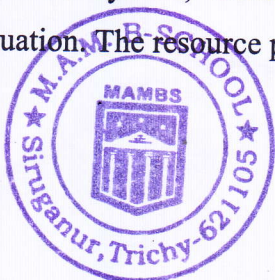


## MENSTRUATION MATTERS



## MENSTRUATION MATTERS –PRESS REPORT

M.A.M. B-School, in association with Women Empowerment Cell jointly organized Guest Lecture on “Menstruation Matters & Inauguration of Menstrual Cafe” on 15<sup>th</sup> September, 2022. Ms.Preethi Damodaran, MHM-Director-GRAMALAYA 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 PCOD and foods to eat during menstruation with



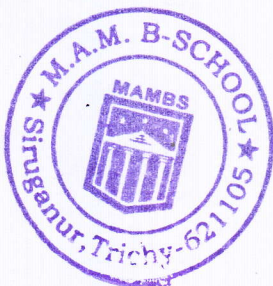
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105



the participants. The resource person also stated sensitizing the participants on various complications arising out of lack of menstrual hygiene.

Ms.Preethi Damodaran focused 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 (MHM). She stated the various government schemes that promote menstrual hygiene among adolescent girls in such a way that results in ensuring hygienic health practices. The resource person also informed that the high level of stress that are faced by young women and highlighted the students to carry out various exercises to keep themselves healthy during their menstruation. The resource person stated that menstruation is a normal and natural part of biological changes and all women need to handle with hygienic manner. 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. Totally 98 Girls attended this session and 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. Ms.M.Akila, Women Empowerment Cell Coordinator, M.A.M.B-School made the requisite arrangements for the programme.

**M.A.M. B-School: Career Guidance Programme on 'Shaping Lives through Education', talk by Dane Reeves, Principal Consultant, EducateMe, 3 p.m.; inauguration of Menstrual Cafe, talk by Preethi Damodharan, Director, Gramalaya, 11 a.m.**







MASTOR  
GROUP OF  
INSTITUTIONS

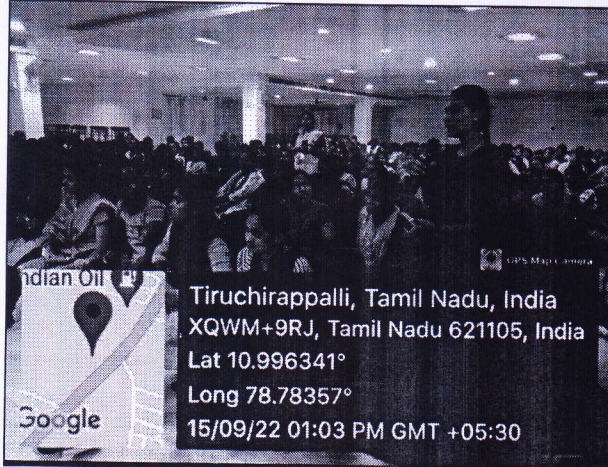
# M.A.M B SCHOOL Siruganur- Trichy-621105

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MAMBS  
BUSINESS  
SCHOOL

TRICHY



## WORK PLACE SEXUAL HARRESMENT



### M.A.M. B-School

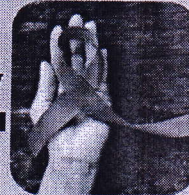
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Women Empowerment Cell & POSH Cell

## WORK PLACE SEXUAL HARASSMENT

FAST FACTS AND STATS  
YOU NEED TO KNOW



**R. Sridevi B.A., B.L.,**

Advocate

Radio Jockey in Suryan FM

Join with us



APRIL 23 | 11 am - 12 pm |



Charles Correa Hall

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

Dr. M. Hemalatha  
Director - MAMBS







**M.A.M B SCHOOL**

**Siruganur- Trichy-621105**

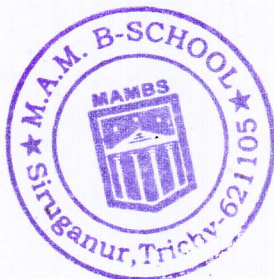
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**WORK PLACE SEXUAL HARASSMENT : FAST FACTS AND  
STATS YOU NEED TO KNOW**



M.A.M.B-School, a standalone Business School, Trichy in association with Women Empowerment Cell and POSH Cell organized guest lecture entitled “Work place Sexual Harassment” on 23<sup>rd</sup> April, 2022. Mrs.R.Sridevi, Advocate, Radio Jockey in Suryan FM, Trichy was the resource person for the programme. The resource person initiated the session by giving information about POSH (Prevention of Sexual Harassment) under IPC Act 354 and 503. She said that in recent times the role of women at workplace has increased tremendously. However, they are vulnerable to harassment in the workplace. The Constitution of India plays a pioneer role in protecting the women from discrimination and ensuring gender justice in the present times. The guest speaker explained about Vishakha guidelines, what constitutes a sexual harassment, method of lodging complaint and the conduct of investigation. She pinpointed on the various circumstances leading to abuse, women’s rights at the work place, the relevant laws and the officials they should report to in case of any adverse situation.

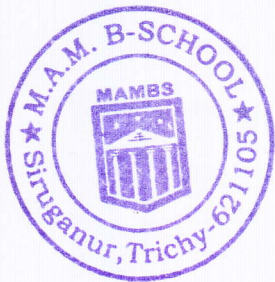
Mrs.R.Sridevi, also informed that in order to curb this problem, the Government of India enacted a law on ‘The Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act, 2013 to ensure safe working place for women and to build enabling work environment. She urged the students to remain alert and fight against the crime. She briefly explained about various provisions related to punishments that can be awarded was highlighted. She also mentioned the laws which supports the female gender. She opined that sexual harassment is a form of violence and discriminatory treatment against women. The session was significant and beneficial thought provoking programme for the students. Totally 283 Students attended this session and Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and emphasized on the importance given to women in the law and also some preventive measures to be taken by all women in all ways and means to ensure the safety aspects of women at society at large.



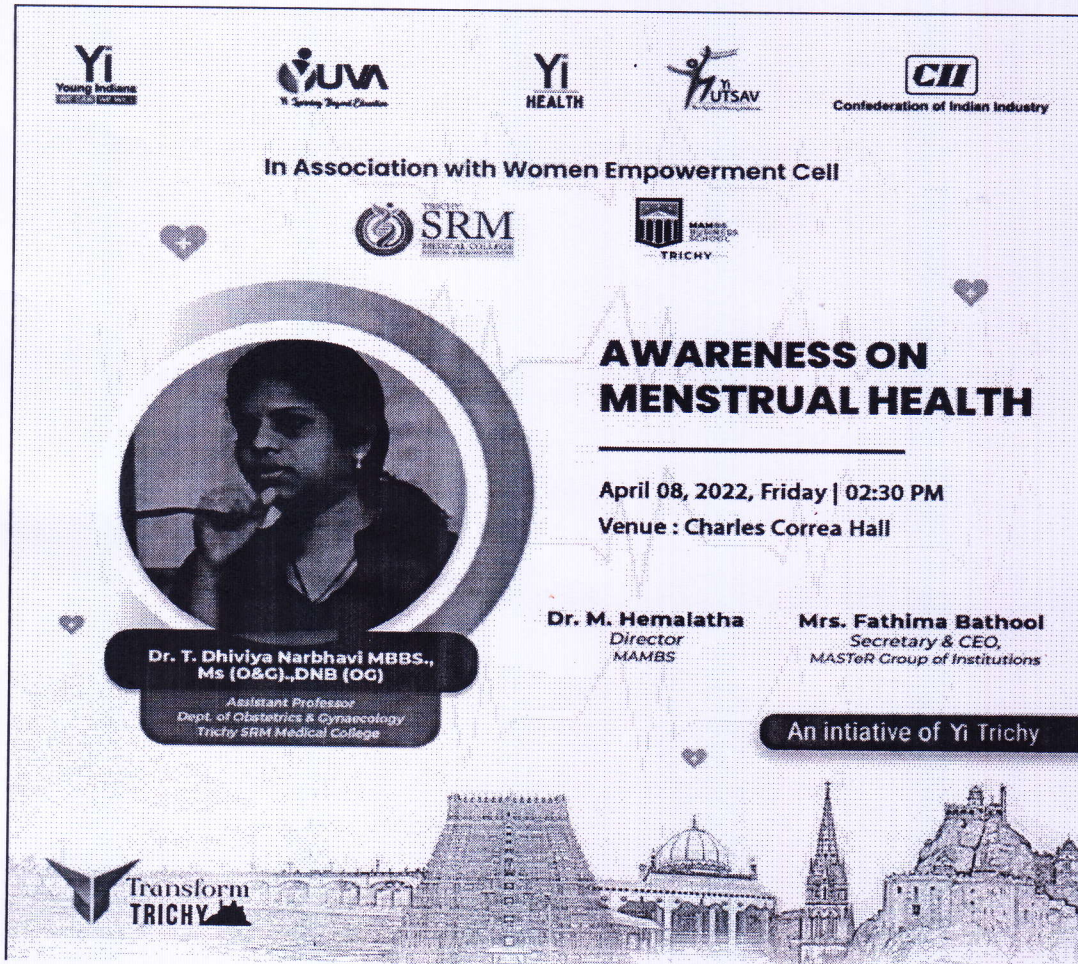




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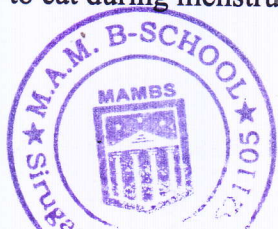




The poster features logos for Young Indians (Yi), YUVA (Youth Beyond Education), Yi HEALTH, Yi Fests (Fests for All), and CII (Confederation of Indian Industry). It is organized in association with the Women Empowerment Cell of MAMBS. The event is presented by SRM Medical College, Trichy, and MAMBS Business School, Trichy. The main title is "AWARENESS ON MENSTRUAL HEALTH". The event is scheduled for April 08, 2022, on Friday at 02:30 PM, at the Charles Correa Hall. The resource person is Dr. T. Dhiviya Narbhavi MBBS., Ms (O&G), DNB (OG), Assistant Professor, Dept. of Obstetrics & Gynaecology, Trichy SRM Medical College. The event is also supported by Mrs. Fathima Bathool, Secretary & CEO, MASTeR Group of Institutions. The poster includes a portrait of Dr. T. Dhiviya Narbhavi and a background illustration of a temple complex. The text "An initiative of Yi Trichy" is also present.

**AWARENESS ON MENSTRUAL HEALTH**

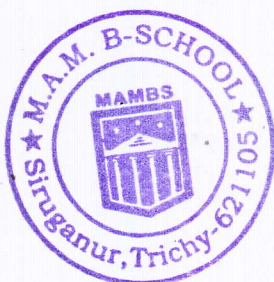
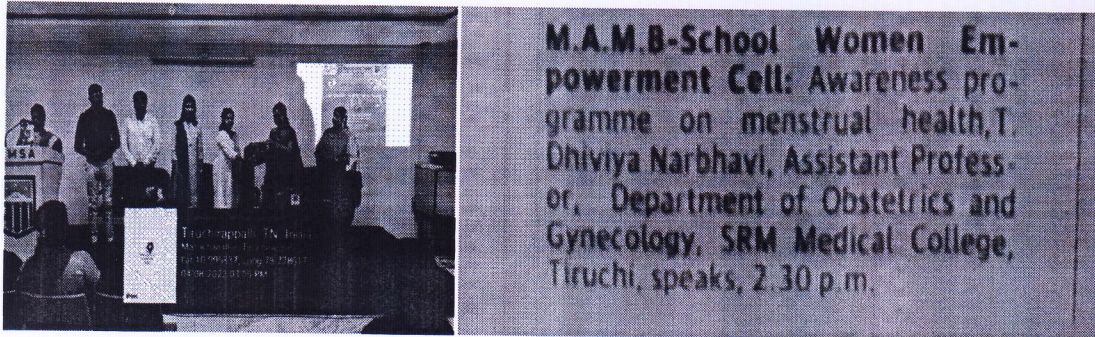
The Women Empowerment Cell of M.A.M. B-School, a standalone Business School, Trichy in association with Yi Trichy and YUVA jointly organized Guest Lecture on “Awareness on Menstrual Health” on 08<sup>th</sup> April, 2022. Dr.T.Dhiviya Narbhavi, Assistant Professor, Department of Obstetrics and Gynaecology, 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.



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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 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. Totally 165 Girls attended this session and 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.







**WOMEN & CHILD SAFETY RIGHTS ACTS**

Ms.Iris Rinaldi.F, Assistant Professor, M.A.M.B-School and I MBA students attended "Women & Child Safety Rights Acts" program organized by THE 1234 FOUNDATION through virtual platform on 20/03/2022 and Gr. P.G.Rajan, Gr.Oudaya Coumarin and Mr. P.Mohan was the resource persons for the program.



**THE 1234 FOUNDATION**  
 CORDIALLY INVITS YOU !!  
**WOMEN & CHILD SAFETY RIGHTS, ACTS**  
 THR'O  
**ZOOM MEETING**  
 ON 20.03.2022 @ 6.30 PM TO 7.30 PM

**GR Oudaya Coumarin**  
 Administrerr. Empowerment.

**GR P.Mohan**  
 Administrerr. Liaison

MEETING ID: 895 8763 0632    PASSCODE:12234

Close

Participants (21)

Q Search

- |    |                            |  |  |
|----|----------------------------|--|--|
| IM | Iris MAMBS (me)            |  |  |
|    | The 1234 Foundation (Host) |  |  |
|    | GR P.G.RAJAN (Co-host)     |  |  |
| GO | GR. OUDAYA. (Co-host)      |  |  |
| GP | GR. P.MOHAN (Co-host)      |  |  |
|    | murugesan k.p (Co-host)    |  |  |
| AM | Aparna MAMBS               |  |  |
| GA | Gr Ananthakrishnan         |  |  |
| G  | Gr Kannapiran              |  |  |
| GM | Gr M.Sasikala              |  |  |

Invite





## WOMENS DAY CELEBRATION



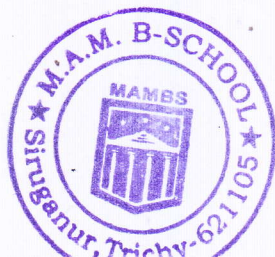
The poster features the logos of Master Group of Institutions, JCI (India since 2009), and M.A.M.B-SCHOOL. It states the event is approved by AICTE and affiliated to Anna University. The event is titled 'WOMEN EMPOWERMENT CELL' and invites all for a Women's Day Celebration on 7th March, 2022, from 10.00 am to 12.30 pm at Charles Correa Hall. Five guest speakers are listed with their photos and professional details.

**WOMEN EMPOWERMENT CELL**  
Invites you all for the Women's Day Celebration on  
**7th March, 2022 | 10.00 am to 12.30 pm**  
Venue: Charles Correa Hall

 Guest Speaker Mrs. R. Nandhini Entrepreneurs ISP and Security Solutions & Franchise Green Trends Unisex	 Guest Speaker Dr. M. Gowri Proprietor Gowri Parvathi Silks & iGrow & Gowri IMPEX	 Guest Speaker Mrs. M. Rajamaheswari Managing partner Jayem Industries Engineering Fabricators
 Dr. M. Hemalatha Director - MAMBS	 Mrs. Fathima Bathool Secretary & CEO -Master Cl.	

## WOMEN'S DAY CELEBRATION

The Women Empowerment Cell of M.A.M. B-School, a standalone Business School, Trichy in association with Junior JAYCEE Wing organized "Women's Day Celebration" on 07<sup>th</sup> March, 2022. Mrs.R.Nandhini, Entrepreneur, ISP and Security Solutions & Franchise Green Trends Unisex, Dr.M.Gowri, Proprietor, Gowri Parvathi Silks & iGrow & Gowri IMPEX, Mrs.M.Rajamaheswari, Managing Partner, Jayem Industries Engineering Fabricators were the guest speakers for the programme and delivered key insights of rationale behind the celebration of Women's day. Mrs.R.Nandhini initiated about womanhood and pays tribute to the indomitable spirit of women across the globe. Mrs.R.Nandhini shared that all women need to have the urge and passion in order to do something new and better that shall bring about a meaningful form of living the life progressively as well as inspiring in the way things are done and the crucial role played by women for the holistic up liftment of nation.





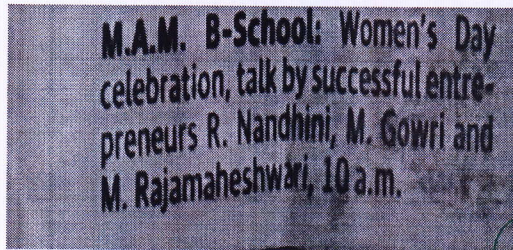


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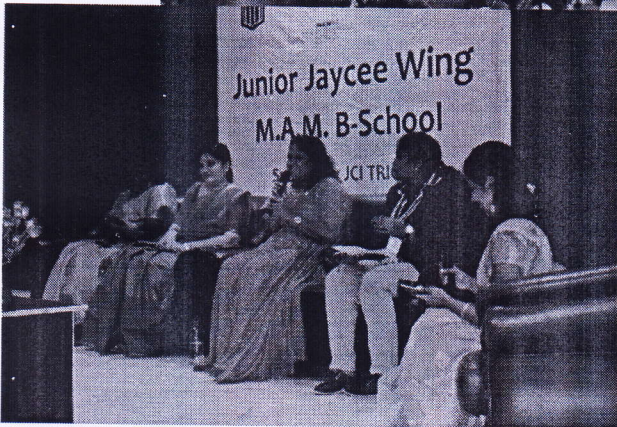
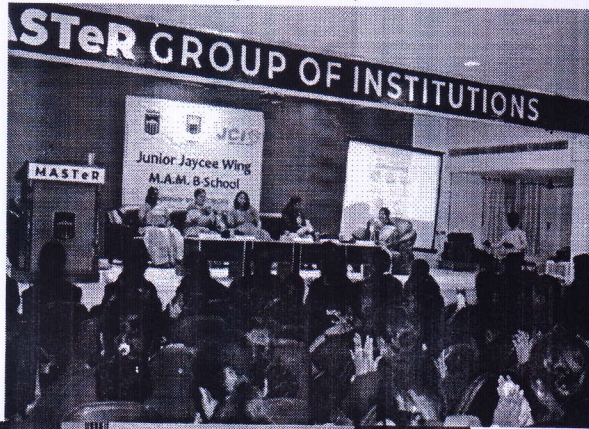


Dr.M.Gowri stated that this day brings many things for women – a cause for celebration, a reason to pause and re-evaluate a remembrance, an inspiration and a time to honour, admired and loved in all ways and means. Dr.M.Gowri pointed out that there need to be a balance between career and family and without a family support a women can't achieve success. Mrs.M.Rajamaheswari also stated that women need to know their rights and privileges to defend themselves and need to have focus and strong determination to face the ever challenging corporate world with courage. Mrs.M.Rajamaheswari stated various significant challenges faced by women in society and recalled the sacrifices made by women and their selfless contributions towards societal as well as nation's development by and large. Mrs.M.Rajamaheswari also highlighted that all girl students need to celebrate every day as a women's day. As part of the programme, there was a panel discussion by the students on plethora of entrepreneurial opportunities and challenges faced by them as part of their entrepreneurial journey and also covered challenges faced by women in 21<sup>st</sup> century with real time examples. The guest speakers shared their valuable insights during the session and it was much thought provoking to the budding managers at large. Totally 287 Students attended this session and Dr.M.Hemalatha, Director, M.A.M.B-School graced the occasion and stated that it is a day on which all women come together to celebrate, and to recognize the hope, aspirations and empowerment of women. Junior Jaycee Wing students representatives of M.A.M.B-School made the requisite arrangements under the guidance of Ms. F.Irish Rinaldi, Junior JAYCEE Coordinator, M.A.M. B-School for the programme.

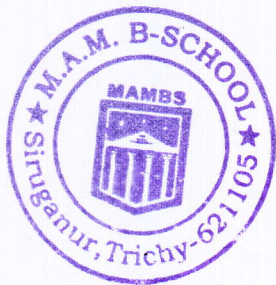


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M.A.M. B-School wishes you all a Happy Women's Day by organizing "Women Leaders Conclave" session at M.A.M. B- School, 10 am.



