

## **DVV CLARIFICATION – 14.02.2023 / Metric ID: 3.2.2**

### **Findings of DVV:**

Provide detailed report for Business Intelligence Modelling from Measuring the Women Entrepreneurship Business Success Workshop on Logical and Analytical Skills Preparatory Workshop on NAAC & NBA, Accreditation for 2021-22 with photograph with date and captions, title of the workshops/ Seminars conducted signed by competent authority.

### **Response of HEI:**

Thank you for your interest in the Business Intelligence Modelling from Measuring the Women Entrepreneurship Business Success Workshop, Logical and Analytical Skills Preparatory Workshop on NAAC & NBA Accreditation for the academic year 2021-22, and the photographs with date and captions. We are pleased to provide you with the detailed report of these workshops.

The Business Intelligence Modelling from Measuring the Women Entrepreneurship Business Success Conference was conducted on [date 28.04.2022], and was aimed at providing knowledge and skills in the areas of business intelligence, modelling and measuring success, with a particular focus on women entrepreneurship. The Conference was attended by [117] participants, and was led by [M.A.M.C.E CS Department], who is an expert in the field.

The Logical and Analytical Skills Preparatory Workshop on NAAC & NBA Accreditation was conducted on [14.02.2022], and was aimed at preparing the participants for the National Assessment and Accreditation Council (NAAC) and National Board of Accreditation (NBA) accreditation process. The workshop was attended by [17 Staff members] participants, and was led by [Dr.R.Saraswathy], who is an experienced consultant in the field.

Please find attached the detailed report of both workshops, which includes the title of the workshops/seminars conducted, the duration of the workshops, the names of the instructors. Additionally, we have included a photograph from each workshop, which features the participants engaged in learning activities.



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

The competent authority is required to provide a detailed report on the workshops and seminars conducted in 2021-22.

S.NO	Title of the Workshop / Seminar	Captions & Date	Signed authority
	<b>WORKSHOP</b>		
1	"Employability Skills, Leadership Effectiveness & Personality Development"	15.12.2022	Dr.M.Mahendran Director, Training, Placement & Corporate Relations, St.Joseph's College,
2	"Business Plan Preparation" (Create New Business Opportunities and Grow with Strategy) on 03.11.2022	03.11.2022	Dr.M.Hemalatha, Director- M.A.M.B-School.
3	Personality Development"	14.09.2022	Mr.S.Sasikumar, HR Trainer, SETHMA Academy and Mr.V.Gopinathan, Deputy Inspector of Schools,
4	Workshop on Cyber Safety"	16.09.2022	Mr.S.Anbuselvan, Inspector of Police, Cyber Crime Police Station
5	"Effective Public Speaking" today	26.05.22	Jc.HGF.J.Jeyachandhiran,
6	"Digital Marketing" programme today	13.04.2022	Mr.Rajesh Natrajan,Internet Marketing Adviser, Web Designer,Digital Marketing Agency, INTERNEST
7	"IPR Awareness & Application in Management"	18.02.22	Mr.L.M. Subramanian, DGM (Retired), BHEL
8	"Preparatory Workshop on NAAC & NBA Accreditation"	18.02.22	Dr.B.Senthil Arasu, Associate Professor, Department of Management Studies, NIT,
9	"Workshop on Interview Conversation" and "Workshop on Logical and Analytical Skills".	4.02.22 - 16.02.22	Dr.R.Saraswathy* , Head-Skill Development and Placement (SDP), MASTeR Group of Institutions
10	Workshop as a "Session on Leadership Talk- Lead with Impact"	11.06.2022	Mr.Anand Srinivasan, Economist, Author , Investor & Consultant
11	"Workshop on Logical and Analytical Skills"; "Workshop	14.02.22 - 6.02.22.	Dr.R.Saraswathy* , Head-Skill Development and





