Dr.A.Kanimozhi, Assistant Professor & Yi Coordinator of M.A.M.B-School, Participated in the Yi Trichy Chaptet Annual Day Celebration held on 19th Dec.2020 at Hotel Red Fox, Trichy.







MASTeR  
GROUP OF  
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## Guest Lecture on "Think Better"



**M.A.M B-SCHOOL**



**" THINK BETTER "**

7th, JANUARY 2021 ( 10:00 TO 11:00 AM )

**Mr. M. ATHI KRISHNAN**  
**CAREER CONSULTANT &**  
**ANALYST**



**Mrs. Fathima Bathoo**

MBA, SMP (IIM-A), WEP (ISE)

Secretary & CEO - MASTeR GI.

**Dr. M. Hemalatha**

MBA., Ph.D (NITT)

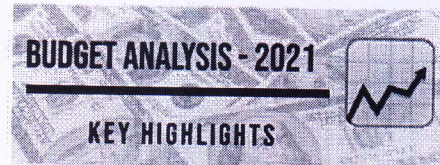
Director - MAMBS

M.A.M B School organized a guest lecture on "think better " Mr. M. ATHI KRISHNAN asw a speaker of the program.





Guest Lecture on "BUDGET ANALYSIS-2021



**MR. C. PRADEEP**  
CO CHAIR, YI TRICHY CHAPTER &  
PARTNER, S.CHENTHILKUMAR AND CO  
CHARTERED ACCOUNTANTS

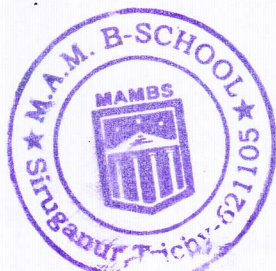
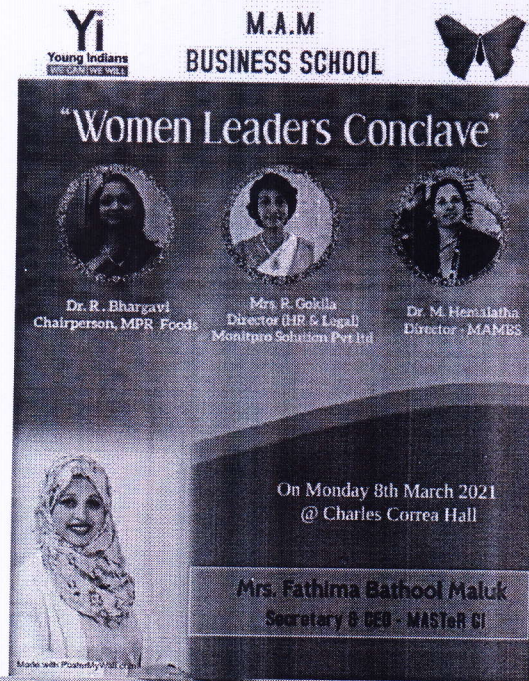
On Friday 12th February 2021 at 11.00 a.m - 12.00 p.m.

M.A.M B School organized a guest lecture on "BUDGET ANALYSIS-2021" Mr. C.Pradeep, Chartered Accountant,Trichy was the guest speaker.





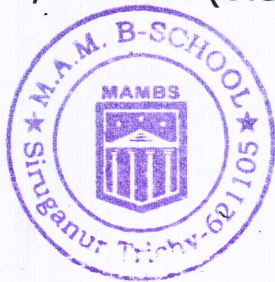
## "Women Leaders Conclave"





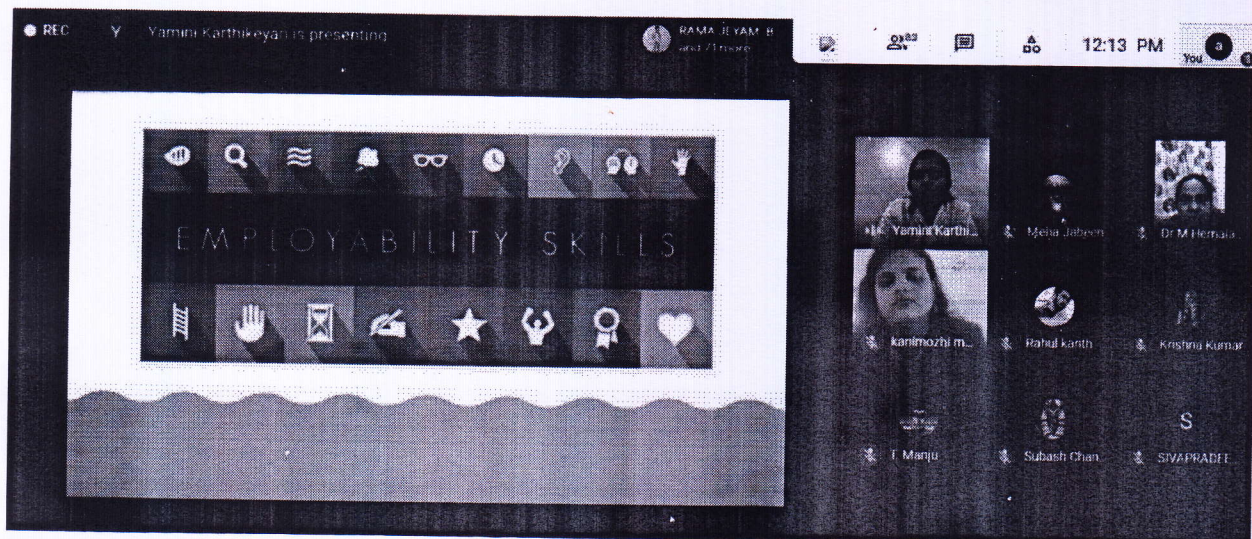
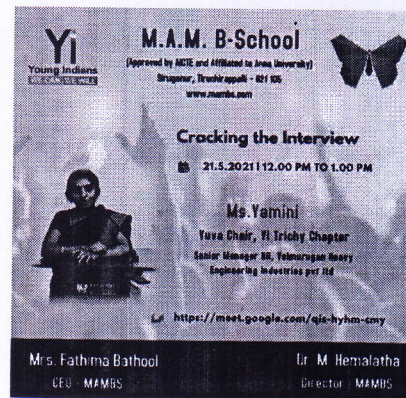


"Women Leaders Conclave" session at M.A.M. B-School, 10 am (8.3.2021).



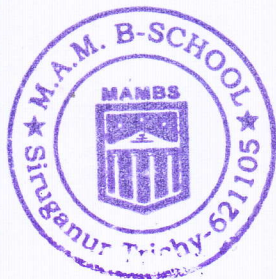


## "Cracking the Interview"



"Cracking the Interview" by Ms. Yamini (Yuva Chair, Yi Trichy Chapter)  
Senior Manager HR,  
Velmurugan Heavy Engineering Industries  
Pvt Ltd.

A visual fun and an interactive session on how to attend the interview for our MBA students And our Second session is on 21 May 2021 between 12:00 pm to 1:00 pm



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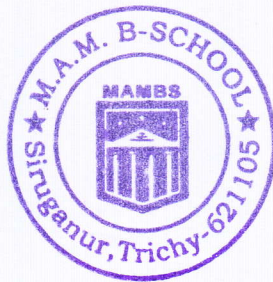


Interaction session "CEO TALKS"



Our Ist Year Students who attended Interaction Session with Dr. Sridhar Vembu, Founder and CEO, Zoho Corporation on 07.12.21.

- 1.Gokul krishnan.K
- 2.Sanjai Krishna. C
- 3.Mohamed Sameer.M
- 4.Thivin Kumar.R
- 5.Mohamed Millath.H
- 6.Janarthanan.P
- 7.Gowtham.A
- 8.Dinesh kumar.A
- 9.Keerthirajan.S
- 10.Salman Akthar.A
11. Ijaz Ahamed.M
12. Rasa vikram.M





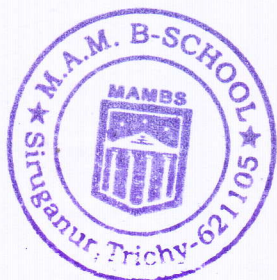
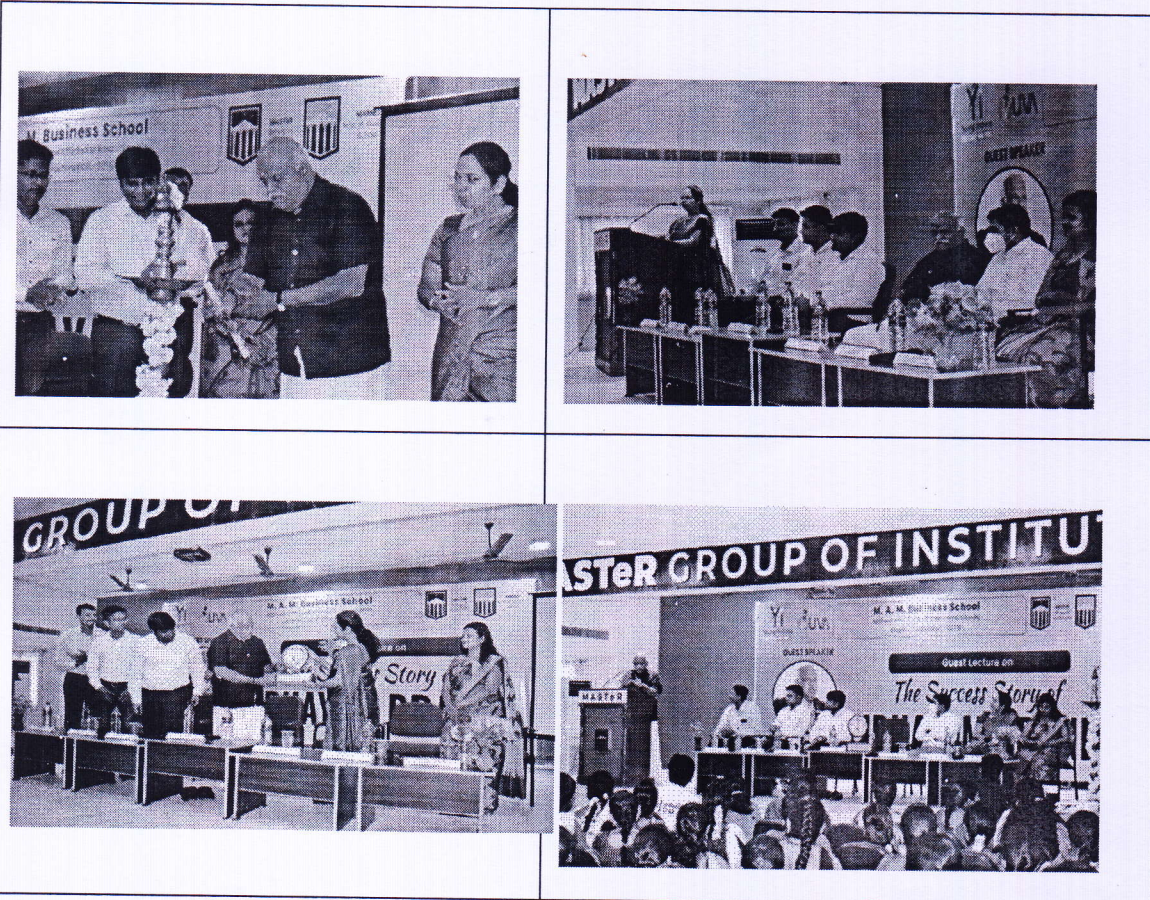
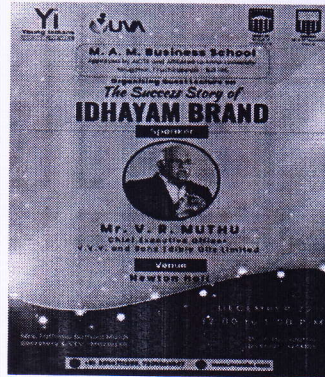


