

## **CRITERION – 7**

### **DVV CLARIFICATION – 14.02.2023 / Metric ID: 7.1.3**

#### **Findings of DVV:**

Provide Certificate of Green audit / Environment audit Energy audit for 2021-22 from the auditing agency. Provide Certificates of the awards received from the recognized agency. Provide Report on environmental promotional activities conducted beyond the campus with geo tagged photographs with caption and date.

#### **Response of HEI:**

Enclosed the Certificate of Green audit / Environment audit Energy audit for 2021-22 from the auditing agency. We didn't received any awards from the recognized agency for Environmental activity. We attached a Report on environmental promotional activities conducted beyond the campus.



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



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



**Certificate of Green audit / Environment audit Energy**  
**Audit for 2021-22**

# GREEN AUDIT CERTIFICATE

This is to certify that, we have conducted a detailed GREEN AUDIT in

**M/s. M.A.M. B - SCHOOL**

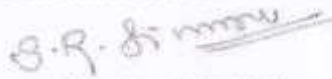
Siruganur, Trichy-621 105, Tamil Nadu, India.

## AUDIT SUMMARY

1. Campus green coverage and natural water bodies
2. Assessment of Mature trees, bushes & shrubs (nearly 65 No's)
3. Pollution certificates for all transport vehicles
4. Inspection on Rain Water Harvesting (RWH) both from buildings and road run-off
5. Proposal for Rooftop Solar PV plant with grid interactive model (25 kW)
6. Study on effective Solid Waste Management (SWM) system
7. E-waste – Collection, Segregation, Storage and Disposal
8. Improvements for Indoor and Ambient Air Quality (IAQ & AAQ)
9. Maintaining excellent Bio-diversity & Ecology

(Audited on 06 June 2022 & Accounted from June-2021 to May-2022)

Audit conducted and verified by



(Dr. S.R. SIVARASU)

**Dr. S.R. SIVARASU, Ph.D.,**  
**BEE Certified Energy Auditor (EA-27299)**  
**Lead Auditor - ISO 14001: EMS**  
**IGBC - AP, GRIHA - CP**  
**Mobile: 80567 19372, 99420 29372**  
**E-Mail: ramkalamcct@gmail.com**



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

**RAM KALAM CENTRE FOR ENERGY CONSULTANCY & TRAINING**

No.8, VPK Garden, Mylampatti, Coimbatore - 641 062

GSTIN: 33AAZFR8890A1ZN

# ENVIRONMENT AUDIT CERTIFICATE

This is to certify that, we have conducted a detailed **ENVIRONMENT AUDIT** in

**M/s. M.A.M. B - SCHOOL**

Siruganur, Trichy-621 105, Tamil Nadu, India.

## AUDIT SUMMARY

S. No.	Annual Energy Consumption & CO <sub>2</sub> Emission			Annual CO <sub>2</sub> Neutralization		
	Description	Usage	CO <sub>2</sub> Emission (Tons)	Description	Description	CO <sub>2</sub> Neutralized (Tons)
1.	Electricity	26,215 kWh	21.5	Mature Tree	65 Nos	1.4
2.	Diesel	4,344 Litres	11.5			
Total Emission			33.0	Total-Neutralized		1.4
Balance CO <sub>2</sub> to be Neutralized = 31.6 Tons/Annum						

(Audited on 06 June 2022 & Accounted from June-2021 to May-2022)

### Systems Audited:

• Electricity Consumption	• Floor & Vessel Cleaning agents
• Diesel Consumption (Transport + DG)	• RO Plant and Potable Water Management
• LPG & Wood Consumption (Cooking) -3 <sup>rd</sup> Party	• General Water Management System
• Solid Waste Handling & Management	• E-Waste Management

Audit conducted and verified by

(Dr. S.R. SIVARASU)

**Dr. S.R. SIVARASU, Ph.D.,**  
BEE Certified Energy Auditor (EA-27299)  
Lead Auditor - ISO 14001: EMS  
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Mobile: 80567 19372, 99420 29372  
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**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy-621 105

RAM KALAM CENTRE FOR ENERGY CONSULTANCY & TRAINING

No.8, VPK Garden, Mylapattl, Coimbatore - 641 062

GSTIN: 33AAZFR8890A1ZN

# ENERGY AUDIT CERTIFICATE

This is to certify that, we have conducted a detailed ENERGY AUDIT in

**M/s. M.A.M. B - SCHOOL**

Siruganur, Trichy-621 105, Tamil Nadu, India.

## AUDIT SUMMARY

Date of Audit	06 JUNE 2022
Present Annual Energy Consumption	26,215 kWh
Proposed Annual Energy Savings	6,580 kWh
% of Energy Savings	25 % Electrical
Present Annual Energy Cost	Rs. 2.3 Lakhs
Proposed Annual Energy Savings	Rs. 0.6 Lakhs
Expected Initial Investment	Rs. 1.6 Lakhs
Simple Payback Period	2.7 Years
Audit Period	June-2021 to May-2022

(Detailed Energy Conservation Proposals are presented in the Audit Report)

Audit conducted and verified by

*S.R. Sivarasu*

(Dr. S.R. SIVARASU)

**Dr. S.R. SIVARASU, Ph.D.,**  
**BEE Certified Energy Auditor (EA-27299)**  
**Lead Auditor - ISO 14001: EMS**  
**IGBC - AP, GRIHA - CP**  
**Mobile: 80567 19372, 99420 29372**  
**E-Mail: ramkalamcect@gmail.com**

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



**RAM KALAM CENTRE FOR ENERGY CONSULTANCY & TRAINING**

No.8, VPK Garden, Mylapatti, Coimbatore - 641 062

GSTIN: 33AAZFR8890A1ZN



**M.A.M B SCHOOL**  
**Siruganur- Trichy-621105**  
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## **Beyond the Campus Environmental Promotion Activities**





**Beyond the Campus Environmental Promotion  
Activities**

S.No	Date of the Programme	Name of the Programme	Name of the Organizer
1	24.11.2022	Vanagam- Vazhviyal Uuzha	Thanneer Club
2	16.11.2022	Heritage Walk	Exnora Club
3	26.06.2022	PARAMBARIYAM KAPPOM ( Traditional Beverages Market)	Thanneer Club
4	07.01.2022	NADI UTSAV – Drawing & Painting Competition	Airports Authority of india Tiruchirappalli & Thanneer Club
5	23.12.2021	SAVE CAUVERY RIVER (Yellow Cloth Bag)	Thanneer Club
6	27.02.2020	ECO TOURISM @ PACHAMALAI HILLS	Thanneer Club