	on Interview Conversation" from		Placement (SDP), MASTeR Group of Institutions
12	Workshop on "FACE & WIN INTERVIEW"& ORPORATE EXPECTATIONS"	04.02.22	Dr.S.Senthil K Nathan, Associate Professor, Head- Corporate Relations and Member- EXNORA
13	Workshop on "FACE & WIN INTERVIEW"& ORPORATE EXPECTATIONS"	31.01.22 to 01.02.22.	. Exn.P.Mohan, Consultant, Master HR Trainer & Founder- Youth Exnora International
14	Workshop on "DUST-OFF YOUR DESIGNING SKILLS- Using Canva App" today (), Dr.A.Kanimozhi, Assistant Professor, M.A.M.B-School	24.01.2022	Dr.A.Kanimozhi, Assistant Professor, M.A.M.B-School
15	Workshop on "Am I Celebrity" today.	30.12.21	Mr. P. Mohan Intl. HR Trainer & Social Scientist TN Commission of Protection of Child Rights Govt. of Tamilnadu
16	special Workshop on Know Yourself for your "ENTREPRENEURIAL JOURNEY"	02/03/2022	Mr. Manick Rajendran, Founder & CEO of iMMi life Healthcare Pvt. Ltd. Chennai on
	SEMINAR		
1	Business Intelligence Modelling for Measuring the Women Entrepreneurs Business Success"	28.04.22	K.Ramakrishnan College
2	Seminar: "SESSION OF MENTAL HEALTH"	25.05.2022	Dr. K. Ramakrishnan, Chief Psychiatrist, Managing Director & CEO, Athma Hospitals
3	Seminar : "A Day with an Entrepreneur"	12.09.22	Mr.K.V.Sivaramakrishnan, Founder & CVO, Sri Velavan Agro & Bliss Tree India
4	Seminar: "Transforming HRM" today () and	08.09.2022	Dr. Aarthi Rajesh, Assistant Director, Human Resource Development & Project Management, Institute of Ophthalmology, Joseph Eye Hospital



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# M.A.M. B-SCHOOL



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



## M.A.M B-School

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### M.A.M B-School Student Association Club


cordially invites you for the workshop on

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



**DATE**  
THURSDAY 15, DECEMBER, 2022

**TIME**  
10 AM TO 4 PM

**VENUE**  
NEWTON HALL



### SPEAKER

## DR. M. MAHENDRAN

Director  
Training, Placement & Corporate Relations  
St. Joseph's College, Trichy

Dr. M. Hemalatha  
Director - MAMBS

Mrs. Fathima Nathool Maluk  
Secretary & CEO - MASTER GI.







