



M.A.M. B-SCHOOL
Siruganur, Tiruchirappalli - 621 105.
NAAC Accredited with 'A' Grade
(Approved by AICTE and Affiliated to Anna University, Chennai)



INDEX

Criterion: 2.3.1 Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences.

2023-2024

SL. No.	Student centric methodsexperiential, participative learning and problem solving methodologies
1	Seminars, Guest lectures and workshops
2	Students Assignments
3	Poster Presentations
4	Group Discussions
5	Sports and Cultural Events
6	Participating in Competitions
7	Learning by Doing
8	Major/Minor Projects
9	Internships
10	Industrial Visits
11	Case study Analysis
12	Business Plan




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

Guest Lectures

M.A.M. B-School
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Internal Quality Assurance Cell (IQAC) & Gender Club

**Combating gender based violence
Through gender based equality**

CHIEF GUEST

Dr. N. Manimekalai
Director
Center for Women's Development Studies,
An ICDDR supported autonomous Research Institute,
New Delhi

10th December, 2023 @ 10 AM

Dr. M. Manimekalai
Department - 043004

Mrs. Catherine Mathew Mathai
Secretary & CEO - MAMBS

M.A.M. B-School
MAM Accredited with 'B' Grade

Internal Quality Assurance Cell (IQAC) & Gender Club

Yi Yuva Installation @ MAMBS

**BUSINESS
MODELS & STYLES**

SPEAKER

Mr. Gowri Sankar
Managing Director
Bri Sureswathi Cafe, Tiruchirappalli

10th December, 2023 @ 11 AM

Dr. M. Manimekalai
Department - 043004

Mrs. Catherine Mathew Mathai
Secretary & CEO - MAMBS

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Internal Quality Assurance Cell (IQAC) & Gender Club

வெற்றிப்படிக்கட்டு

Chief Guest

Mr. Sujith Kumar
AVP & HR Business Leader, Infosys Ltd.
Founder & Managing Trainer
Mastrom Foundation, Chennai

10th September, 2023 @ 10 AM

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Predictive Forecasting in various Industries

CHIEF GUEST

Mrs. Keerthana Suresh
Finance Manager- IT Transformation
CSPO, The Options Clearing Company
Chicago, USA

10th December, 2023 @ 11 AM

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Secretary & CEO - MAMBS

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Data Analytics Tool
Artificial Neural Network

Guest Speaker

Dr. P. Sridevi
Associate Professor, NIT, Tiruchirappalli

10th November 2023 @ 11 AM - 12 PM

Dr. M. Manimekalai
Department - 043004

Mrs. Catherine Mathew Mathai
Secretary & CEO - MAMBS

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**Charter Presentation Ceremony of
Rotaract Club of M.A.M. B-School**

CHIEF GUEST

Rtn. G. Gokul
CEO, Sreevasth Foundation
President, Rotaract Club of M.A.M. B-School

14 NOVEMBER 2023 @ 10:30 AM

Dr. M. Manimekalai
Department - 043004

Mrs. Catherine Mathew Mathai
Secretary & CEO - MAMBS

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Ethics in Business

Guest Speaker

Mr. Manikandan
Managing Director
Kalyani Concreting Pvt. Ltd.
Madhya Pradesh, India

29th November 2023 @ 10:30 AM

Dr. M. Manimekalai
Department - 043004

Mrs. Catherine Mathew Mathai
Secretary & CEO - MAMBS

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Team Building

Chief Guest

Dr. Anitha Raja
Training & Placement Officer
Bharat Petroleum Corporation Ltd.,
Tiruchirappalli

29th August 2024 @ 10:30 AM

Dr. M. Manimekalai
Department - 043004

Mrs. Catherine Mathew Mathai
Secretary & CEO - MAMBS

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**NHRD Installation
& Session on
Legal Aspects of Business**

Guest Speaker

Mrs. G. Vijila Jasmine
NHRD Trichy Chapter President
Cluster Head SR

10th December 2023 @ 11 AM

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Department - 043004

Mrs. Catherine Mathew Mathai
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WOMEN'S DAY PANEL DISCUSSION
ENTREPRENEURIAL JOURNEY

Guest Speakers

10th November 2023 @ 11 AM

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Department - 043004

Mrs. Catherine Mathew Mathai
Secretary & CEO - MAMBS



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STRATEGIC LEADERSHIP IN THE DIGITAL REVOLUTION

Navigating Technologies of Transformations

Guest Speaker

Thiru. K. Parthiban
 Public Relations Officer,
 TNPSC, Chennai

5 April 2024 11 AM-12.30 PM
MAHES ELITE HALL

Dr. M. Harishankar, Director - MAHES
 Mrs. Padma Lakshmi Mahalingam, Secretary - MAHES

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POSH ACT
 With Women's Day Theme

GUEST SPEAKER

Mrs. R. Gokila, B.A., L.L.B
 Advocate

18th April 2024, 9.30 am - 10.30 am
MAHES ELITE HALL

Dr. M. Harishankar, Director - MAHES
 Mrs. Padma Lakshmi Mahalingam, Secretary - MAHES

M.A.M. B School
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Women's Rights in Indian Laws

Guest Speaker

Mrs. R. Sridevi, B.A., B.L.,
 Advocate

20th April, 2024 @ 11 am
MAHES Atrium Elite Hall

Dr. M. Harishankar, Director - MAHES
 Mrs. Padma Lakshmi Mahalingam, Secretary - MAHES

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Operational Management to Service Sector

6 May, 2024 12.45 PM
MAHES Atrium Elite Hall

Chief Guest

Dr. Akilan Arunkumar. A
 Assistant Director, Operations & Quality
 Joseph Eye Hospital, India

Dr. M. Harishankar, Director - MAHES
 Mrs. Padma Lakshmi Mahalingam, Secretary - MAHES

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GET. SET. GO
 Take off to a great future

27 AUGUST 2024 10.30 AM - 1.00 PM
MAHES ELITE HALL

Guest Speakers

Mr. Sivakumar & Mrs. Savitri
 CEO / CFO of Tricky Plac
 Headquarters, 3 & 5, Sankar Street

Dr. M. Harishankar, Director - MAHES
 Mrs. Padma Lakshmi Mahalingam, Secretary - MAHES

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Marketing Metrics & Storytelling

Chief Guest

Dr. Ajitha Soundararaj
 Indian Institute of Management (IIM), Trichy

20th August 2024 @ 10.30 am
Charles Correa Hall

Dr. M. Harishankar, Director - MAHES
 Mrs. Padma Lakshmi Mahalingam, Secretary - MAHES

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BE THE BOSS
 Success is a Journey

Chief Guest

Rtn. P. Sundarraj
 Managing Director
 Sukham Logistic Services

20th August, 2024 @ 11 am
MAHES Atrium Elite Hall

Dr. M. Harishankar, Director - MAHES
 Mrs. Padma Lakshmi Mahalingam, Secretary - MAHES

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Modern HR Trends

Chief Guest

Ms. N. Jayalakshmi
 Senior Manager - HR
 Kauvery Group of Hospitals

4th November 2024 @ 10.30 am
Charles Correa Hall

Dr. M. Harishankar, Director - MAHES
 Mrs. Padma Lakshmi Mahalingam, Secretary - MAHES

JCI M.A.M. B-School
 National Quality Assurance Cell (NQAC) regularly monitors you for the session on

Ethics and Human Values

Chief Guest

Mrs. Leema Peter
 Psychologist & Motivational Speaker

20th August 2024 @ 10.30 am
Charles Correa Hall

Dr. M. Harishankar, Director - MAHES
 Mrs. Padma Lakshmi Mahalingam, Secretary - MAHES

M.A.M. B-School
 National Quality Assurance Cell (NQAC) regularly monitors you for the session on

SELF DEFENCE

Chief Guest

Ms. Praveena Devaraj
 Head, Self-Defence Program & Sports Development
 New India School & Sports Development Center

20th September 2024 11 AM
Charles Correa Hall

Dr. M. Harishankar, Director - MAHES
 Mrs. Padma Lakshmi Mahalingam, Secretary - MAHES



Guest Lectures from Renowned Speakers



Dr. Ajitha Soundararaj
Indian Institute of Management
Indian Institute Of Management
Tiruchirappalli



Mrs. Keerthana Suresh
Finance Manager- IT-
Transformation CSPO,
The Options Clearing
Company Chicago, USA



Mr. V. R. Muthu
Chief executive officer
Idhayam oil
virudhunagar



Dr. P. Sridevi
Associate Professor
National Institute of Technology
Tiruchirappalli



Dr. N. Manimekalai
Director
Centre for Women's Development Studies, an
ICSSR supported autonomous Research Institute
New Delhi



Mr. Gowri Sankar
Managing Director
Sri Saraswathi Café
Tiruchirappalli



Mrs. R. Gokila
B.A., L.L.B
Advocate
Tiruchirappalli



Dr. A. Akilan Arunkumar
Assistant Director
Operation & Quality
Joseph Eye Hospital

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

2

Assignment on International Business (BA4302)

Submitted by,

Janani . K
II MBA - 'A'



Most Valuable Company in Europe

Company	Country	Market Capitalization (USD bn)
LVMH	France	441.33
Novo Nordisk	Danemark	359.81
ASML	Netherlands	282.47
L'oreal	France	231.77
Hermès	France	217.03
Accenture	Ireland	195.12
SAP	Germany	154.90
Dior	France	151.23
Total Energies	France	143.64
Procter	Netherlands	142.85

European union Import / Exports :-

The value of merchandise exports from European union totally \$ 2.5 trillion in 2022. Overall Commodity exports from European union decreased by 2.3% compared to 2021. Merchandise exports decreased by \$ 73 billion.



European union's exports 2022 by Country

Top export destinations of Commodities from European union in 2022:

USA with a share of 21% (527 billion US\$)

China with a share of 9.57% (239 billion US\$)

Switzerland with a share of 7.92% (198 billion US\$)

United Kingdom with a share of 5.57% (139 billion US\$)

Turkey with a share of 4.16% (104 billion US\$)

Japan with a share of 2.91% (73 billion US\$)

Norway with a share of 2.79% (69 billion US\$)

Korea with a share of 2.5% (62 billion US\$)

Russia with a share of 2.3% (57 billion US\$)

Mexico with a share of 2.07% (51 billion US\$)

Export structure from European union in 2022
(based on main Commodity groups)

*14.8% (371 billion US\$): 84 - Nuclear reactors, boilers, machinery and mechanical appliances; Parts thereof.