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

**FIELD VISIT**

**"வானகம்" - "வாழ்வியல் உலா" (Vanagam- Vazhviyal Vuzha) : இயற்கை வாழ்வியல் பயணம்**

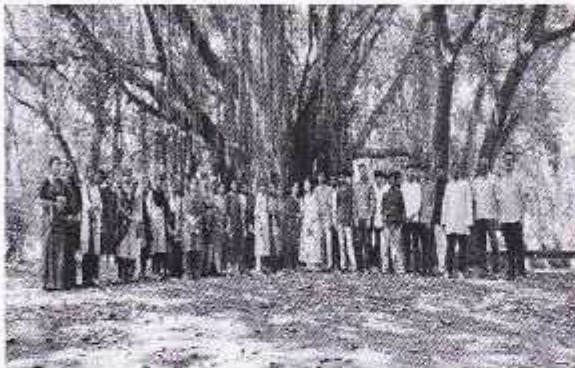
INVITATION	PHOTOS
	
PHOTOS	
	



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



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



**GEO TAGGED PHOTOS**





MASTER  
GROUP OF  
INSTITUTIONS

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



Theppakulam, Tamil Nadu, India  
1, Main Gurd Gate, Theppakulam, Tamil Nadu 620002, India  
Lat 10.82704°  
Long 78.893349°  
24/11/22 10:14 AM GMT +05:30



Theppakulam, Tamil Nadu, India  
1, Main Gurd Gate, Theppakulam, Tamil Nadu 620002, India  
Lat 10.82704°  
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24/11/22 11:00 AM GMT +05:30



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Lat 10.82704°  
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24/11/22 10:55 AM GMT +05:30



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1, Main Gurd Gate, Theppakulam, Tamil Nadu 620002, India  
Lat 10.82704°  
Long 78.893349°  
24/11/22 11:03 AM GMT +05:30



**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 “Ponnaniyar Dam” and Prof.K.Sathis Kumar addressed the essence of nature and how it supports for development of environment as a whole.

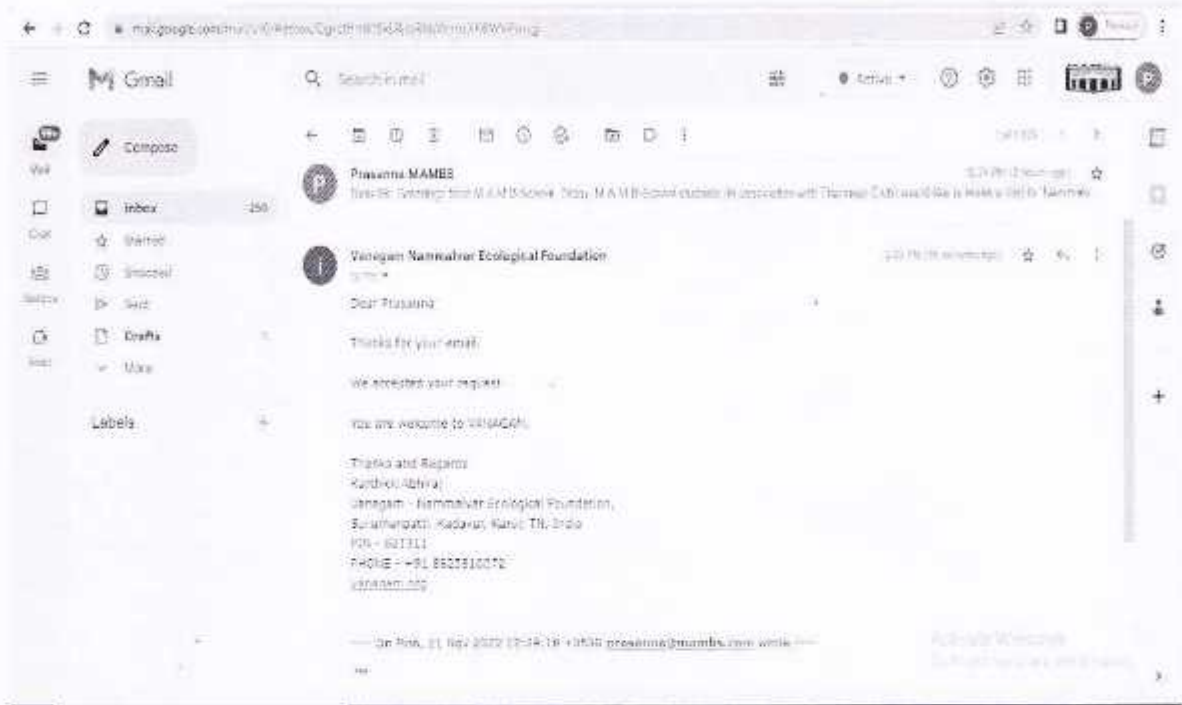
Mr.Karthick Raja, Vanagam Nammalvar Ecological Foundation initiated by highlighting with the words of Nammalvar's, Vanagam is motherland for the people who are discriminated by society in the name of any bifurcation and also for those came out from the mainstream due to pressure given by so called development 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.