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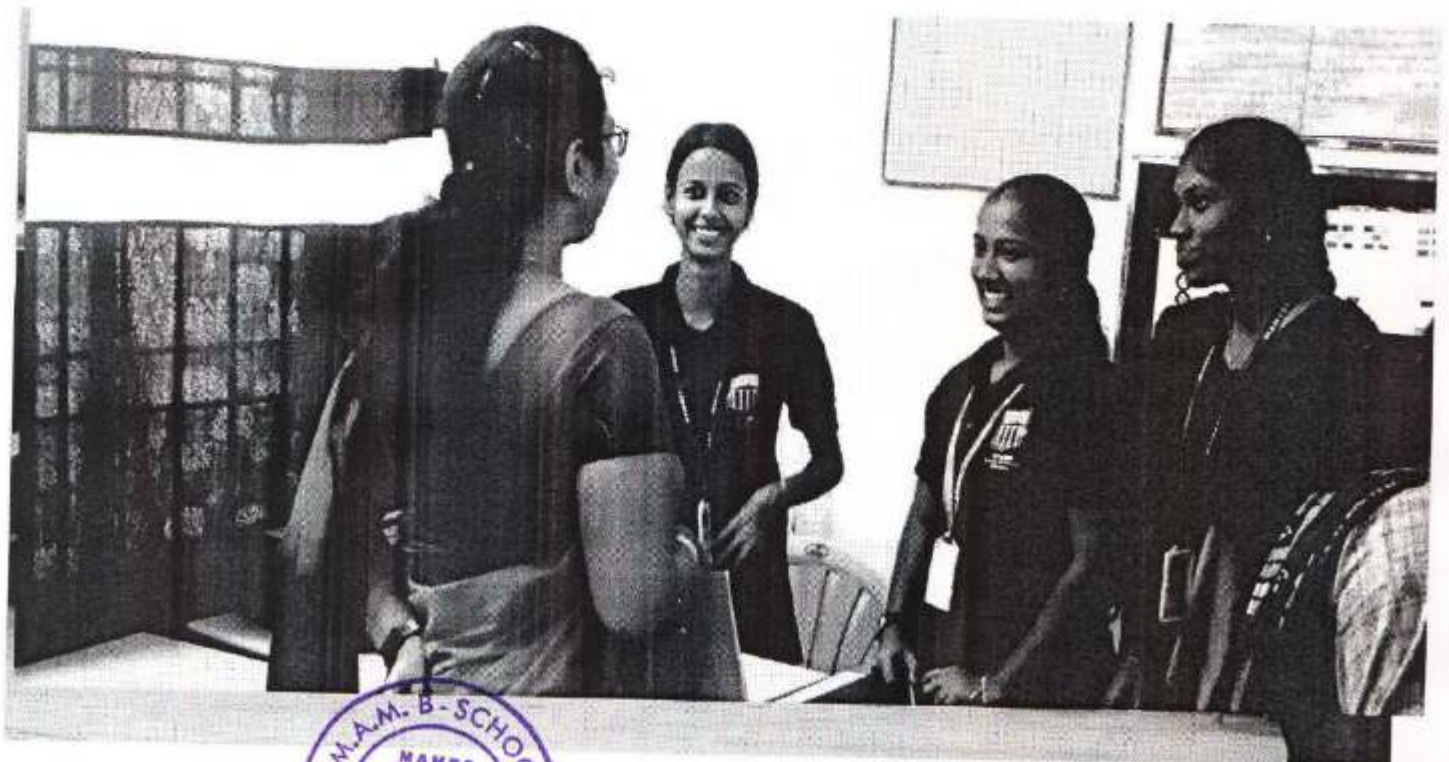
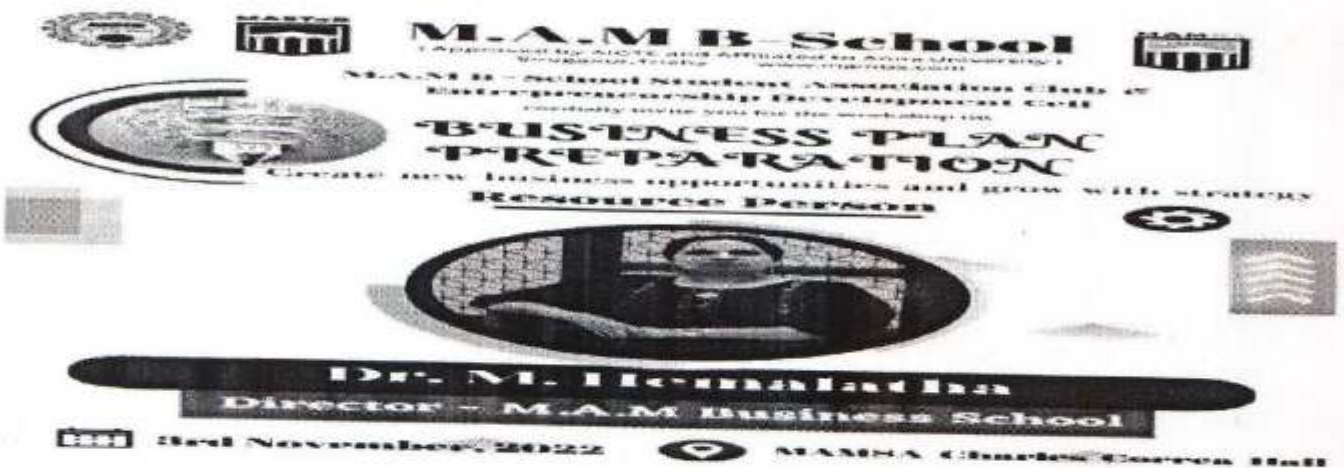
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M.A.M.B-School Student Association Club & Entrepreneurship Development Cell jointly organizes workshop on: "Business Plan Preparation" (Create New Business Opportunities and Grow with Strategy) on 03.11.2022.

Resource Person:

Dr.M.Hemalatha,

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



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M.A.M.B-School Student Association Club organized "Junior Jaycee Wing Installation and Workshop on Personality Development" today (14.09.2022) and Mr.S.Sasikumar, HR Trainer, SETHMA Academy and Mr.V.Gopinathan, Deputy Inspector of Schools, Dist. Educational Office, Trichy were the resource persons for the programme.

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M.A.M.B-School Student Association Club  
Junior Jaycee Wing  
INSTALLATION & WORKSHOP  
ON PERSONALITY  
DEVELOPMENT  
JCI India Zone KXIII

**MR .S. SASI KUMAR**  
HR Trainer  
SETHMA Academy

**MR .V.GOPINATHAN**  
Deputy Inspector of Schools  
Dist. Educational Office  
Trichy

14.09.2022 @ 10AM to 12.30PM  
NEWTON HALL

C. Hemavathy President  
S. Kayalvizhi Vice President  
D. Edwin Secretary  
P.E.E Ragunath Treasurer





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M.A.M.B-School Student Association Club and Student's ExNoRa Club organized "Installation of Student's ExNoRa Club and Workshop on Cyber Safety" today (16.09.2022) Mr.S.Anbuselvan, Inspector of Police, Cyber Crime Police Station, Tiruchirappalli and Mr.R.Thirukannan, Educationist & Hospitality Professional, Chennai was the resource persons for the programme.



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M.A.M.B-School in association with Junior Jaycee Wing organizes one day workshop on "Effective Public Speaking" today (26.05.22) and Jc.HGF.J.Jeyachandhiran, 2020-Zone President, Zone XXIII, JCI India, Zone Trainer, Jc.HGF.R.Mohammed Ghouse, Zone Trainer & 2020-2021-Zone Director-JIB, Zone XXIII, JCI India were the resource persons for the programme.