*11% (276 billion US\$): 30 - Pharmaceutical products

*10% (251 billion US\$): 87 - Vehicles other than railway or tramway rolling stock, and parts and accessories thereof.

*8.62% (215 billion US\$): 85 - Electrical machinery and equipment and parts thereof, sound records and reproducers, television image and sound records and reproducers and parts and accessories of such articles.



* 6.97% (174 billion US\$) : 27- Mineral fuels, mineral oils and products of their distillation; bituminous substances, mineral waxes.

* 4.8% (120 billion US\$) : 90 - optical, photographic cinematographic, measuring, checking, precision medical or surgical instruments and apparatus parts and accessories thereof.

* 3.16% (79 billion US\$) : 39-plastics and articles

* 2.95% (73 billion US\$) : 29 organic chemicals

* 2.21% (55 billion US\$) : 88 Aircraft, spacecraft, parts thereof.

* 2.09% (52 billion US\$) : 71 Natural or cultured pearls, precious or semi precious stones, precious metals, metal clad with precious metal and articles imitation jewelry : coin

European union export in 2022 :-

* 6.24% (\$ 156 billion) : 8703- Motor Cars and other motor vehicles principally designed for transport of persons, including station wagons and racing cars.

* 6.18% (\$ 154 billion) : 3004 Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic uses, put up in measured doses in the form of packings for retail sales.

* 4.97% (\$ 124 billion) : 2710 - Petroleum oils and oils from bituminous minerals, not crude, preparations n.e.c. containing by weight 70% or more of petroleum oils or oils from bituminous minerals; these being the basic constituents of the preparations; waste oils.

* 4.42% (\$ 110 billion) : 3002 - Human blood, animal blood for therapeutic, prophylactic or diagnostic uses; sera, other blood fractions, immunological products



2.76% (\$51 billion): 8708 - Parts and accessories of the motor vehicles of headings 87.01 to 87.05

1.58% (\$39 billion) 8802 - other aircraft (helicopters, aeroplanes); spacecraft (satellites) and suborbital and spacecraft launch vehicles.

1.36% (\$34 billion): 8542 - Electronic integrated circuits and microassemblies.

European union's imports

- * China with a share of 21% (657 billion US\$)
- * USA with a share of 12.3% (372 billion US\$)
- * Russia with a share of 6.46% (195 billion US\$)
- * Switzerland with a share of 5.08% (153 billion US\$)
- * Turkey with a share of 3.44% (103 billion US\$)
- * Norway with a share of 3.39% (102 billion US\$)
- * United Kingdom with a share of 2.73% (82 billion US\$)
- * Korea with a share of 2.47% (75 billion US\$)
- * Japan with a share of 2.4% (72 billion US\$)

Imports structure of European union :-

* 27% (831 billion US\$) 27 - Mineral fuels, mineral oils and products of their distillation; bituminous substances mineral waxes.

* 12.8% (388 billion US\$) 85 - Electrical machinery & equipment and parts thereof, sound records & reproducers television image and sound recorders and reproducers, television parts & accessories of such articles.



- * 9.53% (288 billion US\$) : 84 Nuclear reactors, boilers machinery and mechanical appliances
- * 4.01% (121 billion US\$) 87-vehicles other than railway or tramway rolling stock, and parts & accessories
- * 3.73% (112 billion US\$) 89-organic chemicals
- * 3.35% (101 billion US\$) 90-Pharmaceutical products
- * 2.87% (87 billion US\$) 90-optical, photographic, cinematographic, measuring, checking, precision, medical or surgical instruments.
- * 2.31% (70 billion US\$) 39-plastics and articles
- * 1.93% (58 billion US\$) 72:Iron & steel. thereof.

Balance of Payments and Balance of Trade of European union:-

European union - Balance of payments, current account on primary income was -0.40% of GDP in June of 2023, according to the EUROSTAT. Trading Economics provides the current actual value, an historical data and related indicators for European union - Balance of Payments, current account on primary income - last updated from the Eurostat on October of 2023. Historically, European union - Balance of Payments, current account on primary income reached a record high of 0.90% of GDP in March of 2021 and a record low of -0.40% of GDP in June of 2023.



Balance of payments, Current Account on Primary Income

Country	Last	Previous	Unit	Reference
Sweden	3.20	3.60	% of GDP	June 2023
Germany	2.60	4.10		
France	1.50	3.60		
Belgium	1.40	1.70		
Euro Area	0.80	0.10		
Croatia	0.80	1.60	% of GDP	June 2023
Netherlands	-1.00	0.10		
Slovenia	-1.10	-1.20		
Slovakia	-2.20	-2.50		
Portugal	-2.40	-1.60		
Greece	-2.60	0.80		
Latvia	-2.70	3.10		
Finland	-2.80	1.00		
Romania	-3.20	-2.10		
Bulgaria	-3.30	-4.50	% of GDP	June 2023
Lithuania	-5.10	-0.10		
Czech Republic	-7.10	-2.60		
Cyprus	-8.10	-8.30		
Malta	-14.20	-11.50		
Ireland	-23.00	-32.10		
Luxembourg	-24.90	-26.60		



European Union Balance of Trade :-

European Union recorded a trade surplus of 4932.40 EUR Million in July of 2023.

Export	205235.60	EUR Million	Jul 2023
Import	200303.10	EUR Million	" "
Balance of Trade	4932.40	EUR Million	" "

The European Union is one of the World's biggest players in global trade. It is the second largest exporter and importer of goods in the world, as extra-EU trade accounts for about 17 percent of global exports and about 15 percent of global imports. China exports more goods than the EU, while US imports more goods. The EU's main exports are manufactured goods such as machinery & vehicles and chemicals, as well as food & drink. Meanwhile, the bloc is a net importer of energy and raw materials. Its main imports also include machinery & vehicles and chemicals. Germany, Italy, France & Netherlands account for the largest share of total trade. China is the most important trading partner of the European Union and accounts for about 16% of all EU trade in goods, followed by the US, UK, Switzerland and Russia.

Actual	Previous	Highest	Lowest	Dates
4932.40	19526.10	29531.20	-6581.50	1999-2023

Unit

EUR Million

Frequency

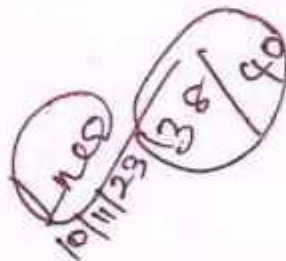
Monthly NSA



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

SUPPLY CHAIN INFORMATION SYSTEM

ASSIGNMENT



MEMBER'S ARE:

1. Peter Bil klinten. A.
2. Manoj. P
3. Santhosh Kumar. R
4. Aravinth. A
5. Maheswaran. P
6. M. kaviyarasan

SRIKRISHNA. S
II - MBA
LOGISTICS



Problem Definition and planning.
• Data collection and process.

Case Study: Supply chain Integration Of
Lianhua Super Market.

Brief Introduction:

Lian Hua Supermarket Organised in May, 1991, is first One Supermarket Characterised by chain-Store Operation. After 14 year's development, Lian Hua Created Scale developing advantage. Including big mall, supermarket and Convenience Stores, which are polyary complementation and progredation. Now Lian Hua is leader in China's retailing Industry having more than 3500 chain Stores,

Lian Hua's Current Business Consist of big / Small mall, Standard Supermarket and Convenience Stores.



Problem Definition and planning.

• Data Collection and process.

Case Study: Supply chain Integration Of Lianhua Super Market.

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Lian Hua's Current Business Consist of big / Small mall, Standard Supermarket and convenience Stores.



PROBLEM ANALYSIS OF LIAN HUA :-

Through the analysis of seven main operation procedures (order operation, Receiving operation, Returning operation, Clearing operation, payment operation, Obtaining Business and Searching operation, Marketing operation), in Lian Hua's Supply chain at the time, we discover that Lian Hua established Small-Scale B2B platform in some business, and had certain application base, But some problem remain in System and transaction operation.

① Ways Of Interaction :

The platform at that time mainly provides a One-way Information display through websites and the Suppliers Just Co-operate passively.

② The function Of the platform and its Integrity :-

The function of the existing Platform is imperfect with too many interface and inadequate stability security and processing capability.

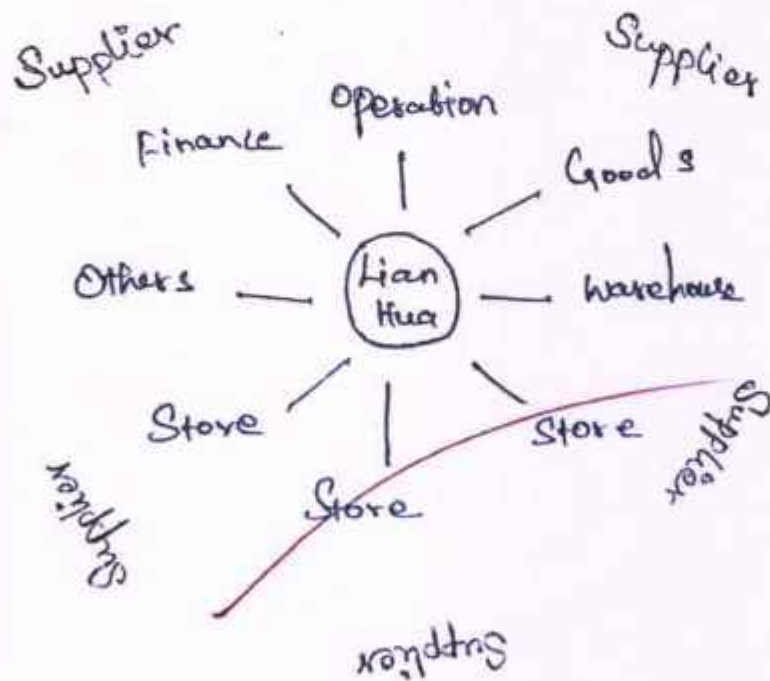


3. Application Scope and management depth:-

Huge number Of Suppliers (over 8000) but few are online and the charging standard are not unified. Lack Support for the monitoring of key performance Indicator and lack of Information sharing mechanisms.

4. Difficult to Co-ordinate with Group:

The Group need to enhance its bargaining ability through joint procurement.



The above analysis shows that Current Supply chain has been unable to meet Lian Hua Group need to development.



Exploration Of Implementation of Lian Hua Group Supply Chain - Integration


Design Of an Integrated Supply Chain.

Century Lian Hua Supermarket mainly sells daily product, processed food at normal temperature, and fresh food. According to fisher's product-based Supply chain design strategy, daily products and processed food at normal temperature are functional foods with stable, predictable demand and long life cycle, so companies have to choose a supply chain which is more efficient sensitive.