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



### ACCEPTANCE MAIL



**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. 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.

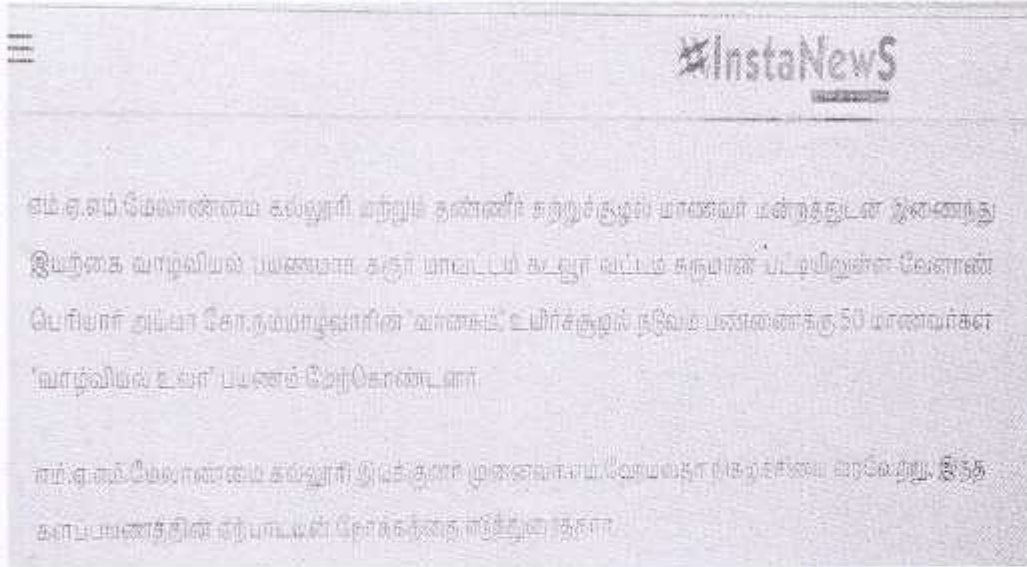
As a coordinator of Thanneer Club, I sincerely thank the institute for arranging such valuable field visit and also acknowledge to Thanneer Club for associated with M.A.M.B-School.





Instanews.com

(25.11.2022)



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





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

**Siruganur, Trichy -621105**

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



**PROGRAMME COMPLETION  
REPORT**

**For**

**FIELD VISIT TO “HERITAGE WALK”**

**Date: 16.11.2022**



# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



## Programme Completion Report

### Enclosures

Name of the Event : "FIELD VISIT TO HERITAGE  
WALK"

Date of the Event Conducted : 16.11.2022

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

Coordinator of the Event

Director

Dr. M. HEMALATHA

Professor & Director

M.A.M. B-SCHOOL

Siruganur, Tiruchirappalli-621105

M: 8120727888, www.mambs.com



# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



Date: 16.11.2022

**Submitted to the Director:**

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

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

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

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

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




(b) Participant list:

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

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

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

Approval is requested.

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

Dr. M. HEMALATHA  
Professor & Director  
M.A.M. B-SCHOOL  
Siruganur, Tiruchirappalli-621 105  
M:8220727555, www.mambs.com

MASTeR



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# M.A.M B-School

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



M.A.M. BUSINESS  
SCHOOL

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

## ORGANIZING Heritage Walk



ON  
16.11.2022

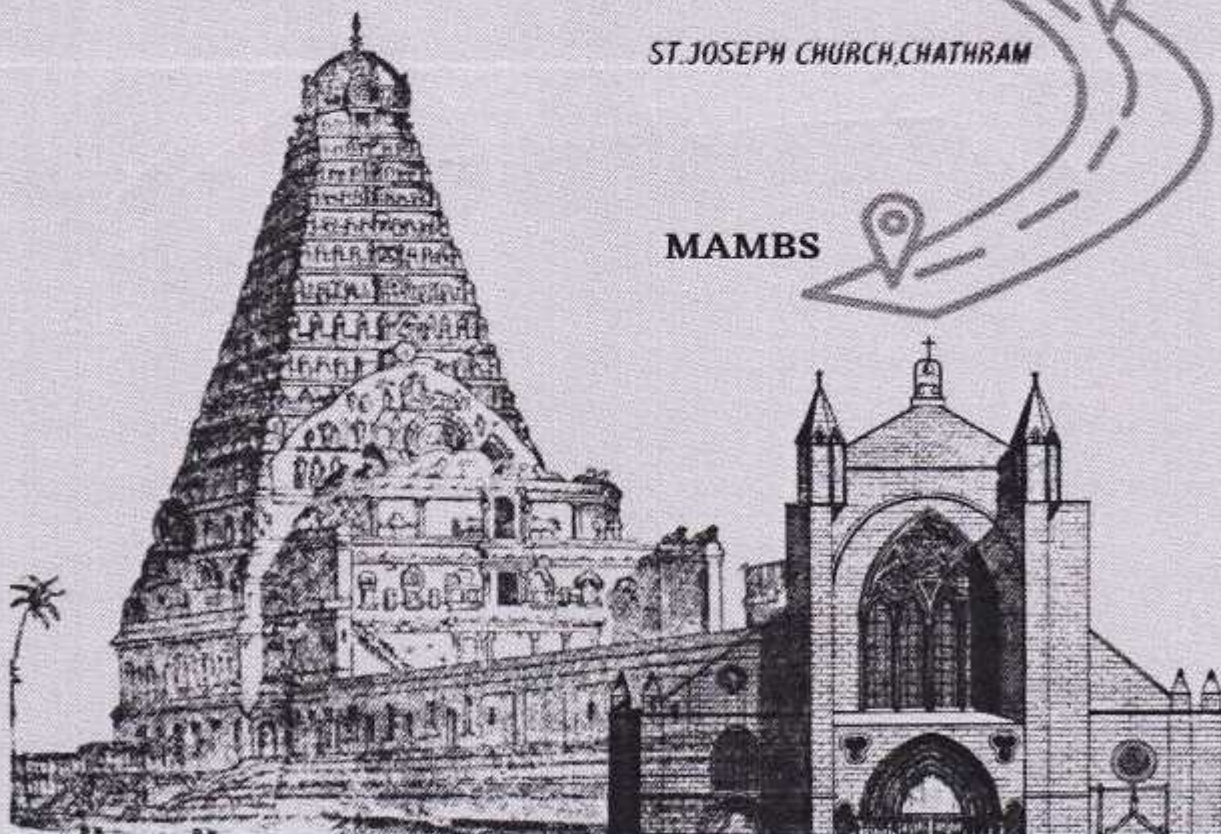
**"You are a reflection of the heritage you grew up in"**

*Guided by  
Ar. Jerrin Alphy Stephen  
Artist Dharmaraj*

MALAIKOTTAI

ST. JOSEPH CHURCH, CHATHRAM

MAMBS





# 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 Priyadharshini. V	Uthra Priyadharshini
18.	Thilagavathy. T	T. Thilagavathy
19.	Sushinder. S.A	Sushinder S.A
20.	vaitheeshwari. P	P. Vaitheeshwari
21.	Venkadesh. A	A. Venkadesh

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

	*								for us,		
Roshini.A		2021-2023	1 st Year	Yes		Very useful		Yes	Super	Yes	Super
Meena.R		2021-2023	1 st Year	Yes		True		Culture, point of view	Great	Artist view	Good
SHALINI. R		2021-2023	1 st Year	Yes		Yes		Interesting	Good	Traditional outlook	Nice.