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**ONE DAY WORKSHOP**  
On  
**EFFECTIVE PUBLIC SPEAKING**



**VENUE: MAMBS**  
**DATE: 26.05.2022**  
**TIME: 9.30AM to 4.15PM**

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

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

**Jc. HGF. J. JEVACHANDHIRAN**  
2020 - Zone President, Zone XXIII, JCI INDIA  
Zone Trainer

**Jc. HGF. R. MOHAMMED GHOUSE**  
Zone Trainer  
2020 - 2021 - Zone Director - JIB, Zone XXIII, JCI INDIA





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M.A.M.B-School in association with Yi Trichy, YUVA CLUB organized Workshop "Digital Marketing" programme today (13.04.2022) and Mr.Rajesh Natrajan,Internet Marketing Adviser, Web Designer,Digital Marketing Agency, INTERNEST, Trichy was the resource person for the programme.



## M.A.M. B-SCHOOL

DIGITAL MARKETING

13TH  
APRIL

11.00 am



CHARLES  
CORREA  
HALL

### Mr. Rajesh Natrajan

Internet Marketing Adviser, Web Designer  
Digital Marketing Agency.  
INTERNEST, Trichy

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

Dr. M. Hemalatha  
Director - MAMBS





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Research & Development (R&D) Cell of M.A.M.B-School organized Workshop: "IPR Awareness & Application in Management" on 18.02.22 and Mr.L.M. Subramanian, DGM (Retired), BHEL, New Growth Areas, Trichy was the chief guest for the programme.



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Our R&D CELL invite you for the Session on

**IPR Awareness**

**&**

**Application in Management**



**18th February, 2022 | 1.30 to 4.00 pm**

**Guest Speaker**

**Mr. L. M. Subramanian**

(B.E., M.B.A., P.G.D.C.A., P.G.D.I.P.R)

**DGM (Retired)**

**New Growth Areas**

**BHEL, Trichy**



**Venue : Charles Correa Hall**

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

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





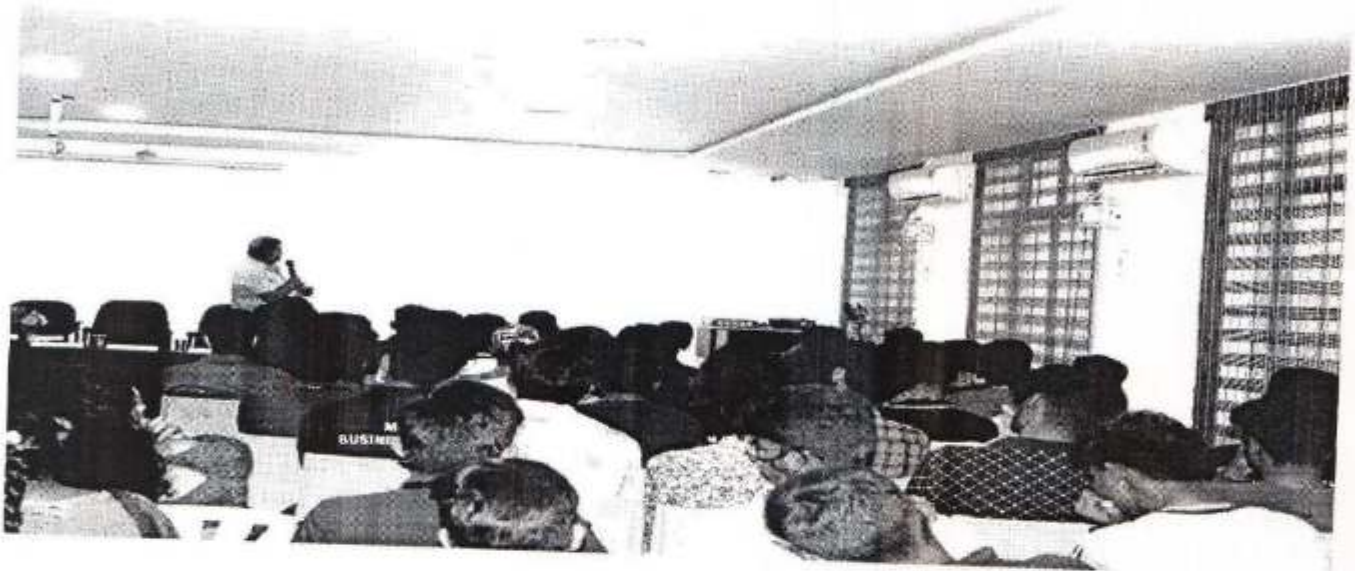
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M.A.M.B-School organized program: "Preparatory Workshop on NAAC & NBA Accreditation" under the aegis of Margadarshan Scheme today (18.02.22) and Dr.B.Senthil Arasu, Associate Professor, Department of Management Studies, NIT, Trichy was the resource person for the programme.