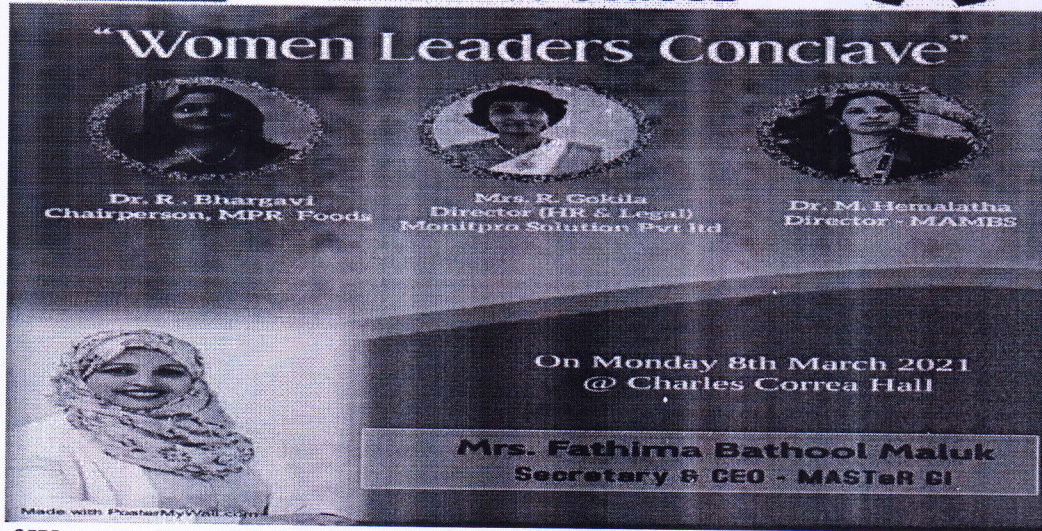




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**M.A.M**  
**BUSINESS SCHOOL**



On the eve of Women's Day Celebration: The following students delivered a speech on Women's Empowerment. Ms. R. Sugapriya (I-MBA) Ms. N. Kanimozhi (I-MBA) Ms. T. Keerthana sri (I-MBA) Ms. G. Kiruthika (I-MBA)



**INTEGRAL DEVELOPMENT**



*[Signature]*  
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MAMBS  
M.A.M. BUSINESS  
SCHOOL (Tamil Nadu)



## *Integral Development*



**Guest Speaker**  
**Mrs. Leema Peter**  
**Psychologist**

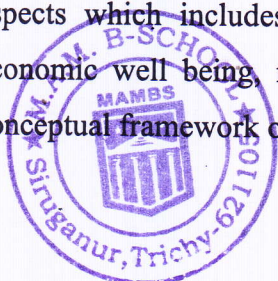
6th October, 2021 | 10 a.m to 1.00 p.m

Venue : Newton Hall

### **Integral Development**

M.A.M. B-School, a standalone Business School in Trichy organized “Integral Development” on 06<sup>th</sup> October, 2021. 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 overview of integral development aspects. Mrs.Leema Peter, A leading renowned Psychologist was the guest speaker for the programme and delivered a session on “Integral Development”. She informed the students to identify their inner self through self introspection and excel in their career.

The chief guest discussed on by highlighting that Integral Human Development is the holistic development of the human person, covering all aspects of life: social, economic, political, cultural, personal and spiritual. It promotes the dignity of the human person, equality between every individual and the common good of all people in the community. She pinpointed that integral growth is pivotal with respect to fostering self-awareness, conscious leadership, collaboration and innovative organizational practices so that every individual may flourish and thrive, together, in today's ever challenging world. She encapsulated the integral development aspects which includes life with dignity, peaceful relationships with each other, sustained economic well being, resilience, power of influence and independence etc. She covered the conceptual framework of integral development which is universal way of thinking about,







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**WOMEN SPORTS DAY**

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 Siruganur, Tiruchirappalli, Tamilnadu - 621105  
 www.mambs.com, +91 94431 33385  
 In association with M. A. M. B-School Student Association Club

**12 Years Of Excellence**

**ANNUAL DAY ACHIEVERS DAY SPORTS DAY**

We cordially invite you for the **CELEBRATION 2022**

**Chief Guest**  
**Dr. B. MURUGANATHAM**  
 Registrar, MASTeR Group of Institutions

**Saturday, 11.06.2022, 11:00 am**  
**Venue : Newton Hall, MAMCEI**

**Mr.S.Senthilkumar**  
 Convener-Sports Day  
**Dr. M. Hemalatha**  
 DIRECTOR, MAMBS

**Mrs.M.Surya**  
 Convener-Annual Day&Achievers Day  
**Mrs. Fathima Bathool Malik**  
 Secretary & CEO, MASTeR G.I

**ANNUAL DAY ACHIEVERS DAY AND SPORTS DAY CELEBRATION**

M.A.M. B-School, a standalone Business School Trichy in association with Students Association Club organized one day workshop on Annual day, Achievers day and Sports day on 11<sup>th</sup> June, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering by highlighted that like every year, this year also our college organized this programme with the grand splendour even after 12 years of excellence. She also encouraged the students with her motivational speech by saying that it is very important and everyone need to focus both academic as well as extracurricular activities in all ways and means. She opined that participation of these sort of activities, during college life, keep the students more positive, fresh, energetic and go a long way in making them more productive. There were various sports which includes the







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events 400 meters, 4\*100 meters relay, 100 meters, 200 meters, disc

throw and short put and also cricket, volley ball and throw ball games. The various cultural events were also performed by the students that includes solo dance, group dance, solo singing, group singing, mime, ad-zap and whatsapp war were performed by the students as part of the programme.

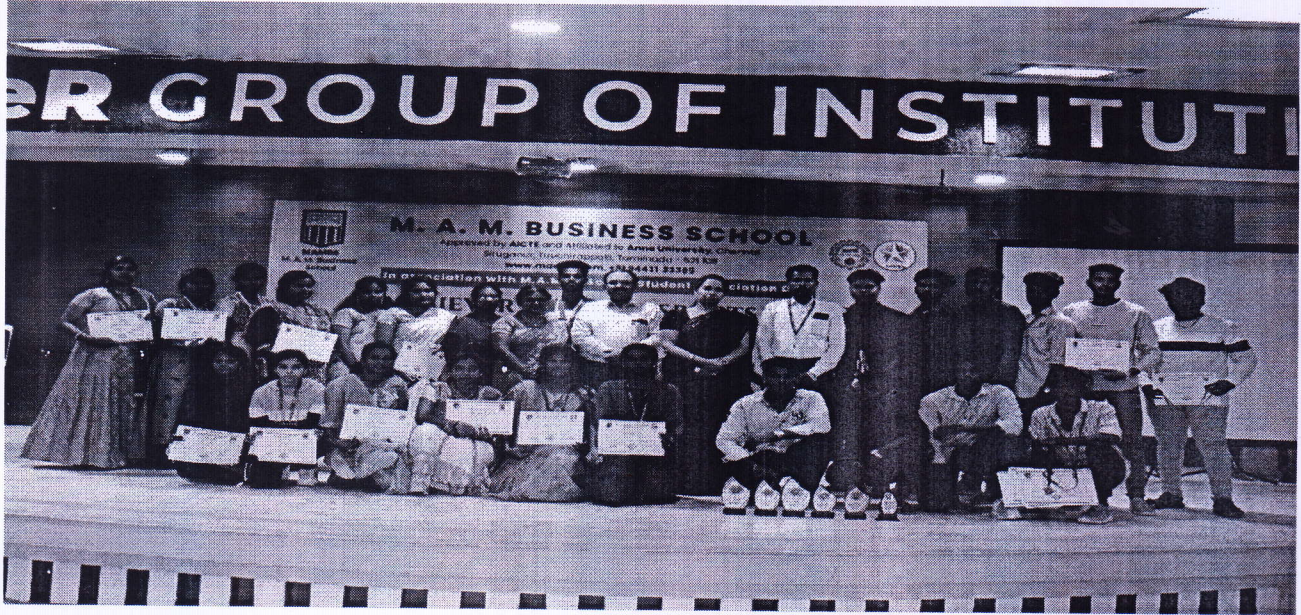
Dr.B.Muruganantham, Registrar, MASTeR Group of Institutions was the chief guest for this programme and he encouraged the students by informed that this is an occasion of celebration, felicitation, feast and festivity when students present not only their wonderful performances but also receive honours for their curricular and extra-curricular achievements. He informed that the strong will and determination are the essential requirements to attain success. He also stated the importance of sports by highlighted that participation in sports will not only help them to improve their physical health but will also give them the mental energy to cope and study well. The chief guest also pinpointed that all the students were very much excited after all this was the time to enjoy beyond their studies. The certificates, medals and prizes were also given to the academic toppers and students who won prizes in various cultural and sports events. Mr.S.Senthil kumar, Convener-Sports Day and Mrs.M.Surya, Convener-Annual Day & Achievers Day made the requisite arrangements for the programme, more than 110 Students participated in this programme and Dr.M.Hemalatha, Director, M.A.M.B-School immensely applauded the winners and achievers in both academia and extra-curricular aspects.







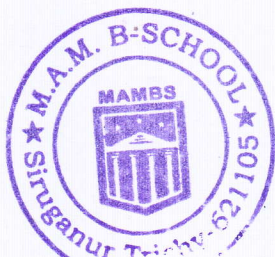
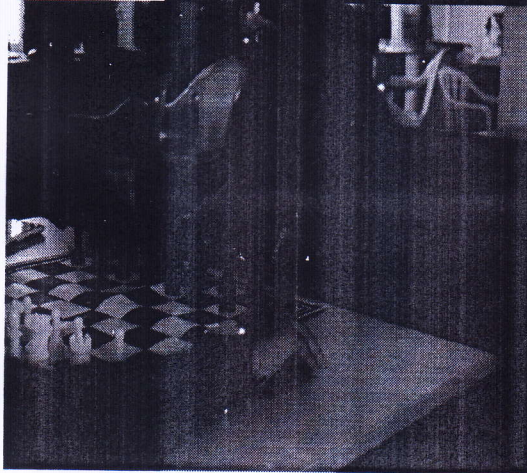
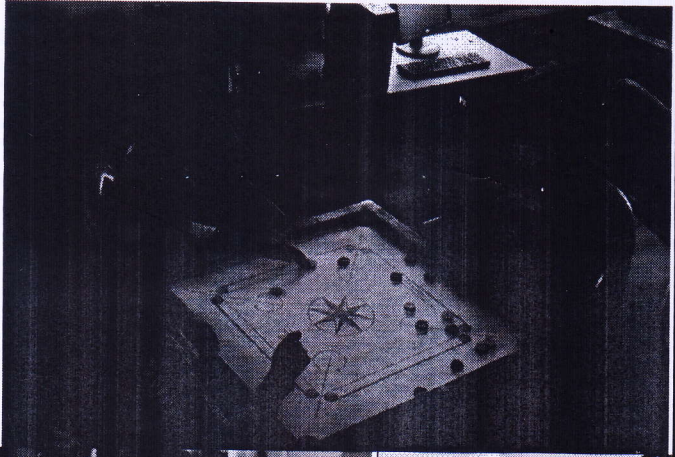
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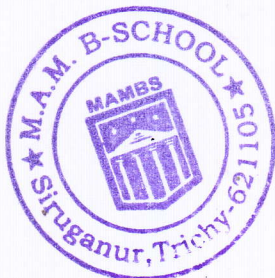
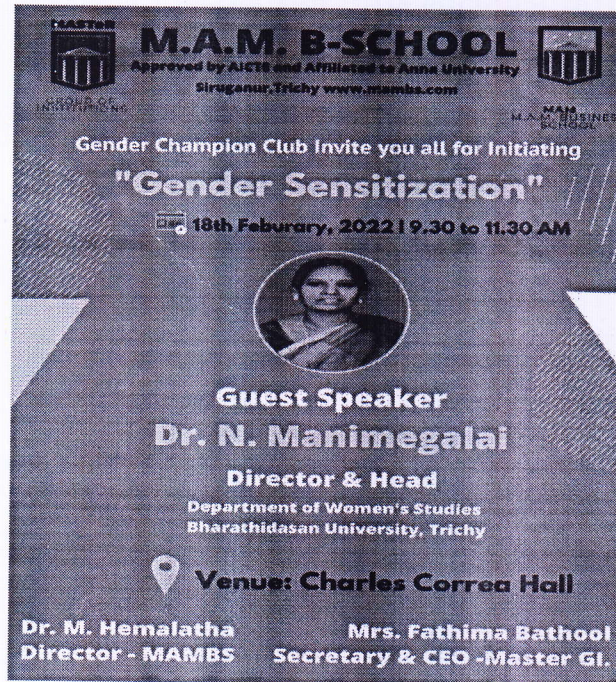


On the eve of Women's Day Celebration: The following students delivered a speech on Women's Empowerment. Ms. R. Sugapriya (I-MBA) Ms. N. Kanimozhi (I-MBA) Ms. T. Keerthana sri (I-MBA) Ms. G. Kiruthika (I-MBA)



### GENDER SENSITIZATION

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







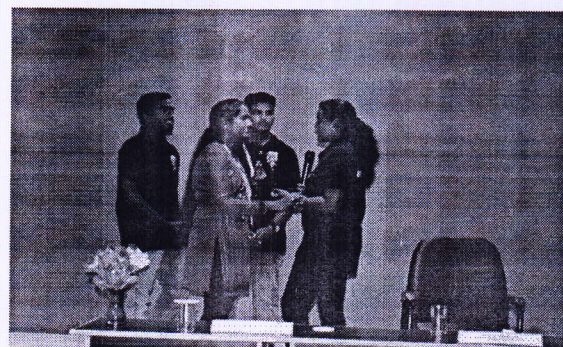
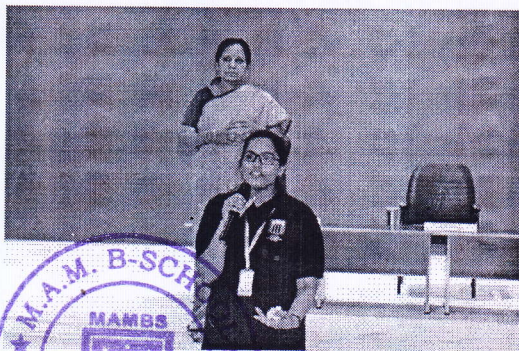
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**GENDER SENSITIZATION**

M.A.M. B-School, a standalone Business School, Trichy in association with Gender Champion Club organized Guest Lecture on “Gender Champion Club was initiating Gender Sensitization” on 18<sup>th</sup> February, 2022. Dr.N.Manimekalai, Director & Head, Department of Women Studies, Bharathidasan University was the resource person for the programme and delivered a session on gender sensitization. The resource person initiated with an overview by stating that gender sensitization is one of the basic and fundamental requisite for the normal development of an individual. The resource person stated that the need for this sensitivity has been realized through immemorial times and prevails all kinds of human existence. The resource person spoke about the various issues and challenges and sensitized the students about the sensitivity development particularly women’s development. She also spoke about the need and importance of gender sensitivity in today’s challenging world.

Dr.N.Manimekalai informed that gender sensitization is extremely essential which is about to changing the behavior and instilling empathy into the views that individual hold with their own and with the other genders. She stated that gender sensitization is a basic requirement that immensely helps to examine personal attitudes and beliefs that paves the way to understand the realities. She also informed that the governing stereotypes prevalent in our progressive society that tend to make it regressive. She discussed about the role of family, peer groups and mass media in framing ideology that are associated with various genders. She informed some of the traditionally expected roles and behavioural patterns based on social identified norms. The session ended with a discussion on bridge the gender gap and view things from a humanitarian perspective. Dr.M.Hemalatha, Director, M.A.M.B-School given the welcome address and shared her thoughts by highlighting the importance of gender sensitization as it paves the way to introspection and nurtures critical thinking. The session was more interactive and informative by the effective inputs that are shared by the resource person. The faculty members and students expressed their sincere gratitude towards fruitful session had by the resource person.







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**Gender sensitisation**  
 The Gender Champion Club of M.A.M. B-School, Tiruchi, organised a guest lecture programme on Gender Sensitisation to apprise students of their roles in bringing about women's development in the society. Handling a session, N.Manimekalai, Director and Head, Department of Women Studies, Bharathidasan University, said gender sensitisation was a basic and fundamental requisite for normal development of an individual. There was an imperative need for gender sensitivity in today's challenging world to examine personal attitudes and beliefs that paves the way to understand the realities. M.Hemalatha, Director, M.A.M. B-School, also addressed the students.

**INTEGRAL DEVELOPMENT**

**MASTeR**  
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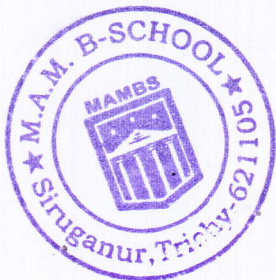
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*Integral Development*



**Guest Speaker**  
**Mrs. Leema Peter**  
**Psychologist**

6th October, 2021 | 10 a.m to 1.00 p.m  
 Venue : Newton Hall



**Integral Development**





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

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M.A.M. B-School, a standalone Business School in Trichy organized “Integral Development” on 06<sup>th</sup> October, 2021. 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 overview of integral development aspects. Mrs.Leema Peter, A leading renowned Psychologist was the guest speaker for the programme and delivered a session on “Integral Development”. She informed the students to identify their inner self through self introspection and excel in their career.

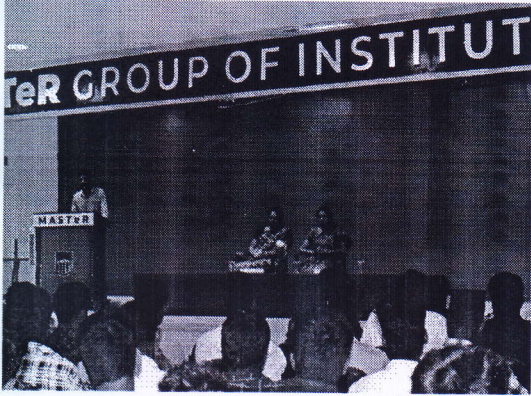
The chief guest discussed on by highlighting that Integral Human Development is the holistic development of the human person, covering all aspects of life: social, economic, political, cultural, personal and spiritual. It promotes the dignity of the human person, equality between every individual and the common good of all people in the community. She pinpointed that integral growth is pivotal with respect to fostering self-awareness, conscious leadership, collaboration and innovative organizational practices so that every individual may flourish and thrive, together, in today's ever challenging world. She encapsulated the integral development aspects which includes life with dignity, peaceful relationships with each other, sustained economic well being, resilience, power of influence and independence etc. She covered the conceptual framework of integral development which is universal way of thinking about, interacting with, and understanding others. The chief guest also focused on the essence of integral development principles and how it aligns pertaining to balanced life of an individual. She encapsulated various guidelines of integral development to budding professionals through inquisitive activities. The session was very much thought provoking for all the MBA students and remarkable by and large.





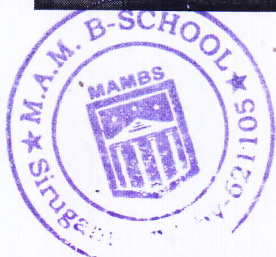
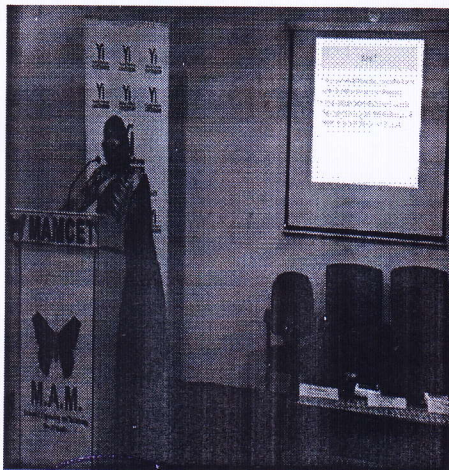


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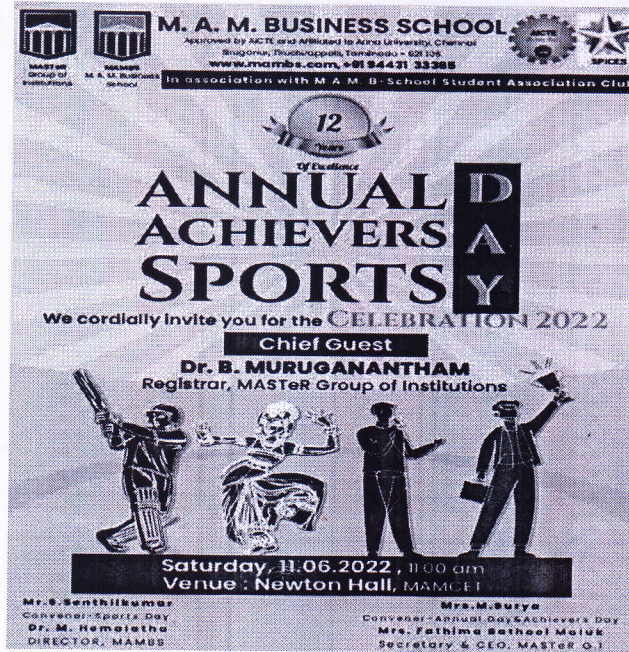
### **WOMEN EXCELLENCE IN ENTREPRENEURSHIP**

M.A.M.B-School in Association with Young Indians Organised Guest Lectures 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.