The Integrated Supply chain Platform of Lian Hua Super Market.

Guided by the above established strategy the author provides a B2B Overall Supply chain mgt solution for Century Lian Hua. The solution includes four main parts: Platform maintenance, platform Building, Suppliers promotion, Customer Service of Supplier and Retailer. and.




DIRECTOR
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Business Analytics Tools Poster Presentation

Market Basket Analysis on 14.09.2024





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Internal Quality Assurance Cell (IQAC)

cordially invites you for the session on

MARKET BASKET ANALYSIS



CHIEF GUEST

Dr. M. Hemalatha
Director

M.A.M. Business School, Tiruchirappalli



14th September, 2023 @ 2 PM



MAMBS Open Auditorium

M.A.M. B-School Internal Quality Assurance Cell (IQAC) organized a session on "Market Basket Analysis" on 14th September, 2023. Dr. M. Hemalatha, the Director of M.A.M B-School, was the resource person for this informative program. The session was attended by students specializing in business analytics. The session primarily focused on Business Applications market basket analysis finds applications in various industries, including retail, e-commerce, and marketing. It helps in optimizing product placement, cross-selling, and targeted marketing campaigns.





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She added that in retail, this analysis aids in optimizing store layouts, product recommendations, and inventory management by understanding which products are commonly bought together. She also stated that E-commerce platforms use market basket analysis to enhance product recommendations, thereby increasing sales and customer satisfaction. The students were divided into five teams, each tasked with analyzing a market basket case study within the retail industry. During the session, these teams delivered impressive presentations, demonstrating a deep understanding of the concepts involved. They articulated their findings and insights in a comprehensive and detailed manner.

The event was not only a testament to the students' dedication to learning but also showcased the commitment of M.A.M B-School in promoting quality education and practical skills in the field of business analytics. She explained that with the advancement of machine learning and big data technologies, market basket analysis is expected to become even more sophisticated and valuable for businesses. A real-world example of a retail store's market basket analysis can illustrate the practical benefits and insights gained from this technique. This session on market basket analysis undoubtedly enriched the knowledge and analytical abilities of the participating students. She insisted that market basket analysis is a crucial technique that empowers businesses to leverage transactional data effectively, improve customer experiences, and drive growth. Its impact spans across various industries, making it an invaluable asset in today's data-driven world. Overall, the event served as a valuable platform for students to apply theoretical concepts to real-world scenarios, fostering a culture of excellence in business analytics education.





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A Poster Presentation session on "Business Analytics" Display of Analytical Tools on 07.12.2023





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Tiruchirappalli, Tamil Nadu, India
Unnamed Road, Tamil Nadu 621105, India
Lat 10.995828°
Long 78.778652°
07/12/23 01:23 PM GMT +05:30

Google

GPS Map Camera



Tiruchirappalli, Tamil Nadu, India
XQWH+7JH, Tiruchirappalli, Tamil Nadu 621105, India
Lat 10.995839°
Long 78.77881°
07/12/23 01:17 PM GMT +05:30

Google

GPS Map Camera





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A poster presentation session on "Business Analytics Tools"



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Internal Quality Assurance Cell (IQAC) & Analytics Club
cordially invite you for the

**BUSINESS ANALYTICS
POSTER PRESENTATION**

Display of Analytical tools

Judges
Dr. M. Hemalatha
Director - MAMBS
Mrs. N. Kayalvizhi
Assistant Professor - MAMBS

Thursday, 7th December, 2023
10:00 AM - 04:00 PM
MAMBS Annexure Open Auditorium

M.A.M. B-School, a standalone Business School in Trichy its Internal Quality Assurance Cell (IQAC) and Analytics Club organized a poster presentation session on "Business Analytics Tools" on 7th December, 2023. The M.A.M. Business School's director, Dr. M. Hemalatha, encouraged the students to actively engage in the event by providing them with her inputs on poster presentations and the use of business analytical tools in the current business environment. The aim of such presentation event to obtain insight and inform business strategy, business analytics refers to the knowledge, tools, and procedures for continuously iteratively exploring and analyzing historical business performance. Through this session the students can practice to use data and

statistical techniques to get new insights and a better knowledge of business performance is the emphasis of business analytics. The event, featuring presentations on data visualization, logistics regression, cluster analysis, factor analysis, Power BI, Neural Network, Decision Tree, and Multiple regression, provided a platform for students to exhibit their understanding of diverse analytics topics. Students emphasized the importance of visually representing complex data through data visualization techniques and the creation of intuitive dashboards.

The session delved into the application of logistics regression, showcasing its utility in predicting binary outcomes and its relevance in decision-making processes. The intricacies of cluster analysis were explored, highlighting its role in grouping similar data points to reveal patterns and relationships. Business Analytics students at M.A.M. B-School showcased their prowess by presenting posters to their fellow I MBA students and esteemed visitors. The event not only served as a platform for sharing insights but also contributed significantly to the enhancement of presentation skills and the deepening of knowledge in the field. The I MBA students served as an engaged audience, actively participating in discussions and posing thoughtful questions. The session fostered cross-disciplinary learning and knowledge exchange. Dr. M. Hemalatha, Director of MAMBS and Mrs. N. Kayalvizhi Assistant Professor acted as judges for the student's presentation. Judges Evaluated posters based on creativity, clarity of content, and relevance to the chosen topic and they provide constructive feedback to students to encourage continuous improvement.





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A session on "Unleashing the power of Data Envelopment Analysis" on

08.11.2023





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Siruganur, Trichy. www.mambs.com



Internal Quality Assurance Cell (IQAC) cordially invites you for the session on

Unleashing the power of Data Envelopment Analysis

8 NOV 2023
WEDNESDAY
11:00 AM - 1 PM

MAMBS
Seminar Hall

JOIN US



GUEST SPEAKER

DR. G. SIVANESAN

Associate Professor,
Jamal Institute of Management,
Tiruchirappalli

Dr. M. Hemalatha
Director - MAMBS

Mrs. Fathima Rathnath Palani
Secretary & CEO - MASTeR CL

M.A.M. B-School, a standalone Business School in Trichy its Internal Quality Assurance Cell (IQAC) organized a session on "Unleashing the power of Data Envelopment Analysis" on 8th November, 2023. Dr. G. Sivanesan, an esteemed Associate Professor from the Jamal Institute of Management in Tiruchirappalli, served as the distinguished resource person for the program. In his enlightening presentation, he elucidated the fundamental principles of Data Envelopment Analysis (DEA), describing it as a non-parametric method employed for evaluating decision-making units (DMUs). Dr. Sivanesan underlined the versatility of DEA, demonstrating its applications across various domains, including economics, operations research, and management science. Dr. Sivanesan's insights contributed significantly to the program, offering a comprehensive understanding of how DEA can be a valuable tool in today's data-driven

world.

Dr. G. Sivanesan provided a comprehensive overview of various DEA models during his presentation. He delved into the key DEA models, including BCC (Banker-Charnes-Cooper) model, SBM (Slack-Based Measure) model, FDM (Free Disposal Hull) model, and the Super Efficiency model. His explanation of these DEA models provided the audience with a deeper understanding of the versatility and applicability of DEA in assessing and improving the efficiency of decision-making units across various industries. During his presentation, Dr. G. Sivanesan provided valuable insights into the wide-ranging applications of Data Envelopment Analysis (DEA) within the business environment. His discussion emphasized the practical and strategic uses of DEA, offering attendees a clear understanding of its significance such as Performance Assessment, Quality Improvement, Cost Reduction, Strategic Decision-Making, Risk Management and Regulatory Compliance. He further added that it equips organizations with the means to analyze and enhance their operations, thereby driving efficiency, competitiveness, and overall success in a rapidly evolving business landscape. Mrs. N. Kayalvizhi, Assistant Professor made all the requisite arrangements for successful completion of the programme.



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Group Discussion sessions





Group Discussion





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Group Discussion




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STUDENTS REPRESENTATION ON VARIOUS BODIES




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Name of the Event : Guest Lecture on "INSTALLATION OF ROTARACT CLUB"

Date of the Event Conducted: 14.11.2023

S. No.	Topic	Details
1	Faculty coordinators	Mrs. C.Subha
2	Title of program	Installation of Rotaract Club
3	Date/Time	14.11.2023 / 10.30am
4	Proposed venue	Charles Corraah Hall
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Focus audience	I Year MBA Students
7	Estimated number of audiences	245
8	Chief guest details	Rtn. G. Gokul, CEO, Shanthi Furniture, GSR Rotary Club of Tiruchirappalai Phoenix District RYLA Chairman 2024-2025

Participant list:

Sl. No	Details of participants
1	I Year MBA Students





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INVITATION FOR THE PROGRAMME





PHOENIX
CLUB 902 - 2010

We cordially invite you
CHARTER PRESENTATION CEREMONY OF
Rotaract Club of
MAM BUSINESS SCHOOL

CHIEF GUEST **Rtn. G. Gokul**
CSM ROTARY CLUB OF
TIRUCHIRAPPALLI PHOENIX
DISTRICT RYLA CHAIRMAN 2024-25

J. PREETHI
as the President
S. KARTHIKRAJA
as the Secretary

14TH NOVEMBER 2023
Tuesday / 10.30 AM
MAM BUSINESS SCHOOL
Siruganur, Chennai Highway



Rtn. M. Raja
President
Rtn. P. S. Subramanian
Secretary
Rtn. Dr. M. Anand
Treasurer
Rtn. M. Raja
Charman South Zone



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Invited Quality Assurance Cell (IQAC) of Rotary Club cordially invite you

Charter Presentation Ceremony of
Rotaract Club of M.A.M. B-School

Chief Guest
Rtn. G. Gokul
CEO, Shanthi Furniture
CSM Rotary Club of Tiruchirappalli Phoenix
District RYLA Chairman 2024 - 2025