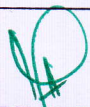
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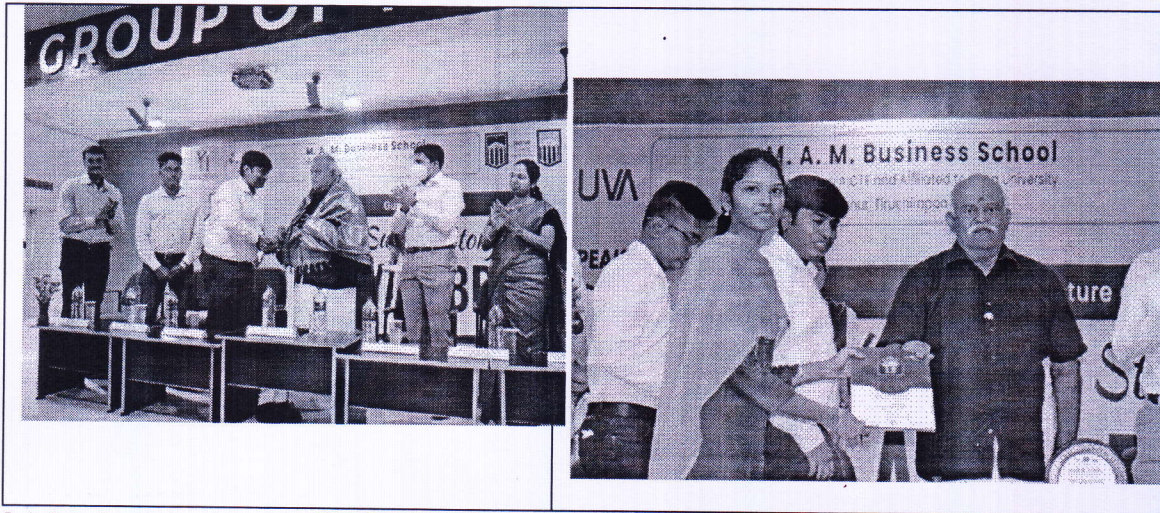
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**The Success Story of IDHAYAM BRAND**

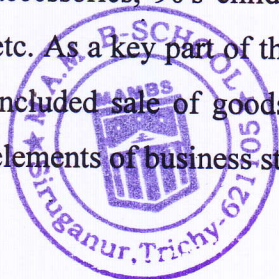


  
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M.A.M. B-School, a standalone Business School in Trichy organized a programme “The Success Story of IDHAYAM BRAND” on December 22, 2021. Mr.V.R.Muthu, CEO, V.V.V and Sons Edible Oils Ltd. was the guest of honor for the programme. He initiated the session with a thought-provoking statement that emerging managers need to understand the importance of various opportunities and they need to prepare themselves in all ways and means to surmount the business challenges in an effective manner. He pointed out the various components of attracting customers and the types of strategies appropriate to face the competitive business world. In the market, if you go to buy, you are very welcome, but if you want to sell, you are not welcomed and thus business is full of obstacles just like in life. He also stated that creativity and innovation are a prerequisite for advertising and brand management aspects, adding that marketers need to be more creative and innovative to succeed in their lives. He shared how the word ‘IDHAYAM’ has become popular in the hearts of all men today and the challenges behind their brand’s successful market position. Mr. V.R. Muthu informed that their team was built on the rationale of ‘growth with truth and hard work’, ‘Consistent quality’ is key to their success. He addressed the fact that 'Heart' had entered the hearts of millions of homes and its inhabitants within a short time of its inception. Another event on the day was the "MAMBS MERCATO" where students displayed a variety of products such as fancy items, snacks, food items, handicrafts and gifts, mobile accessories, 90's children's chocolates, fruit salad, panipuri, millet products, and mehandhi etc. As a key part of the event, students were given the opportunity to set up an initiative that included sale of goods, services and food of their choice. They also actively used various elements of business strategies, products, ways and means of preparation, advertising







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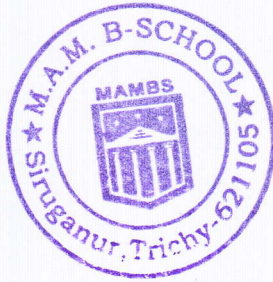
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campaign, action plan and its continuous implementation by displaying their stall. They understand their business proposals, customer value and satisfaction, and the role they played corresponding to successful marketing of products and service components. The students also learned in practice the importance of business responsibility, risk-taking aspects, how to achieve the desired outcome, inputs on team collaboration etc. The programme ended with the appreciation of all the students for their enthusiastic participation. Mrs.Fathima Bathool 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 importance of organizing “MAMBS MERCATO” programme and students need to unleash the innate marketing strategies in all ways and means. Mrs.M.Manopriya, Assistant Professor, MAMBS informed that the students need to understand the importance of entrepreneurship through such initiatives and proposed vote of thanks.











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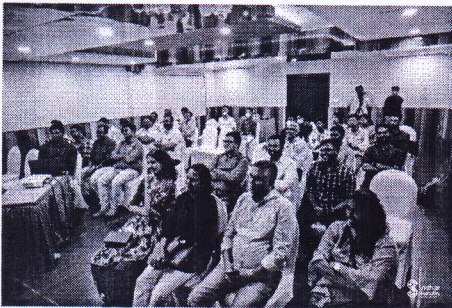
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### Interactive Session with Mr Anand Srinivasan on investments

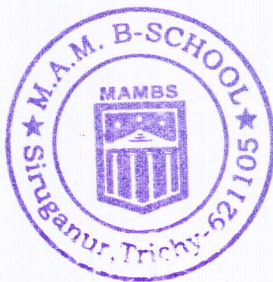
And stock market.

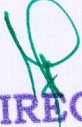


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Dr. A. Kanimozhi, and  
Mrs. J. Arokiya Monica, Assistant  
Professor, M.A.M.B-School  
participated in Interaction Session  
with Mr. Anand Srinivasan,  
Economist, Financial Advisor,  
"Investments & Stock Market" on  
07.03.2022 organized by Yi Trichy  
at Hotel Blossoms, Trichy.



  
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**YI CLUB**

**APRIL 2022**

**GUEST LECTURE: AWARENESS ON MENSTRUAL HEALTH on 08.04.2022**

YI SRM MAMBS

In Association with Women Empowerment Cell

**AWARENESS ON MENSTRUAL HEALTH**

April 08, 2022, Friday | 02:30 PM  
 Venue : Charles Correa Hall

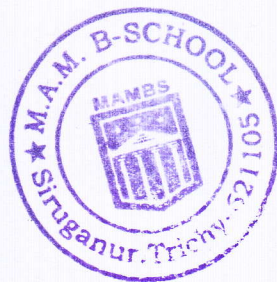
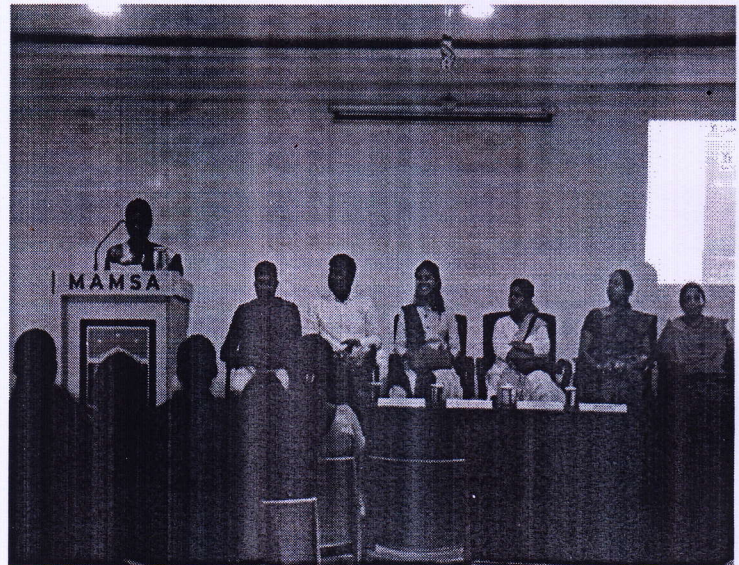
**Dr. T. Dhivya Narishani MBBS.,**  
 M.S. (GYN), DNB (G.C)  
 Assistant Professor,  
 Dept. of Obstetrics & Gynaecology,  
 Sri Sri Sankar College