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M.A.M.B-School in association with Skill Development and Placement (SDP) successfully organized and completed three days programme (14.02.22 - 16.02.22) : "Workshop on Interview Conversation" and "Workshop on Logical and Analytical Skills".

## Resource Persons :

- \*Dr.R.Saraswathy\* , Head- Skill Development and Placement (SDP), MASTeR Group of Institutions .
- \*Mrs. V. Chithra\* ,  
Soft Skill Trainer, SDP, MASTeR GI.
- \*Mrs. N. Tamizhmozhi\* ,  
Aptitude Trainer, SDP,  
MASTeR GI.
- \*Mrs.J.B.Shali Medona,\*  
Soft Skill Trainer, SDP,  
MASTeR GI.
- \*Mrs. T. Deivamani\* ,  
Assistant Professor,  
M.A.M. B- School.
- \*Ms.Mercy Janita Vincent,\*  
Assistant professor,



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M.A.M. B – School association with Yi-YUVA Club organized Workshop as a "Session on Leadership Talk- Lead with Impact" today (11.06.2022) and Mr.Anand Srinivasan, Economist, Author , Investor & Consultant was the chief guest for the programme. "If your action inspire others to dream more, learn more, do more and become more, YOU ARE A LEADER".M.A.M.B-School in association with Yi Club organizes "Session on Leadership Talk- Lead with Impact" on 11.06.2022.


Chief Guest:

Mr.Anand Srinivasan,

Economist, Author,


Investor & Consultant.






## Session on Leadership

Lead with Impact




### Anand Srinivasan

Economist, Author, Investor & Consultant



11th June 2022 , 10-11 am



MAMCET Newton Hall

Dr. M. Hemalatha  
Director - MAMBS

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



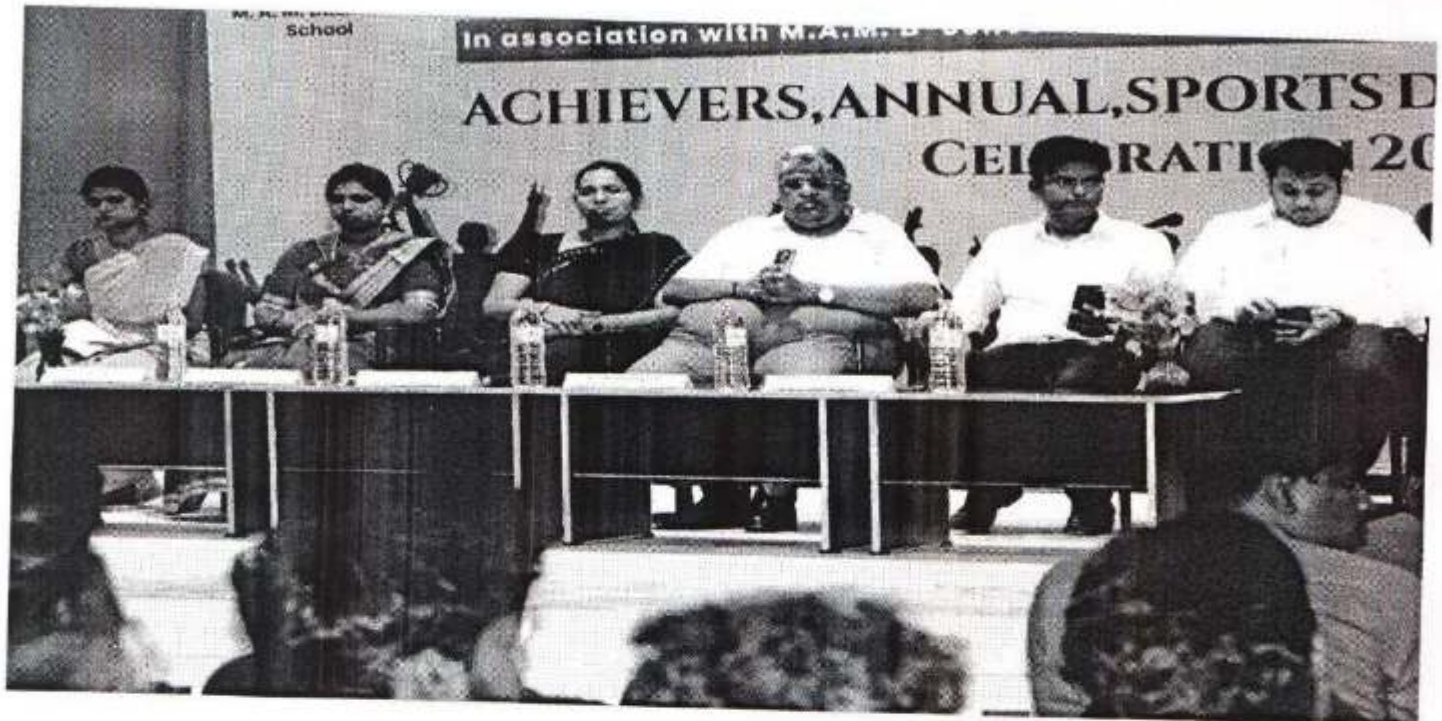
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M.A.M.B-School in association with Skill Development and Placement (SDP) organizes three days programme : "Workshop on Logical and Analytical Skills"; "Workshop on Interview Conversation" from 14.02.22 to 16.02.22.