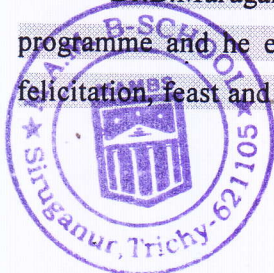
## WOMEN SPORTS DAY



### ANNUAL DAY ACHIEVERS DAY AND SPORTS DAY CELEBRATION

M.A.M. B-School, a standalone Business School Trichy in association with Students Association Club organized one day workshop on Annual day, Achievers day and Sports day on 11<sup>th</sup> June, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering by highlighted that like every year, this year also our college organized this programme with the grand splendour even after 12 years of excellence. She also encouraged the students with her motivational speech by saying that it is very important and everyone need to focus both academic as well as extracurricular activities in all ways and means. She opined that participation of these sort of activities, during college life, keep the students more positive, fresh, energetic and go a long way in making them more productive. There were various sports which include the events 400 meters, 4\*100 meters relay, 100 meters, 200 meters, disc throw and short put and also cricket, volley ball and throw ball games. The various cultural events were also performed by the students that includes solo dance, group dance, solo singing, group singing, mime, ad-zap and whatsapp war were performed by the students as part of the programme.

Dr.B.Muruganatham, Registrar, MASTeR Group of Institutions was the chief guest for this programme and he encouraged the students by informed that this is an occasion of celebration, felicitation, feast and festivity when students present not only their wonderful performances but also



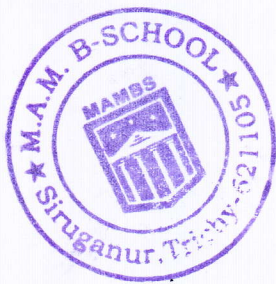
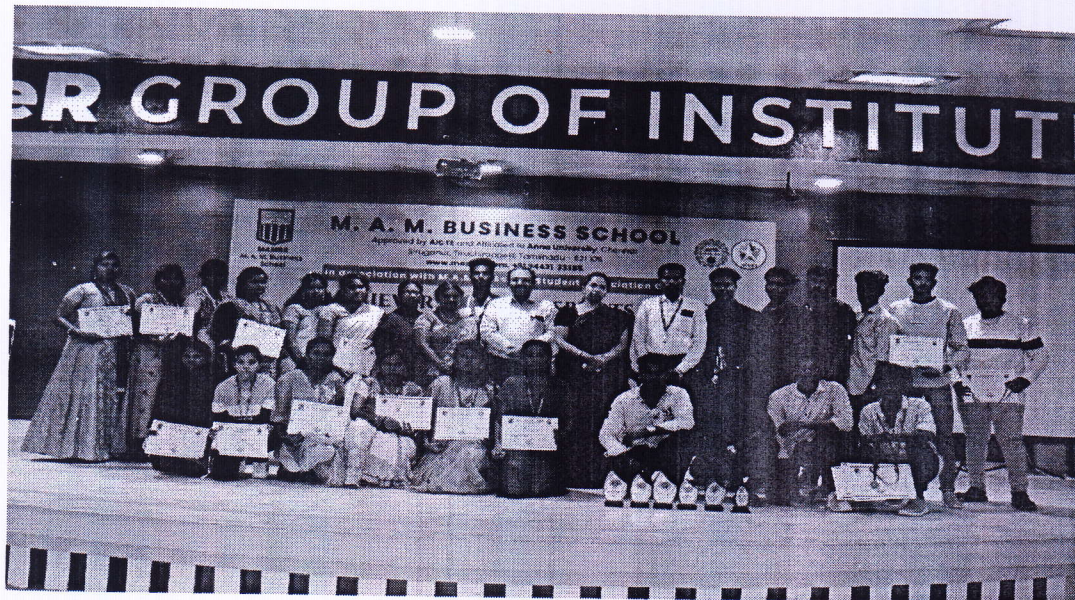




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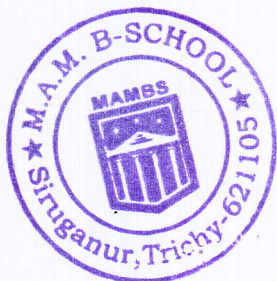
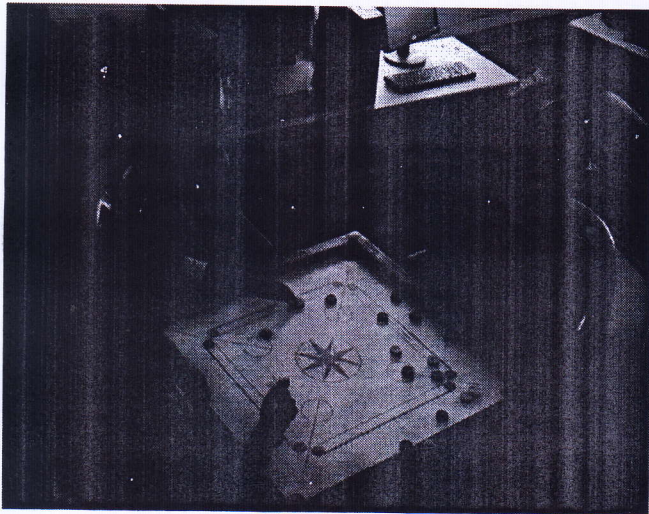
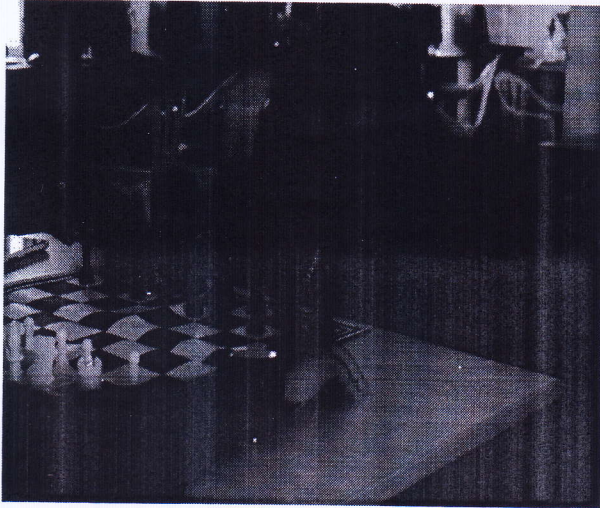
receive honors for their curricular and extra-curricular achievements. He informed that the strong will and determination are the essential requirements to attain success. He also stated the importance of sports by highlighted that participation in sports will not only help them to improve their physical health but will also give them the mental energy to cope and study well. The chief guest also pinpointed that all the students were very much excited after all this was the time to enjoy beyond their studies. The certificates, medals and prizes were also given to the academic toppers and students who won prizes in various cultural and sports events. Mr.S.Senthil kumar, Convener-Sports Day and Mrs.M.Surya, Convener-Annual Day & Achievers Day made the requisite arrangements for the programme. Dr.M.Hemalatha, Director, M.A.M.B-School immensely applauded the winners and achievers in both academia and extra-curricular aspects.







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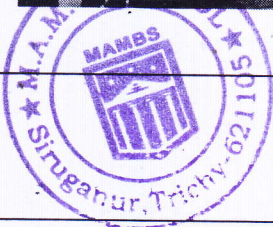
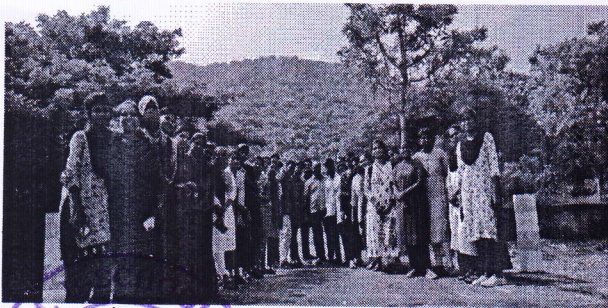
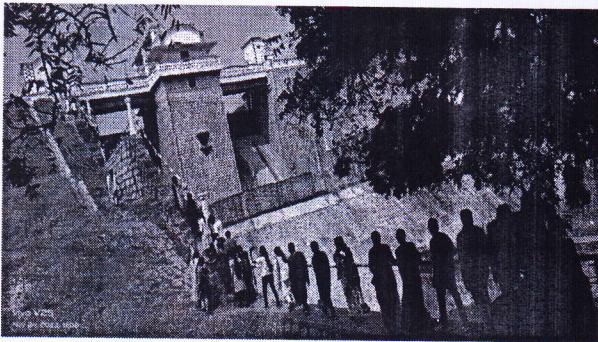
**INVITATION**



**PHOTOS**



**PHOTOS**







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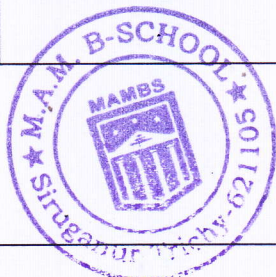
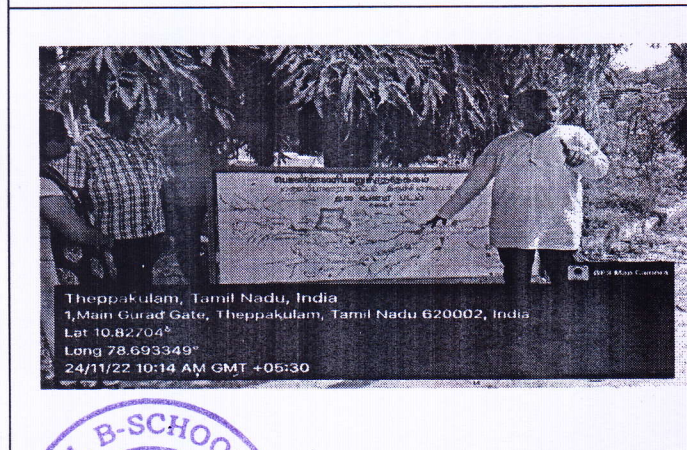
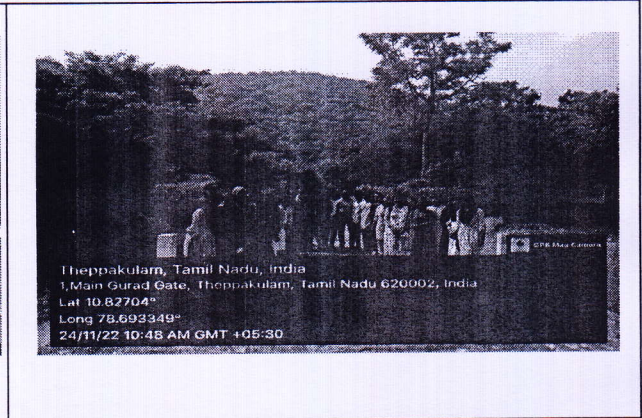


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## GEO TAGGED PHOTOS





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### PROGRAMME REPORT

#### **“வானகம்” - “வாழ்வியல் உலா” (Vanagam- Vazhviyal Vuzha)**

M.A.M.B-School Student Association Club in association with Student Thanneer Club organized field visit entitled: “வானகம்”- “வாழ்வியல் உலா” (Vanagam- Vazhviyal Vuzha” on 24<sup>th</sup> November, 2022 at Nammalvar Ecological Foundation, Kadavur, Karur. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the objective behind the arrangement of this field visit. Mr.K.C.Neelamegam, President, Thanneer Organization, Trichy given the felicitation address and stated the importance of safeguarding the environment. Prof.K.Sathis Kumar, Secretary, Thanneer Organization, Trichy discussed on ways and means of following eco-friendly practices and highlighted nature is the gift of god and it is the responsibility of every citizen to protect the nature by and large. All the students made “walking tour” at “Ponnaniyaru Dam” and Prof.K.Sathis Kumar addressed the essence of nature and how it supports for development of environment as a whole.

Mr.Karthick Raja, Vanagam Nammalvar Ecological Foundation initiated by highlighting with the words of Nammalvar’s, Vanagam is motherland for the people who are discriminated by society in the name of any bifurcation and also for those came out from the mainstream due to pressure given by so called development activities. He also discussed about the overview of Vanagam by stated the vision of the organization are “Poison Free Food”, “Medication without Medicine”, “Barrier-Less Schools” and covered about organic farming practices and its advantages. He informed that the activities of Vanagam are to uplift the rain fed farmers, research on millets, pulses and other rain fed crops, proper training to farmers etc. All the students are also encouraged by practically learning the practices of organic farming and its nuances through the visit. As part of the programme, the students also visited Dr.Nammalvar’s residence, Paran, Fields at Vanagam and came to know the various implications of organic farming. The field visit definitely served the purpose pertaining to preserve the nature and about following eco-friendly practices that paves the way of living sustainable life successfully. Ms.S.Devibala and Ms.F.Iris Rinaldi, Assistant Professor, M.A.M.B-School accompanied with the students for the visit. Mr.S.Prasanna, Thanneer Club Coordinator, M.A.M.B-School made the requisite arrangements for the programme.





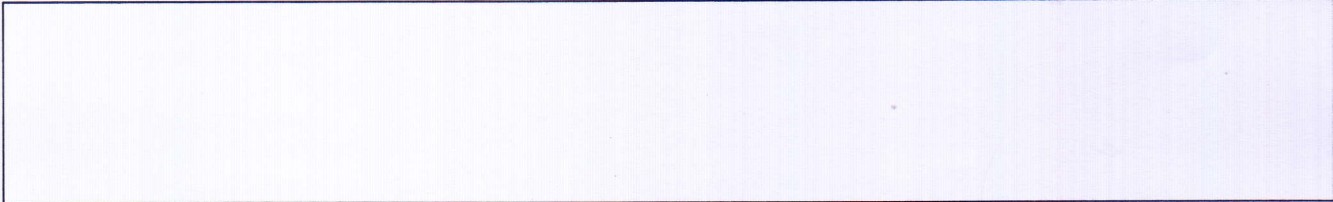
# M.A.M. B-SCHOOL

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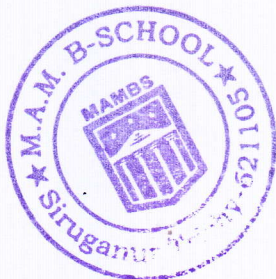
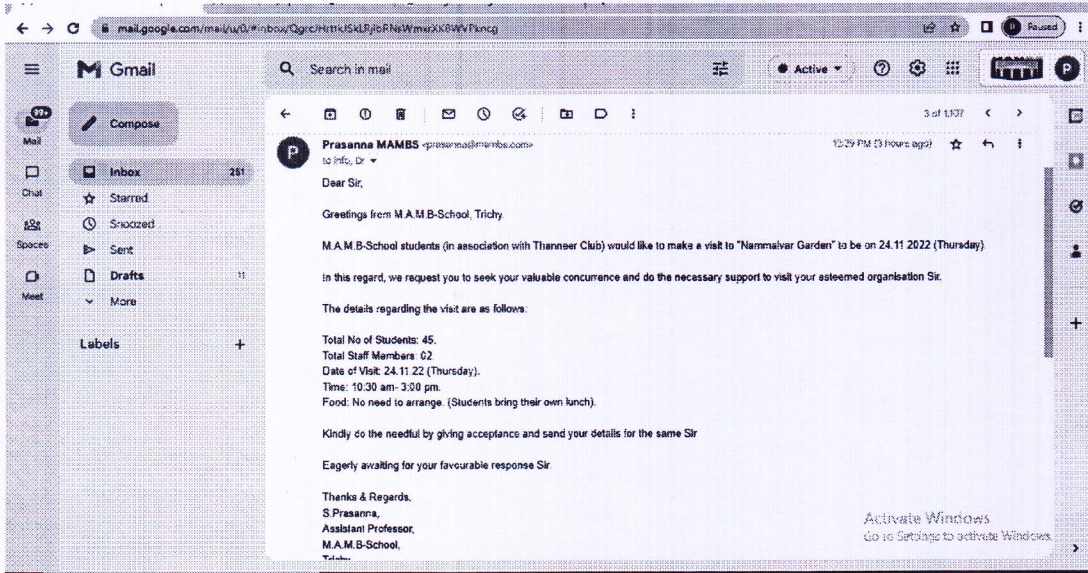
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## MAIL CORRESPONDENCE

### MAIL REQUISITION

### SEEKING ACCEPTANCE







# M.A.M. B-SCHOOL

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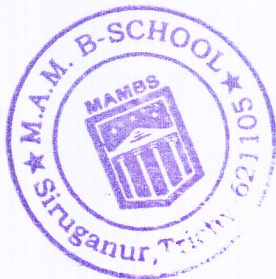
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The screenshot shows an email from Prasanna MAMBS (prasanna@mambs.com) to info@vanagam.org, dated Nov 21, 2022, 12:29 PM. The subject is 'M.A.M.B-School students requisition to visit your organization (24.11.22)- Reg.' The email body contains the following details:

- Total No of Students: 45.
- Total Staff Members: 02.
- Date of Visit: 24.11.22 (Thursday).
- Time: 10:30 am- 3:00 pm.
- Food: No need to arrange. (Students bring their own lunch).

The email concludes with a request for acceptance and details, signed by S. Prasanna, Assistant Professor, M.A.M B-School.

**ACCEPTANCE MAIL**







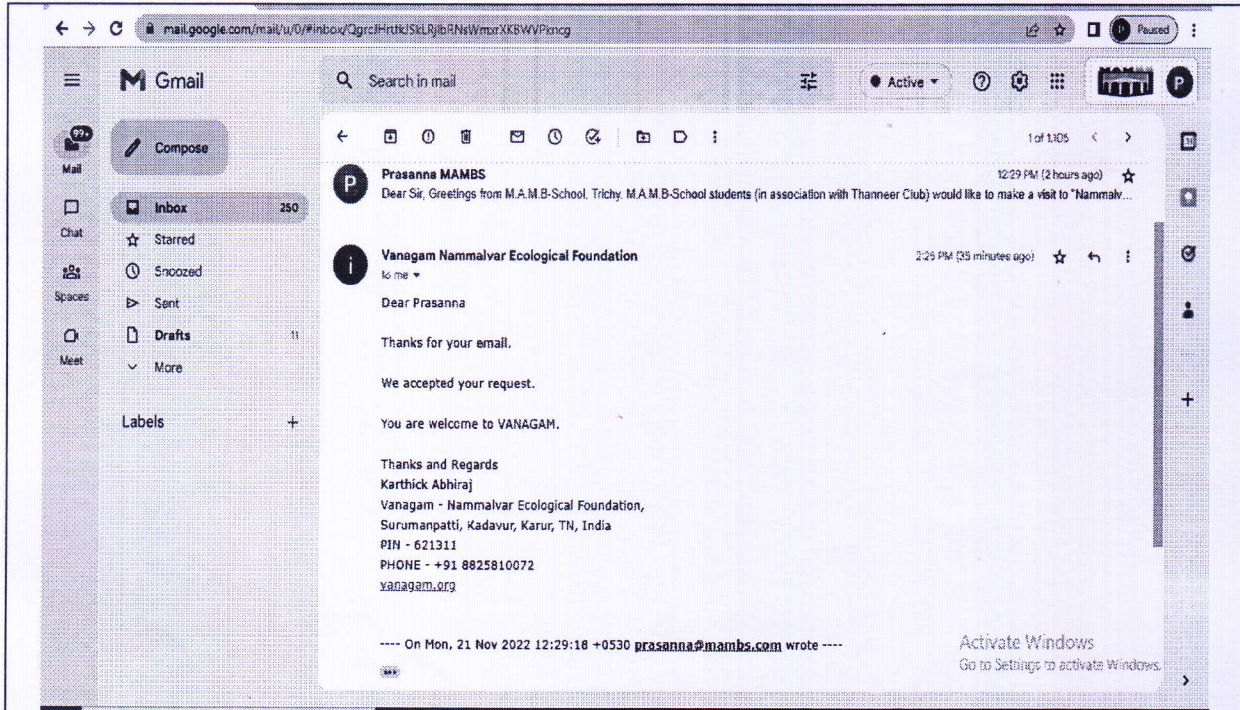
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### Feedback By Students

The field visit entitled: “வானகம்”- "வாழ்வியல் உலா" (Vanagam- Vazhviyal Vuzha” on 24<sup>th</sup> November, 2022 at Nammalvar Ecological Foundation, Kadavur, Karur was more valuable. The field trip was quite inquisitive and given so many insights on organic farming and the importance of nature. At the outset, We received valuable information on “Poison Free Food”, “Medication without Medicine”, “Barrier-Less Schools” and covered about organic farming practices and its advantages. The vanagam officials also informed that the activities of Vanagam are to uplift the rain fed farmers, research on millets, pulses and other rain fed crops, proper training to farmers etc.

We also encouraged by practically learning the practices of organic farming and its nuances through this visit. As part of the programme, We also visited Dr.Nammalvar’s residence, Paran, Fields at Vanagam and came to know the various implications of organic farming. The field visit definitely served the purpose pertaining to preserve the nature and about following eco-friendly practices that paves the way of living sustainable life successfully. We thankful to the institution for arranging this field visit. We had walking tour at “Ponnaniyaru Dam” and got to know the essence of nature and how it supports for development of environment as a whole.