**Dr. M. Hemalatha**  
 Director  
 MAMBS

**Mrs. Fathima Bathool**  
 Secretary & CEO,  
 MASTeR Group of Institutions

An initiative of Yi Trichy

TRANSKOTI TRICHY





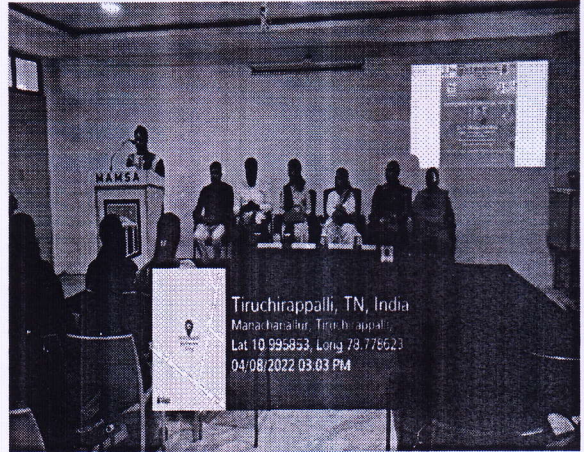
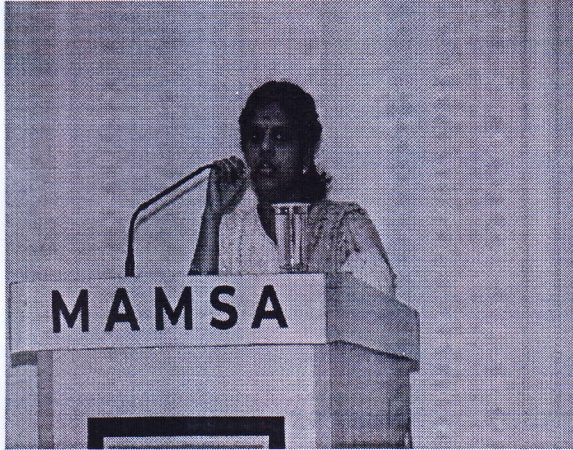


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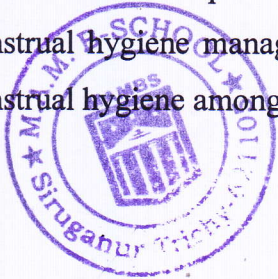


**M.A.M.B-School Women Empowerment Cell: Awareness programme on menstrual health, T. Dhiviya Narbhavi, Assistant Professor, Department of Obstetrics and Gynecology, SRM Medical College, Tiruchi, speaks, 2.30 p.m.**

### **AWARENESS ON MENSTRUAL HEALTH**

The Women Empowerment Cell of M.A.M. B-School, a standalone Business School, Trichy in association with Yi Trichy and YUVA jointly organized Guest Lecture on “Awareness on Menstrual Health” on 08<sup>th</sup> April, 2022. Dr.T.Dhiviya Narbhavi, Assistant Professor, Department of Obstetrics and Gynaecology, Trichy SRM Medical College was the resource person for the programme and delivered a session on understanding the awareness on menstrual health practices to the participants. The session initially began with an overview and importance of menstrual health aspects. The resource person informed about brief explanations of the reproductive system, menstrual cycle and covered PMS, cultural taboos associated with menstruation. The resource person also covered polycystic ovarian syndrome (PCOD) and foods to eat during menstruation with the participants.

Dr.T.Dhiviya Narbhavi focuses on encouraging hygienic practices during menstruation, dispelling common myths and misconceptions associated with menstruation. She also stressed various important elements pertaining the awareness on the importance of good menstrual hygiene management. She stated the various government schemes that promote menstrual hygiene among adolescent girls in such a way that results in ensuring hygienic







## M.A.M. B-SCHOOL

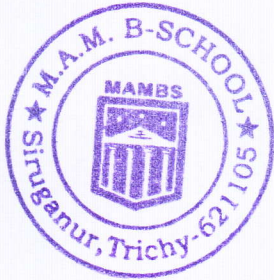
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health practices. Dr.T.Dhiviya Narbhavi also stated that the high level of stress that are faced by young women and highlighted by teaching the students to carry out various exercises to keep themselves healthy during their menstruation. In the interaction session, the resource person answered the queries that are asked by the participants. The entire session served more informative regarding the awareness on menstrual health aspects. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and given the hygienic elements regarding the menstrual health aspects to the participants.







# M.A.M. B-SCHOOL

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## YI CLUB MEETING

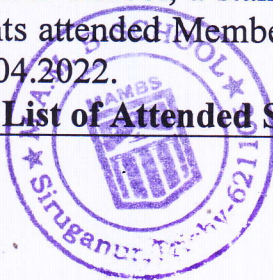
ENERGY SWARAJ YATRA: "Energy, Climate Change & I"-2020-2030" on 12.04.2022

Venue: Ramyas Hotel



M.A.M. B-School, a standalone Business School Trichy Yi co-ordinator S.Kiruthiga & 6 Students attended Membership Session - Energy Swaraj yatra meet in Trichy by Yi Club on 12.04.2022.

Name List of Attended Students:



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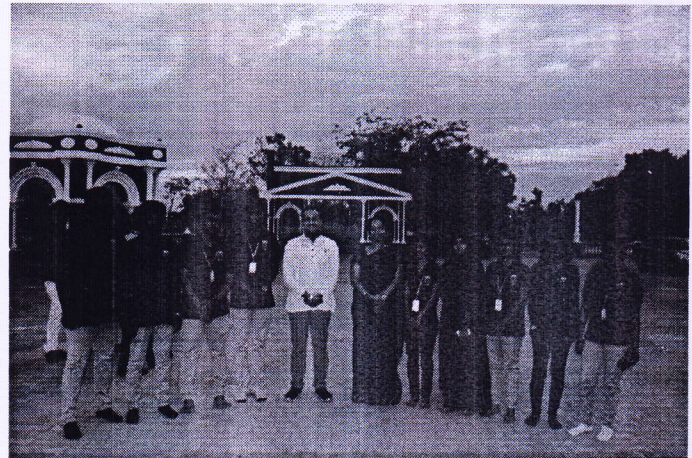
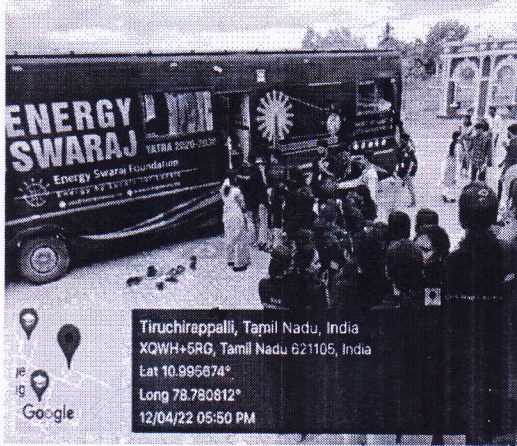


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## GENERAL

**M.A.M.B-School: 'Energy Swaraj Yatra: Energy, climate and I,' Chetan Singh Solanki, founder, Energy Swaraj Foundation, chief guest, 4.30 p.m.**

## எம்.ஏ.எம். மேலாண்மைக் கல்லூரியில் சிறப்புச் சொற்பொழிவு

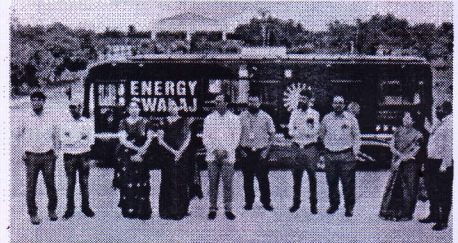
திருச்சி ஏப்ரல் 12-ம் திகதி சிறுக்காரி ஊர்ன் எம்.ஏ.எம். மேலாண்மைக் கல்லூரியில் காலநிலை மாற்றம் 2020-2030 என்ற தலைப்பில் சிறப்புச் சொற்பொழிவு அம்சங்களில் நடைபெற்றது.

இதில் முன்னைய டாக்டர். எசீ.சுந்தர் மற்றும் அறிவிக்கல் மற்றும் சொழிபீயர் மல் குழைப் பேராசிரியர் சேதன் சிங் சோலாங்கி பங்கேற்று சூரியசக்தி மையம் பரிகரித்து பேசியது.

காலநிலை மாற்றத்தை தவிரிக்கவும், தூறு சேதமின்றி சூரிய ஆற்றலை மக்கள் ஏற்றுக் கொள்ளும் வகையில் சக்தி விகிதம் பொருட்கள், எண்கதி சிவ ரத்னா யாத்திரா பெயரில் சூரிய சக்தி மையம் செயல்படும் வகையில் வடிவமைக்கப்பட்ட பெருந்திட்டி நடைமுறை துவக்கி 11 ஆண்டுகளாக விநியோக விரிவுப் பணம் பெறிகொண்டு வருகிறது.

இப்பெருந்திட்டி 3.2 கி.லோவாட். சோலார் செலல்ஸ் மற்றும் 6 கி.லோவாட். சக்தியை கொண்டும் வகையில் மொட்டரிடம் 3 கி.லோவாட். இயங்கிவரும்.

பெருந்திட்டி மின்சக்திகள், சூரிய சாதனம், சமையல் அடுக்கி, தொலைக் காட்சி, மயக்கணிவி ஆகிய அமைப்புகள் சூரியசக்தியிலும், பெருந்திட்டி என் ஜிஎம்.டும்.என்.எம்.இயங்குகிறது. ஆற்றல் நமது சூழல் மற்றும் சொகு



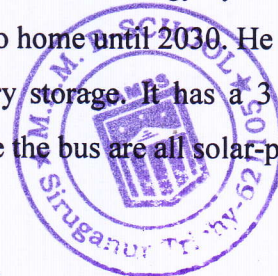
நவீன முறையில் சூரிய சக்தியில் பெயர்ப்பெறும் பெருந்திட்டி, அதுமேல் உருவாகி வராமையான முன்னைய ஊறு, விசேஷி அறிமுகம் மற்றும் பெயர்ப்பெறும் துறைப் பேராசிரியர் சேதன் சிங் சோலாங்கி (இடமிடத்து 5 ஆவது), உடன், கல்லூரி இயக்குநர் எம். நேமையாசா உள்பட்டினர்.