## M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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

Date: 28.11.2022



### Report on Program Conducted

#### (a) Program Details:

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

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

**(b) Participant list:**

SLNo	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.	srivdhy. 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:

Feedback about the program (information taken from the feedback)	The students had field visit entitled "HERITAGE WALK" on 16 <sup>th</sup> November, 2022 at Lady of Lourdes Church & Rockfort, the Uchi Pillaiyar Temple. This Heritage Walk has been very inspiring and students really felt delighted to have been able
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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>
-----------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------

**Dr. M. HEMALATHA**  
Professor & Director  
M.A.M. B - SCHOOL  
Siruganur, Tiruchirappalli-621105  
M:8220727888.[www.mambs.com](http://www.mambs.com)



## M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



### BUDGET UTILIZATION

Date: 07.11.2022

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

Coordinator of the event

Director

Dr. M. HEMALATHA

Professor & Director

M.A.M. B-SCHOOL

Siruganur, Tiruchirappalli-621105

M:8220727888.[www.mambs.com](http://www.mambs.com)


# Invoice


DATE: 15.11.2022

INVOICE # (101)

FROM: Jothi Printers  
No.7, Alimal Street Trichy - 620006  
Contact Number: 9629350753

TO: MAM-B SCHOOL

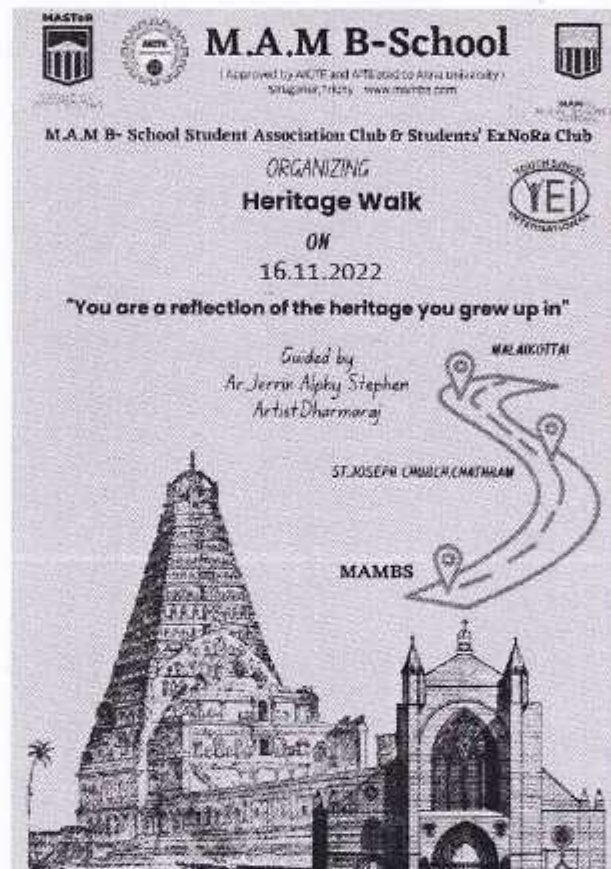
Item Description	Quantity	Price	Amount
Poster & Invitation 	1	200	200
Subtotal			200.00
Tax			0
Total Amount			200.00



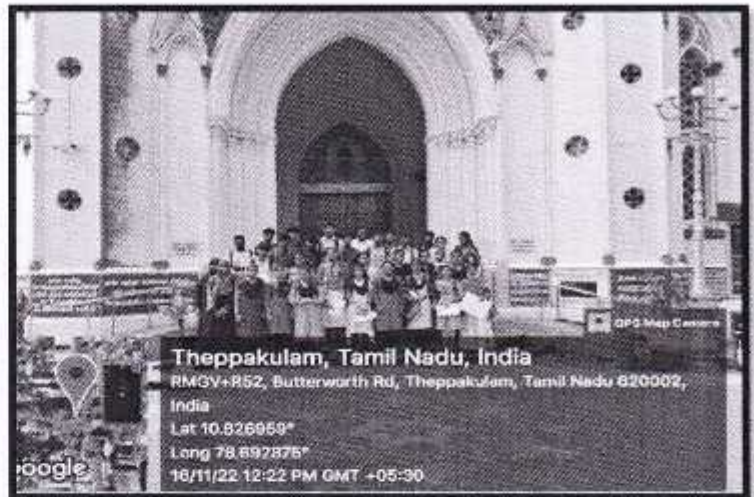
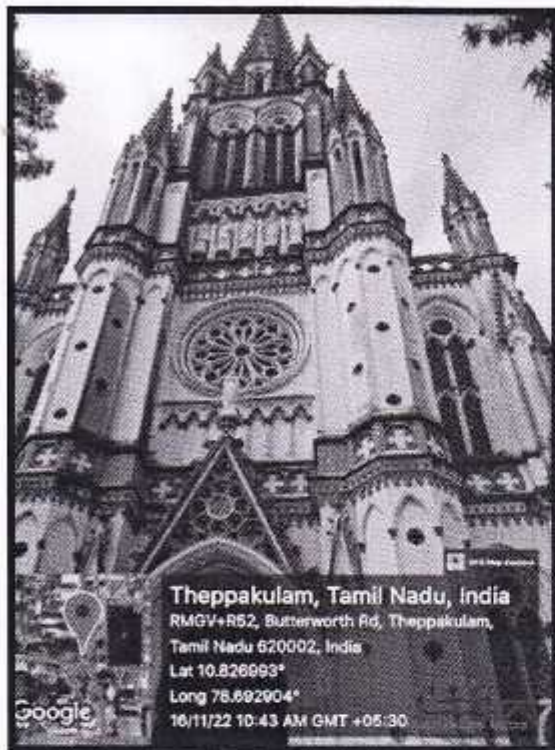
## REPORT

### FIELD VISIT TO HERITAGE WALK

M.A.M. B-School, a standalone Business School in Trichy in association with students association club & Exnora club organized a field visit to "Heritage Walk" you are a reflection of the heritage you grew up in on 16<sup>th</sup> November, 2022. Dr. M. Hemalatha, Director, M.A.M. B-School inaugurate the trip by given the felicitation speech and accentuated the scope of cross-cultural management in modern business environment.