### Feedback By Faculty Members

The students had field visit entitled: “வானகம்”- "வாழ்வியல் உலா" (Vanagam- Vazhviyal Vuzha” on 24<sup>th</sup> November, 2022 at Nammalvar Ecological Foundation, Kadavur, Karur. The trip throw lights on the essence of nature and how nature predominantly supports for humans at large. **Totally 45** Students attended this session and all the students received valuable information on organic farming and the importance of eco-friendly practices and its advantages through the officials of Nammalvar Garden and members of Thanneer Club.

As a coordinator of Thanneer Club, I sincerely thank the institute for arranging such valuable field visit and also acknowledge to Thanneer Club for associated with M.A.M.B-School.



PRESS RELEASE

TRICHY MAIL

(24.11.2022)



திருச்சி எம். ஏ. எம். மேலாண்மை கல்லூரி மாணவர் சங்கம் மற்றும் தண்ணீர் சுற்றுச்சூழல் மாணவர் மன்றத்துடன் இணைந்து ஒரு நாள் ஆயற்கை வாழ்வியல் பயணமாக கரூர் மாவட்டம் காவூர் வட்டம் கருமான் படமலிலுள்ள வேளாண் பெரியார் கோ.நம்மாழ்வாரின் "வானகம்" உயிர்ச்சூழல் நடுவம் பண்ணைக்கு 50 மாணவர்கள் "வாழ்வியல் உலா" பயணம் மேற்கொண்டனர்.

www.trichymail.com  
9842470444  
trichymail@gmail.com

<https://trichymail.com/students-of-mam-college-of-management-have-a-life-walk/>

DINAKARAN

(25.11.2022: Page No: 12)

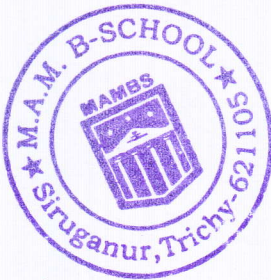


திருச்சி M.A.M.B School மேலாண்மைக் கல்லூரியின் தண்ணீர் சுற்றுச்சூழல் மாணவர் மன்றம் சார்பில் பொன்னணியாறு நீர்த்தேக்கம்" வேளாண் பெரியார் கோ.நம்மாழ்வாரின் "வானகம்" உயிர்ச்சூழல் நடுவம்" பண்ணைக்கு ஒருநாள் வாழ்வியல் உலா சென்றனர்.

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நம்ம திருச்சி

(24.11.2022)

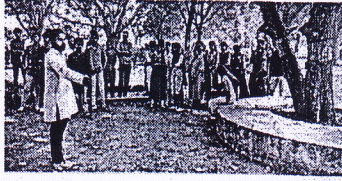




**திருச்சி கல்லூரி மாணவர்கள்**

**வாழ்வியல் உலா பயணம்**

திருச்சி, நவ.25: எம்.ஏ.எம். மேலாண்மை கல்லூரி மற்றும் தண்ணீர் சுற்றுச்சூழல் மாணவர் மன்றத்திடம் இணைந்து ஒரு நாள் இயற்கை வாழ்வியல் பயணமாக கருர் மாவட்டம் கடலூர் வட்டம் சுருமான் பட்டியிலுள்ள வேளாண் பெரியார் அய்யா கோ.நம் மாழ்வாரின் "வானகம்" உயிர்ச்சூழல் நடுவம் பண்ணைக்கு 50 மாணவர்கள் "வாழ்வியல் உலா" பயணம் மேற்கொண்டனர். கல்லூரி இயக்குனர் ஹேமலதா வரவேற்று, தண்ணீர் அமைப்பு தலைவர் நீலமேகம், அமைப்பு நிர்வாக குழு ராஜா, மாணவர் அணி ஆகாஷ், செயலாளர் சதீஷ்குமார் ஆகியோர் முன்விலை வைத்தனர். இப்பயணத்தின் ஒரு பகுதியாக அனைத்து மாணவர்களும் "பொன்னியாறு"



அணையில் இயற்கை வாழ்வியல் பயணமாக நடைபயணம் செய்தனர். வானகம் நம் மாழ்வார் சுற்றுச்சூழல் அறக்கட்டளை அமைப்பின் தொலைநோக்குப்பார்வைகளான "நஞ்சில்லா உணவு", "மருந்தில்லா மருத்துவம்", "சுவரில்லா கல்வி" மற்றும் இயற்கை விவசாய முறைகள் மற்றும் அதன் நன்மைகள் பற்றி எடுத்துக்கறினர். இந்நிகழ்ச்சியின் ஒரு பகுதியாக, வானகத்தில் உள்ள

நம் மாழ்வார் இல்லம், பரன், வயல்களுக்கு மாணவர்கள் சென்று, இயற்கை வழி வேளாண்மை மற்றும் மழை நீர் அறுவடை, இடுபொருள் செய்முறை பயிற்சி தொடர்பான பல்வேறு துணுக்கங்களை அறிந்துகொண்டனர். உதவிப்பேராசிரியர்கள் தேவிபாலா, ஐரில் ரினால்டி, பங்கேற்றனர். ஒருங்கிணைப்பாளர் பிரசன்னா இந்நிகழ்ச்சிக்கு தேவையான ஏற்பாடுகளை செய்தார்.

**நம் திருச்சி**



"வானகம்" - "வாழ்வியல் உலா" : இயற்கை வாழ்வியல் பயணம்

Share f t G v w

<https://nammatrichy.in/2022/11/24/biological-nature-tour-conducted-by-college-students/>

**Instanews.com**

**(25.11.2022)**

**InstaNews**

எம்.ஏ.எம்.மேலாண்மை கல்லூரி மற்றும் தண்ணீர் சுற்றுச்சூழல் மாணவர் மன்றத்திடம் இணைந்து இயற்கை வாழ்வியல் பயணமாக கருர் மாவட்டம் கடலூர் வட்டம் சுருமான் பட்டியிலுள்ள வேளாண் பெரியார் அய்யா கோ.நம்மாழ்வாரின் "வானகம்" உயிர்ச்சூழல் நடுவம் பண்ணைக்கு 50 மாணவர்கள் "வாழ்வியல் உலா" பயணம் மேற்கொண்டனர்.

எம்.ஏ.எம்.மேலாண்மை கல்லூரி இயக்குனர் முனைவர்.எம்.ஹேமலதா நிகழ்ச்சியை வரவேற்று, இந்த களப்பயணத்தின் ஏற்பாட்டின் நோக்கத்தை எடுத்துரைத்தார்.

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







## M.A.M. B-SCHOOL

Siruganur

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M.A.M. BUSINESS  
SCHOOL

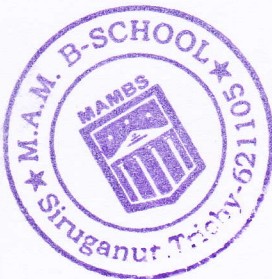
<https://www.instanews.city/tamil-nadu/tiruchirappalli/tiruchirappalli-city/college-of-agriculture-students-life-walk-at-nammalwar-house-1181817>

### Academic Year 2022-2023

#### Odd Semester

#### Nammalvar Garden Visit Expenses Details

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



Class	Boys	Girls	Total
A	8	7	15
B	7	8	15





## M.A.M. B-SCHOOL

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C	4	11	15
Total			45

**No. of Boys : 18.**

**No. of Girls: 27.**

**Total: 45 Students (18: 27)**










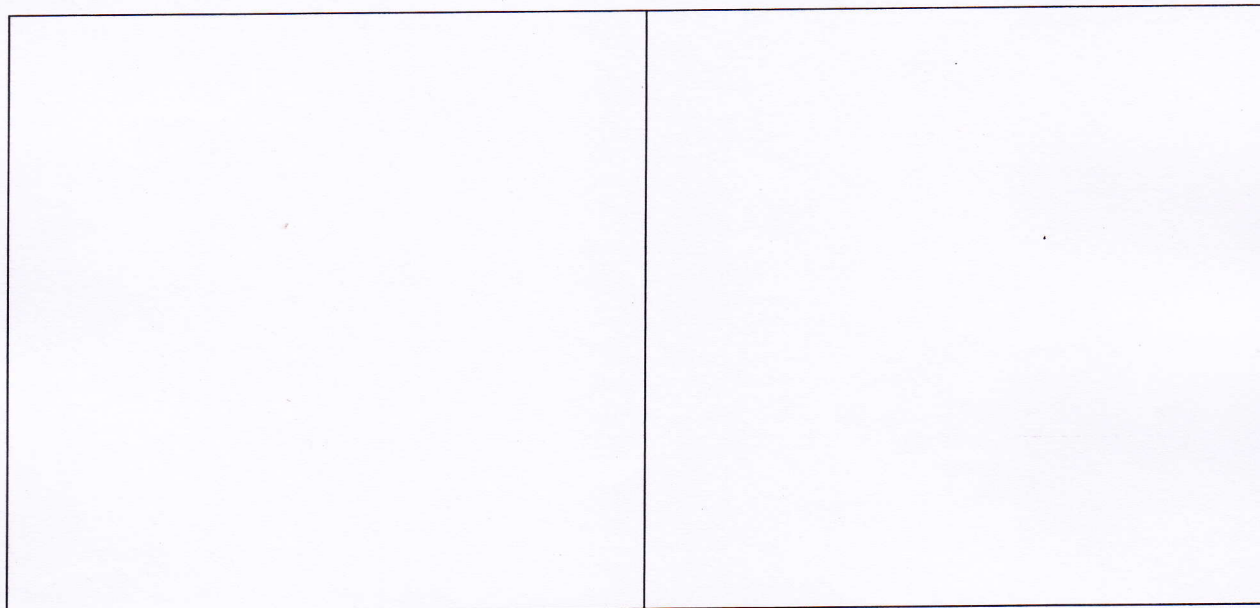
**JUNE 2022**

**WORLD ENVIRONMENT DAY on 05.06.2022**

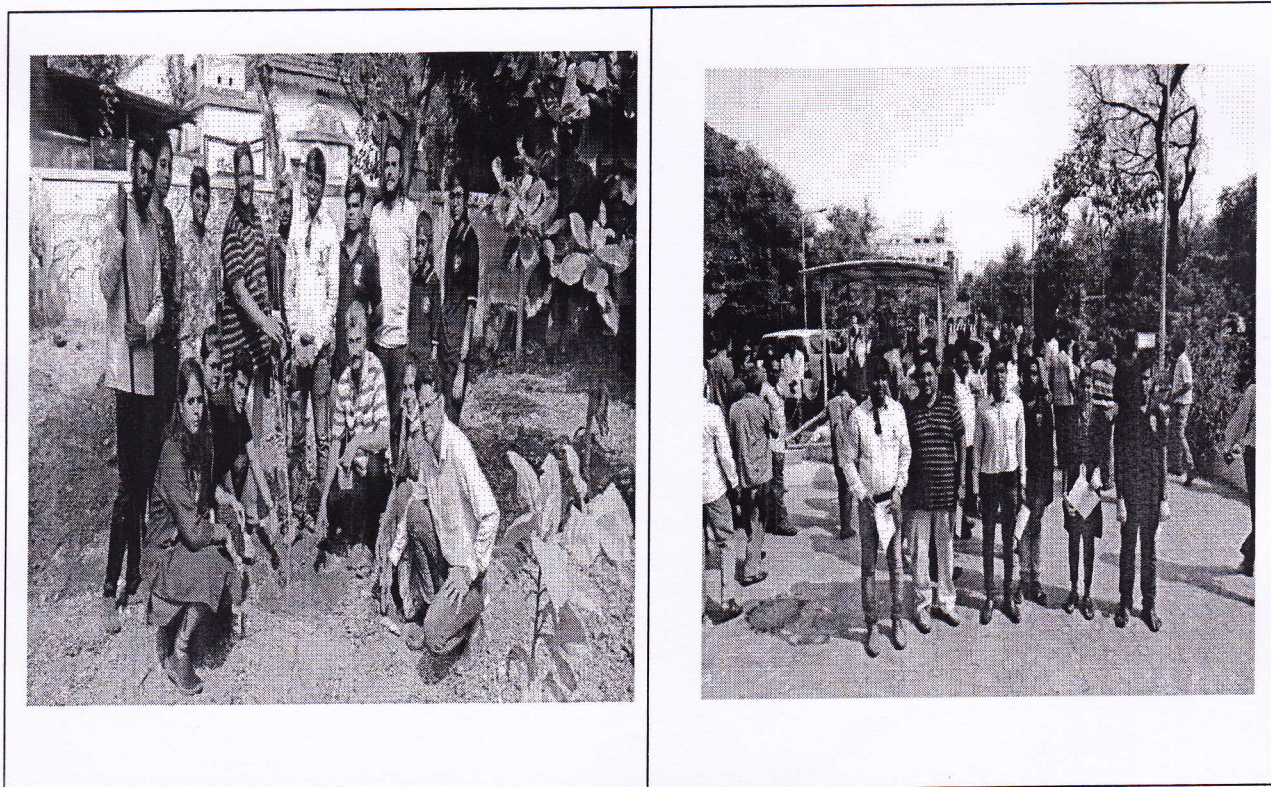
**Tree Plantation and Campus Cleaning Drive at Railway Museum, Trichy.**

 <p align="center"><b>M A.M. B School</b> In association with</p> <p align="center"><b>YI Club &amp; M.A.M. B- School Student Association Club</b> Invites for</p> <p align="center"><b>World Environment Day</b></p> <p align="center"><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 Maluk Secretary &amp; CEO -Master GI.</p>	 <p><b>Tiruchirappalli, Tamil Nadu, India</b> LIC Bus Stop, Melapudur Main Rd, Melapudur, Sangillyandapuram, Tiruchirappalli, Tamil Nadu 620001, India Lat 10.79745° Long 78.686182° 05/06/22 08:20 AM</p>
 <p align="center">Siruganur, Trichy</p>	

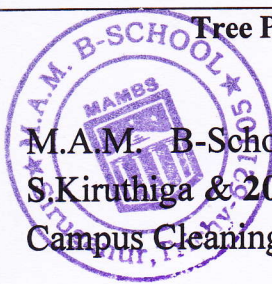




**WORLD ENVIRONMENT DAY on 05.06.2022**



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



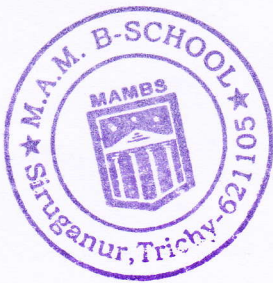
M.A.M. B-School, a standalone Business School Trichy, Yi co-ordinator, S.Kiruthiga & 20 Students attended World Environment Day – Tree Plantation & Campus Cleaning Drive at Railway Museum, Trichy by Yi Club on 5<sup>th</sup> June 2022.




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 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.



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




**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	Bonfire / Team building activity	Campus Centre
9.00 pm	Transfer back to hostel	Boys - RIT hostel, Girls - REC hostel




**DAY 2 - SATURDAY , 06.08.2022**

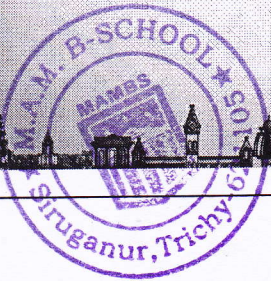
Timing	Activity Description	Location of activity
6.30 AM	Transfer from Hostel	Bus from REC to RIT
7.00 - 8.00 AM	Yoga activity & team building	Open ground lawn (ECE Dept)
8.00 - 9.00 AM	Breakfast	Main canteen
9.00 - 1.00 pm	Industrial Visit	Henkel Asset/ SIPOOT
1.00 - 2.00PM	Lunch	Main canteen
2.00 -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



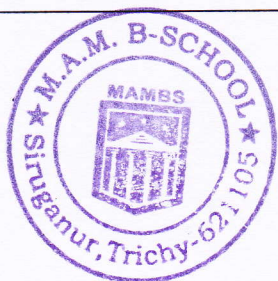
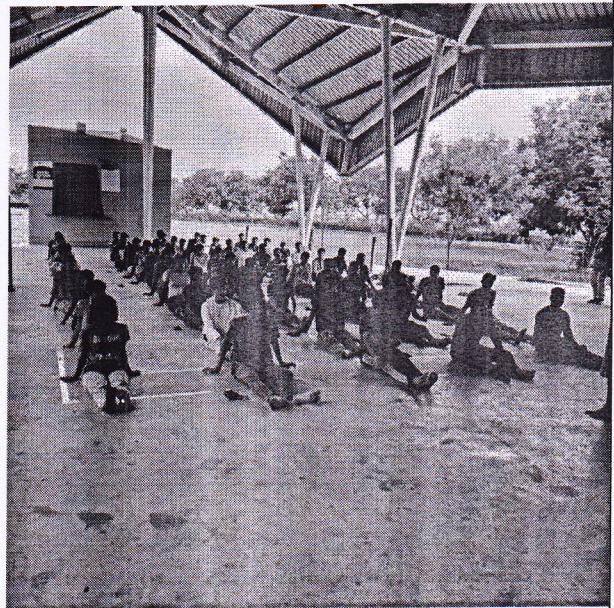
**DAY 3 - SUNDAY , 07.08.2022**

Timing	Activity Description	Location of activity
8.30 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	Skill 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 Koyimbet













## M.A.M. B-SCHOOL

Siruganur

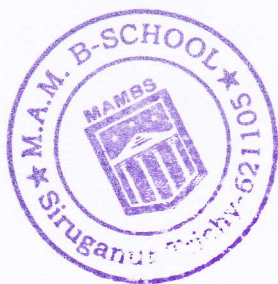
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M.A.M. BUSINESS  
SCHOOL

### 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. **Totally 35 Students** attended this session and The Entrepreneurial workshop has been conducted with an array of various activities namely Innovation, Leadership, Business Plan, Skill Development, Yc & Treasure Hunt. Day 1 started with Inaugural Function and Welcome Address followed Entrepreneurial Investments Activity where the students played the role of division managers, investors, government officials and entrepreneurs. Day 2 bloomed with Yc session and students have gone for Industrial Visit to HENKEL ANAND INDIA PRIVATE LIMITED, Kancheepuram. In continuing that, Our student H. Mohamed Millath has 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 a 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 their talents. Overall, the program enabled the participants with relevant knowledge and skills, considered as a practical means to promote entrepreneurship among young people.