சாநா வளர்ச்சிக்கு உத்தரவாக உள் எது, மறுமலம் புறநகர ஆற்றலில் அதிகப்படியான பயன்பாடு, கால நிலை மாற்றத்தை ஏற்படுத்தும்படினது. இது சொழிவு மற்றும் மனித இருப் பிக்கு அச்சுறுத்தலாக மாறி வருகிறது என்பது அளி. சொற்பொழிவுக்கு கல்லூரி இயக்குநர் எம். நேமையா தலைமையே சென்று பேசியது.

புதுவிவலை மாற்றம் நிவாயான வழிக்கு மட்டுமின்றி, பூமியின் நிலைத்தன்மைக்கும் அச்சுறுத்தலாக உள்வது. இத்தினையில் சற்றுக்கு முன்னைய மீட்டெ. டூட்டிழில் சொழிபீயர் சேதன் சிங் சோலாங்கி சொழிபீயர் குன்ன முயற்சிகளை பெரிதும் பாராட்டுமேல் உள்ளார். தொடர்ந்து ஆற்றல் துகிலு உ நிலை விவாதம் நடைபெற்றது. ஆற்ற தனிசகை மற்றும் மின் பயன்பா னைக் குறைப்பதற்கான உறுதிபொ ஏற்றுக் கொள்ளப்பட்டது. நவீ பெருந்திட்டி அமைத்து செயல்பாடு வளையும் மாணவ மாணவிக்கள் மற்று பேராசிரியர்கள் உள்ளிட்டோர் ப னமைப்பட்டனர்.

### ENERGY SWARAJ YATRA: "Energy, Climate Change & I"-2020-2030"

M.A.M. B-School, a standalone Business School Trichy in association with Build Club of IIT Madras, Yuva Club Trichy Chapter jointly organized "ENERGY SWARAJ YATRA : "Energy, Climate Change & I"-2020-2030" on 12<sup>th</sup> April, 2022. Dr. Chetan Singh Solanki, Department of Energy Sciences & Engineering, Professor-IIT Bombay, Brand ambassador of Solar Energy for Govt. of MP, Founder of the Energy Swaraj Foundation (Energy by locals for locals) was the guest speaker for the programme. He came as an yatra pertaining to impart solution to climate change, job creation, energy security and improving local economy in all ways and means. He said that he has undertaken 11 years long Energy Swaraj Yatra (2020- 30) through a solar bus in order to bring awareness and encourage actions towards climate change mitigation and adoption of 100% solar energy by masses. Dr. Chetan Singh Solanki lives in the bus and he has pledged to not go home until 2030. He explained that this bus is fitted with 3.2 kw solar panels and 6 kwh of battery storage. It has a 3 kVa inverter. Lights, cooler, cookstove, TV, AC, laptop charging inside the bus are all solar-powered and stated that the engine on the bus runs on diesel.







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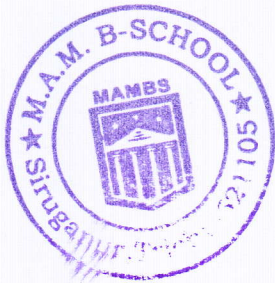
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Dr. Chetan Singh Solanki stated that the energy is the driver of our social and economic growth and while on the other side excessive use of fossil energy has caused climate change, which is becoming catastrophic and an threat to human existence. He highlighted various actions module that includes Energy Literacy Training, Organize a talk and demonstration of solar bus, and also informed Discussion on Energy consumption, Energy Audit and pledge to reduce electricity consumption, Solar system installation training to students and faculty members to power classrooms, Rally on Climate Change, One Plant for One Plan (sustainable living) as part of Energy Swaraj Yatra. He also pinpointed that everyone needs to understand of energy generation, its use, misuse, inefficient use and opportunities to conserve energy and generate clean energy by stating that an energy literate person would become sensitive towards efficient use of energy. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address by stating that climate change is threatening not only sustainable life but the sustainability of life on the planet and highly appreciated the commendable initiatives taken by the resource person towards restoring the environment towards sustainable living by and large.







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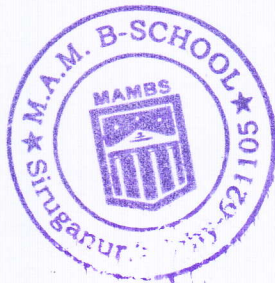
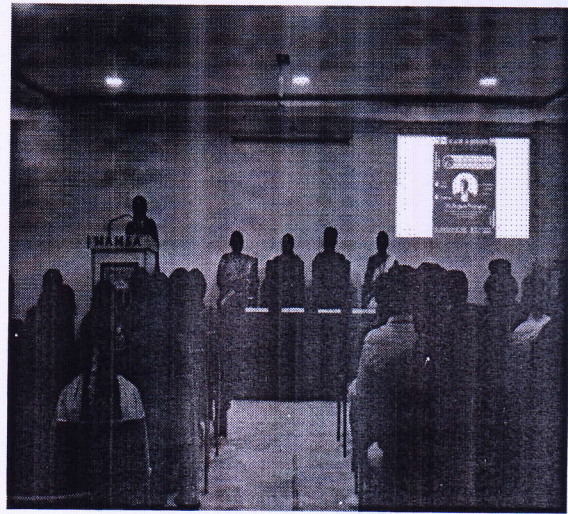
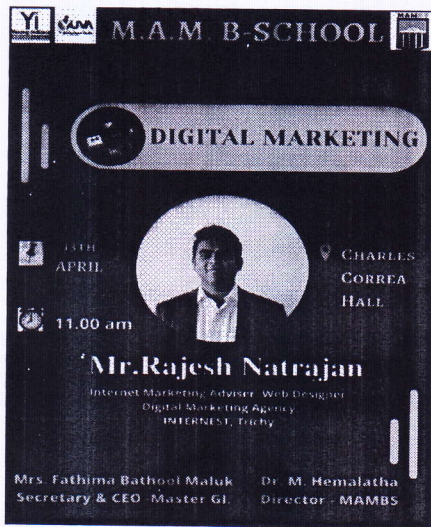


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## YI CLUB

APRIL 2022

GUEST LECTURE: DIGITAL MARKETING on 13.04.2022







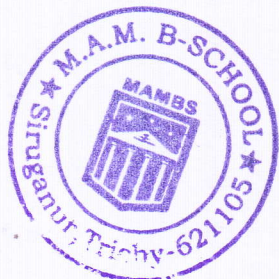
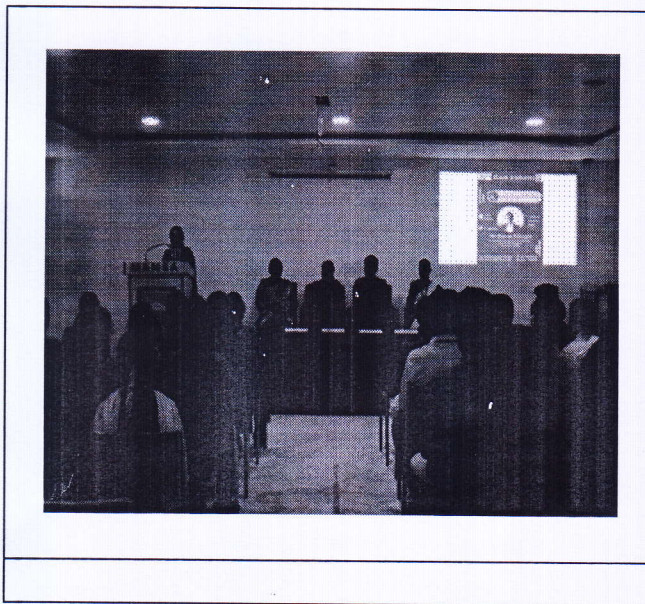
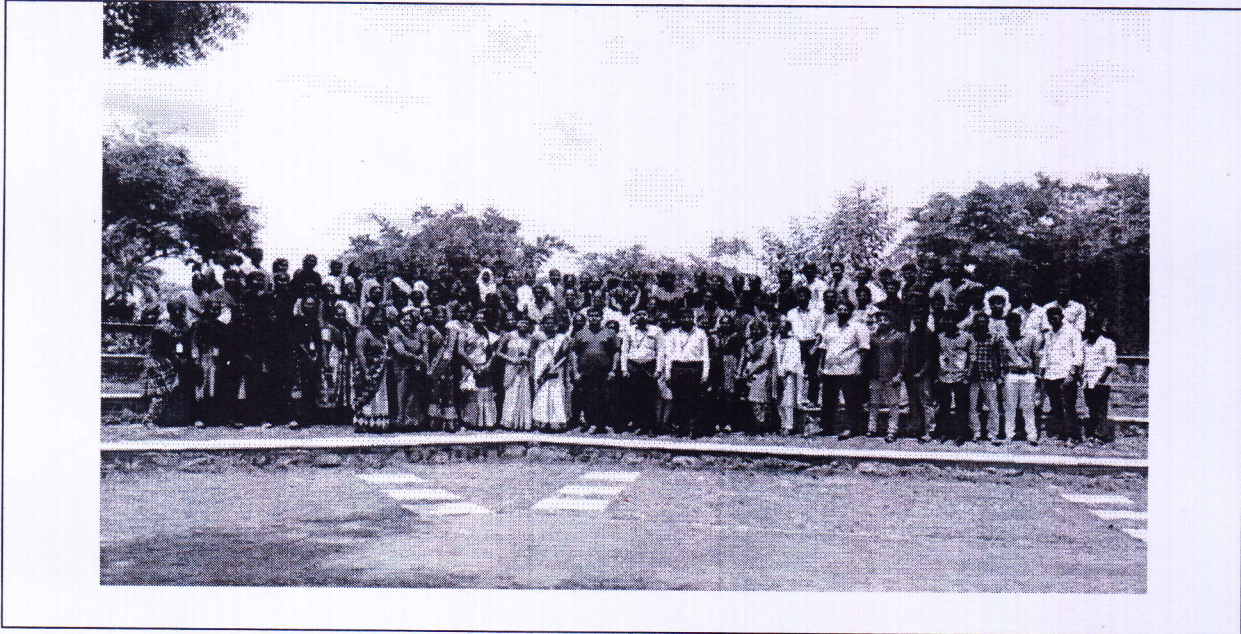
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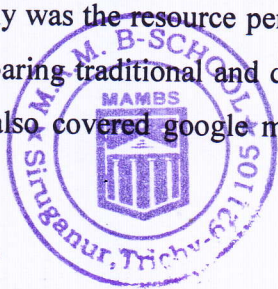


M.A.M. B-School: Rajesh Natarajan, Internet Marketing adviser, speaks on 'Enriching new age skills: Digital marketing,' 11 a.m.