The MBA students went on a field visit as an activity to understand cross Cultural Management and visited various heritage sites in Trichy City. The visit included a visit to the famous Our Lady of Lourdes Church is located in the city, Rockfort, the Ucchi Pillaiyar Temple, Thayumanavar Temple, and the Manikka Vinayakar Temple. The visit started with famous Our Lady of Lourdes Church is located in the city.



Ar. Jerrin Alphy Stephen was a one of the guide for trip, she given lot of socio-cultural stories behind heritage sites enlightened the students. Artist. Dharmaraj was another guide for the trip who drew and explained the basic structure of the Our Lady of Lourdes Church with its architecture designs and its applications to the students. He asked the students to draw a portion of the church designs, or structure as per their wish to understand the architectural and cultural values behind it.



He encouraged the students to ask more questions and given the relevant historical, cultural information to make them comprehend. Students were asked to take photography pics as

a part of the visit. The whole team walked to the Rock Fort is a historic fort and temple complex situated in Trichy. Ar. Jerrin Alphy Stephen given architecture and the socio-cultural stories behind heritage sites enlightened the students. She also explained the methods and techniques of rock carving. Students were visited the various temples which located in the rock fort like Ucchi Pillaiyar Temple, Thayumanavar Temple, and the Manikka Vinayakar Temple. The Ucchi Pillayar Temple is a 7th-century Hindu temple, dedicated to Lord Ganesh located on top of Rock Fort at an altitude of 273 feet. The Ganesh temple is a smaller shrine with access through steep steps carved on the rock and provides a stunning view of Trichy. Students were taken photography from the place.



Artist. Dharmaraj drew structure of rockfort from the point of middle and explained the structure. The Thayumanavar Temple, the biggest of the three temples, is a rock-cut temple situated in the middle of Rock Fort Hill. The Manikka Vinayakar Temple is located at the foot of the hill, dedicated to Lord Ganesha. Students were enjoying the trip by knowing much historical and cultural information on the sites and enriched their understanding our heritage culture. Mr. S. Senthilkumar, Assistant professor made all the requisite arrangements for the programme.



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



**REPORT**  
**on**  
**PARAMBARIYAM KAPPOM**  
**(Traditional Beverages**  
**Market)**  
**26.06.2022**



Time: 09:30 am

[illegible]

பாரும்பரியம் காப்போம்

[illegible][illegible]

Dr.M.Hemalatha, Director, M.A.M.B-School acted as special invitee and unveiled "Parambariam Kappom Angadi" on 26.06.2022



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

## PHOTOS



## PHOTOS




## GEO TAGGED PHOTOS



## PROGRAMME REPORT

M.A.M.B-School immense pleasure to inform that Dr.M.Hemalatha, Director/M.A.M.B-School acted as chief guest and unveiled Traditional Beverages Market (பாரம்பரிய பானங்கள் அங்காடி) as part of "பாரம்பரியம் காப்போம்" programme organized by Thanneer Club on (26.06.2022) at Jeganmatha Matric. HR secondary school, KK Nagar, Trichy. M.A.M.B-School students also displayed their stalls by covering millet based food/beverages items during the programme pertinent to create and highlighting the awareness on importance of traditional millet food products amongst the society.



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


### Feedback by Students

The programme entitled : Traditional Beverages Market (பாரம்பரிய பானங்கள் அங்காடி) as part of "பாரம்பரியம் காப்போம்" programme organized by Thanneer Club on (26.06.2022) at Jeganmatha Matric. HR secondary school, KK Nagar, Trichy was very much interesting. We also displayed their stalls by covering millet based food/beverages items during the programme pertinent to create and highlighting the awareness on importance of traditional millet food products amongst the society. We sincerely thank our respected Director Mam for given her concurrence to proceed this programme.

### Feedback by Faculty Members

பாரம்பரியம் காப்போம்" programme organized by Thanneer Club on (26.06.2022) was very much informative for the students as it helps a lot for understanding the nuances in the field of entrepreneurship. At the outset, We convey our sincere thanks to the institute for given acceptance to put up stall at the programme. All faculty members actively encouraged students to participate and display their stalls during the programme.