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In Association With

**Skill Development and Placement**

### Workshop on Logical and Analytical Skills



FEBRUARY 14TH TO 16TH  
9:30AM - 4:15PM

Venue : MAMBS Hall



Mrs. Fathima Bathool  
Secretary & CEO -Master GI.

Dr. M. Hemalatha  
Director - MAMBS

Dr. R.Saraswathy  
Head /SDP



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In Association With

**Skill Development and Placement**

### Workshop on Interview Conversation



FEBRUARY 14TH TO 16TH  
9:30AM - 4:15PM

VENUE : CHARLES CORREA HALL



Mrs. Fathima Bathool  
Secretary & CEO -Master GI.

Dr. M. Hemalatha  
Director - MAMBS

Dr. R. Saraswathy  
Head /SDP



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M.A.M.B-School in association with Students' EXNORA organized workshop on "FACE & WIN INTERVIEW" & "CORPORATE EXPECTATIONS" on 04.02.22 and Dr.S.Senthil K Nathan, Associate Professor, Head- Corporate Relations and Member- EXNORA was the guest speaker for the programme.





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"The most successful event is the one that you achieves your goal and exceeds your expectations; Every moment is the fresh beginning".

M.A.M.B-School in association with Students' EXNORA organized workshop on "FACE & WIN INTERVIEW" & "CORPORATE EXPECTATIONS" on 04.02.22. Exn.P.Mohan, Consultant, Master HR Trainer & Founder- Youth Exnora International and was the chief guest for the programme.



# M.A.M. B-SCHOOL



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The strongest factor of success is believing you can do it and you can deserve it and believing you can get it". M.A.M.B-School in association with Students' EXNORA organises two days workshop on "FACE & WIN INTERVIEW" & "CORPORATE EXPECTATIONS" from 31.01.22 to 01.02.22.

**Guest Speakers:**


**Exn.P.Mohan,**  
Consultant, Master HR Trainer &  
Founder- Youth Exnora International.  
**Dr.Senthil K Nathan,**  
Associate Professor,  
Head- Corporate Relations,  
Hallmark Business School.




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

**M.A.M. B-SCHOOL**  
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SIRUGANUR, TRICHY


**STUDENTS' EXNORA  
ORGANIZE  
TWO DAYS' WORKSHOP ON  
"FACE & WIN INTERVIEW"  
&  
"CORPORATE EXPECTATIONS"**



**31.1.2022 & 1.2.2022  
11 AM - 1.30 PM**




**Exn. P. Mohan** - MCA, MSW., MSc. (Psy)  
Consultant, Master HR Trainer &  
Founder - Youth Exnora International



**Dr. Senthil K Nathan**  
Associate Professor  
Head-Corporate Relations  
Hallmark Business School



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



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In today's (25.01.22) New Indian Express, "Dust-Off Your Designing Skills-Using Canva App" programme information published.

### **MAM Business School organises workshop on designing**

Tiruchy: MAM Business School organised a workshop on 'Dust off your designing skills' on its campus on Monday. A Kanimozhi, assistant professor, was the resource person. Talking about various components of developing designing skills, she offered tips to make the designs look good, how to choose the dimensions in design, and methods and templates to create background design among others. Informing was also shared on overview of Canva, which is an Australian graphic design platform used to create social media graphics, presentations, posters, documents and other visual content.

M.A.M.B-School organized one day workshop on "DUST-OFF YOUR DESIGNING SKILLS- Using Canva App" today (24.01.2022),  
Dr.A.Kanimozhi, Assistant Professor,  
M.A.M.B-School was the resource person for the programme.