## DIGITAL MARKETING

M.A.M. B-School, a standalone Business School Trichy in association with Yi Club Trichy organized guest lecture entitled "DIGITAL MARKETING" on 13<sup>th</sup> April, 2022. Mr. Rajesh Natarajan, Internet Marketing Adviser, Web Designer, Digital Marketing Agency, INTERNEST, Trichy was the resource person for the programme. The resource person initiated the session by comparing traditional and digital marketing and objectives of digital marketing implementation and also covered google media ads, social media ads with the students. The resource person







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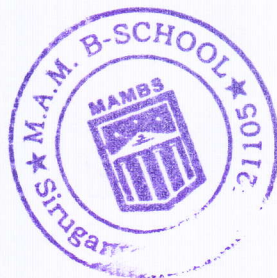
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thrown light on the significance of Digital Marketing as an upcoming  
field to the students as part of his introduction speech. He also



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highlighted the growing importance of internet and mobile technology. He briefed about the various pros of digital marketing like cost effectiveness, overcoming the place barrier etc with the students. The increasing job prospects in the field of digital marketing were pinpointed by the resource person. He explained about several other aspects like freelancing and monetizing blogs in digital marketing platform. He also covered digital marketing trends in 2022 such as Artificial Intelligence, Social Media Shifts (Influence Marketing), Virtual experiences with the students with real time case studies and examples.

Mr. Rajesh Natarajan has deliberated his insights on E-Mail Marketing, Google Ad Word, User Generated Content, and Keywords, What's App, WOM and SMS Marketing. It was indeed a very pragmatic and interactive session which has fostered great learning about digital marketing amongst enthusiastic students. He covered the areas like Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Mobile Marketing, Affiliate Marketing, Content Marketing, scope of Digital Marketing and shared valuable information about the latest trends that prevails in digital marketing and how students can build their career in digital marketing. The entire session was much informative and has opened up a new career avenue for students in the field of digital marketing. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and highlighted that plethora of opportunities that are available in the field of digital marketing in today's digitalized era and shared inputs regarding formulation of various strategies to face the ever challenging corporate world.







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YI CLUB

JUNE 2020 –MAY 2021




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## CAREER OPPORTUNITIES IN FOOD PROCESSING TECHNOLOGY



**YI**  
Young Indians  
WE CAN WE WILL



**YUVA**  
*YI Learning Beyond Education*




**CII**  
Confederation of Indian Industry  
125 Years - Since 1895

### Career Opportunities Series

**YI Trichy Initiative**

**Session on  
Career opportunities  
in Food Processing  
Technology**  
10-10-2020 | 1600 - 1715 Hrs



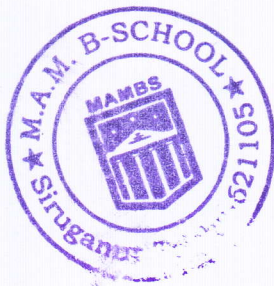
**Dr C Anandharamakrishnan**  
Director,  
Indian Institute of Food Processing  
Technology (IIFPT), Thanjavur

Dr. A. Kanimozhi and Dr. Najma attended the program along with MAMBS Students attended the Yuva online Session on Career opportunities in Food Processing Technology

The speaker of the session will be Dr.C.Anandharamakrishnan, Director, Indian Institute of Food Processing Technology (IIFPT). The session is on 10-October-2020 Saturday from 1600-1715 Hrs.

**Registration**  
<https://forms.gle/XBuZYem3Pd881A3L6>

**Co-Partners**  
**YI Bengaluru YI Chennai YI Coimbatore YI Erode YI Hubli**  
**YI Indore YI Jaipur YI Kolkata YI Madurai YI Mumbai YI Pune**  
**YI Raipur YI Salem YI Siliguri YI Thoothukudi YI Tiruppur**



  
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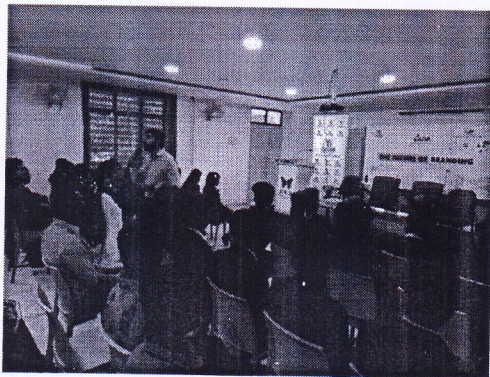
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M.A.M.B-School Student Ms. S. SURYA, II MBA gave rocking Performance in YUVA Leadership Conclave held from 6th to 8th September 2019.

## THE FUTURE OF BRANDING



M.A.M.B-School Organised a special lecture The Future of Branding on 14.11.2019, Mr. Raj Bharat, Immediate Past Chair & Mentor of Young Indians Chennai Chapter Director, ThinkComm Marketing & Media



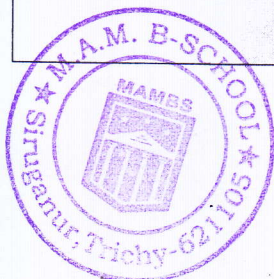
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M.A.M.B-School Cordially Invites you all for a online Seminar session on "Concept of Quality & Profitability Improvement- Current Scenario" on 04-12-2020.

M.A.M.B-School in Association with Young Indians Organised Seminar on " Women Excellence in Entrepreneurship" by Ms. Vinothini Sekar, Entrepreneur & Fashion Designer, Manjal Couture an Online Clothing Brand for Women & Kids and "Women and Law" by "Ms. R. Gokila, Advocate in Trichy Court on 06.03.2020 (Today).

## PHOTOS





M.A.M.B-School Student Association Club organized workshop on "Employability Skills, Leadership Effectiveness & Personality Development" today (15.12.2022) and Dr.M.Mahendran, Director, Training, Placement & Corporate Relations, St.Joseph's College, Trichy was the resource person for the programme. Capturing market share in a highly competitive business world requires extraordinary leadership. But sustaining that success calls for visionary leaders who can outperform today's established players—and outdistance tomorrow's emerging competitors.

**INVITATION**




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**M.A.M B-School Student Association Club**  
cordially invites you for the workshop on:

**'Employability Skills, Leadership Effectiveness & Personality Development'**




**DATE**  
THURSDAY 15, DECEMBER, 2022

**TIME**  
10 AM TO 4 PM

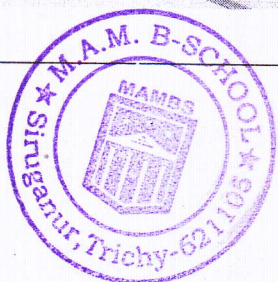
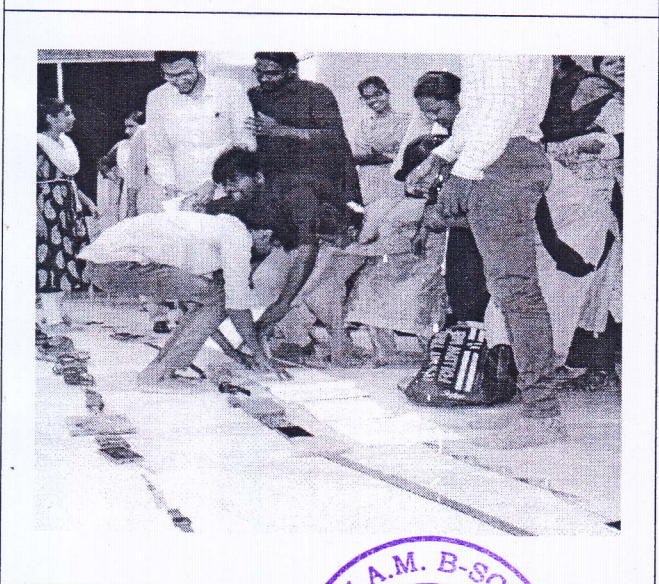
**VENUE**  
NEWTON HALL

**SPEAKER**

**DR. M. MAHENDRAN**  
Director  
Training, Placement & Corporate Relations  
St. Joseph's College, Trichy

Dr. M. Hemalatha  
Director - MAMBS

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





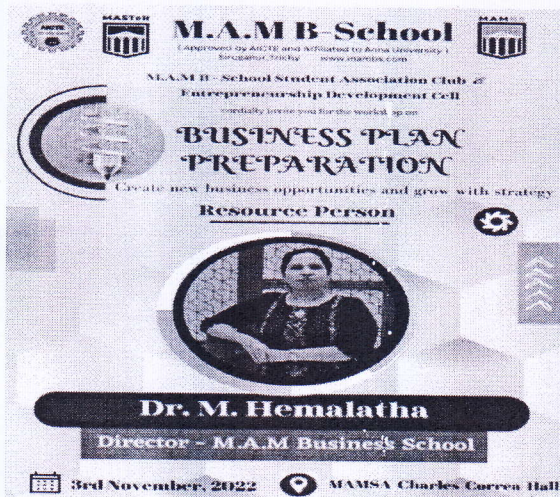
M.A.M.B-School Student Association Club & Entrepreneurship Development Cell jointly organizes workshop on: "Business Plan Preparation" (Create New Business Opportunities and Grow with Strategy) on 03.11.2022.