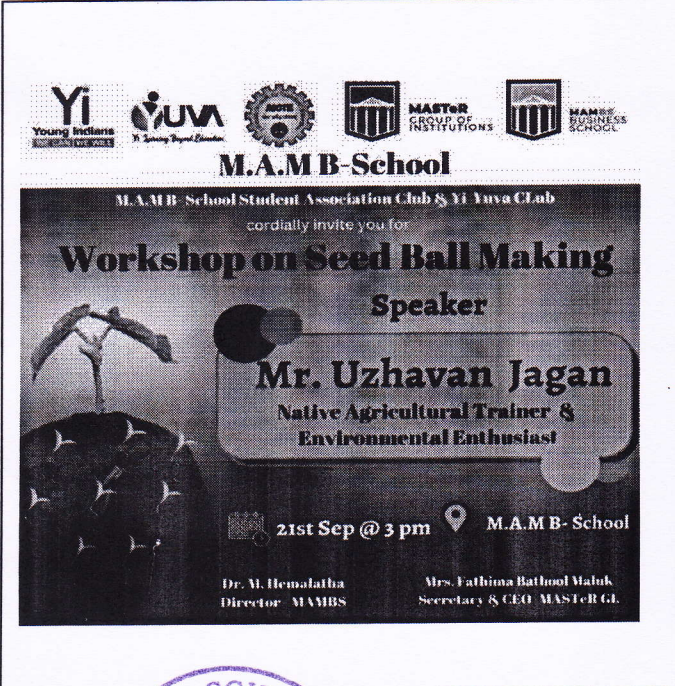
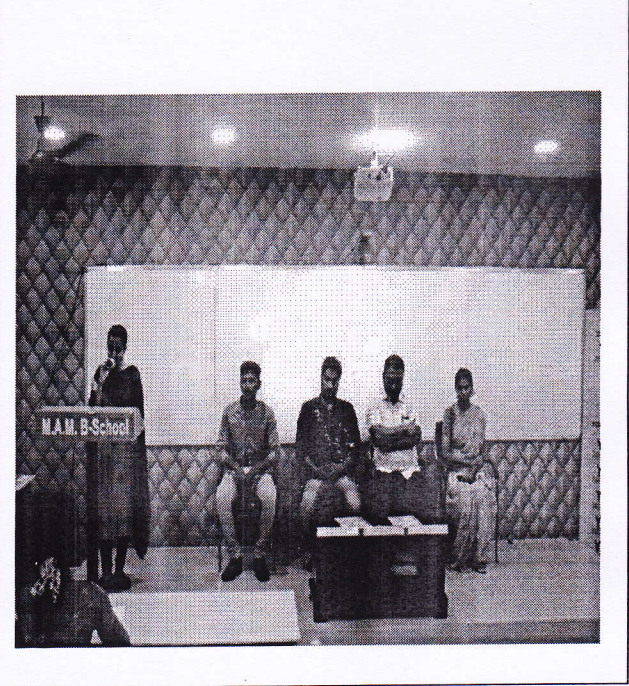
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105

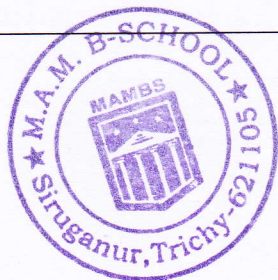


**M.A.M B-School Student Association Club, Yi & Yuva Club**

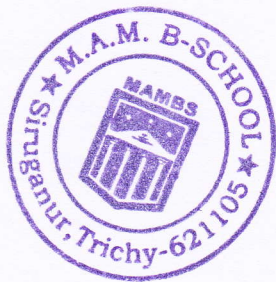
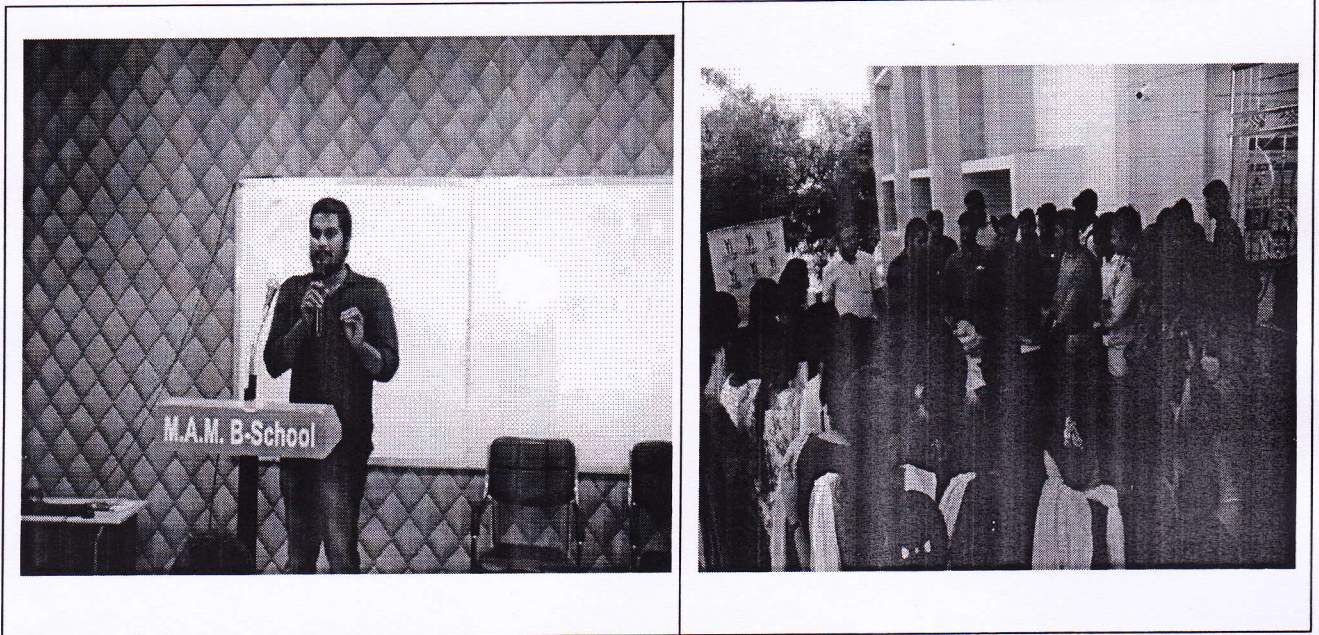
**WORKSHOP ON SEED BALL MAKING**

**ON 21.9.2022**

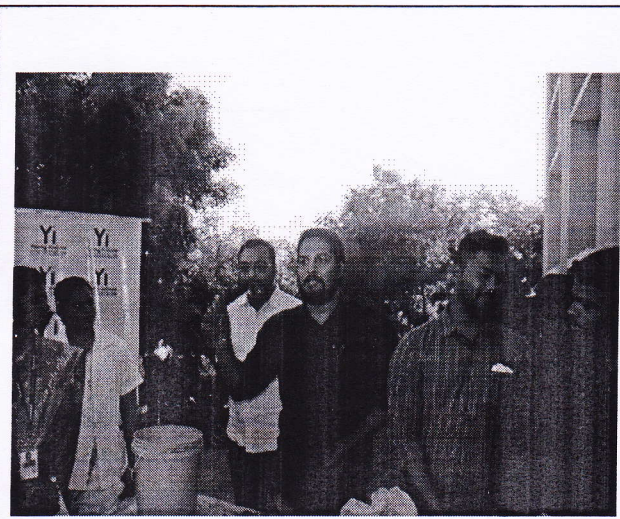
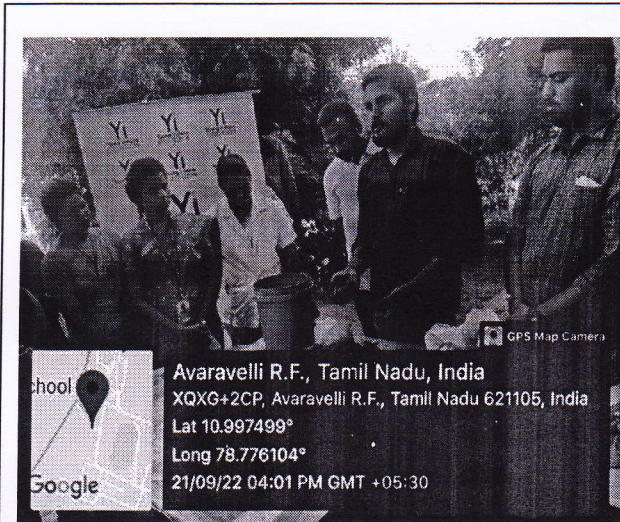
 <p>The poster features logos for Yi (Young Indians), Yuva (Youth), MASTeR GROUP OF INSTITUTIONS, and MAMBS M.A.M. BUSINESS SCHOOL. The text reads: "M.A.M B-School Student Association Club &amp; Yi Yuva Club cordially invite you for Workshop on Seed Ball Making Speaker Mr. Uzhavan Jagan Native Agricultural Trainer &amp; Environmental Enthusiast 21st Sep @ 3 pm M.A.M B- School Dr. M. Hemalatha Director MAMBS Mrs. Fathima Bathool Maluk Secretary &amp; CEO MASTeR GI."</p>	 <p>A black and white photograph showing a group of people on a stage. A woman stands on the left, and four men are seated on a bench. A sign in front of them reads "M.A.M. B-School".</p>
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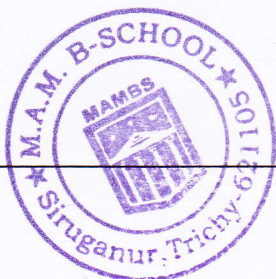








**M.A.M.B-School: Workshop on seed ball making, 3 p.m.**

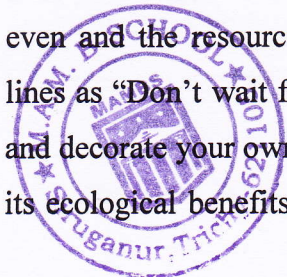




## WORKSHOP ON SEED BALL MAKING

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. **Totally 127 Students** participated this even and 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





**Siruganur, Trichy -621105**

and protection of environment etc. Ms. S. Kiruthiga, Yi Yuva Club Coordinator made all the requisite arrangements for the programme.

## Guest Lecture on the Icon of Trichy



### The Icons of Trichy

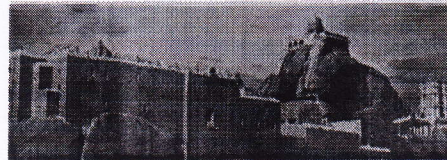
- அழகுப்பெரும் அறிவேளம்

Guest Speaker

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



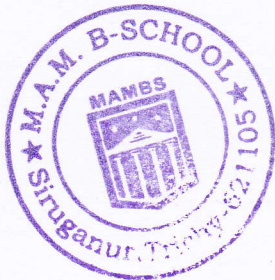
16th November, 2021 | 11.00 am to 12.00 pm  
Venue : Newton Hall





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- □□□□□□□□ □□□□□□□□” on 16<sup>th</sup> November, 2021. Mr.R.Senthilnathan, 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.

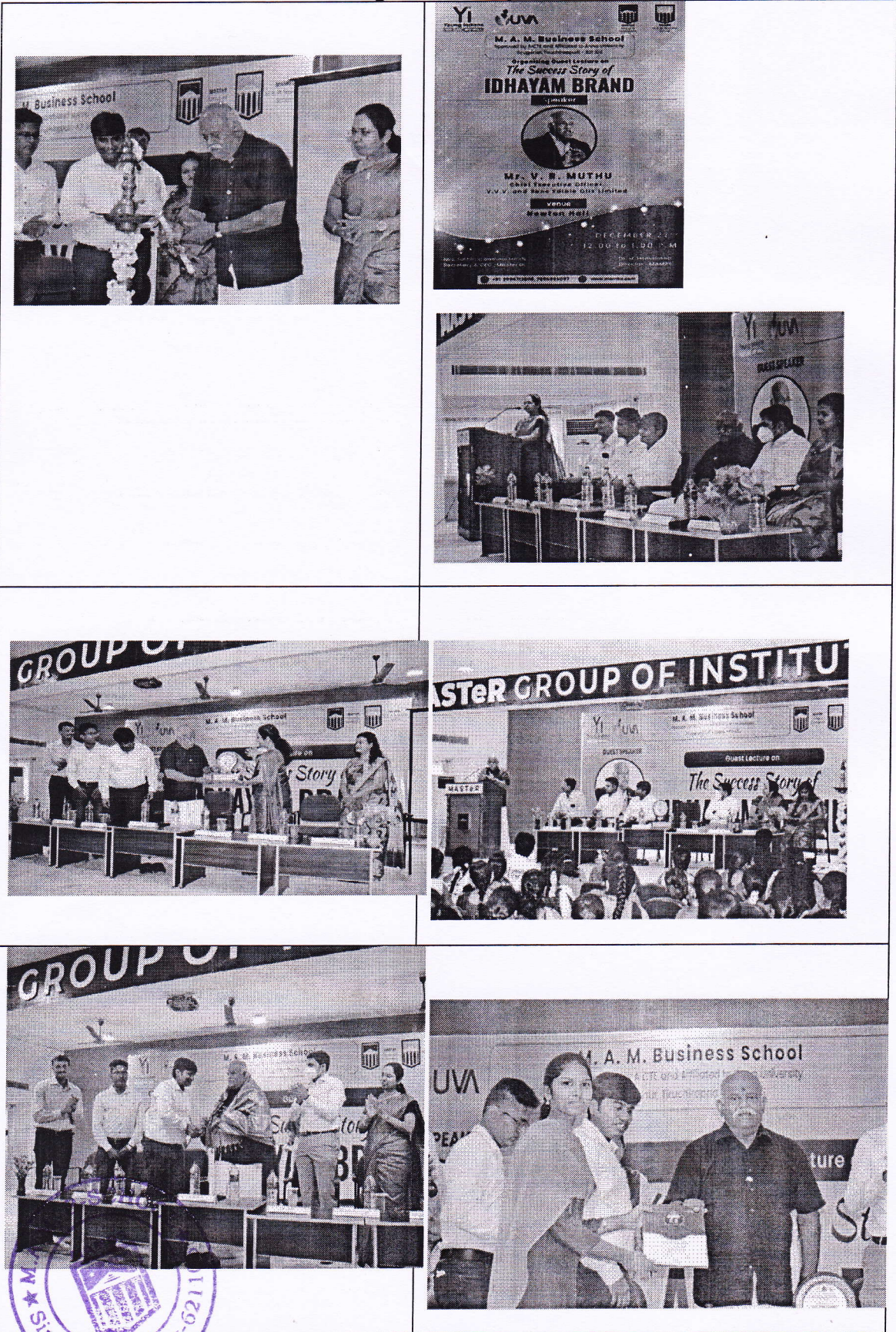
Mr.R.Senthilnathan stated the various components of developing skills required to become mastery in life and hours required to attain proficiency. He discussed that the management professionals need to inculcate the qualities such as being to balance the emotions, have focus, smartness, being sincere, have passion towards desired destination, discipline etc. Mr.R.Senthilnathan 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.Senthilnathan 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. **Totally 135 Students** attended this session and 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.



**The Success Story of IDHAYAM BRAND**



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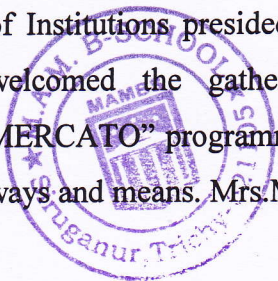


M.A.M. B-School, a standalone Business School in Trichy organized a programme "The



## Siruganur, Trichy -621105

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 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. **Totally 127 Students** participated this session and 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



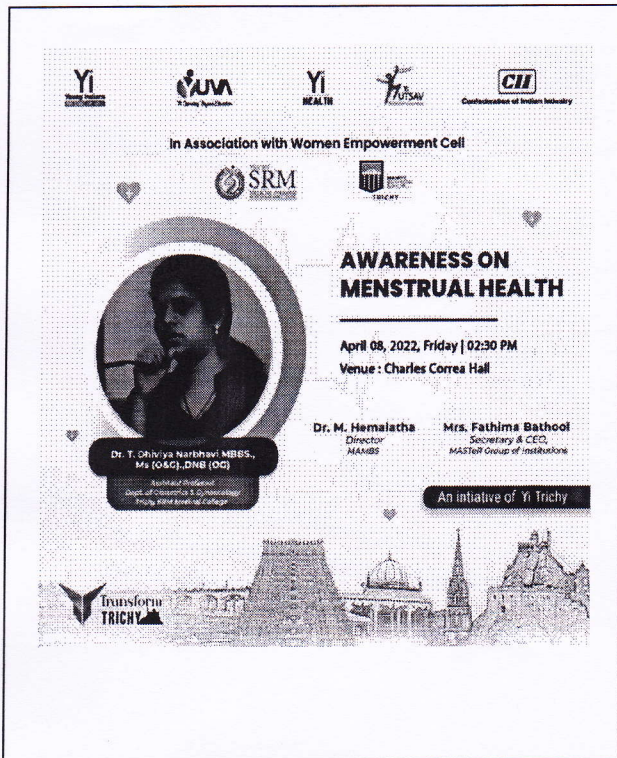


Siruganur, Trichy -621105

need to understand the importance of entrepreneurship through such initiatives and proposed  
vote of thanks

APRIL 2022

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



YI  
SRM  
YI HEALTH  
YI  
CIJ  
In Association with Women Empowerment Cell

**AWARENESS ON  
MENSTRUAL HEALTH**

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

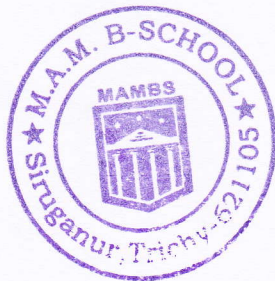
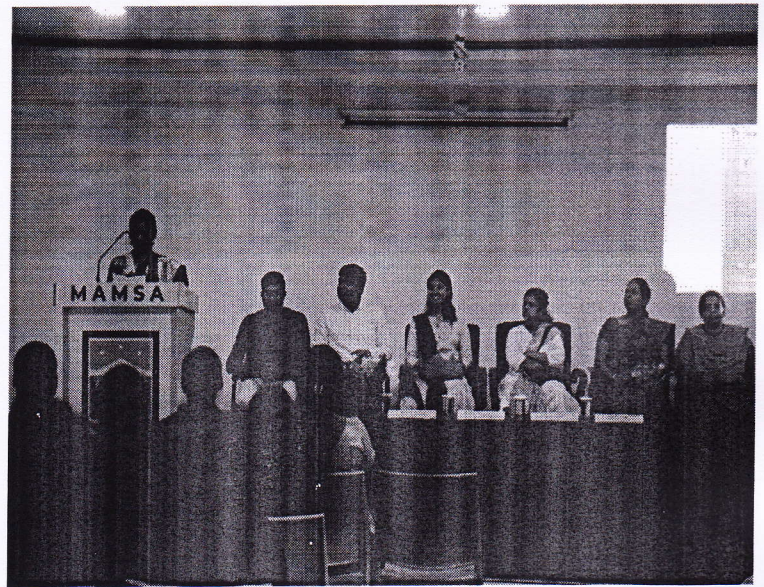
**Dr. T. Dhivyaa Narthani MBBS.,  
Ms (O&G), DNB (OG)**  
Assistant Professor  
Department of Obstetrics & Gynaecology  
Trinity Health Institute College

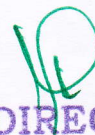
**Dr. M. Hemalatha**  
Director  
MAMBS

**Mrs. Fathima Bathool**  
Secretary & CEC,  
MASTER Group of Institutions

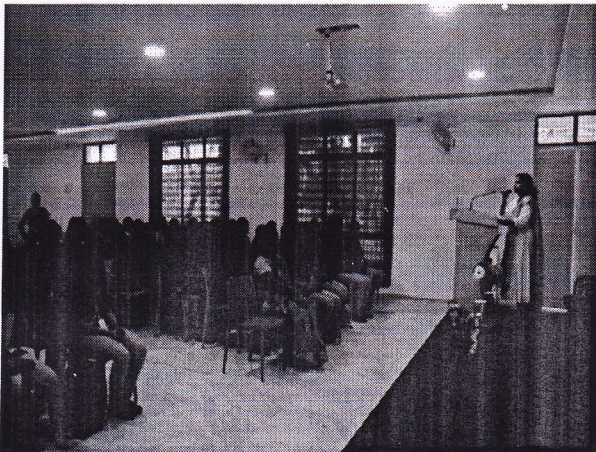
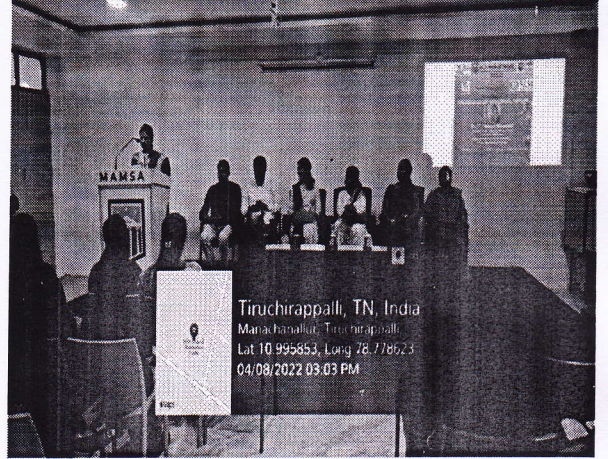
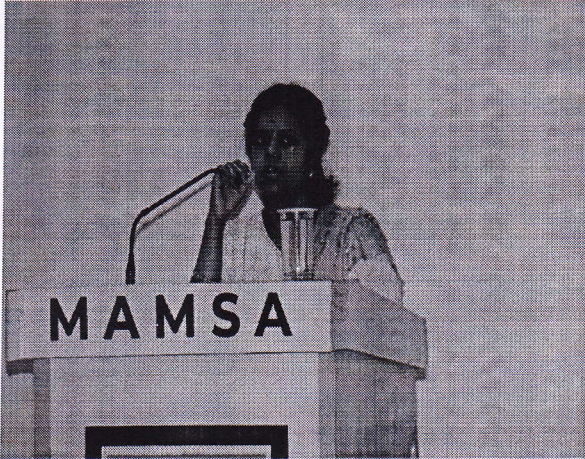
An initiative of Yi Trichy

transform  
TRICHY

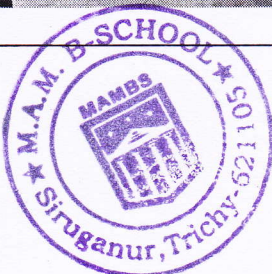


  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy-621105





**M.A.M.B-School Women Em-  
powerment Cell: Awareness pro-  
gramme on menstrual health, T.  
Dhiviya Narbhavi, Assistant Profes-  
sor, Department of Obstetrics and  
Gynecology, SRM Medical College,  
Tiruchi, speaks, 2.30 p.m.**





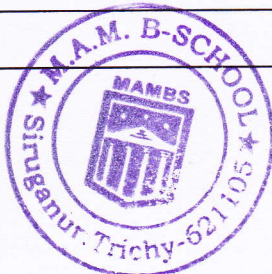
Siruganur, Trichy -621105

## 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. **Totally 69 Girls** attended this session and the resource person 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 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.