**M.A.M. B-SCHOOL**  
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SIRUGANUR, TRICHY WWW.MAMBS.COM

**One Day Workshop on  
DUST - OFF  
YOUR  
DESIGNING SKILLS**  
- Using Canva App

**24th January, 2022**  
10.00 am - 4.00 pm

**Dr. A. Kanimozhi**  
ASSISTANT PROFESSOR - MAMBS

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

**Mrs. Pathima Bathool**  
Secretary & CEO - Master GJ.



# M.A.M. B-SCHOOL



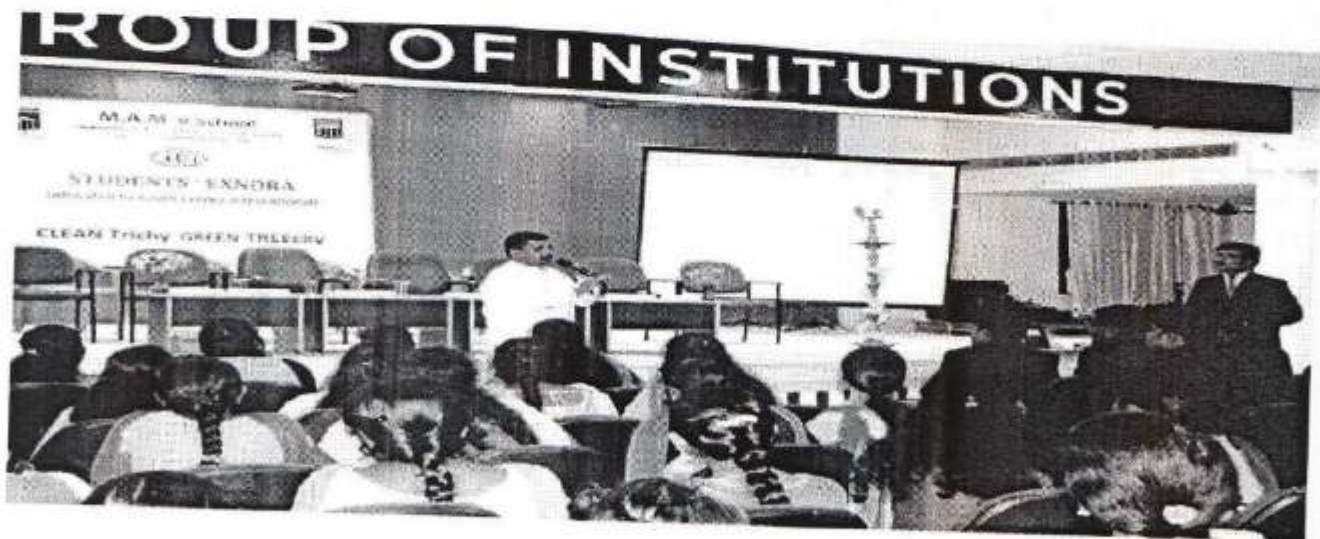
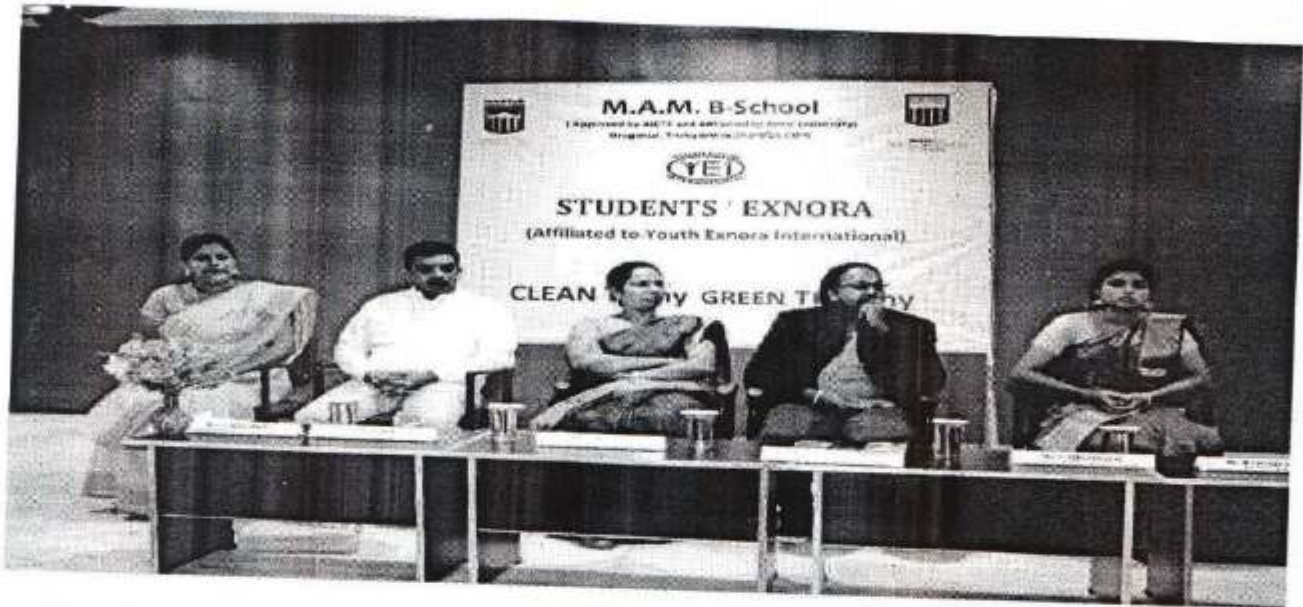
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M.A.M. BUSINESS SCHOOL