  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy-621 105

713

DRAWING & PAINTING COMPETITION

INVITATION



AIRPORTS AUTHORITY OF INDIA  
TIRUCHIRAPPALLI



GROUP OF  
INSTITUTIONS

M.A.M. BUSINESS  
SCHOOL



In Association with



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

**Drawing & Painting Competition**

To Celebrate **NADI UTSAV**

**THEMES**

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

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

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

**Mode : Online**

**Eligibility: UG & Diploma Students**

Registration link: <https://forms.gle/YtbzWpACQpdm985d9>

**Contact : 94864 48692, 9443133385**

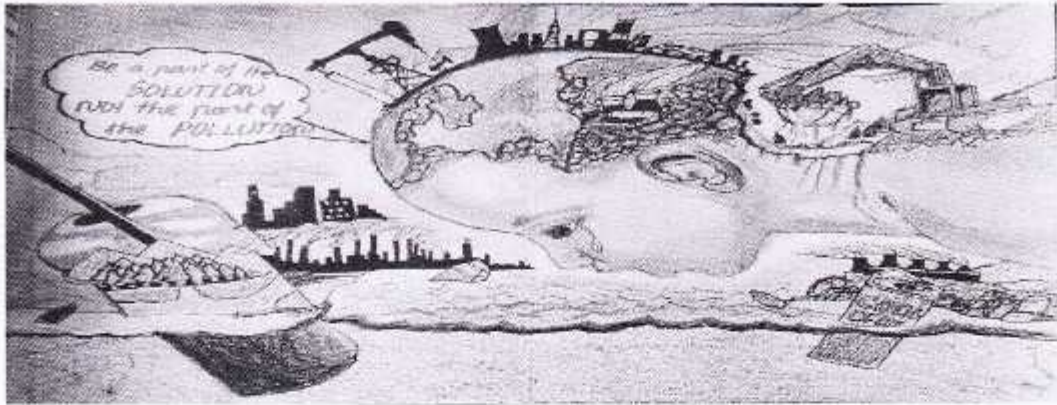


**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy-621105

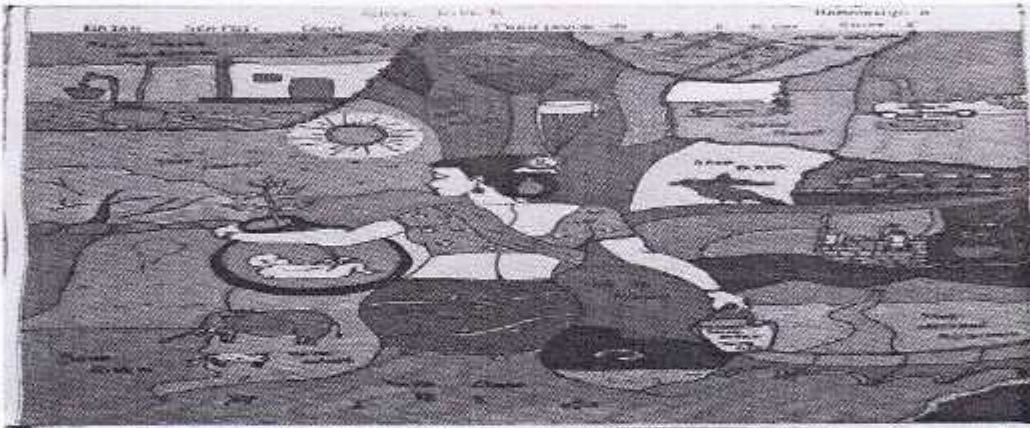
## PHOTOS



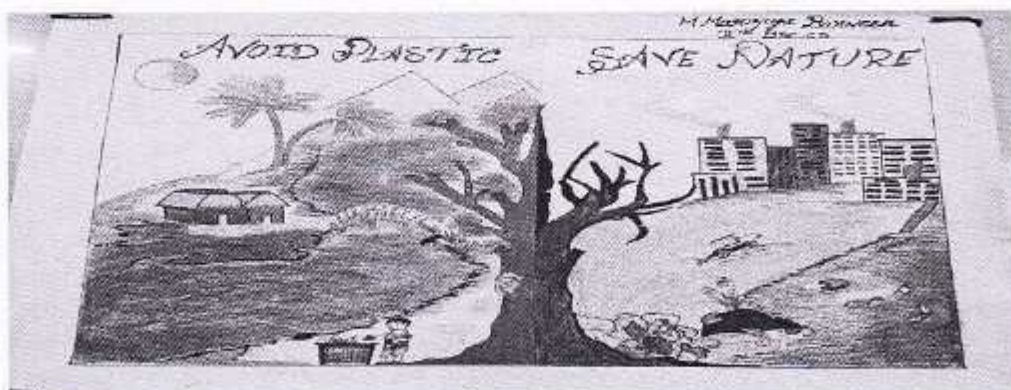
**DRAWING BAGGED I PRIZE**



**DRAWING BAGGED II PRIZE**



**DRAWING BAGGED III PRIZE**



## WINNERS CERTIFICATES

 **AIRPORTS AUTHORITY OF INDIA  
TIRUCHIRAPPALLI**

In Association With

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

**CERTIFICATE OF APPRECIATION**

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

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

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

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

 **AIRPORTS AUTHORITY OF INDIA  
TIRUCHIRAPPALLI**

In Association With

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

**CERTIFICATE OF APPRECIATION**

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

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

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

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

 **AIRPORTS AUTHORITY OF INDIA  
TIRUCHIRAPPALLI**

In Association With

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

**CERTIFICATE OF APPRECIATION**

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

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

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

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



## PROGRAMME REPORT



# M.A.M. B-SCHOOL

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

### Drawing & Painting Competition

(To Celebrate Nadi Utsav)

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

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

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

Dr. M.Hemalatha, M.A. PH.D (IT)  
Professor & Director  
M.A.M. B School

Siruganur, Trichy - 621 105  
Trunk Road, Siruganur, Tiruchirappalli - 621 105.  
Tel: 0431 257 8222, Mob: 82207 27888 Web: www.mambs.com e Mail: director@mambs.com



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

### **Feedback by Students**

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

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

### **Feedback by Faculty Members**

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

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

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



# தீன மலர்

திருவனந்தபுரம் டி. வி. இராஜசுப்பையா

## ஆன்லைனில் ஒவியப்போட்டி பங்கேற்றால் பரிசு

திருச்சி, ஜன. 7-

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

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

கூடுதல் விவரங்களுக்கு 9486448692, 9443133385 என்ற எண்களை தொடர்பு கொள்ளலாம்.

SOURCE:

தீன மலர்

(Dated: 07.01.2022)



**BEYOND THE CAMPUS ENVIRONMENTAL PROMOTION ACTIVITIES**

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

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

**PHOTOS**



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



## PROGRAMME REPORT

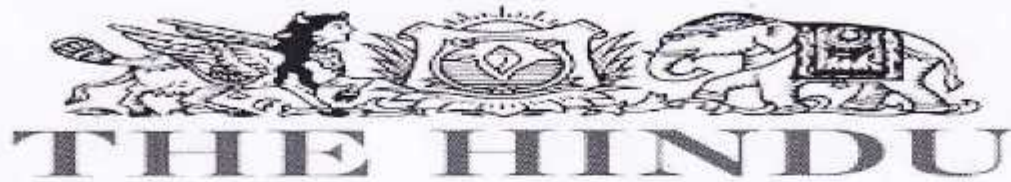
### SAVE CAUVERY RIVER

M.A.M.Business School, a standalone Business School in Trichy in association with Thanneer Club, Thanneer & Students Club Trichy jointly organized a programme: "Save Cauvery River" at 8:00 am on 23<sup>rd</sup> December, 2021 at Cauvery Bridge (Connects Between Chathiram to Srirangam). Mr. S.Dharmaraj, Airport Director, Airports Authority of India, Tiruchirappalli International Airport was the guest speaker for the programme. He informed that every student and society need to understand the role played by them corresponding to save the Cauvery river and to follow eco-friendly practices in all ways and means. He also stated that river which provides fresh water, one cannot live without water and it is basic necessity for everyone to protect the river from environmental detriments. The chief guest also addressed that the rivers are a lifeline and backbone to humans as they benefit them in various ways.