Resource Person:

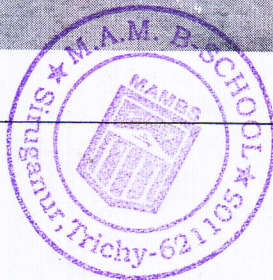
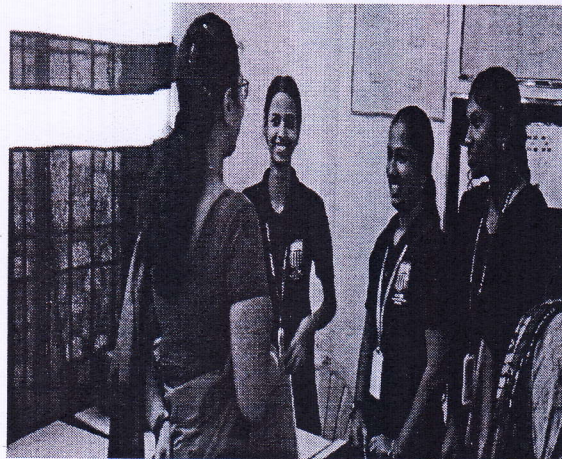
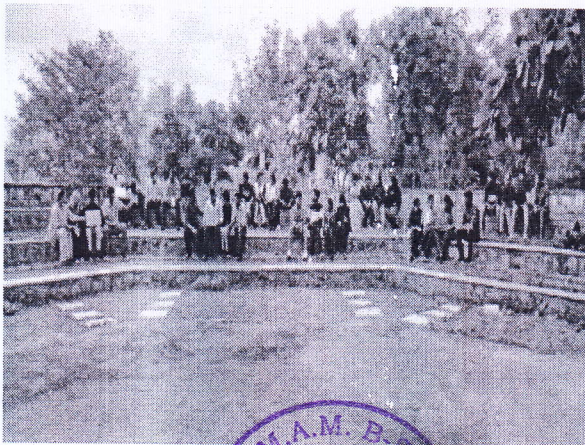
Dr.M.Hemalatha,

Director- M.A.M.B-School.

## INVITATION



## PHOTOS





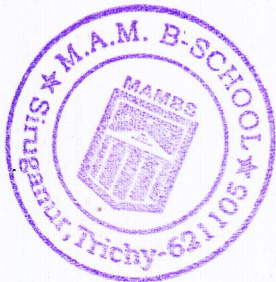
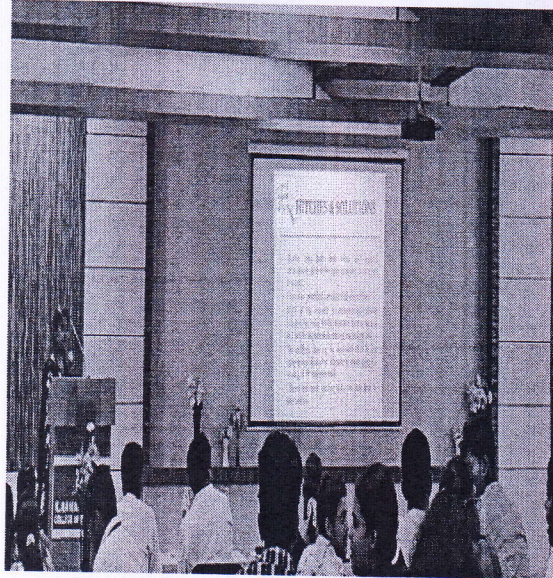
## CONFERENCE PHOTOS AND INVITATIONS

Meha Jabeen, II MBA and Infantena Lourdes Mary. D, I MBA presented papers entitled: "Business Intelligence Conceptual Model for Customer Perspective on Swiggy"; "Business Intelligence Modelling for Measuring the Women Entrepreneurs Business Success" respectively in AICTE sponsored International Conference on Newer Engineering Concepts and Technology-2K22 (ICONNECT 22)" organized by K.Ramakrishnan College of Technology, Trichy today (28.04.22).

Prof.M.Surya, and Dr.R.Jeevarekha

Assistant professor, M.A.M.B-School presented a paper entitled "A Panoramic Study on Neuro Marketing", "Scheduling and Resource Management for Edge Infrastructure" in International Conference on Edge Computing (ICEC 2022), organised by Department of Computer Science and Engineering, M.A.M. College of Engineering ,Trichy today (28.04.22).

### PHOTOS



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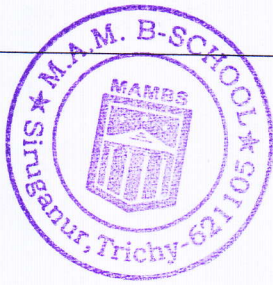
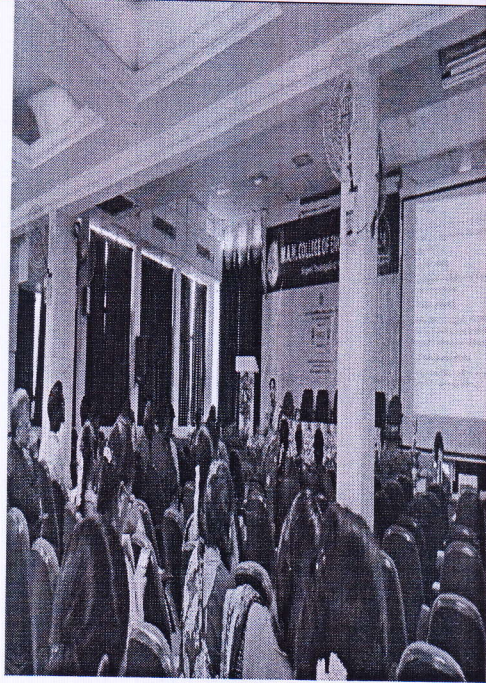
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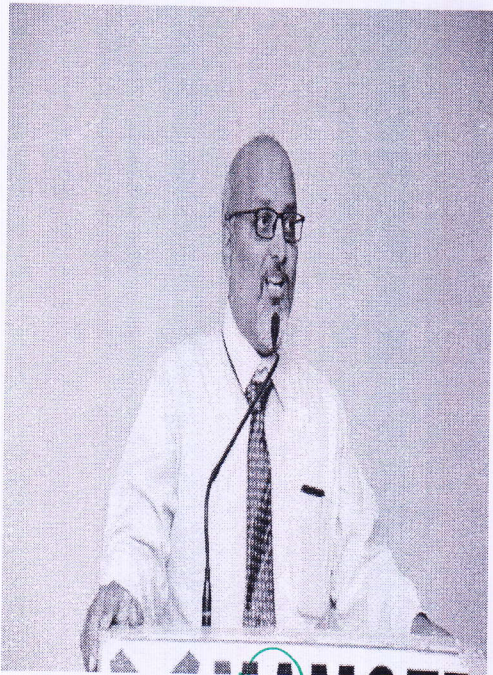
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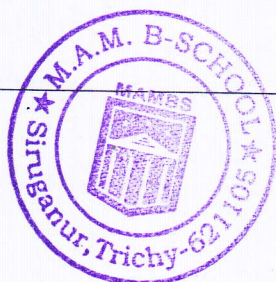
M.A.M. B-School organised "3rd NATIONAL CONFERENCE ON APPLICATIONS OF MANAGEMENT RESEARCH IN SOCIAL SCIENCE, ENGINEERING AND TECHNOLOGY NCAMRSSET 2019" on 25-01-2019 (Friday) — Jimmy Carter Dear Well-wishers, With all your blessings we have organized second "National Conference on Applications of Management Research in Social Science, Engineering and Technology" on 25.01.2018. Seven Volumes of Proceedings with ISBN has been released by Prof. Sridhar Natarajan, Dean, Chennai Business School and he delivered the Inaugural Address.

Dr. S.N. Ragavendra, Associate Professor, BIM delivered the Valedictory address. We have received 245 papers from various states Dear Well-wishers,

We cordially invite you on behalf of the Management, Faculty and Students for the Second National Conference to be held on 25th January 2018 (Thursday).

## PHOTOS

  <p>We cordially invite you on behalf of the Management, Faculty and Students for the Second National Conference to be held on 25<sup>th</sup> January 2018 (Thursday).</p> <p><b>Second National Conference on Applications of Management Research in Social Science, Engineering and Technology (NCAMRSSET 2018)</b></p> <p><i>Chief Guest</i> Inauguration (9.30 a.m.)</p> <p><b>Prof. Sridhar Natarajan</b> B.Tech (IT) Kharagpur, PGDMM (Finance &amp; Systems) IIM Bangalore Dean, Chennai Business School (CBS)</p> <p><i>Chief Guest</i> Valediction (3.00 p.m.)</p> <p><b>Dr. S.N. Ragavendra</b> Associate Professor Bharathidasan Institute of Management (BIM)</p> <p><i>Soliciting your august presence.</i></p> <p>Dr. P. Subburethina Bharathi B.E., MBA, M.P.M., D.S., PDAM, PGDMM, D.L.M., Ph.D. Director - MAMBS</p> <p>Mrs. Fathima Bathool Maluk MBA, M.P.M. (H.M.A.), M.P.M. (S.D.) Secretary and CEO - MASTeR GI</p>	
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**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy-621105