Dignitaries

Rtn. M. Raja
Chairman Youth Service

Rtn. PRE. R. Vijayakumar
President

Rtn. PRE. S. Abdullah
Secretary

Rtn. Dr. DM. Alagappan
Treasurer

Dr. M. Hemalatha
Director - MAMBS

Mrs. Lakshmi Rathna Mahalingam
Secretary of CEO - MASTOR IL

14 NOVEMBER 2023   **10.30 Am**
MAMBS Charles Correa Hall





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ROTARY CLUB MEMBERS

S.NO	NAME OF THE STUDENTS	CLASS	SEC	POSTING
1	Preethi. J	II year	B	President
2	Karthik Raja. S	II year	B	Secretary
3	Hemath. K	I Year	A	President Elect
4	Udaya Moorthi	I year	C	Secretary Elect
5	Christologas. A	I year	D	Treasurer
6	Nashreen. A	I year	B	Sergeant at Arms
7	Dharaya. S	I year	A	Member
8	Gayathri Surthi	I year	A	Member
9	Mohammed Hasim .H	I year	B	Member
10	Rifana. S	I year	B	Member
11	Meera. G	I year	B	Member
12	Mohammed Mushraf. S	I year	B	Member
13	Shiva. R	I year	C	Member
14	Sanjay. S	I year	C	Member
15	Sneka. R	I year	C	Member
16	Suvaitha .M	I year	C	Member
17	Suresh kumar	I year	C	Member
18	Gayathri. G	I year	D	Member
19	Ganesh. R	I year	D	Member
20	Abdul Saleem. S. R	I year	D	Member
21	Melvin Peo. J. N	I year	D	Member




DIRECTOR
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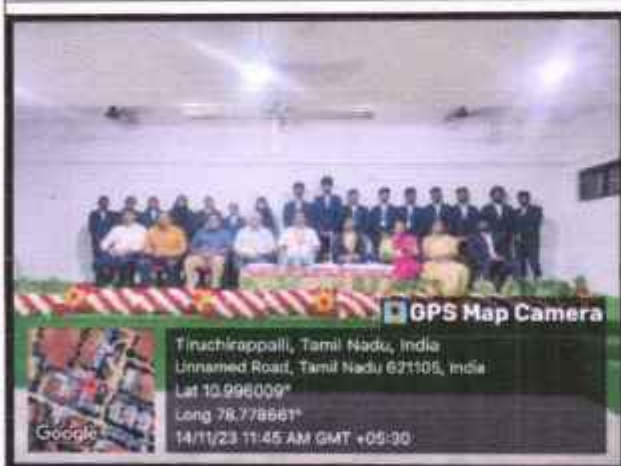


Program Details: Report on Program Conducted

Sl. No.	Topic	Details
1	Faculty coordinators	Mrs. C.Subha
2	Title of program	Installation of Rotaract Club
3	Date/Time	14.11.2023 / 10.30am
4	Proposed venue	Charles Corraeh Hall
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Total number of audiences who attended	I Year MBA Students
7	Chief guest details	Rtn. G. Gokul, CEO, Shanthi Furniture, GSR Rotary Club of Tiruchirappalai Phoenix District RYLA Chairman 2024-2025
8	Description of the event	He started the session by today's goals and plans for Rotary Youth Leadership Awards, emphasizing the importance of youth development and community engagement. The Rotaract Club MAMBS team was introduced to the audience, likely involving the presentation of key members and their respective roles within the club. This introduction may have included details about the team's commitment to community service, leadership development, and other relevant initiatives. Following the introduction, the audience likely participated in a pledge, expressing their commitment to the values and goals of the Rotaract Club.
9	Outcomes of the event	Able to understand and emphasizing the importance of youth development and community engagement and have included details about the team's commitment to community service, leadership development, and other relevant initiatives.



Photographs (Geotagged) of the program with captions



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Students' ExNoRa & Thanneer Club

M.A.M. B-School Internal Quality Assurance Cell (IQAC), Students' ExNoRa & Thanneer Club organized "Eco Friendly Ganesha Making contest" on 15.09.2023 @ 2.00 pm.




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Eco friendly Ganesha Making Contest

M.A.M. B-School Internal Quality Assurance Cell (IQAC), Students' ExNoRa & Thanneer Club jointly organized "Eco-friendly Ganesha Making contest 15th September, 2023. Ganesh Chaturthi is a celebration that is observed on the birthday of Lord Ganesha, who is the son of Lord Shiva and Goddess Parvathi, according to Dr. M. Hemalatha, Director, M.A.M. B-School, who welcomed the crowd and explained what the holiday entailed. She also stated that everyone must embrace and adhere to environmentally beneficial activities in order to protect the environment from negative repercussions. It is our duty to adopt eco-friendly festivals more extensively so that there would be no pollution wherever and we may rejoice without endangering the ecosystem. She added that the intention behind doing this workshop was to raise awareness of environmental sustainability through the production of the Ganesha idol using clay and other environmentally friendly materials. The students were able to celebrate the holiday together, and it was a wonderful occasion.

The students were separated into numerous teams and instructed to create Ganesha idols as part of this session. In celebration of the momentous event, a unique type of dessert called modak is cooked. During the session, a group of students created a variety of Eco-Friendly Ganesh Idols using "Mud/Clay" or "Turmeric" or "Flour," "Wheat," "Ganesh Idol by Leafs," and other materials. The entire program was quite creative and all of the kids learned the fundamental techniques for creating idols from environment friendly materials and generally preserving the environment. Mrs. B. Gayathri, Assistant Professor, Thanneer Club Coordinator and Mr. S. Senthilkumar, Assistant Professor, Student's ExNoRa Coordinator, explained that this festival honors the birth of the Hindu deity Lord Ganesha, who is revered for removing barriers from people's lives and made the requisite arrangements and also guided the students for successful completion for the programme.




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M.A.M. B-School IQAC and Students' ExNoRa Club Organised "World Environment day 2023 Green Pledge with a vision to preserve nature" on 05.06.2023, 4.20 pm at MAMBS Garden.




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Internal Quality Assurance Cell (IQAC) & JCI organize workshop on

Entrepreneurship Qualities

**GUEST
SPEAKER**



JCI Sen Senthilkumar Thanagopal

Proprietor

PYRG Motor Home Tourism and Travels Pvt. Ltd.
(Pilgrimage Yatra Resiprocity Groups)



23rd April, 2024



10 AM - 1 PM



MAMBS Elite Hall

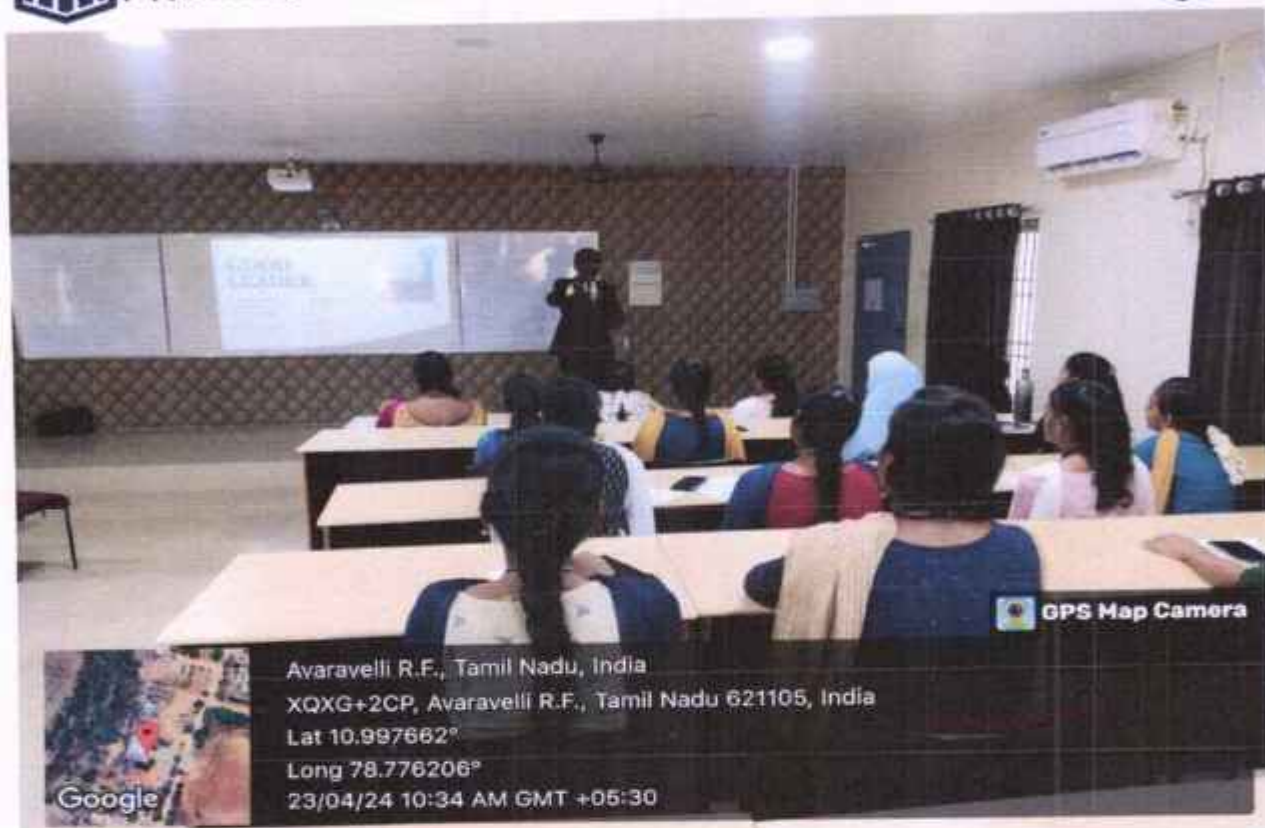
Dr. M. Hemalatha
Director - MAMBS

Mrs. Fathima Bathool Maluk
Secretary & CEO - MASTER GL





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JCI CLUB MEMBERS:

S.NO	NAME OF THE STUDENT	POSITION	PROGRAM
1.	Sampathkumar S	president	M.B.A
2.	Siranjeevi P	Vice-president	M.B.A
3.	Srinivasan S	member	M.B.A
4.	Varshini M	member	M.B.A
5.	Nishalini G	member	M.B.A




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A Session on "Entrepreneurship Qualities"

M.A.M. B-School, a standalone Business School, Trichy its Internal Quality Assurance Cell (IQAC)&JCI Cub jointly organized a session on "Entrepreneurship Qualities" on 23rd April 2024. JCI Sen Senthilkumar Thanagopal, Proprietor, PYRG MotorHome Tourism and Travels Pvt. Ltd was the resource person for the programme. Dr. M. Hemalatha, the esteemed Director of M.A.M. B-School, extended a warm welcome to all participants at the event and emphasizing entrepreneurship in today's growing economy, she highlighted the opportunities and challenges that aspiring entrepreneurs may face. Encouraging participants to embrace entrepreneurship not only fosters innovation and economic growth but also empowers individuals to create their own paths to success. She added that M.A.M. B-School taking proactive steps to foster entrepreneurship and equip their students with the necessary skills and mindset for success in the business world.