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



**PRESS RELEASE IN NEWSPAPERS**



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

**SOURCE: THE HINDU: TIRUCHI TODAY**

**(Dated: 23.12.2021)**



**PRESS RELEASE IN NEWSPAPERS**



## Human chain promotes *manjappai* to save Cauvery

'We would like to support the government campaign'

**SPECIAL CORRESPONDENT  
TIRUCHI**

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

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

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

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



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

mote the message of clean living."

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

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

The students said they

were eager to adopt eco-friendly ways of living.

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

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

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

**SOURCE: THE HINDU**

**(Dated : 23.12.2021)**

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



PRESS RELEASE IN NEWSPAPERS



THE NEW  
**INDIAN  
EXPRESS**



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

## 800 students take pledge to save Cauvery

EXPRESS NEWS SERVICE  
© Tiruchy

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

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

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

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

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

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

SOURCE :  THE NEW  
**INDIAN  
EXPRESS**

(Dated: 23.12.2021)



**PRESS RELEASE IN NEWSPAPERS**

**தினமணி**

**கற்றுச்சூழலைக் காக்கக் கோரி மனிதச்சங்கிலி**



மனிதச் சங்கிலியில் பங்கேற்று மாணவ, மாணவிகள், துணைவர் அமைப்பினர்.

**திருச்சி, டிசு 23 :** திருச்சியில் தன்னை அமைப்பு, தன்னை கற்றுச்சூழல் மாணவர் மன்றம், திருச்சி விமான நிலையம், எம்எஸ்பி மேலாண்மைக் கல்லூரி இணைத்து காவிரி வாய்க் கரப்போம் , துணிப்பை எடுப்போம் என்கிறும் தலைக்கிரகை மனிதச் சங்கிலி வியாழக்கிழமை நடைபெற்றது.

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

நிகழ்வின் ஒரு பகுதியாக கற்றுச்சூழலை

காப்பதன் அவசியத்தை வலியுறுத்தும் விதமாக பொதுமக்களுக்கு மஞ்சள் துணிப் பைகளை மாணவர்கள் வழங்கினர்.

தன்னை அமைப்பின் செயல் துணைவர் கே.சி. தீவமகம், செயல் பேராசிரியர் கி. சதீஷ்குமார், எம்எஸ்பி மேலாண்மைக் கல்லூரி செயல் மாத்தியா பஹுல் இயக்குநர் எம். ஜேயமலதா, முதல்வர் குசன் கிள்ளியா, விமான நிலைய அதிகாரிகள், ஸ்டீயர்கள், தன்னை கற்றுச்சூழல் மாணவர் மன்றம், கல் லூரி மாணவ, மாணவிகள் உட்பட சுமார் 800 பங்கேற்றனர்.

**SOURCE:**

**தினமணி**

(Dated: 23.12.2021)



PRESS RELEASE IN NEWSPAPERS

<http://www.maalaimalar.com>

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

# மாலைமலர்

இந்தியாவின் No.1 மாலை நாளிதழ்  
MAALAI MALAR

திருச்சி 24-12-2021 (வெள்ளிக்கிழமை) 10 பக்கம் 600 காசு ★★★ மலர் 45 இதழ் 10



தண்ணீர் ஆமைப்பு சுற்றுச்சூழல் மாணவர் மற்றும் சார்பாக பிளாஸ்டிக் ஒழித்து துணிப்பைகளை பயன்படுத்தும் விழிப்புணர்வு திருச்சி சத்திரம் காவேரி பாலத்தில் ஏற்படுத்தப்பட்டது. இதில் விமான நிலைய இயக்குநர் தர்மராஜ், செயல் தலைவர் கே.சி.நீலமேகம், சதிஷ்குமார் ஆகியோர் உள்ளனர்.

தருப்பு நடவடி

1-ம் பக்க தொடர்ச்சி

வர்களுக்கு வேகமாக பரவி விட்டது.

33 பேருக்கு

தென்னிந்தியாவில் இருந்து தமிழ்நாட்டுக்கு வந்த ஒருவருக்கு முதலில் ஒமைக் ரான் தொற்று இருப்பது கண்டறியப்பட்டதால் அவருடன் தொடர்பில் இருந்தவர்களுக்கும் ஒமைக் ரான் பரிசோதனை மேற்கொள்ளப்பட்டது.

இதில் நேற்று மேலும் 33 பேருக்கு ஒமைக்ரான் தொற்று கண்டறியப்பட்டது.

SOURCE: மாலைமலர்

(Dated: 24.12.2021)



PRESS RELEASE IN NEWSPAPERS

# தினகரன்

## “மஞ்சப்பை” மனித சங்கிலி



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

SOURCE: தினகரன்

(Dated: 23.12.2021)



PRESS RELEASE IN NEWSPAPERS

# தனது தந்தி

DAILY THANTHI

வெல்க தமிழ்



## துணிப்பையின் பயன்பாடு குறித்து விழிப்புணர்வு

மலைக்கோட்டை, டி.செ.24-  
திருச்சி காவிரி பாலத்தில்  
தண்ணீர் அமைப்பு, சுற்றுச்சூழல்  
மாணவர் மன்றம், திருச்சி  
விமான நிலையம், தனியார்  
மேலாண்மைக் கல்லூரி ஆகியவை  
இணைந்து காவிரி  
யைக் காப்போம், துணிப்பை  
எடுப்போம் என்ற மனித சங்கிலி  
விழிப்புணர்வு நிகழ்ச்சி

செய்து நடத்தின. இதில் திருச்சி  
விமான நிலைய இயக்குனர்  
எஸ். தர்மராஜ் கலந்து  
கொண்டு நிகழ்ச்சியை  
தொடங்கி வைத்தார். தண்ணீர்  
அமைப்பின் செயல்  
தலைவர் கே.சி.நீலமேகம்,  
தனியார் மேலாண்மைக் கல்  
லூரி செயலாளர் பாத்திமா  
பஹுல், திருச்சி விமான

நிலைய அதிகாரிகள், ஊழியர்  
கள், தண்ணீர் சுற்றுச்சூழல்  
மாணவர் மன்றம், தனியார்  
மேலாண்மைக் கல்லூரி  
மாணவ, மாணவிகள் ஏராள  
மானோர் பங்கேற்று காவிரி  
பாலம் முழுவதும் மஞ்சள் பை  
உடன் கைகொடுத்து நின்று,  
நெகிழிப் பைகளைத் தவிர்ப்  
போம், காவிரியைக் காப்  
போம், நீர் நிலைகளை மீட்  
போம் என உறுதி மொழி  
எடுத்துக்கொண்டனர்.