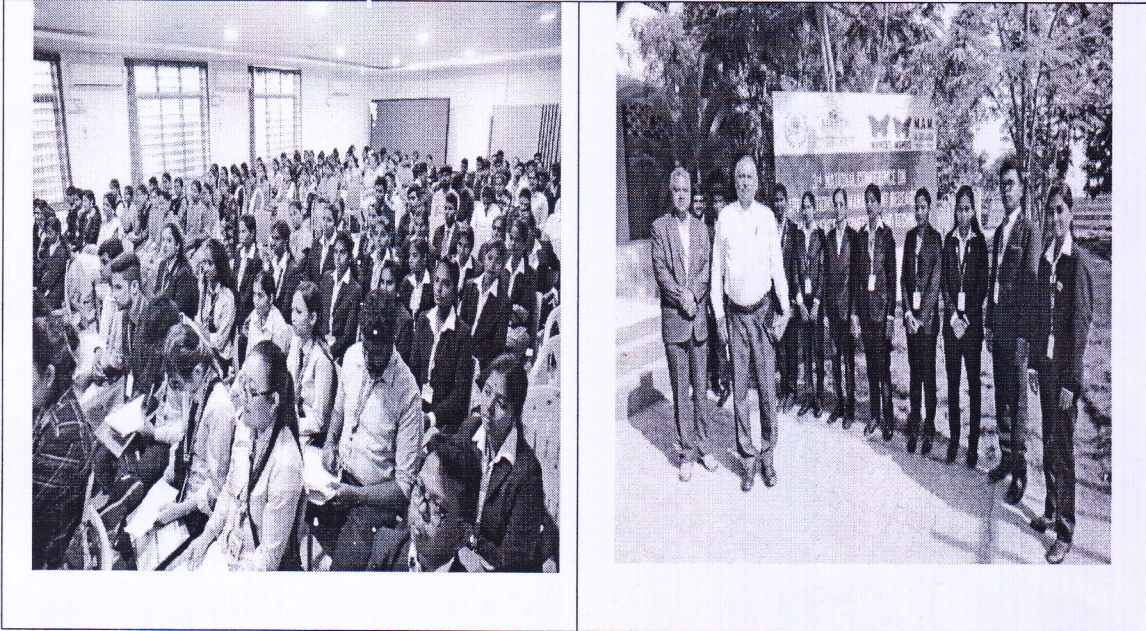
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Dear Professor/Students,

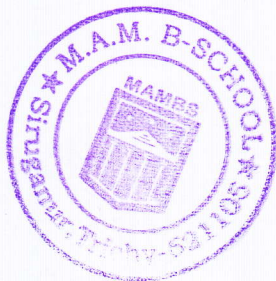
M.A.M. B-School is organizing a National Conference on Research Paradigm in Social Science (NCRPSS 2017).

We have enclosed the call letter and author guidelines for your kind reference.

In this regard we welcome your research articles for presentation and publication.

Thank you.

Date: 14.03.2017 (Tuesday)







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## PHOTOS

Mode of Payment  
Through Demand Draft/NEFT/RTGS in  
favour of "M.A.M. B-School Association"  
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Account Number: 6458021109000291  
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### REGISTRATION FORM

Name :  
Designation :  
Department :  
Institution :  
Phone Number :  
E-Mail ID :  
Title of the paper :

Category :  
Industry / Academician / Research Scholar  
/ Students

DD No. & Date :  
Bank :

DD has to be drawn in favour of "M.A.M. B-  
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Date :

Signature :

Accommodation will be arranged in the  
hostel on request on or before 08-03-2017

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Patron  
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Chief Executive Officer

Convener  
Dr. P. Subburethina Bharathi  
Director-MAMBS

Organizing Secretary  
Prof. R.V. Palanivel

Conference Co-ordinators  
Prof. D. Asokk  
Prof. R. Anbarasan

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Prof. J. Chandrabhatan  
Prof. A. Aldrin Srihar  
Prof. S. Shanmugam  
Prof. R. Jimmy Carter  
Prof. Mercy Jenita Vincent  
Prof. Caroline Josephine Vankalathra  
Prof. J. Inigo Papa Vinodhan

FOR FURTHER INFORMATION CONTACT  
Prof. R.V. Palanivel - +91 98526 81396  
Prof. D. Asokk - +91 91598 63126  
Prof. R. Anbarasan - +91 96003 18680  
E-Mail: programs@mambs.com

NATIONAL CONFERENCE  
ON  
RESEARCH PARADIGM IN  
SOCIAL SCIENCE  
NCRPSS 2017

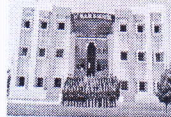
14.03.2017 (Tuesday)



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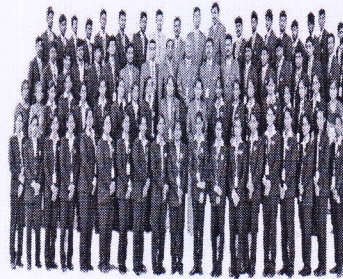
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National Conference on  
Research Paradigm in Social Science (NCRPSS-17)  
March 14<sup>th</sup> 2017 (Tuesday)

### Important Dates

Last Date for submission of Abstract: 03-03-2017  
Acceptance & Notification of Abstract: 06-03-2017  
Last date for submission of full paper & Payment of Registration Fees: 08-03-2017



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E-mail: programs@mambs.com  
www.mambs.com

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Director & Correspondent

#### PATRON

Ms. Fathima Bathool Malik

Chief Executive Officer

#### CONVENER

Dr. P. Subburethina Bharathi

Director-MAMBS

#### ORGANIZING SECRETARY

Prof. R.V. Palanivel

#### CONFERENCE CO-ORDINATORS

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Prof. R. Anbarasan

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Prof. Mercy Jenita Vincent

Prof. Caroline Josephine Vankalathra

Prof. J. Inigo Papa Vinodhan

#### CONTACT

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Prof. D. Asokk 9159863126

Prof. R. Anbarasan 9600318680



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## **Corporate Social Responsibilities Activities**





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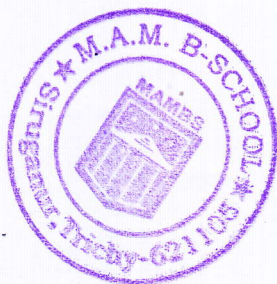
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## 2021-2022

The Faculties of M.A.M B-School organises the Career Guidance Program in the below colleges as a part of the activities done through its Corporate Social responsibility vision. This year we touched more than 1500 students' minds through our guidance program.

### CAREER GUIDANCE PROGRAM 2021-2022

S.No	Date	Name of the college	No of Students attended
1	15-09-2021	Government College for Women, Kumbakonam	126
2	26-10-2021	Holy Cross College, Trichy (B.Com)	111
3	27-10-2021	Annai College of Arts & Science, Kumbakonam	166
4	28-10-2021	Rajah Serfoji Government College, Thanjavur	132
5	01-11-2021	St. Joseph's college, Trichy (BBA)	74
6	17-11-2021	Thiruvalluvar Arts & Science College, Cuddalore	112
7	03-12-2021	SRM Arts and Science College, Trichy	18
8	09-12-2021	Holy Cross College, Trichy (BBA)	240
9	15-12-2021	Bharathidasan University Constituent College- Inamkulathur	95
10	13-12-2021	Government College for Women, Kumbakonam	59
11	13-12-2021	A.V.V.M Sri Pushpam College, Poondi, Thanjavur	204
12	17-12-2021	Government Arts and Science College, Ariyalur	89
13	20-12-2021	Sri Sankara Arts & Science College, Kumbakonam	83
		<b>Total</b>	<b>1509</b>





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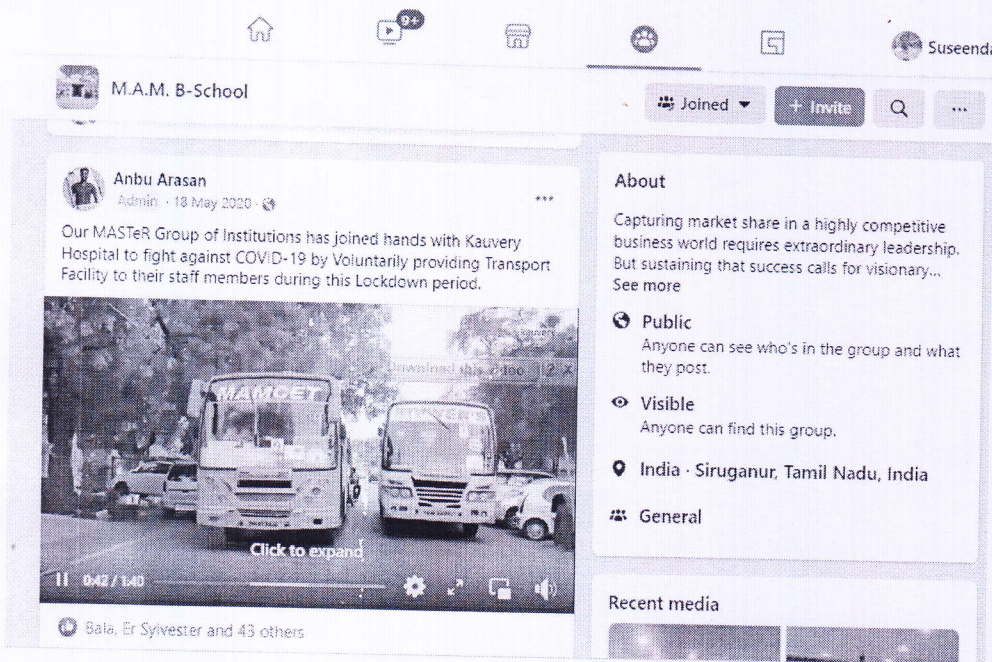
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## 2020–2021

1. Our MASTeR Group of Institutions has joined hands with Kauvery Hospital to fight against COVID-19 by Voluntarily providing Transport Facility to their staff members during this Lockdown period.