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M.A.M. Business School organized "Students Exnora Club Installation" and a Workshop on "Am I Celebrity" today. (30.12.21)





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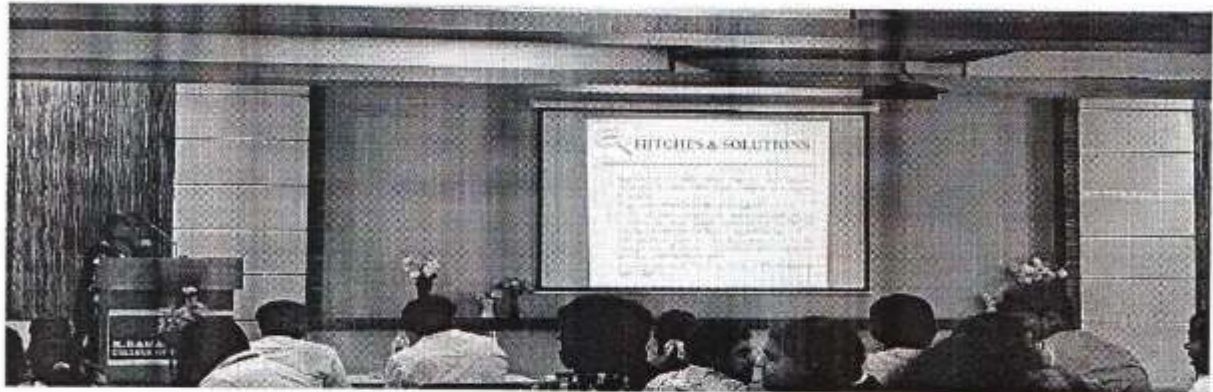


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M.A.M.B-School organised a special Workshop on Know Yourself for your "ENTREPRENEURIAL JOURNEY" by Mr. Manick Rajendran, Founder & CEO of iMMi life Healthcare Pvt. Ltd. Chennai on 02/03/2022 (Today). Chief Guest Inspired our Student by making the session as an activity based learning and thought the skills which help them to take up Entrepreneurship as their Career.



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







**M.A.M B SCHOOL**

**Siruganur- Trichy-621105**

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M.A.M.B-School in association with Junior Jaycee Wing organized **Seminar: "SESSION OF MENTAL HEALTH"** today (25.05.2022) and **Dr. K. Ramakrishnan, Chief Psychiatrist, Managing Director & CEO, Athma Hospitals** was the resource person for the programme.





# M.A.M B SCHOOL

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M.A.M.B-School Student Association Club association with Junior Jaycee Wing (JCI India Zone XXIII) organized Seminar : "A Day with an Entrepreneur" today (12.09.22) and Mr.K.V.Sivaramakrishnan, Founder & CVO, Sri Velavan Agro & Bliss Tree India was the resource person for the programme.



## M.A.M B-School



M.A.M.B. School Student Association Club

### Junior Jaycee Wing JCI

A DAY WITH AN ENTREPRENEUR



**Mr. K. V. Sivaramakrishnan**  
Founder & CVO  
Sri Velavan Agro & Bliss Tree India



12th September - 2022



12th September

**C. Hemarathy**  
President

**S. Kalyavizhi**  
Vice President

**D. Edwin**  
Secretary

**P. E. E. Raganath**  
Treasurer







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M.A.M.B-School Student Association Club organized Seminar: "Transforming HRM" today (08.09.2022) and Dr. Aarthi Rajesh, Assistant Director, Human Resource Development & Project Management, Institute of Ophthalmology, Joseph Eye Hospital was the resource person for the programme.

**M.A.M B-School**  
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www.mambs.com

M.A.M B-School Student Association Club  
Cordially invites you for the session on

**Transforming HRM**

**Dr. Aarthi Rajesh**  
Assistant Director  
Human Resource Development & Project Management  
Institute of Ophthalmology  
Joseph Eye Hospital

8 th Sep @ 10 am - 12 pm  
MAMSA Charles Correa Hall