JCI Sen Senthilkumar Thanagopal, a well-known figure in the business community, shared his experiences during the session. His insights and anecdotes would have undoubtedly resonated with the audience, providing them with valuable lessons and inspiration. Learning from someone with first-hand experience in entrepreneurship can be incredibly motivating and enlightening for aspiring business leaders. JCI Sen Senthilkumar Thanagopal addition of fundamental qualities of entrepreneurs such as vision, mission, decision-making skills, analytical skills, and good communication skills is crucial. He further added that the importance of decision-making skills in the business field is crucial because decisions are at the core of every aspect of entrepreneurship. Whether it's deciding on a business model, product development strategy, marketing approach, or financial management plan, entrepreneurs are constantly faced with choices that can significantly impact their ventures he added. He sharing various opportunities available in the market for new businesses, particularly focusing on micro, small, and medium-scale industries, is incredibly valuable for aspiring entrepreneurs. These sectors often form the backbone of many economies and can offer numerous prospects for growth and success. He mentioned some of highly demanded business in the recent times such as Niche Markets, E-commerce and Online Retail, Tech-enabled Solutions, Green and Sustainable Businesses, Local Manufacturing and Crafts, Service-based Businesses. He added further the importance of social entrepreneurship is crucial in today's business landscape, where there is a growing awareness of social and environmental issues. Social entrepreneurship involves using business principles and practices to address societal problems and create positive social impact alongside financial sustainability. Mrs. S. Yogapriya, Assistant Professor, JCI club Coordinator M.A.M. B-School, made all the requisite arrangement for the programme.





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Thanneer Club

M.A.M. B-School Students Association Club, Internal Quality Assurance Cell (IQAC) & Thanneer Club organises a session on "THE FUTURE OF WATER IN INDIA" on 20.09.2023

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M.A.M. B-School Students Association Club, Internal Quality Assurance Cell (IQAC) & Thanneer Club organises a session on
THE FUTURE OF WATER IN INDIA
JOIN US
20th September 2023
10 Am
Charles Correa Hall
GUEST SPEAKER
Dr. S. Senthil Kumar
Principal Investigator of Govt of India
(Funded Research Projects)
Scientist in-charge, Geoinformatics Laboratory
National College Unimuruganur, Tiruchirappalli
Dr. M. Hirumalsha
Director - MAMBS
Mrs. Palkina Sathish Mahesh
Secretary & CEO - MAMBS CL



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Youth Red Cross Club

M.A.M. B-School Internal Quality Assurance Cell (IQAC), Students ExNoRa Club, Youth Red Cross and Thanneer Club jointly organise "Crackers Free Diwali" an awareness program on 10th November 2023



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Youth Red Cross Club Members

S.NO	NAME OF THE STUDENTS	CLASS	SEC	POSTING
1	V.Varatharajan	II year	D	President
2	G.Vasuki	II year	B	Secretary
3	N.Surendar	I Year	C	Member
4	U.Sulochana	I year	C	Member
5	R.Subikshan	I year	A	Member




DIRECTOR
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EXNORA CLUB

M. A. M. B-School Internal Quality Assurance Cell (IQAC) Students' ExNoRa Club organised a Clean India Green India "Cleanliness Campaign" at Siruganur village on 18.04.2024 @ 7.00am.



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EXNORA AND THANEER CLUB MEMBERS

S.NO	NAME OF THE STUDENTS	CLASS	SEC	POSTING
1	Shalini.R	II year	C	President
2	Renu Mettilda.S	II year	C	Secretary
3	Pushparaj.P	II Year	A	Member
4	Venkatesh.K	II year	C	Member
5	Abirami.D	II year	D	Member
6	Nashreen. A	I year	B	Member
7	Dharaya. S	I year	A	Member
8	Gayathri Surthi	I year	A	Member
9	Mohammed Hasim .H	I year	B	Member
10	Rifana. S	I year	B	Member




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Clean India Green India a Cleanliness Campaign at Siruganur Village

M.A.M. B-School, a standalone Business School, Trichy its Internal Quality Assurance Cell (IQAC) Students' ExNoRa organized a **Clean India Green India a Cleanliness Campaign at Siruganur Village** 18th April 2024. The session intention to "Clean India, Green India" is a powerful motto that emphasizes not just cleanliness but also environmental sustainability. Initiating a cleanliness campaign in Siruganur, Village is a commendable step towards promoting hygiene, health, and environmental consciousness within the community. The campaign starts around at Siruganur Village was initiated with the aim of promoting cleanliness, environmental sustainability, and community engagement. The campaign saw active participation from students, ExNoRa volunteers, and other members of the community, with a focus on cleaning a specific area near the village temple. The cleaning activities, targeting the removal of unwanted plants, dust, waste, and stones in the vicinity of the temple. During the cleanliness campaign in Siruganur Village, students played a pivotal role in the initiative. To facilitate their participation, the students were organized into groups, and each group was provided with gloves and bio-degradable bags to collect garbage effectively.

A transformative cleanliness drive was conducted by students at the front portion of the temple in Siruganur Village. Using broomsticks, the students diligently cleared unwanted plants and weeds, removed debris, and contributed to a significant improvement in the physical cleanliness of the area. The students along with a Committee member interacted with the community people and visitors. They created awareness about 'NO USE OF PLASTIC'. The students learnt a great deal of reducing use of plastic and preserving the environment. Dr. M. Hemalatha, Director M.A.M. B-School expressed gratitude to those involved in carrying out the responsibility of guiding the students in making the cleanliness drive successful. The Director's acknowledgment of the college's contribution to the community's glory reinforces the importance of collaborative efforts in creating a better and cleaner environment for all. As a beacon of education and enlightenment, the college continues to inspire its students and faculty to actively engage in initiatives that promote social, environmental, and cultural advancement. Earlier, Mr. Indrani Kannaiyan, President of Trichy Siruganur Panchayat Union, gave his help and cooperation to make this event a success. Mr. S. Senthilkumar, Assistant Professor, Students' ExNoRa club coordinator M.A.M. B-School made all the requisite arrangement for the completion of the campaign.





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M. A. M. B-School Internal Quality Assurance Cell (IQAC) and POSH Club organises a session on "Evolving Face of Sexual Harassment in Changing Workplaces" on 07.12.2023 @ 11.00 am.

The poster features the M.A.M. B-School logo at the top. Below it, the text reads: "Internal Quality Assurance Cell (IQAC) and POSH Club cordially invite you for the session on". The main title is "EVOLVING FACE OF SEXUAL HARASSMENT IN CHANGING WORKPLACES". It includes a photo of Dr. S. Sudha, Associate Professor, Department of Women's Studies, Bharathiar University, Trichy. The session is scheduled for 07 DECEMBER 2023 at 11.00 AM in the HANDED SLIDE HALL. The event is organized by Dr. M. Manojkumar, Director, IQAC.



DIRECTOR
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WOMEN EMPOWERMENT AND POSH CLUB MEMBERS

1	Swetha.k	II year	B	President
2	Harini.K	II year	B	Secretary
3	Kalaipriya.K	I Year	A	President Elect
4	Sandhiya.S	I year	C	Secretary Elect
5	Srimathi.P	I year	D	Treasurer
6	Sakthi.K	I year	B	Member
7	Durgadevi.P.B	I year	A	Member
8	Usha.G	I year	A	Member
9	Varsha.S	I year	B	Member



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M. A. M. B-School Internal Quality Assurance Cell (IQAC) and POSH Club organises a session on "Evolving Face of Sexual Harassment in Changing Workplaces" on 07.12.2023 @ 11.00 am.

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Internal Quality Assurance Cell (IQAC) and POSH Club
cordially invite you for the session on

'EVOLVING FACE OF SEXUAL HARASSMENT IN CHANGING WORKPLACES'

LET'S KNOW MORE ABOUT POSH ON

- 07 DECEMBER 2023
- 11:00 AM
- POSH ELITE HALL

Dr. V. Subha
Assistant Professor, Department of Management Studies,
Anna University, Chennai

Dr. H. Anandaraman
Director, MAMBS

Rev. Father, Saint Mary's
Secretary & CEO, MAMBS



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



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GENDER CLUB-2023-2024

M.A.M. B-School Internal Quality Assurance Cell (IQAC) & Gender Club organises "LIVE JAM It's not over tour" Artist Performance & Story on 23rd November 2023 at 2.45 pm.





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TALENT SPOTTER-2023

"Everybody has talent; it's just a matter of moving around until you've discovered what it is".
MAMBS organized "Talent Spotter" program to unleash the hidden potentials of students.

A talent show is an event in which participants perform the arts of singing, dancing, lip-syncing, acting, martial arts, playing an instrument, poetry, comedy or other activities to showcase skills. Many talent shows are performances rather than contests, but some are actual contests. In the instance of a contest, participants may be motivated to perform for a reward, trophy, or prize of some kind.

The poster for M.A.M. B-School's Talent Spotter 23 event features a yellow background with a central illustration of students performing various arts. The text includes the school's name, accreditation, and a list of activities. The event dates are 28th, 29th, and 30th August 2023, held at MAMBS Seminar Hall & Newton Hall. The poster is signed by Dr. M. Hemalatha, Director, and Mrs. Puthina Rathod Mahab, Secretary & CEO.

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Internal Quality Assurance Cell (IQAC) cordially invites for the

Talent Spotter 23

Mime
Dance
Singing
Art Of Craft
Video Editing
Photography

Are you ready?

Acting
Mimicry
Drawing
Meme Creation
Paper
Presentation

28th, 29th & 30th August 2023

Dr. M. Hemalatha
Director - MAMBS

MAMBS Seminar Hall & Newton Hall
Mrs. Puthina Rathod Mahab
Secretary & CEO - MASTeR OL





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"TALENT SPOTTER" Intra Collegiate Cultural Competition

M.A.M.B-School a standalone business school in Trichy, its Internal Quality Assurance Cell (IQAC) organized three days Intra Collegiate Cultural Competition: "TALENT SPOTTER'23" programme from 28.08.2023, 29.08.2023 and 30.08.2023 for I MBA students. M.A.M. B-School Director Dr. M. Hemalatha, welcomed the gathering and highlighted the rationale behind to arrange this programme, given the felicitation address. She also informed that all students essentially to exhibit and improve their unique talent through this sort of programmes. In Day I 28.08.2023, Poetry writing, Speech on Topic and Drawing and Art craft (participants made sculpture, craft by using various materials) were conducted and the students actively performed and displayed their talents. As part of various events, the theme includes "Green Environment/Social awareness" (Speech), "Social issues" (In Poetry Writing), Save Nature (Drawing and Art craft) and the team of faculty members namely Mr. S. Senthil Kumar, Mr. J. Jeromiah Deepan and Mrs. C. Subha assistant professors were acted as judges in Day I events. The judges were appreciated the participants for their efforts and their curiosity in the programme.