# M.A.M. B-SCHOOL

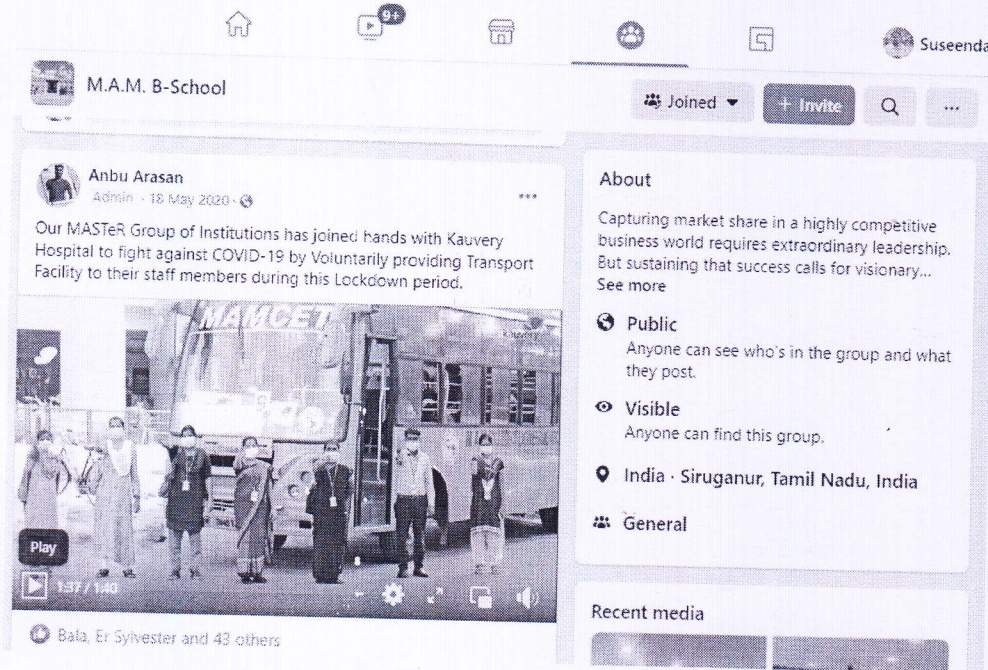
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2. The Faculties of M.A.M B-School organises the Career Guidance Program in the below colleges as a part of the activities done through its Corporate Social responsibility vision. This year we touched more than 1500 students' minds through our guidance program.

## CAREER GUIDANCE PROGRAM 2020-2021

S.No	Date	Name of the college	No of Students attended
1	09-02-2021	Bharathidasan University Constituent College- Veppur	73
2	09-02-2021	Holy Cross College, Trichy	232
3	25-02-2021	Swami Dayandha college of Arts & Science, Kumbakonam	227
4	25-02-2021	Sri Sankara Arts & Science College, Kumbakonam	57
5	26-02-2021	St. Joseph's college, Trichy (BBA)	39
6	01-03-2021	National College, Trichy	130
7	03-03-2021	Government Arts College, Thuvakudi, Trichy	36
8	04-03-2021	St. Joseph's college, Trichy (B.Com)	106



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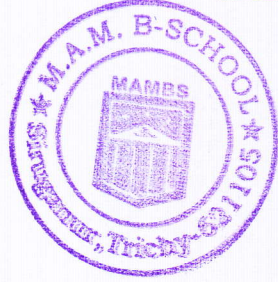
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9	05-03-2021	Government Arts and Science College, Ariyalur	55
10	10-03-2021	Sri SengamalaThayaar, Thiruvarur	210
11	11-03-2021	Sri SengamalaThayaar, Thiruvarur	210
12	11-03-2021	Government College for Women, Kumbakonam	99
13	12-03-2021	Bharathidasan University Constituent College- Inamkulathur	72
14	22-03-2021	Krishnaswamy College of Science, Arts & Management for Women, Cuddalore	68
15	22-04-2021	SRM Arts and Science College, Trichy	13
		<b>Total</b>	<b>1597</b>





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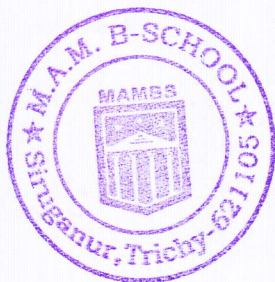
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## 2019-2020

1. MASTeR Group of Institutions in Association with Win news channel conducted WIN NEET Quiz program for the higher secondary students as a CSR activity at our campus today (28.11.2019). Around 200 school students and 65 teams participated in the event. 1st Prize won by Srirangam Boys Hr. Sec. School, 2nd Prize won by SRV Hr. Sec. School and the Overall Championship has been bagged by SavithriVidhyalayaHr.Sec. School. Winners of the event has been Awarded by Mrs. FATHIMA BATHOOL MALUK, Secretary & CEO of MASTeR Group of Institutions.





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2. Prof. Jimmy Carter along with our 10 First Year MBA Students of M.A.M.B-School Voluntarily Supported the Exclusive Job Fair for Differently Abled held on 17th November 2019 at St.Joseph's College, Trichy.





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WE ARE YOUR **Voice**

IN ASSOCIATION WITH **DDU-GKY**

## HEARTIEST WELCOME TO EXCLUSIVE JOB FAIR FOR DIFFERENTLY ABLED

DATE: 17<sup>th</sup> NOVEMBER 2019 | TIME: 8.30 AM TO 9.30 AM

ST. JOSEPH'S COLLEGE  
NEPAL CHURCH ROAD, SIRUGANUR, TRICHY

SPONSORS: TRIVENI, JOKER FIBER, and others.

### THANK YOU VOLUNTEERS FOR YOUR SUPPORT

**DOYARA LIVE T LIFE** #WeAreYourVoice #JobFair #17Nov2019 #Trichy

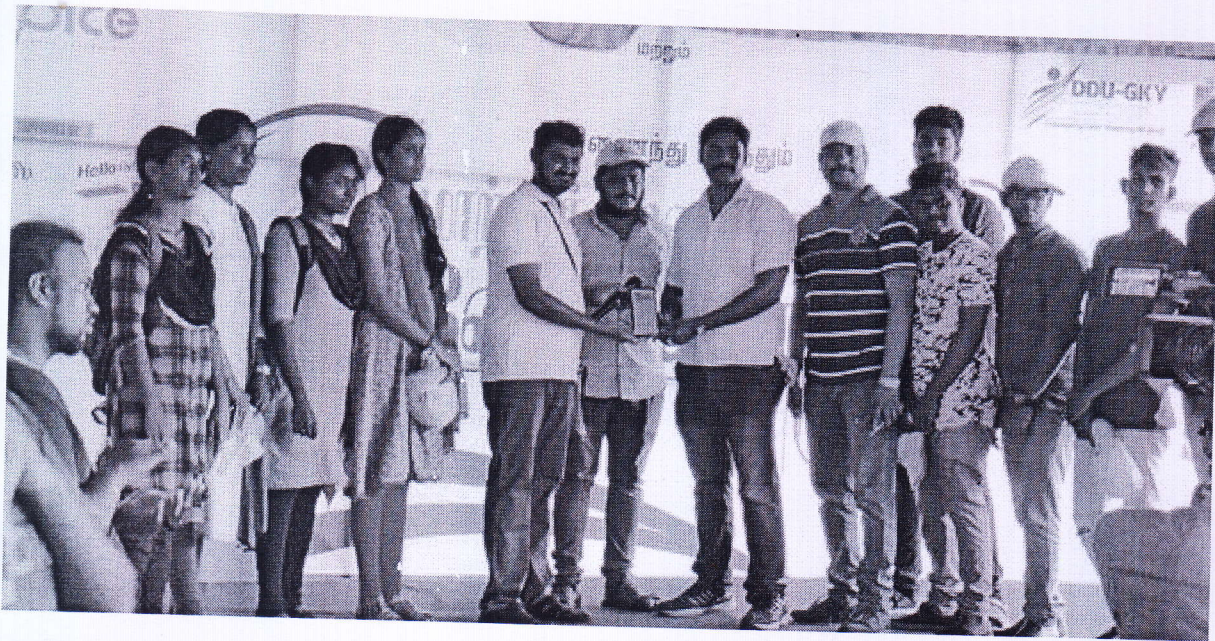




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## 2018 - 2019

1. MAMBS jointly Organised a Mega Voter Awareness Campaign (17 Programmes in Three Days on March 25th, 26th & 28th 2019) in various places of Tiruchirappalli District with District Administration and Youth Exnora International. 400 Students of MAMBS & MAMCET collectively stood for this human chain and campaign to create the awareness for voters.

### DISTRICT ADMINISTRATION, TIRUCHIRAPPALLI MEGA VOTER AWARENESS CAMPAIGN



YOUTH EXNORA INTERNATIONAL  
STUDENTS' EXNORA



MASTeR GROUP OF INSTITUTIONS



MASTeR

MASTeR GROUP OF INSTITUTIONS

**M.A.M. COLLEGE OF ENGINEERING AND TECHNOLOGY  
M.A.M. SCHOOL OF ARCHITECTURE / M.A.M. B-SCHOOL**  
Siruganur, Tiruchirappalli - 621 105

We cordially invite you for the Inauguration of Mega Voter Awareness Campaign (17 Programmes in Three Days on March 25<sup>th</sup>, 26<sup>th</sup> & 28<sup>th</sup> 2019) in various places of Tiruchirappalli District

Chief Guest

**Mr. S. SIVARASU I.A.S.,**  
District Collector, Tiruchirappalli

Will Inaugurate the First Campaign at Central Bus Stand on 25.03.2019 - 9.30 am

Guest of Honour

**Mrs. T. SANTHI**  
District Revenue Officer, Tiruchirappalli

All R.D.Os and Thasildars of Tiruchirappalli

Felicitations

**Mrs. FATHIMA BATHOOL MALUK**  
Secretary and CEO, MASTeR Group of Institutions, Tiruchirappalli

*Soliciting your august presence*

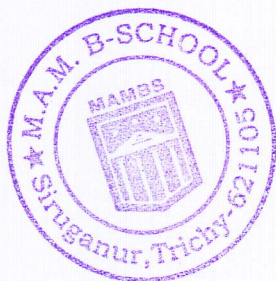
**Mr. P. Mohan**

Founder, Youth Exnora International  
Tiruchirappalli/Tamilnadu

**Dr. P. Subburethina Bharathi**

Director, M.A.M. B-School

### THUMB IMPRESSION CAMPAIGN AND PAMPHLET DISTRIBUTION CENTRAL BUS STAND, TIRUCHIRAPPALLI (25.03.2019)





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## THUMB IMPRESSION CAMPAIGN AND PAMPHLET DISTRIBUTION CHATTIRAM BUS STAND, TIRUCHIRAPPALLI (25.03.2019)