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

**Venue: MAM B-School**







**M.A.M. B-School**

in association with

**THE BUILD CLUB**

**BUILD CLUB & YUVA CLUB**

presents



**ENERGY SWARAJ YATRA**

Energy, Climate Change & I



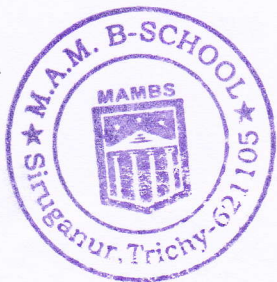
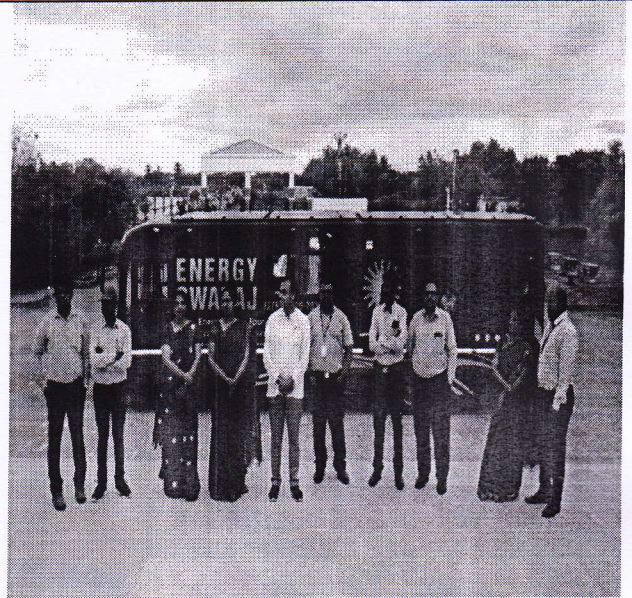
2020 - 2030

**Prof. Chetan Singh Solanki**

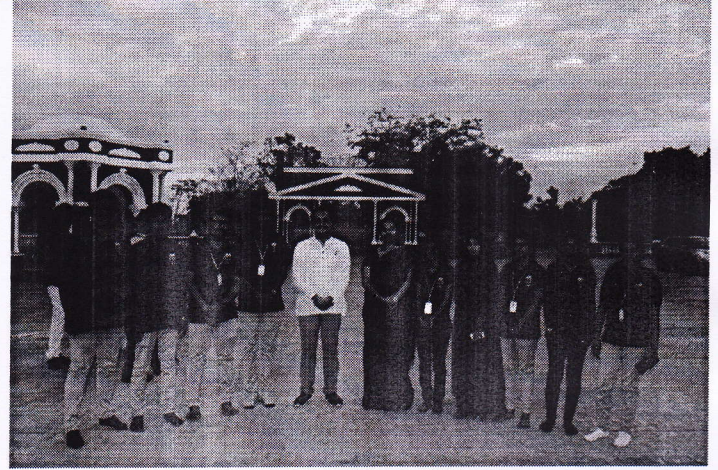
Dept of Energy Sciences & Engineering, IIT Bombay  
Found. Holder of the Dept. of SOLAR ENERGY  
FOUNDER of Energy Swaraj Foundation  
Brand Ambassador of Green Energy  
COUNCIL of IEP

12 April | 4.30 pm

**MAMCET**  
ENTRANCE







**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. எம்.ஏ.எம். திருச்சி சிறப்புத் துறை எம்.ஏ.எம். மேலாண்மைக் கல்லூரியில் அகதலை மாற்றம் 2020-2030 என்ற தலைப்பினை சிறப்புச் சொற்பொழிவு அண்மையில் நடைபெற்றது.

இதில் முன்னைய துறையுடைய என்.சி.சி. மற்றும் அறிவியல் மற்றும் பொறியியல் துறைப் பேராசிரியர் சேத்தன் சிங் சோலங்கி பங்கேற்று, குடும்பத்தினியும் பாடுகுறித்து பேசியது.

அகதலை மாற்றத்தை தவிர்க்கவும், நுறு சதவீதக் குடிய ஆற்றவை மக்கள் ஏற்றுக் கொள்ளும் வகையில் கைக்கு விக்கும் பொருட்டும், எவ்வித சிவ ரத்தி யாத்திரா என்ற பெயரில் குடிய சக்தியும் செயல்படும் வகையில் வடிவ வடிக்கப்படும். பெருந்திட்டி நுறு முடிவு தும் உட்குறி 11 அங்குசனாக விடும்படி னிரிவுப் பணம் பெறிகொண்டு வருகிறார்.

இப்பேருத்தி 3.2 கிலோவாட். சோலார் பேனல்கள் மற்றும் 6 கிலோவாட். சக்தியை பேனல்க்கும் வகையில் பெட்டி 3 கிலோவாட். இயல்பெட்டிக்கும் உள்ளது.

பெருந்திட்டிள்ள விவகாரம், குடும்ப சாதனை, சமயம் அடுக்குதொலைக் காட்சி, மதுக்காணி அகிய அனைத்தும்குரிய சக்தி இலும், பெருத்தி எம்.ஜி.எம். இயல்பெட்டிக்கும் அககுறித்து, ஆற்றம் நுறு சதும் மற்றும் பொரு



நவீன முறையில் குடிய சக்தியில் செயல்படும் பெருத்தி. அனை உருவக் காரணமன மும்பெ றுறு, என்.சி.சி. அறிவியல் மற்றும் பொறியியல் துறைப் பேராசிரியர் சேத்தன் சிங் சோலங்கி (இடமிருந்து 5 ஆவது). உட்கு, கல்லூரி இயக்குநர் எம்.சேதுமேதா உட்கு, இட்கு.

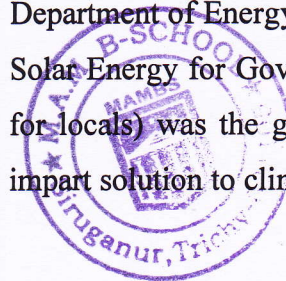
எனது வளர்ச்சிக்கு உத்தரவை உள் எது, மது. தும் புலவையுடைய ஆற்றமில் அதிகப்படியான பயன்பாடு. கால நிலை மாற்றத்தை ஏற்படுத்தியுள்ளது. இது பொறியு மற்றும் மனித இடும்புக்கு அச்சுறுத்தலாக மாறி வருகிறது என்றார் அவர். சொற்பொழிவுக்கு கல்லூரி இயக்குநர் எம். சேதுமேதா தலைமை வகித்து பேசியது.

பருவநிலை மாற்றம் நிலைமையை வாழ்வுக்கு மட்டுமே, பூமிசில் நிலைத்தன்மைக்கும் அககுறித்து உள்வது. இத்தலைவில் கற்றுக்கு முலை மீட்டு. இடும்பு பொறியியல் சேத்தன் சிங் சோலங்கி பெற்கொடுள்ள முயற்சியை பெரிதும் பாராட்டுவோம் என்றார்.

தொடர்ந்து ஆற்றம் துக்கிய உறிய விவாதம் நடைபெற்றது. ஆற்ற தனிமை மற்றும் மின் பண்பை வடக்கு குறைப்பதான உறுதியெ ஏற்றுக் கொள்ளப்பட்டது. நவீ பெருத்தி அனைத்து செயல்பாடு வையும் மானவ, மானவின் மற்று சொற்கியர்கள் கல்வி. பெட்டி பணவரிட்டனர்.

**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 programmed. He came as an yatra pertaining to impart solution to climate change, job creation, energy security and improving local economy

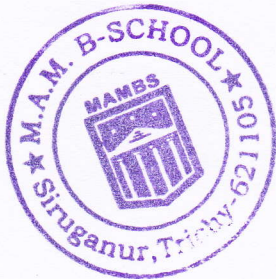




## Siruganur, Trichy -621105

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.

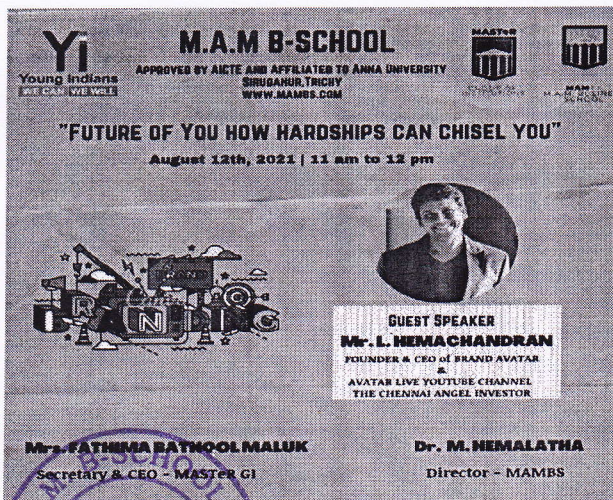
Dr. Chetan Singh Solanki stated that the energy is the driver of our social and economic growth and while on the other side excessive use of fossil energy has caused climate change, which is becoming catastrophic and an threat to human existence. He highlighted various actions module that includes Energy 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. **Totally 189 Students** participated this session and 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.







1. M.A.M B-School organised Future of You How Hardships Can Chisel You by Mr. L. Hemachandran, Founder and CEO of Brand Avatar & Avatar Live Youtube channel, The Chennai Angel Investor on August 12, 2021. **120 students** attended this program



**Yi**  
Young Indians  
LIVE CAN WE WRITE

**M.A.M B-SCHOOL**  
APPROVED BY AICTE AND AFFILIATED TO ANNA UNIVERSITY  
SIRUGANUR, TRICHY  
WWW.MAMBS.COM

**MASTER**  
GROUP OF  
INSTITUTIONS

**MAMBS**  
M.A.M. BUSINESS  
SCHOOL

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

**TRAINING**

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

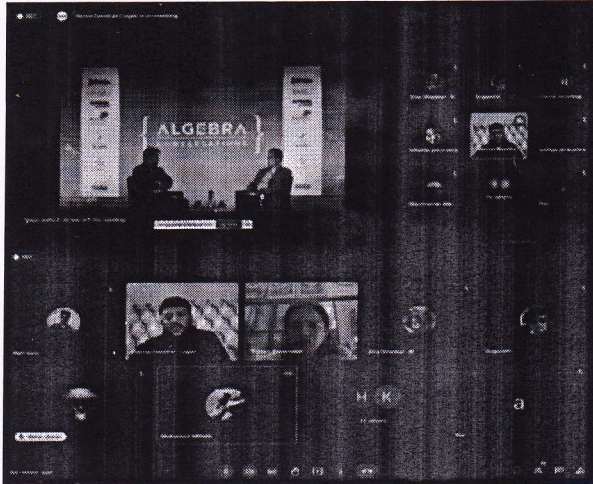
**Mr. P.ATHIMA RATHNOL MALUK**  
Secretary & CEO - MASTER GI

**Dr. M. NEMALATHA**  
Director - MAMBS

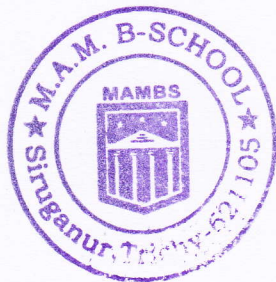
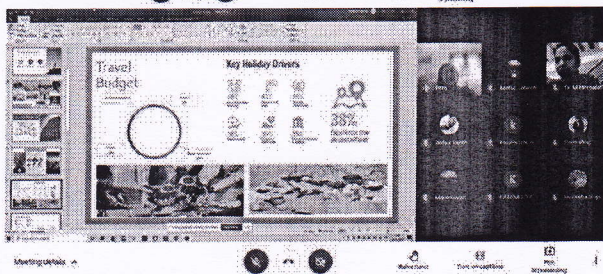
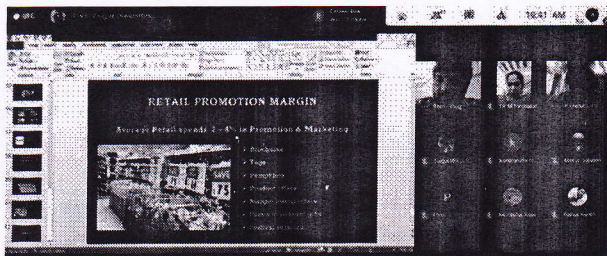




Siruganur, Trichy -621105



1. M.A.M B School organized a guest lecture on 20.5.21 “Marketing in the International Tourism & Retail Sector” by Mr. S. Ramachandran, CEO, POMITTO (Fruit Pulp and Juice) on Retail Marketing and Mrs. Petula Fugle, Public Relation Manager MASTeR GI on International Tourism to our **85 students**





Siruganur, Trichy -621105



**M.A.M. B-School**

(Approved by AICTE and Affiliated to Anna University)  
Siruganur, Tiruchirappalli - 621 105  
www.mamba.com



**Marketing in the International  
Tourism & Retail Sector**  
on  
19.5.2021 (10.00 - 11.00 am)

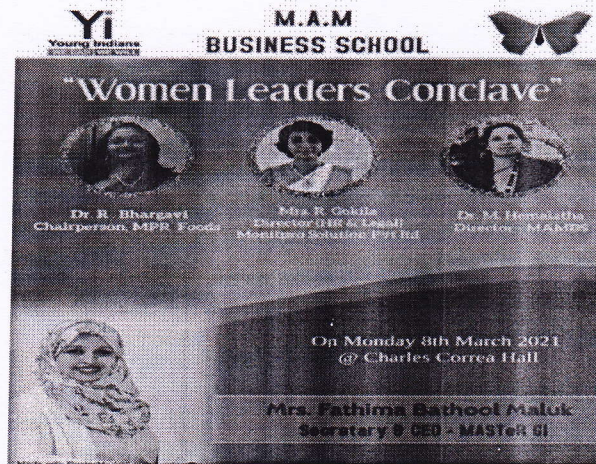
**Mr.S. Ramachandran**  
CEO, POMITTO (FRUIT PULP & JUICE)  
MANAGING PARTNER - STUDENTS CORRIDOR  
MANAGING PARTNER - BRAINS & BEYOND

**Mrs. Petula Fugle**  
Public Relation Manager  
MASTeR GI.

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

Dr. M. Hemalatha  
Director - MAMBS

2. 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.



**YI**  
Young Indians

**M.A.M.**  
BUSINESS SCHOOL

**"Women Leaders Conclave"**

Dr. R. Bhargavi  
Chairperson, MPR Foods

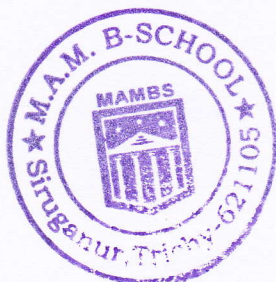
Mrs. R. Gokila  
Director (HR & Legal)  
Manitara Solutions Pvt Ltd

Dr. M. Hemalatha  
Director - MAMBS

On Monday 8th March 2021  
@ Charles Correa Hall


Mrs. Fathima Bathool Maluk  
Secretary & CEO - MASTeR GI

3. M.A.M B School organized a guest lecture on 18.11.2020 "Ayurveda Marketing". Mr.T.R. Sasi Varier, Executive Director, K.S. Varier Ashtanga Ayurvedic Pvt Ltd was the chief guest he addressed 85 MBA students regarding the marketing strategy and the importance of practicing ayurveda in our day-to-day life. He said the Ayurvedic Market is undergoing tremendous growth owing to the rising awareness among the population about the side effects of others.






Siruganur, Trichy -621105



**M.A.M. B-School**  
(Approved by AICTE and Affiliated to Anna University)  
Siruganur, Tiruchirappalli - 621 105  
www.mambs.com

We Cordially invite you all on behalf of the Management, Director,  
Faculty and Students for a Guest Lecture on

**"TRADITIONAL AYURVEDIC MEDICINE INDUSTRY"**

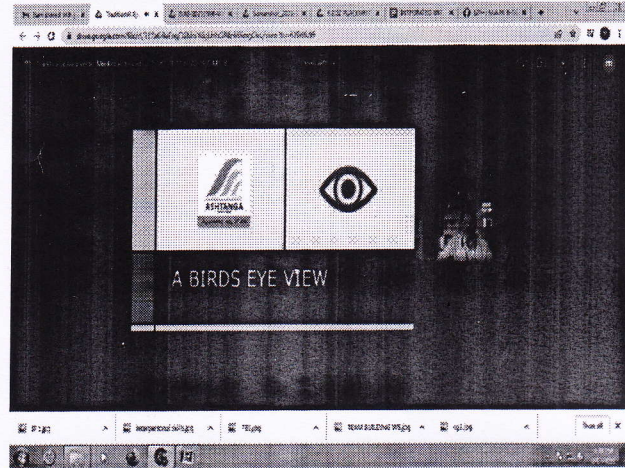


**Chief Guest**  
T.R.Sasi Varier - Executive Director  
K.S.Varier's Ashtanga Ayurvedics Pvt. Ltd

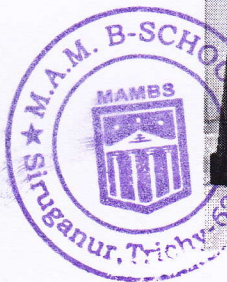
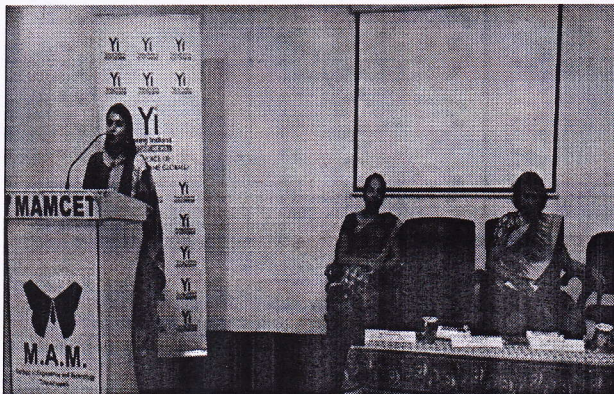
Date: 19.11.2020 Time: 10.30 -11.30 a.m.

Mrs. Fathima Bathool Maluk  
BBA, BBA (HON.), WEP (ISS)  
Secretary & CEO - MASTeR GI.

Dr. M. Hemaletta  
MBA, Ph.D (DIT)  
Director - MAMBS

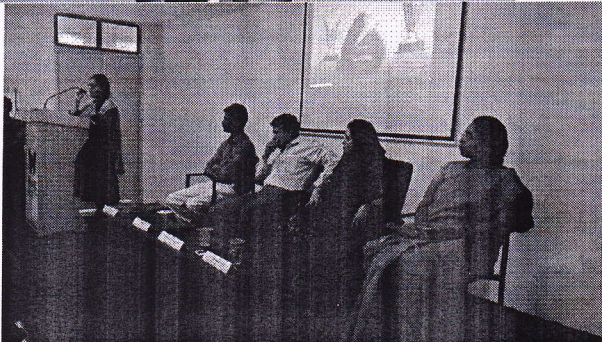
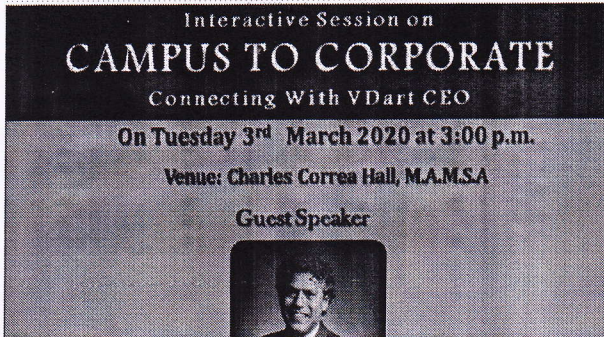


1. M.A.M B School organized a guest lecture on 06.03.2020 Women Excellence in Entrepreneurship. Ms. Vinothini Sekar, Entrepreneur & Fashion Designer was the guest speaker. She addressed 33 MBA students regarding the Women Excellence in Entrepreneurship and also various other fields. She said women excellence 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.