In Day II 29.08.2023, the list of events that includes Meme, Video Editing, and short film were actively showcased by the students. Dr. P. Balasubramanian, Associate Professor, Dr. R. Karthika, Professor M.A.M.B-School acted as judge and evaluated the participants performance during the programme.

In Day III 30.08.2023, the event comprises of Photography, Singing, Paper presentation, Dance, Corporate walk, mimicry the events conducted and Dr. R. Suganya, Dr. R. Prema, Associate Professors were acted as judge and assess the various act of the participants and highly commended the performance of the students by and large. All the students were massively appreciated pertinent to given the platform in order to exhibit their innate talents and capabilities through "Talent Spotter". Mrs. M. Surya, Programme Coordinator, M.A.M.B-School proposed vote of thanks and made the requisite arrangements for successful completion of the programme.





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TIRUCHI TODAY

Sri Ranganathaswamy Temple: Thirupavithrothsavam; Sri Namperumal purappadu from sanctum sanctorum, 5.30 p.m.; Teaching Thirupavithrothsavam, 6 p.m.; Thirupadu, 8.15 p.m.; Teaching sanctum sanctorum, 9.45 p.m.

Bharatiya Vidya Bhavan Tiruchi Kendra and Infosys Foundation: Raghavendra Jayanthi, music concert by C.S. Harini and C.S. Shrinidhi and party, Sri Raghavendra Mutt, Srirangam, 6.30 p.m.

CAUVERY COLLEGE FOR WOMEN: Inter-collegiate Tamil oratory, poetry and essay writing competitions, 9.30 a.m.

K. Ramakrishnan College of Technology: Inauguration of Department of Computer Science and Engineering Association, Kunwar Singh, Associate Professor, National Institute of Technology, chief guest, 10.30 a.m.

Shrimati Indira Gandhi College: Lecture on 'Continuum mechanics in our daily life,' by I. Anitha, Assistant Professor, Nehru Memorial College, 10 a.m.

AIMAN College of Arts and Science: Lecture on Software Development by Vinnu Collins Ruban, Lead Consultant, Infosys Technologies, 10.30 a.m.

SRM Trichy Arts and Science College: Lecture on Fly high with English by Judy Gomez, Vice Principal, Holy Cross College, 10.30 a.m.

M.A.M.B-School: Talent spotter - intra college competitions, 10 a.m.

M.A.M.School of Engineering: Awareness programme on G20 summit, 10 a.m.

Hallmark Business School: Orientation programme for MBA students, 9.30 a.m.

M.I.E.T.Arts and Science College: Workshop on Hardware and networking, 10.30 a.m.

Jamal Mohamed College: Talk on 'Tips for pitching innovative ideas,' by A. Pangeetha, Assistant Professor, 3 p.m.

To Advertise Please Contact our Office at:

TRICHY
9952409818

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9994284248

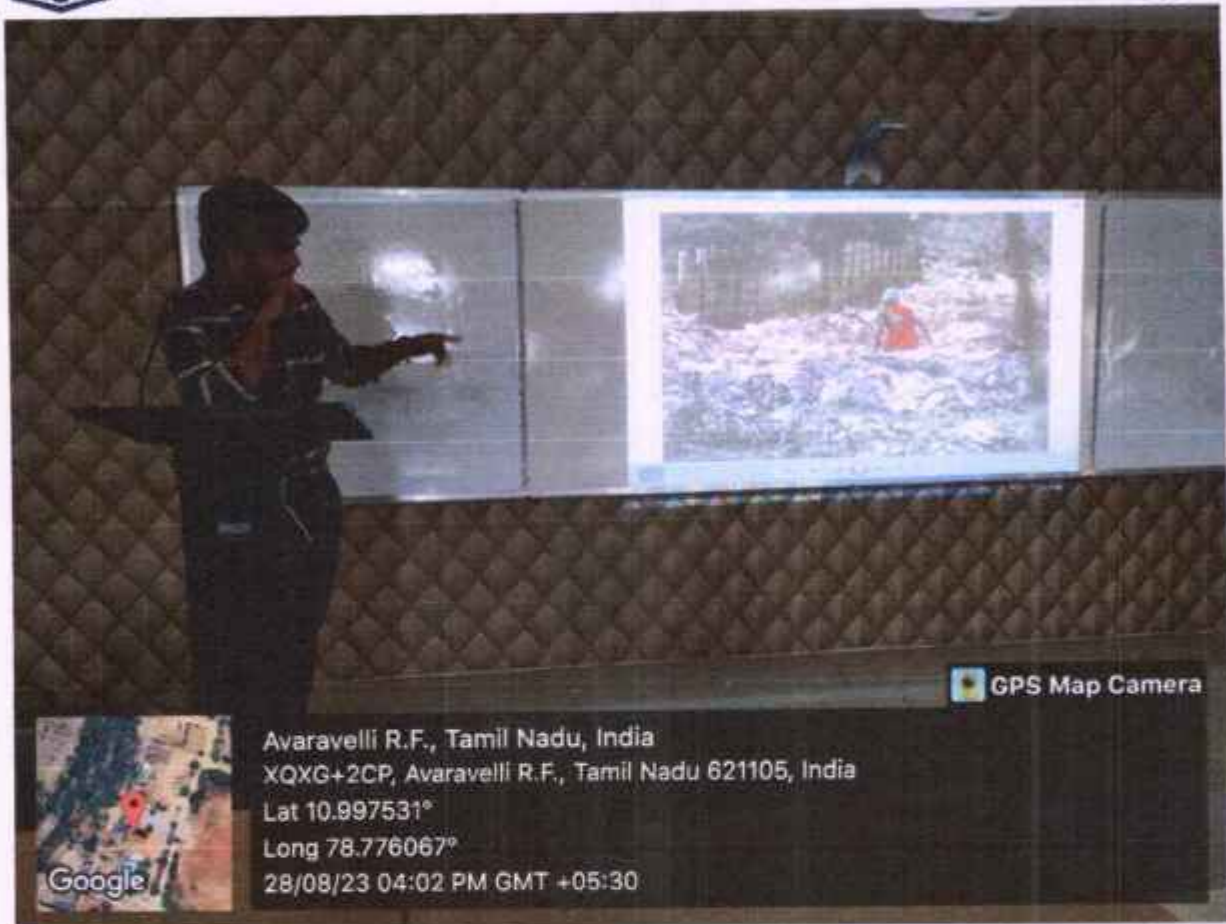
THE HINDU
 South India's No.1 English daily





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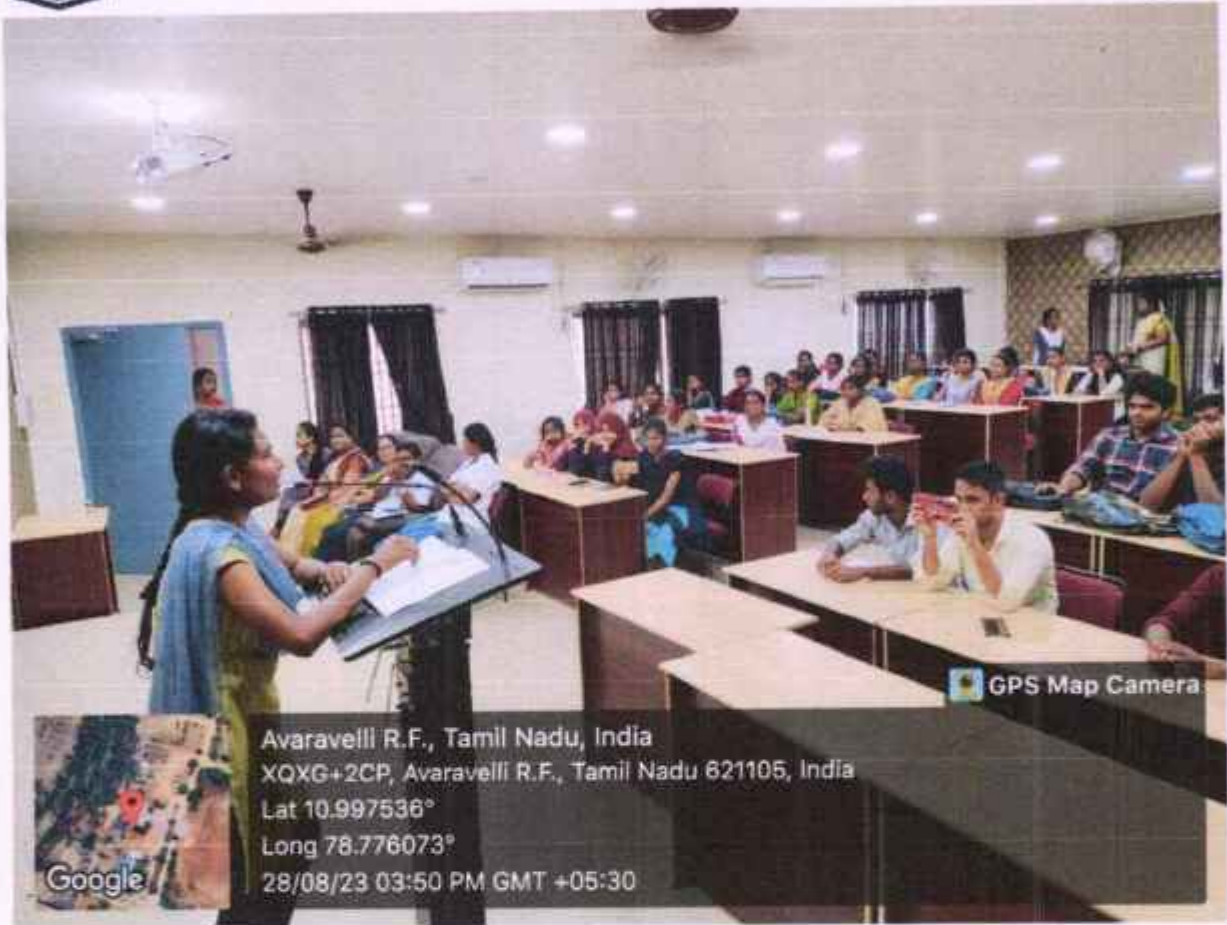