SOURCE:

தனது தந்தி

(Dated: 24.12.2021)





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

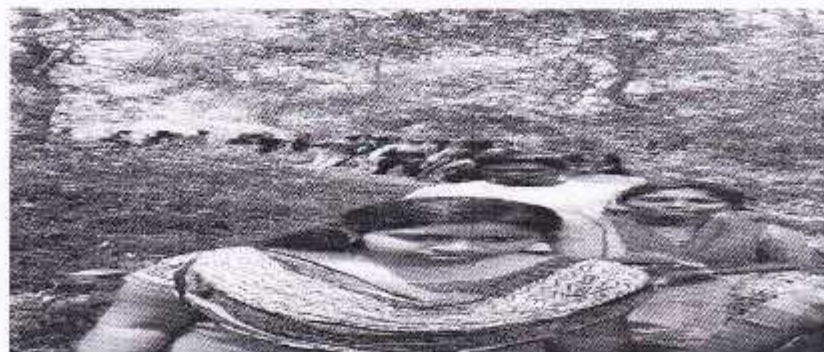


**PRESS RELEASE IN VISUAL MEDIA**






**OUTBOUND ECOTOURISM & CSR @ PACHAIMALAI**



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



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

**PRESS RELEASE IN NEWSPAPERS**

# தினமணி

## பச்சைமலையில் கல்லூரி மாணவர்கள் சூழலியல் பசுமை வன உலா

திருச்சிபி28: தண்ணீர் அமைப்பு சார்பில் கல்லூரி மாணவர்களுடான சூழலியல் பசுமை வன உலா விழா முடிவடைந்தது.

தண்ணீர் அமைப்பு சார்பில் ஆண்டுதோறும் திருச்சியிலுள்ள பல்வேறு கல்லூரிகளின் தண்ணீர் சுற்றுச்சூழல் மாணவர்களை சூழலியல் பசுமை வன உலாவாக அழைத்து செல்வது வழக்கம். அந்த வகையில் திருச்சியில் எம். ஏ.எம். பொறியியல் தொழில்நுட்பக் கல்லூரி மேலாண்மை பிரிவு தண்ணீர் சுற்றுச்சூழல் மாணவர் மன்றத்தை சேர்ந்த 40 மாணவர்களை விழா முடிவடைந்த அழைத்துக் கொண்டு பச்சைமலை சென்றனர். சுமார் 4 கி.மீ தொலைவுக்கு

நடைபெற்ற பசுமை வன உலா திருச்சியில் மாணவமாணவிகள் இயற்கையின் எழிலையும் அதன் மகத்துவத்தையும் அசுறாபெ பயணித்து உணர்ந்தனர். மேலும் மூலிகைகள் புதர்க் காடுகள், நெடுமரங்கள், ஏராளமான வண்ணத்துப்பூச் சிவனையும் கண்டுகளித்தனர்.

மாலை நேரத்தில் மங்களம் அருவி பகுதியில் உலா வந்த மாணவர்கள் விதைப் பத்துகளை தூவினர். தொடர்ந்து அப்பகுதியில் சுற்றுலாப் பயணிகள் வீசியெறிந்த நெகிழிப் பொருள்களைச் சேகரித்து அகற்றினர். இவர்களை தண்ணீர் அமைப்பின் நிர்வாகிகள் ஒழுக்கிணைத்து அழைத்துச் சென்றனர்.

தினமணி

Sat, 29 February 2020

<https://epaper.dinamani.com/c/49474395>



SOURCE:

தினமணி

(Dated: 29.02.2020)



**PRESS RELEASE IN NEWSPAPERS**

**THE NEW**  
**INDIAN**  
**EXPRESS**

**TELEVISION DISCUSSION**

*NGO lays down the path to forest conservation*

**EXPRESS NEWS SERVICE (Trichy)**  
In an event arranged by Trichy-based environmental group Thaneer, a trekking cum-forest induction programme at Pachamalai in Trichy for students of MAM B School and MAM College of Engineering and Technology

was recently organised. The one-day programme saw the participation of 40 students from both institutions' MBA programmes as they visited Pachamalai forest range in the district. Forest officers took the students on a 4-km trek and sensitised them to the importance of forest conservation.

Thaneer secretary K. Nishu began said, "The primary goal was to give the students a forest experience, thereby encouraging them to strive towards conserving forests and the environment." Forest officers spoke about the flora and fauna at Pachamalai and their peculiar characteristics. The

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

city and other parts of the district, surprised students." The students scattered seed balls and cleared plastic from Pachamalai. Thaneer members said they would organise more such trips for students of other colleges to sensitize them to environmental conservation.



Students of MAM B School and MAM College of Engineering and Technology at Pachamalai forest in Trichy (TNS)

**INDIAN EXPRESS** 02 March 2022  
<https://www.indianexpress.com/2022/03/02/>



**SOURCE:**  **THE NEW INDIAN EXPRESS**

**(Dated: 02.03.2022)**



**PRESS RELEASE IN NEWSPAPERS**



## MBA students pay visit to Patchamalai

THIS NEWS NETWORK

Trichy: Visiting Patchamalai was a refreshing experience for 48 MBA students from colleges in Trichy. Among them, many were visiting Patchamalai for the first time.

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

learned livelihood opportunities of people in the hill station.

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

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

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

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

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

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

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



## Students go on nature trek, disperse seed balls

Tourists, especially youth from Tiruchi, are polluting Pachamalai

KATHERINE ANTONY  
TRICHY

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

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

As part of this initiative, about 40 students from M.A.M College of Engineering travelled to Pachamalai Hills, about 50 kms from Tiruchi city. The students im-



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

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

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

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

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