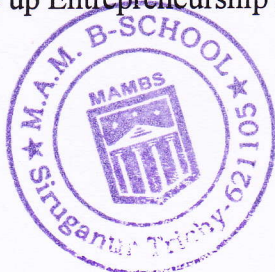




2. M.A.M.B-School Organised an Interactive Session on "CAMPUS TO CORPORATE" with Mr. Sidd Ahamed, Founder and CEO of VDart Incorporation on 3rd March 2020. **33 students** participated in this program

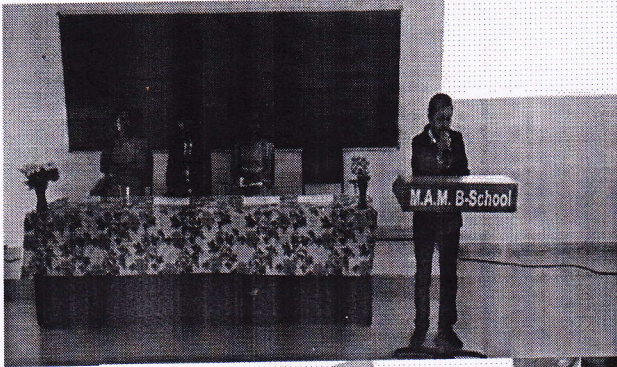


3. M.A.M.B-School organised a special session on Know Yourself for your "ENTREPRENEURIAL JOURNEY" by Mr. Manick Rajendran, Founder & CEO of iMMi life Healthcare Pvt. Ltd. Chennai on 2nd March 2020. Chief Guest Inspired our Student by making the session as an activity based learning and thought the skills which help them to take up Entrepreneurship as their Career. **35 students** participated in this program

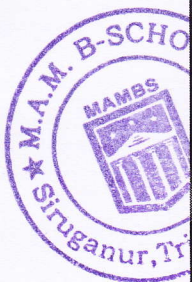
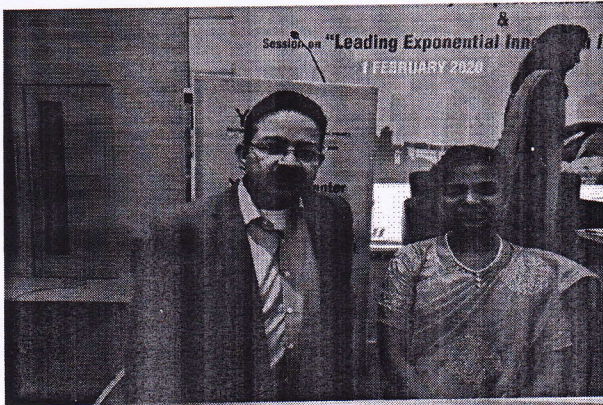




Siruganur, Trichy -621105



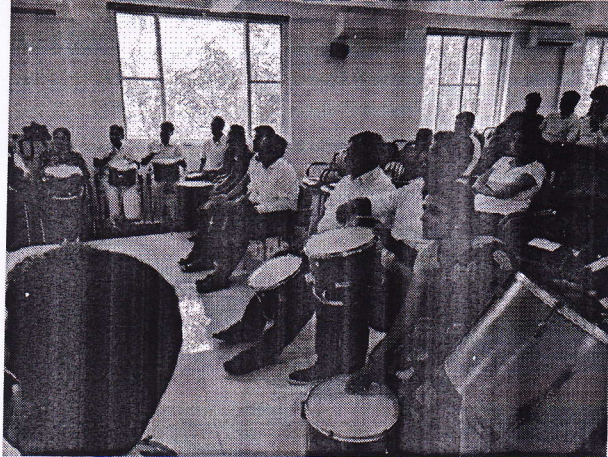
4. Dr. Najma, Associate Professor of M.A.M.B- School attended a Special lecture on Leading Exponential Innovation in a VUCA World by Dr. Shankar Venugopal, Vice President, Mahindra & Mahindra in Young Indians Trichy Chapter Annual Day held on 1st February 2020 at Hotel Redfox, Trichy.



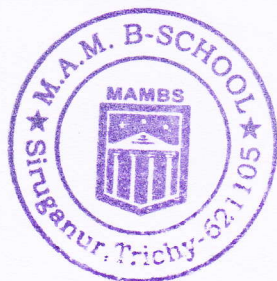


Siruganur, Trichy -621105

5. M.A.M.B-School 1st Year Students (10 members) along with Yi Coordinator Dr. Najma have attended the Session "Path Finder" by Mr. Manick Rajendran, Founder and CEO iMMi Life Healthcare Pvt. Ltd. On 1st March 2020 at Ponni Delta.



6. M.A.M. B- SCHOOL organised an Entrepreneurship Awareness Programme 2020 on 24th January 2020. Sri. Krishna Varatharajan, Chairman, Idea Plus Business Solutions, Chennai gave Inaugural Address. Mr. Sivakumar & Mrs. Savitri Sivakumar, Founder & Co-Founder, Trichy Plus, Trichy took second Session. Mr. Naveen Kumar, Founder Atchayam Trust, Komarapalayam, Gave the Valedictory Address. Each of them inspired the participants from various colleges by sharing their Personal Experience of becoming an Entrepreneur. They also shared the success stories of many Entrepreneurs to **200 plus students**.





**Siruganur, Trichy -621105**

(Approved by AICTE and Affiliated to Anna University)  
Siruganur, Tiruchirappalli - 621 105  
www.mambs.com



**Hearty Welcome to Participants**

**Entrepreneurship Awareness Programme -2020**

Sponsored by Department of Science and Technology, New Delhi  
**Guest Speakers**



1. MAMBS organised a Awareness program for budding entrepreneurs titled "Financial Assistance for Entrepreneurs" on 27.03.2019. 42 students participated in this program

**10 Years** MASTER GROUP OF INSTITUTIONS  
**M.A.M. B-School** Siruganur, Tiruchirappalli - 621 105  
**MAMCET MAMBS**

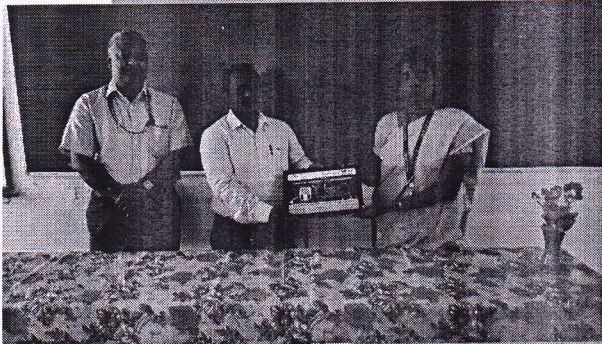
Guest Lecture on  
**FINANCIAL ASSISTANCE FOR ENTREPRENEURS**  
02.30 p.m. 27.03.2019

**Mr. R. MICHAEL**  
Chief Manager (Rtd.)  
PUNJAB NATIONAL BANK  
Circle Office, BHEL COMPLEX, Trichy

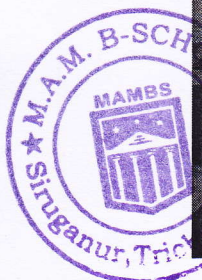
**Ms. R. Karthika**  
Associate Professor, MAMBS  
Co-ordinator, EDC

**Dr. P. Subburethina Bharathi**  
B.E., MBA, M.Phil., Dis., PDAM, FODPNELL, DUAL, Ph.D.,  
Director - MAMBS

**Mrs. Fathima Bathool Maluk**  
MBA, SMP (IIMA), WEP (ISB)  
Secretary & CEO - MASTER GI



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

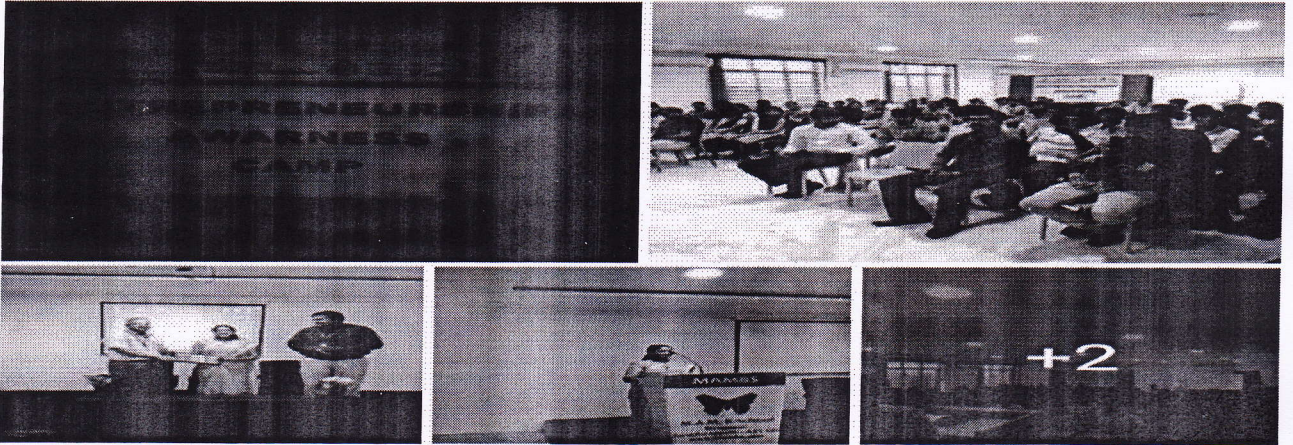




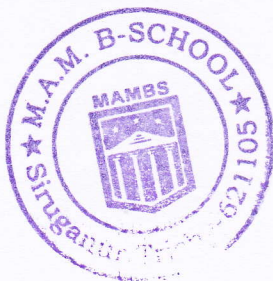
**Siruganur, Trichy -621105**

2. M.A.M B-SCHOOL Organised Entrepreneurship Awareness Camp on 22.11.2018. **50 plus** students participated in this program

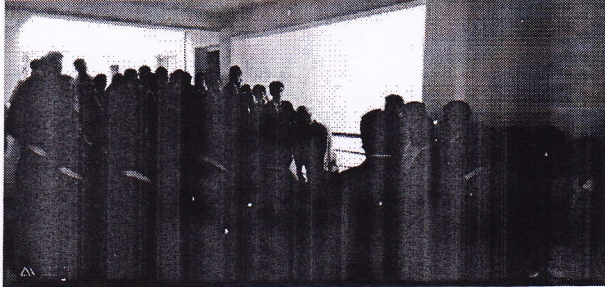
**M.A.M.B-School Organised - Entrepreneurship Awareness Camp @ our college campus, Chief Guest Dr.Parkavi Raja, Managing Director, MPR Foods, Trichy. Sincere Thanks to Dr.M.A.Maluk Mohamed, Chairman - MASTER Group of Institutions and Mrs. Fathimabathool Maluk, Secretary - MASTER Group of Institutions.**



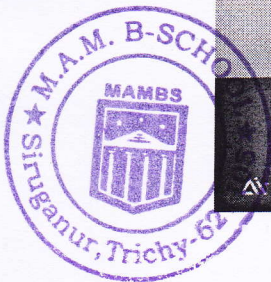
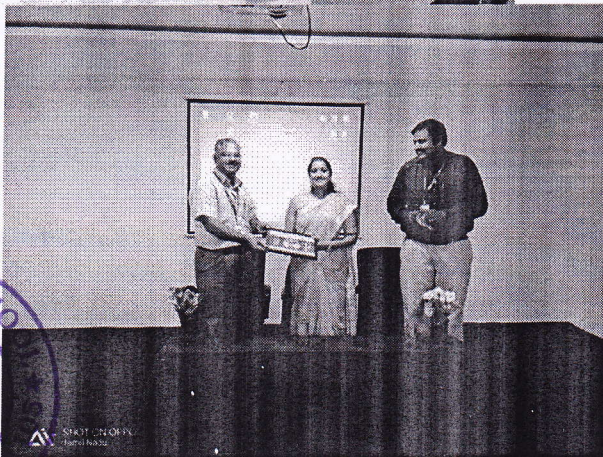
3. M.A.M.B-School Organised - Think Tank 2018 - Business Plan Competition on 20.11.2018. Jury Mr. & Mrs. Gowri Sankar, Managing Director, Sri Saraswathi Cafe, Tiruchirappalli. **77** students participated in this program



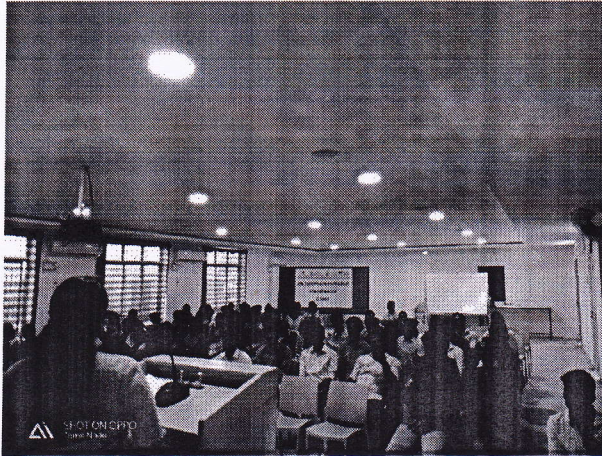




4. M.A.M. B-School Organised - Entrepreneurship Awareness Camp @ our college campus, Chief Guest Dr.Parkavi Raja, Managing Director, MPR Foods, Trichy. **75 students** participated in this program







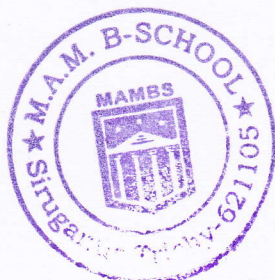
5. MAMBS organised a workshop for budding entrepreneurs from various disciplines on 24.07.2018, in which **150 plus students** participated in this program

Mr. N. Rathnakumar, Managing Director, Ramyas Hotels Private Limited, Tiruchirappalli.  
Chair – Yi Trichy Chapter.

Mr. N. Kanaga Sabapathy, President, TIDITSSIA Tiruchi District Tiny and Small Scale  
Industries Association – Funding Agencies in India

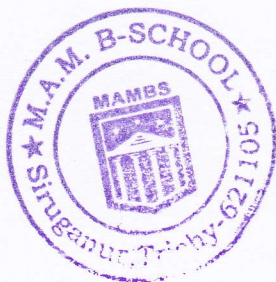
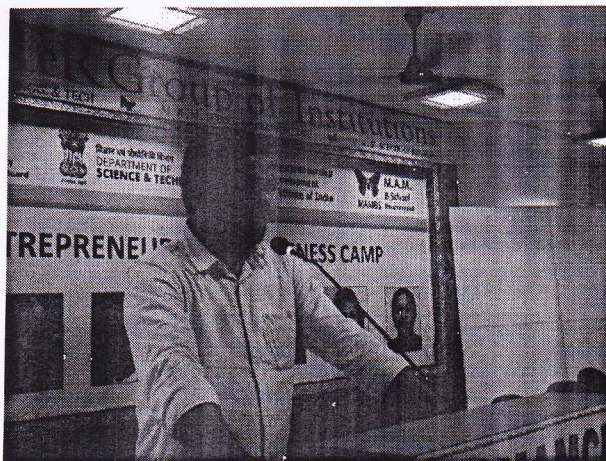
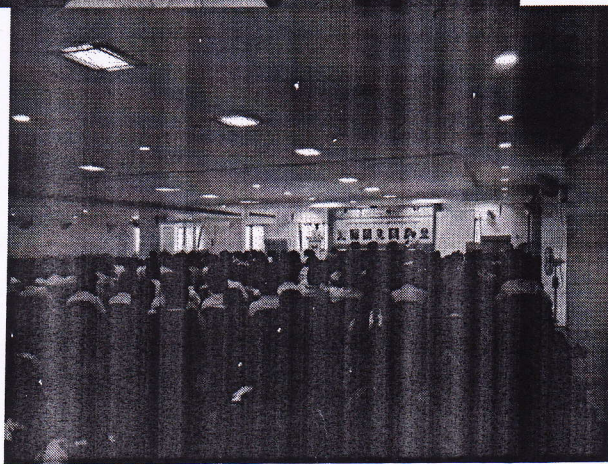
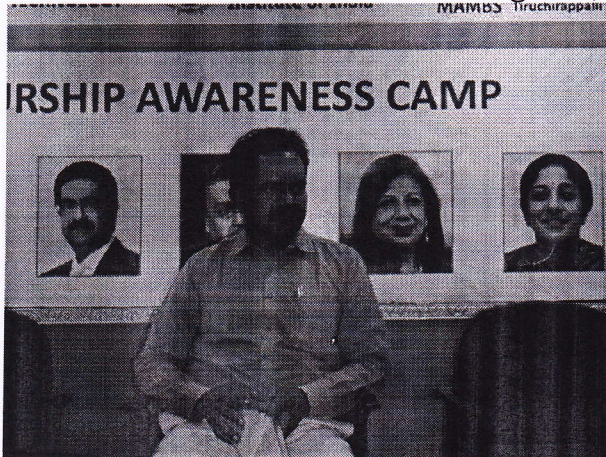
Mr Manohar Jha, Director, DexPatent & Co-Founder of HelloLeads.io – Entrepreneurial  
Avenues

Mr. Anand Pitchaikani, Managing Director, Modelon Engineering Pvt. Ltd. – Preparation of  
Business Plan

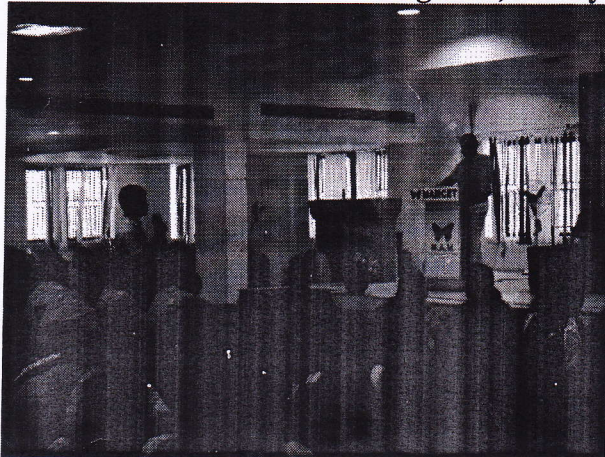




Siruganur, Trichy -621105







1. One Day Workshop on Mantras and Mahimas of Entrepreneurship: on 04.10.2017. Mr. N P SUKUMAR, MD, Acoustics India Private Limited, Mr. Sivasubramaniyan, Dr. Victor Lazarus, and Mr. K Ravishankar. **60 students** participated in this program

**One Day Workshop on Mantras and Mahimas of ENTREPRENEURSHIP**

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

Date: 04.10.2017 (Wednesday) | Time: 10.00 a.m. to 5.00 p.m. | Venue: MAMBS

**Chief Guest**  
**N. P. SUKUMAR**  
Managing Director  
ACOUSTICS INDIA PRIVATE LIMITED,  
SISCO PROJECTS PRIVATE LIMITED & SISCO SOLAR PRIVATE LIMITED  
Trichytrappatt

**Resource Person**  
**R. SIVASUBRAMANIAN**  
Director  
Edison Group of Companies and Edison Research Foundation  
Trichytrappatt

**Resource Person**  
**K. RAVISHANKAR**  
Industrial Consultant  
Ashish Consultancy Services  
Perambalur

**Resource Person**  
**DR. R. VICTOR LAZARUS**  
Former Chief HR Trainer, Southern Railways  
Associate Professor, DeMS, Bishop Heber College  
Trichytrappatt

Soliciting your august presence.

Dr. P. Subbarathnam Bharathi | Mrs. Fatima Bathool Malik | Dr. M.A. Malik Anbarood





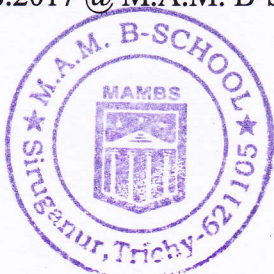
Siruganur, Trichy -621105



2. Our Students Team (6 members) won the Best Manager Title and Best Corporate Team competition organized by Bon Secours College, Thanjavur. We wish them all the best.



3. Skill MAX - 7 days Orientation Programme for Budding Managers from 21.08.2017 to 30.08.2017 @ M.A.M. B-School. 44 students participated in this program





Siruganur, Trichy -621105

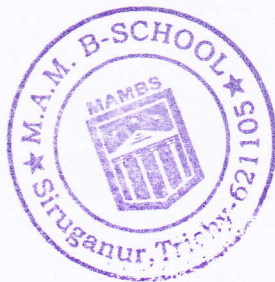


**ORIENTATION PROGRAM**  
21.08.2017 to 30.08.2017

**7**  
**DAYS**  
**14 PROFESSORS**  
**28 SESSIONS**  
**FOR BUDDING MANAGERS**



4. Think Tank 2017 - New Product Exhibition @ M.A.M. B-School on 10.08.2017. 40 students participated in this program





Siruganur, Trichy -621105

**Think Tank**  
Business Exhibition 2017

## INVITATION

*Business Idea Exhibition  
for creative and innovative thinkers...!*

*We cordially invite you to participate and exhibit your ideas  
on 10<sup>th</sup> August 2017.*

*Venue: MAMBS  
Time: 9.00 a.m.*

*Soliciting your August Presence.*

Coordinator  
Ms. Caroline Josephine Vanhaldren

Director  
Dr. P. Subburethina Bharathi

CEO  
Mrs. Fathima Bathool Maluk





**YOUTH RED CROSS & STUDENTS ASSOCIATION CLUB**

Cordially organize

**DISASTER MANAGEMENT WORKSHOP**

ON 14.06.2022

Program Report

**M.A.M. B-SCHOOL**  
Youth Red Cross  
Student Association Club  
DISASTER MANAGEMENT WORKSHOP

**Red Crossor Er. G. Rajasekaran**  
Chairman,  
Indian Red Cross Society,  
Tiruchirappalli District Branch

**Red Crossor. M. Jawahar Hasan**  
Hon. Secretary,  
Indian Red Cross Society,  
Tiruchirappalli District Branch

**Red Crossor. P. Mohan**  
Jt. Secretary,  
Indian Red Cross Society,  
Tiruchirappalli District Branch

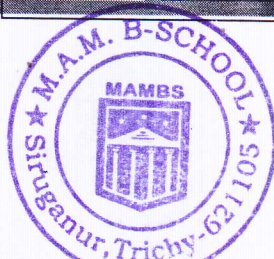
Date & Time: 14.06.2022 & 9.30 to 11.30 am  
Venue: MAMBS Seminar Hall

Dr. M. Hemalatha  
Director - MAMBS

Men. Fathima Bathool Maluk  
Secretary & CEO -Master GI.