"POSTER PRESENTATION BY OUR FIRST YEAR STUDENT"



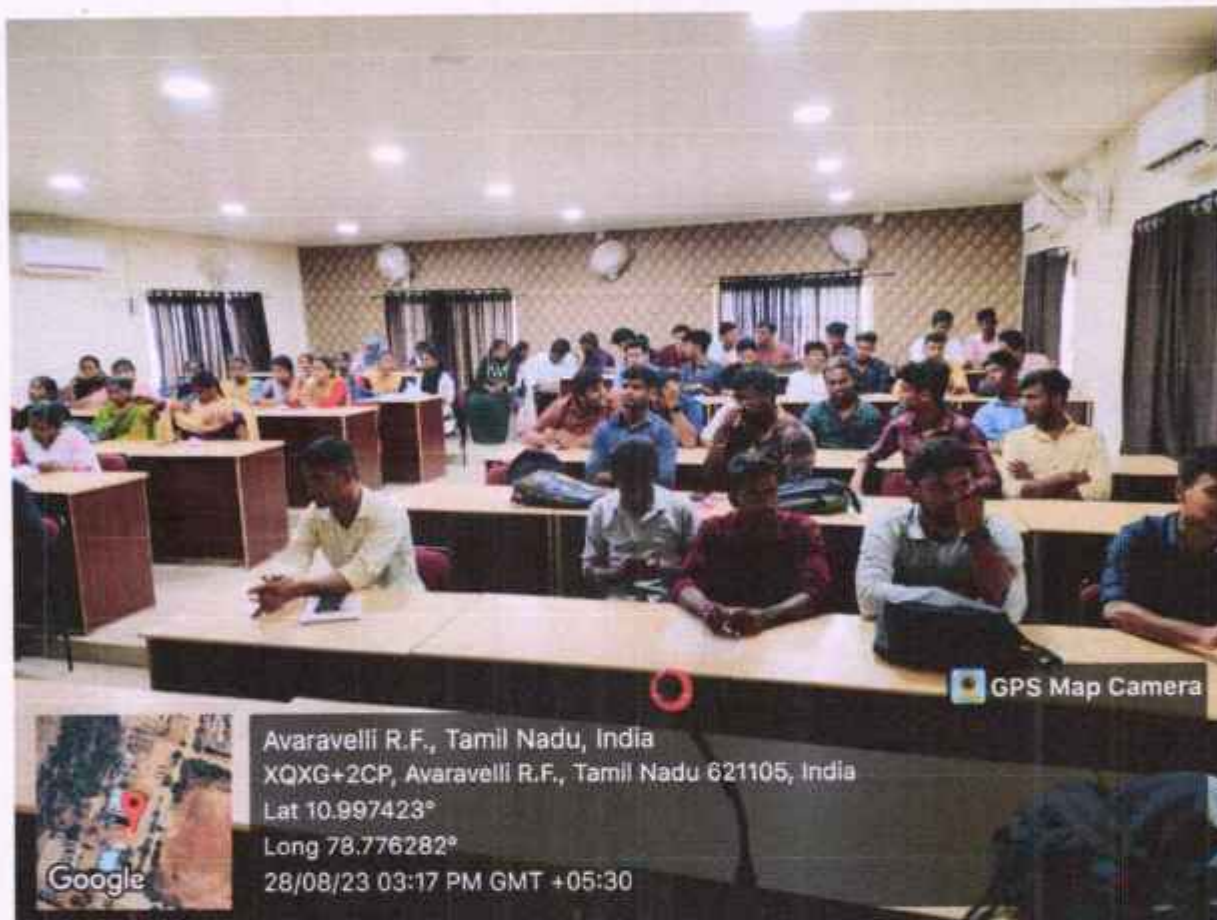


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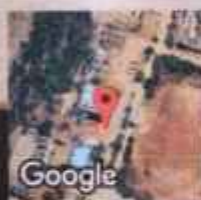




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GPS Map Camera



Avaravelli R.F., Tamil Nadu, India
XQXG+2CP, Avaravelli R.F., Tamil Nadu 621105, India
Lat 10.997423°
Long 78.776282°
28/08/23 03:17 PM GMT +05:30





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MASTER GROUP OF INSTITUTIONS



FREE STYLE DANCE BY OUR FIRST STUDENTS





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JURY FOR THE COMPETITION –TALENT SPOTTER 2023



"CORPORATE WALK BY OUR FIRST YEAR MBA STUDENTS IN TALENT SPOTTER 2023"





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STUDENTS ASSOCIATION CLUB MEMBERS:

S.NO	NAME OF THE STUDENTS	CLASS	SEC	POSTING
1	M.Hariharan	II year	B	President
2	H.V.Kailash	II year	B	Secretary
3	Nithi.P	II Year	A	Member
4	R.Kaviya	II year	C	Member
5	K.Senthilkumar	I year	D	Member
6	V.Ramyajenifer	I year	B	Member
7	R.Sneha	I year	A	Member
8	P.Sneha	I year	A	Member
9	S.Suriya	I year	B	Member
10	S.Vaitheeswari	I year	B	Member




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



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OUTCOME OF THE EVENT:

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


CLUB-COORDINATOR
(M. Srutha)





DIRECTOR

DIRECTOR
M.A.M. B-SCHOOL
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SPORTS DAY 2023-24

M.A.M.B-School Student Sports Club organized "Sports Day 2023-24". The students are divided into four groups: Red, Blue, Green, and Yellow. Both boys and girls. We are conducting games for boys: Cricket, Kabaddi, Volley Ball, for girls: Throw Ball, Chess, Carrom. Athletic Events for Boys: 100 mts, 200 mts, Javelin, Shot-put, Discus, for Girls: 100mts, 200 mts, Javelin, Shot-put, Discus throw, etc.







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Siruganur, Tiruchirappalli - 621 105.
www.mambs.com




The Management, Staff and Students cordially invite you to the Celebration
of

ANNUAL ACHIEVERS SPORTS DAY 2023



DATE - 1st JULY, 2023 AT 10:30 AM
VENUE - NEWTON HALL



Dr. M. Hemalatha
DIRECTOR, MAMBS

Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTeR G.I



Our mambs students are playing various games -chess games in online



Our mambs students are playing carrom games





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Kabaddi is basically a combative sport, with seven players on each side; played for a period of 40 minutes with a 5 minutes break (20-5-20). The core idea of the game is to score points by raiding into the opponent's court and touching as many defence players as possible without getting caught on a single breath.



Our mambs students are playing kabaddi and cricket & athletics



After a short run, the javelin is thrown directly forward with an over-the-shoulder motion into a 29° sector marked on the field. It must land point first. The thrower's body may not rotate a full turn (360°) before the javelin is released, and the thrower may not step on or beyond a line at the end of the runway.

Athletics is a group of sporting events that involves competitive running, jumping, throwing, and walking. The most common types of athletics competitions are track and field, road running, cross-country running, and racewalking. World Athletics, formerly known as the International Amateur Athletic Federation and International Association of Athletics Federations and formerly abbreviated as the IAAF, is the international governing body for the sport of athletics, covering track and field, cross country running, road running, race walking.





- Published their works in reputed journals
- Won the best paper award or presentation at conferences

The International Day for Achievers is celebrated every year on March 24 to recognize and celebrate the achievements of an individual

Our mambs students MR.R. THIVIN KUMAR and MS.SHAMEEM BANU received best outgoing student award.





STUDENTSPARTICIPATIONRATIO:

Male	Female	Total
100	60	160

WOMEN RESULTS

EVENT : 100 MTS

PLACE	NAME	HOUSE	CLASS	PERFOMANCE
FIRST	DURA	RED	I MBA	11.00 Sec
SECOND	RUBINI	YELLOW	I MBA	11.10 sec
THIRD	SAHAYASUBASHINI	RED	I MBA	11.12sec

EVENT : DISC

PLACE	NAME	HOUSE	CLASS	PERFOMANCE
FIRST	ANISHA S	GREEN	I MBA	16.00 Mts
SECOND	ANUSIYA A	YELLOW	I MBA	15.90 Mts
THIRD	CHITRA BANU	RED	I MBA	14.15 Mts

EVENT:JAVILEN

PLACE	NAME	HOUSE	CLASS	PERFOMANCE
FIRST	CHITRA BANU	GREEN	I MBA	9.55 Mts
SECOND	ANUSIYAA	YELLOW	I MBA	9.10 Mts
THIRD	RENU METILDA	BLUE	I MBA	9.00 Mts





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EVENT : SHOT PUT

PLACE	NAME	HOUSE	CLASS	PERFORMANCE
FIRST	ANISHA	GREEN	I MBA	5.66 Mts
SECOND	RAITH	YELLOW	I MBA	5.15 Mts
THIRD	ANUSHIYA	BLUE	I MBA	5.05 Mts

MEN RESULTS

EVENT : SHOT PUT

PLACE	NAME	HOUSE	CLASS	PERFORMANCE
FIRST	MANOJ. P	GREEN	I MBA	8.30 Mts
SECOND	MAHENDREN	YELLOW	I MBA	8.30 Mts
THIRD	HARISH	BLUE	I MBA	8.20 Mts

EVENT : DISCUS THROW

PLACE	NAME	HOUSE	CLASS	PERFORMANCE
FIRST	MANOJ P	GREEN	I MBA	21.60 Mts
SECOND	KESAVAN	YELLOW	I MBA	17.55 Mts
THIRD	IMRAN N	BLUE	I MBA	17.20 Mts

EVENT : JAVELIN THROW

PLACE	NAME	HOUSE	CLASS	PERFORMANCE
FIRST	MANOJ P	BLUE	I MBA	21.60 Mts
SECOND	KESAVAN M	YELLOW	I MBA	17.55 Mts
THIRD	HARISH M	BLUE	I MBA	17.20 Mts

Games

VOLLEY BALL:

PLACE	House
FIRST	RED
SECOND	YELLOW
THIRD	BLUE

CRICKET

PLACE	House
FIRST	GREEN
SECOND	YELLOW
THIRD	BLUE





KABADDI

PLACE	House
FIRST	GREEN
SECOND	RED
THIRD	BLUE

THROW BALL:

PLACE	House
FIRST	RED
SECOND	YELLOW
THIRD	BLUE

CHESS:

PLACE	House
FIRST	GREEN
SECOND	YELLOW
THIRD	BLUE

CARROM:

PLACE	House
FIRST	GREEN
SECOND	RED
THIRD	BLUE

Annual, Achievers and Sports Day

M.A.M. B-School, a standalone business School Trichy its Sports club& Internal Quality Assurance Cell (IQAC) jointly organized "Annual, Achievers and Sports Day" on 1st July 2023. The Annual day starts with the Annual report of the 2022-2023 by the Dr. M. Hemalatha, Director, M.A.M. B-School along with the welcome address. She presented the detailed Annual Report of the institution which includes institutional activities and students' activities along with the consolidated details. In the Annual day celebration, the institution provided the Best students awards, students Overall proficiency and RotractRyla Make trip to Singapore awards are presented to students with great appreciation for the academic year of 2022-2023.