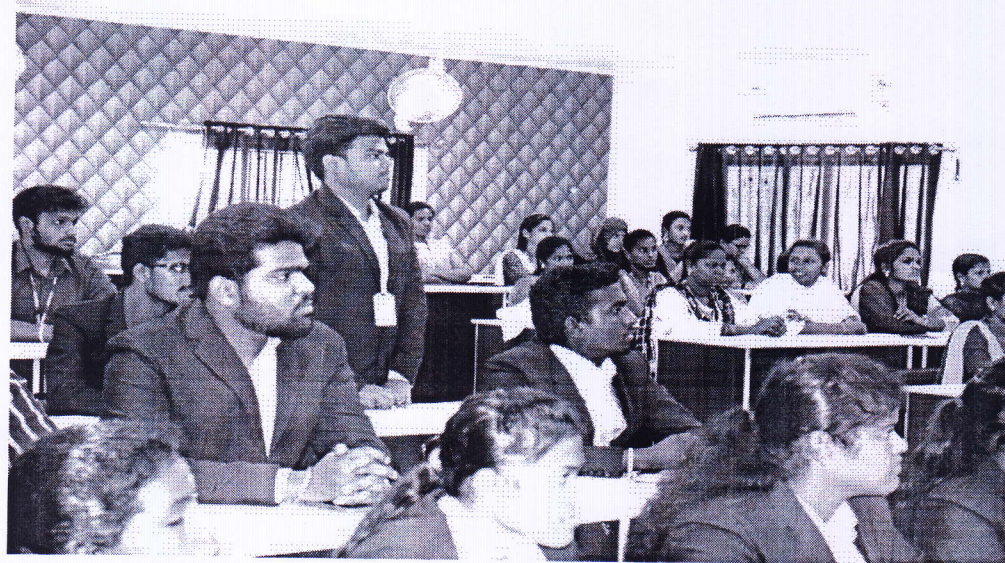
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XQXG+2CP, Avaravelli R.F., Tamil Nadu 621105, India  
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Long 78.776122°  
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**DIRECTOR**  
**M.A.M. B-SCHOOL**  
74 Siruganur, Trichy-621105









M.A.M. B-School, a standalone Business School Trichy, organise the programme of a Workshop on **Disaster Management** 14.06.2022 at Seminar Hall with presents of Dr. M. Hemalatha Director of MAMBS. The programme organised with the motive to induce social interest of budding managers towards future social environment which is need of the hour.

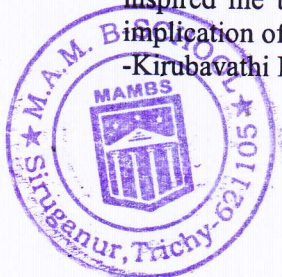
Red Crossor. Er. G. Rajasekaran Chairman of Indian Red Cross Society Trichy delivered his speech with fundamental principles of YRC in disaster management activities and given over all view of disaster management training needs in recent times of natural calamities.

Red Crossor. P. Mohan Jt Secretary of Indian Red Cross Society Trichy, delivered the workshop session on disaster management, he started with demonstration of various activities disaster Management, fundamental procedures and guidelines of rescue and process of YRC in disaster management.

He delivered the basics of disaster management techniques which followed in recent incidents with video clips and images. Further given procedure for rescue and government authorities relevant to disaster management and roles. The programme attended by I year MBA **students of 60 volunteers**. YRC Coordinator A. Anburaj coordinate the programme.

#### **Student's Feedback**

1. The programme gave us an inspiring speech on "Social activities". We also clarified many doubts regarding social initiatives Youth Red Cross. Red Crossor. P. Mohan Jt Secretary of Indian Red Cross Society Trichy, session on Disaster Management workshop gives the detailed understanding Government and YRC role on Disaster Management.  
-Ragunahth I MBA "B" sec
2. Red Crossor. P. Mohan Jt Secretary of Indian Red Cross Society Trichy gave the entire process of disaster management with detailed procedure which makes us to understand the activities need to be done on different disaster situation.  
-Sathyaseelan I MBA "A" Sec
3. Red Crossor. P. Mohan Jt Secretary of Indian Red Cross Society Trichy, session inspired me to search further knowledge disaster management in the global level and implication of the different techniques.  
-Kirubavathi I MBA "B" Sec





**YOUTH RED CROSS & STUDENTS ASSOCIATION CLUB**

Cordially organize a session on

**First Aid**

12.09.2022

**Program Report**

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

M.A.M B-School Student Association Club  
cordially invites you for the

**+** **YOUTH RED CROSS**  
**FIRSTAID PROGRAM**

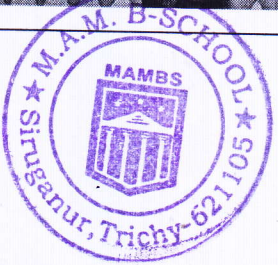
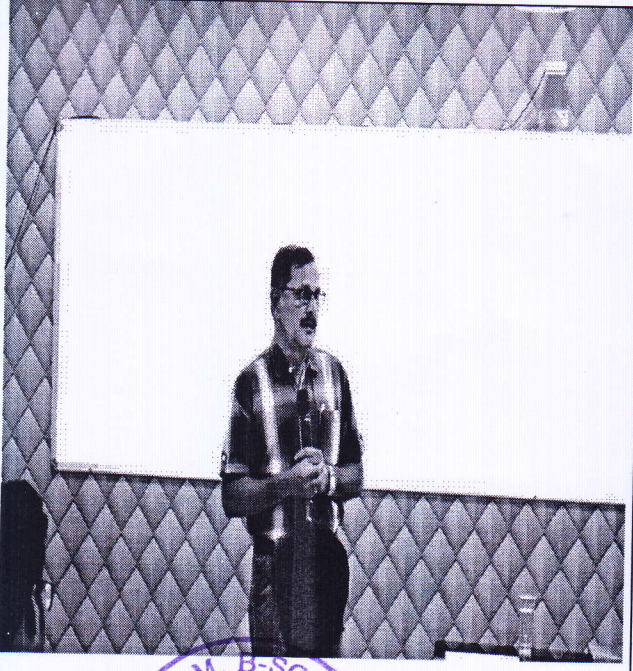
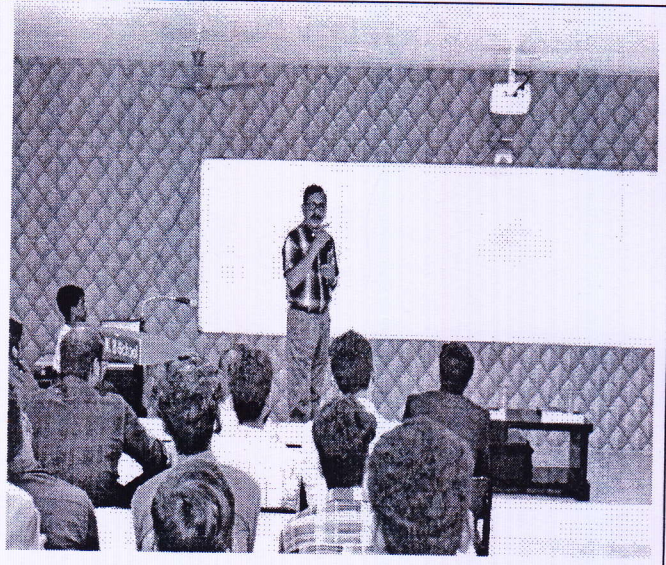
**Red Crossor Mr. C. Siva Ramalingam**  
Lecturer in First Aid & Assistant Commissioner × ×  
St. John Ambulance, Southern Railway, India × ×  
Life Member, Indian Red Cross Society, Tiruchirappalli × ×

**Red Crossor Dr. R. Elangovan**  
Naturopathy Consultant  
Advisor, Indian Red Cross Society, Tiruchirappalli

12 SEP 2022 | 2 PM | NEWTON HALL

Dr. M. Hemalatha  
Director - MAMBS

Mrs. Fatima Bathool Maluk  
Secretary & CEO - MASTER GL



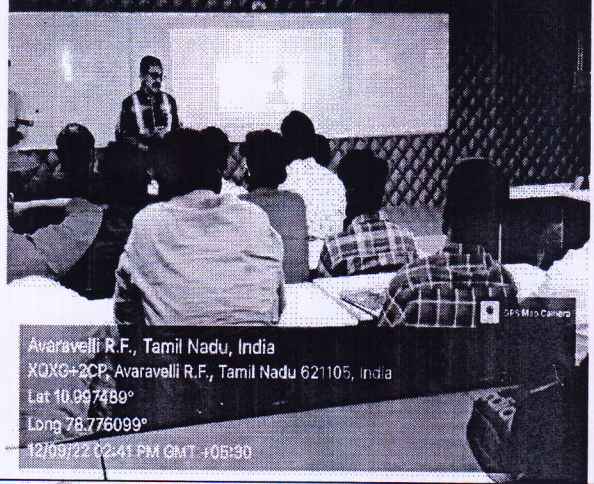
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**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy-621105



# Geotagging photos



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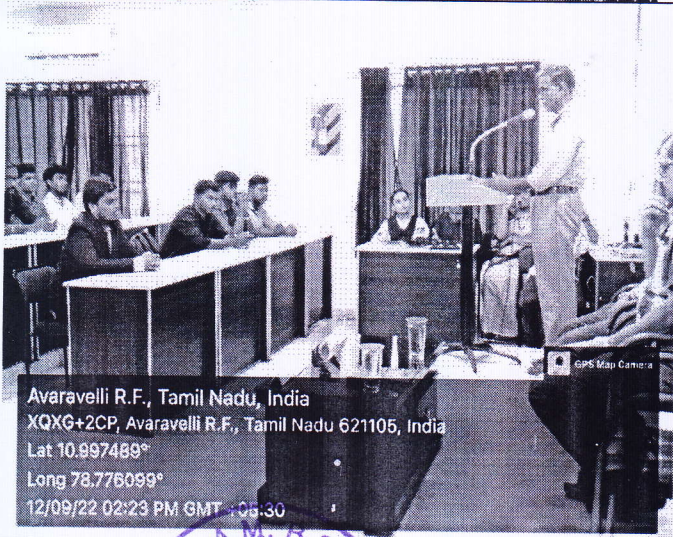
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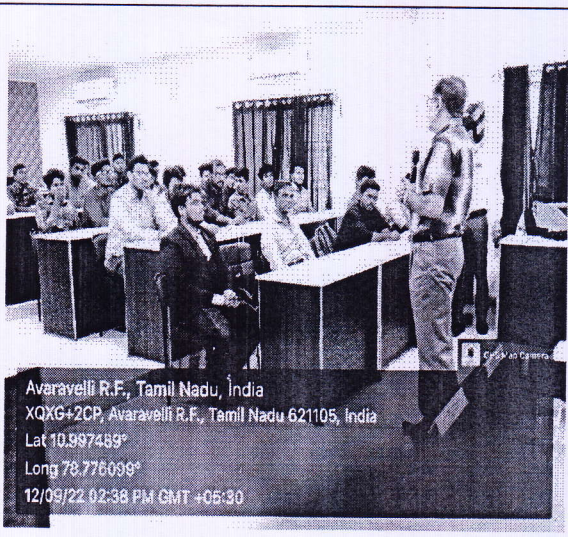
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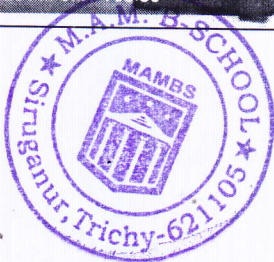
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## YOUTH RED CROSS FIRST AID PROGRAM

M.A.M. B-School Student Association Club in association with Youth Red Cross organized session "First Aid Program" on 12 th September, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the rationale behind the inauguration of Youth Red Cross Society at M.A.M.B-School. Red Crossor Mr. C.Siva Ramalingam, Lecturer in First Aid & Assistant Commissioner, St.John Ambulance, Southern Railway, Life Member, Indian Red Cross Society, Tiruchirappalli and Red Crossor Dr. R.Elangovan, Naturopathy Consultant, Advisor, Indian Red Cross Society, Tiruchirappalli

was the resource persons for the programme. Mr. C.Siva Ramalingam initiated the Youth Red Cross Society and briefed his speech by giving brief introduction about Youth Red Cross Society. He discussed that Youth Red Cross Unit members are the builders of the nation who take part actively in bringing the motto of Red Cross, that is, "Service to society". He also provided some first aid tips in saving casualties by prioritize them in order such as save the young before the old, save the conscious casualties before the unconscious ones as they have a higher chance of recovery and casualties should always be treated in the order of priority, usually given by breathing, bleeding and bones. As a part of the Youth Red Cross inauguration, the new office bearers took as YRC in-charges during the programme.

Dr. R.Elangovan explained in detail about first aid as emergency care or treatment given to an ill or injured person before regular medical aid can be obtained. He said that the aim of first aid is to preserve life, prevent the casualty's condition from becoming worse and promote recovery. He also thought some responsibilities of first aider as assess the situation quickly and safely and summon appropriate help, protect casualties from possible danger and to identify the nature of illness or injury affecting casualty, to arrange for the casualty's removal to hospital or into the care of a doctor and to remain with a casualty until appropriate care is available. He also gave information in detail regarding the victims with hyperventilation and fainting which causes stress, anxiety, sweating and unconsciousness and its proper treatments. Mr.A.Anburaj, Youth Red Cross (YRC) Coordinator, M.A.M.B-School made the requisite arrangements and proposed vote of thanks for the programme.

60 students from I year MBA attended the session voluntarily, with 30:30 gender Ratio of boys and girls.

### Student's Feedback

1. The programme gave us an inspiring speech on "First Aid". We got fundamental idea of First Aid and how much it is important for every individual person to safe themselves and save others life too. Mr. C. Sivaramalingam makes clear on first aid needs.  
-Santhosh I MBA "C" sec
2. Red Crossor Mr. C. Sivaramalingam explained details of first aid procedures for various emergency situation that could be faced by any individual. We understood some basic concepts of first aid.  
Nadeesh- I MBA "B" Sec
3. Red Crossor Dr. R. Elangovan given short notes on naturopathy needs and importance of the content in the recent year due to modern cultural changes. He further insist the students to take natural food as much as possible. He given clear cut contents of natural health in the rencent times.  
Kavin -I MBA "B"Sec.





# M.A.M. B-SCHOOL

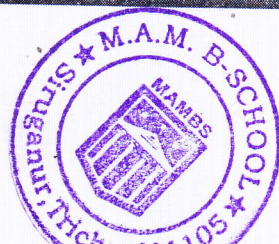
Siruganur, Trichy -621105

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



M.A.M. BUSINESS SCHOOL

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



2017 - 2018



# M.A.M. B-SCHOOL

Siruganur, Trichy -621105



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



MAMBS  
M.A.M. BUSINESS  
SCHOOL

## 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



M.A.M. COLLEGE OF ENGINEERING & TECHNOLOGY  
M.A.M. SCHOOL OF ARCHITECTURE / M.A.M. B-SCHOOL

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

Felicitation

**Mrs. FATHIMA BATHOOL MALUK**

Secretary and CEO, MASTeR Group of Institutions, Tiruchirappalli

*Soliciting your august presence*

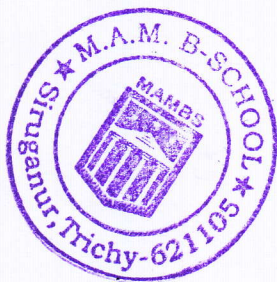
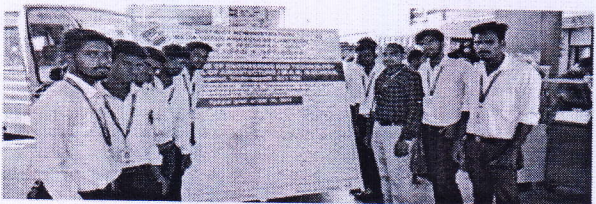
**Mr. P. Mohan**

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)







GROUP OF INSTITUTIONS



# M.A.M B-School

( Approved by AICTE and Affiliated to Anna University )  
Siruganur,Trichy www.mambs.com



MAM BUSINESS SCHOOL

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

## ORGANIZING Heritage Walk



ON  
16.11.2022

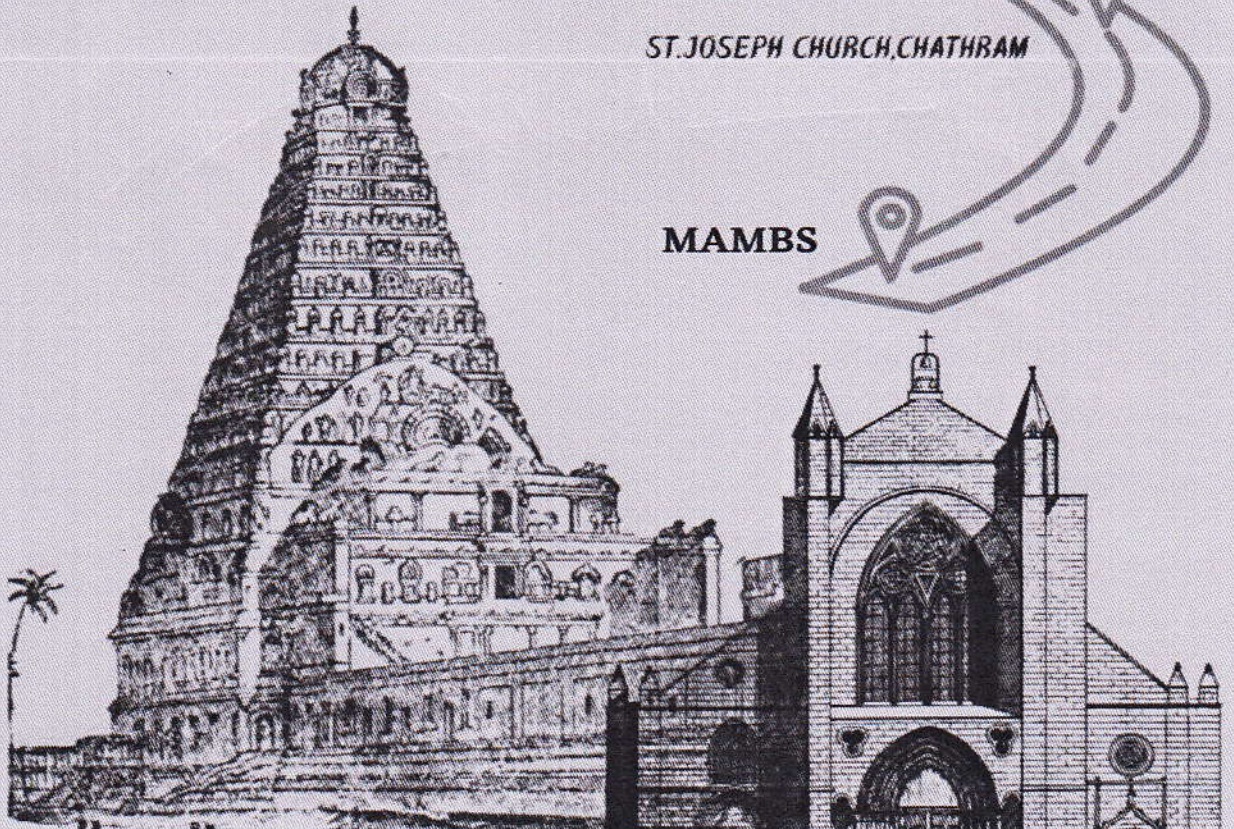
**"You are a reflection of the heritage you grew up in"**

*Guided by  
Ar.Jerrin Alphy Stephen  
Artist.Dharmaraj*

MALAIKOTTAI

ST.JOSEPH CHURCH,CHATHRAM

MAMBS







# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



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

## ATTENDANCE of PARTICIPANTS

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



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

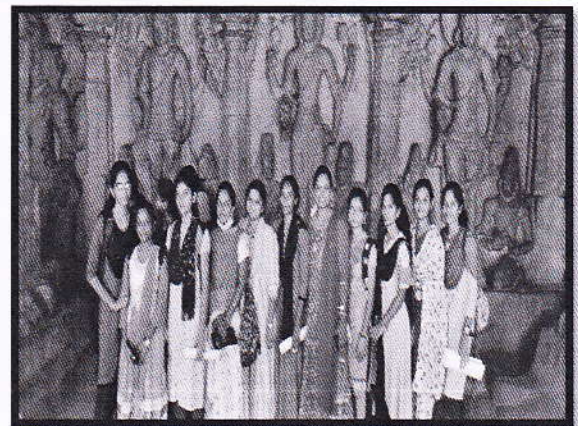
**(b) Participant list:**

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



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

GEO TAGGED PHOTOS





(c) Feedback consolidation:

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

Attach: Program description

 <b>Faculty Coordinator</b>	 <b>Director</b>
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