On the occasion of sports day celebration, the winners of various indoor and outdoor sports events appreciated with appreciation certificates along with trophies. There were various





Our mambs students are playing chess games with physical mode

chess is a board game for two players. It is sometimes called international chess or Western chess to distinguish it from related games such as xiangqi (Chinese chess) and shogi (Japanese chess).

Chess is an abstract strategy game that involves no hidden information and no elements of chance. It is played on a chessboard with 64 squares arranged in an 8×8 grid. The players, referred to as "White" and "Black", each control sixteen pieces: one king, one queen, two rooks, two bishops, two knights, and eight pawns. White moves first, followed by Black. The game is typically won by checkmating the opponent's king, i.e. threatening it with inescapable capture. There are several ways a game can end in a draw.

the objective of discus in athletics is to achieve the maximum distance with the thrown discus. The throwing circle is a 2.5m diameter circle made of concrete or another suitable material. It is used as a starting point for the athlete to begin the throw.

Achievers' Day is an annual event where colleges recognize and reward students for their accomplishments in a variety of areas. The event may include awards for:

- Academics
- Sports
- Culture
- Inter and intra collegiate events
- Career fulfilment
- Higher studies
- NCC and NSS

Some examples of achievements that may be recognized include:

- Receiving placement offers with the highest pay package
- Securing placement in reputed companies

Securing GATE Rank

Admitted to various academic programs in IITs or NITs

Secured the highest CGPA and stood first in different branches





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sports which includes 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 were performed by the students as part of the programme. Mr. M. Ram Chandar, Manager- PR & HR at AMMAN TRY 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. Mr. K. Edison Chinnadurai, Physical Director, M.A.M. B-School made the requisite arrangements for the programme.

OUTCOMES OF SPORTS EVENTS

Sport for Development programmes deliver outcomes that can either be of interest to the young person or to social groups and communities. For example, a programme can change individual emotional skills and behaviours, and as a result influence their family lives, communities and wider society.




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5.3.1.1 Number of awards/medals for outstanding performance in sports/cultural activities at University/state/national / international level (award for a team event should be counted as one) during the year.

Year	2023-2024
Number	33




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5.3.1 Number of awards/medals for outstanding performance in sports/cultural activities at University/state/national / international level (award for a team event should be counted as one) during the year.

5.3.1.1 Number of awards/medals for outstanding performance in sports/cultural activities at University/state/national / international level (award for a team event should be counted as one) during the year.

Year	Name Of The Award/ Medal	Team / Individual	University / State / National / International	Sports / Cultural	Name Of The Student
28.08.23 TO30.08.2023	M.A.M BUSINESS SCHOOL-TALENT SPOTTER-PAPER PRESENTATION-FIRST PLACE	INDIVIDUAL	TALENT SPOTTER 23	CULTURAL	M.A.JUMAINA
	M.A.M BUSINESS SCHOOL-TALENT SPOTTER-PAPER PRESENTATION-THIRD PLACE	INDIVIDUAL	TALENT SPOTTER 23	CULTURAL	R.NANDHANA
	M.A.M BUSINESS SCHOOL-TALENT SPOTTER-PAPER PRESENTATION-FIRST PLACE	INDIVIDUAL	TALENT SPOTTER 23	CULTURAL	S.ARIFA MUBIN
	M.A.M BUSINESS SCHOOL-TALENT SPOTTER-SPEECH COMPETITION-SECOND PLACE	INDIVIDUAL	TALENT SPOTTER 23	CULTURAL	S.RIFANA
	M.A.M BUSINESS SCHOOL-TALENT SPOTTER-SPEECH COMPETITION-SECOND PLACE	INDIVIDUAL	TALENT SPOTTER 23	CULTURAL	S.SESHAN
	M.A.M BUSINESS SCHOOL-TALENT SPOTTER-MEME CREATION -SECOND PLACE	INDIVIDUAL	TALENT SPOTTER 23	CULTURAL	G.UDAYAMOORTHY
	M.A.M BUSINESS SCHOOL-TALENT SPOTTER-SOLO SINGING-FIRST PLACE	INDIVIDUAL	TALENT SPOTTER 23	CULTURAL	P.JACOB SINGING
	M.A.M BUSINESS SCHOOL-TALENT SPOTTER-SOLO DANCE -SECOND PLACE	INDIVIDUAL	TALENT SPOTTER 23	CULTURAL	A.BOSIYA
	M.A.M BUSINESS SCHOOL-TALENT SPOTTER-SOLO SINGING -SECOND PLACE	INDIVIDUAL	TALENT SPOTTER 23	CULTURAL	MERLIN FATHIMA
04.09.2023	CAPTO FEST 2K23-CORPORATE WALK -THIRD PLACE	TEAM	CAPTO FEST 2K23	CULTURAL	S.GANESH
	CAPTO FEST 2K23-CORPORATE WALK -THIRD PLACE	TEAM	CAPTO FEST 2K23	CULTURAL	S.SRINIVASAN
	CAPTO FEST 2K23-CORPORATE WALK -THIRD PLACE	TEAM	CAPTO FEST 2K23	CULTURAL	G.GAYATHRI



Year	Name Of The Award/ Medal	Team / Individual	University / State / National / International	Sports / Cultural	Name Of The Student
04.09.2023	CAPTO FEST 2K23-CORPORATE WALK -THIRD PLACE	TEAM	CAPTO FEST 2K23	CULTURAL	S.SARIFA MUBIN
	CAPTO FEST 2K23-BUSINESS QUIZ -FIRST PLACE	INDIVIDUAL	CAPTO FEST 2K23	CULTURAL	A.SHEIK AMEEN
	CAPTO FEST 2K23-BUSINESS QUIZ -FIRST PLACE	INDIVIDUAL	CAPTO FEST 2K23	CULTURAL	A.MOHAMMED SHIBLY
	CAPTO FEST 2K23-HR GAMES -FIRST PLACE	INDIVIDUAL	CAPTO FEST 2K23	CULTURAL	K.ROSHINI
	CAPTO FEST 2K23-HR GAMES -FIRST PLACE	INDIVIDUAL	CAPTO FEST 2K23	CULTURAL	K.HARINI
09.09.2023	MAMARIA-2K23-SHORT FLIM - FIRST PLACE	TEAM	INTER-COLLEGIATE CULTURAL EXTRAVAGANZA	CULTURAL	S.SRIRAM
	MAMARIA-2K23-SHORT FLIM - FIRST PLACE	TEAM	INTER-COLLEGIATE CULTURAL EXTRAVAGANZA	CULTURAL	S.SRINIVASAN
	MAMARIA-2K23-SHORT FLIM - FIRST PLACE	TEAM	INTER-COLLEGIATE CULTURAL EXTRAVAGANZA	CULTURAL	P.SIRANJEEVI
	MAMARIA-2K23-SHORT FLIM - FIRST PLACE	TEAM	INTER-COLLEGIATE CULTURAL EXTRAVAGANZA	CULTURAL	S.SAMPATH KUMAR
	MAMARIA-2K23-SHORT FLIM - FIRST PLACE	TEAM	INTER-COLLEGIATE CULTURAL EXTRAVAGANZA	CULTURAL	N.SURENDHAR
	MAMARIA-2K23-SHORT FLIM - FIRST PLACE	TEAM	INTER-COLLEGIATE CULTURAL EXTRAVAGANZA	CULTURAL	G.UDHAYA MOORTHY
04.10.2023	DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE-PAPER PRESENTATION-FIRST PLACE	INDIVIDUAL	NATIONAL LEVEL TECHNICAL SYMPOSIUM	CULTURAL	S.DHARANYA
	DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE-ADZ-UP-FIRST PLACE	INDIVIDUAL	NATIONAL LEVEL TECHNICAL SYMPOSIUM	CULTURAL	K.HEMNATH
10.11.2023	M.A.M BUSINESS SCHOOL -DRAWING CONTEST 23-THIRD PLACE	INDIVIDUAL	DRAWING CONTEST 2023	CULTURAL	J.VISHAVASAPRIYA
30.11.2023	CHETTINAD COLLEGE OF ENGINEERING & TECHNOLOGY-STOCK WAR-THIRD PLACE	TEAM	CAMSMEET-2023	CULTURAL	D.N.RAJESH
	CHETTINAD COLLEGE OF ENGINEERING & TECHNOLOGY-STOCK WAR-THIRD PLACE	TEAM	CAMSMEET-2023	CULTURAL	D.MEERA MYDEEN



Year	Name Of The Award/ Medal	Team / Individual	University / State / National / International	Sports / Cultural	Name Of The Student
23.12.2023	M.A.M BUSINESS SCHOOL -CHRISTMAS CELEBRATION -BEST SANTA-SECOND PLACE	INDIVIDUAL	CHRISTMAS CELEBRATION 23	CULTURAL	S.GAYATHRI SURUTHI
	M.A.M BUSINESS SCHOOL -CHRISTMAS CELEBRATION -CRIB AND TREE MAKING-FIRST PLACE	INDIVIDUAL	CHRISTMAS CELEBRATION 23	CULTURAL	G.UDAYAMOORTHY
	M.A.M BUSINESS SCHOOL -CHRISTMAS CELEBRATION -BEST SANTA-SECOND PLACE	INDIVIDUAL	CHRISTMAS CELEBRATION 23	CULTURAL	A.VISHWA AROCKIYA DASS
	M.A.M BUSINESS SCHOOL -CHRISTMAS CELEBRATION GROUP SINGING-FIRST PLACE	INDIVIDUAL	CHRISTMAS CELEBRATION 23	CULTURAL	L.PIU LUKE
28.12.2023	EERA IDHAYANGAL ORGANISATION-SHORT FILM-THIRD PLACE	INDIVIDUAL	KALAIMAGAL SHORT FILM CONTEST	CULTURAL	G. UDHAYA MOORTHY
12.01.2024	M.A.M BUSINESS SCHOOL -PONGAL CELEBRATION-DANCE THAPPATTAM -FIRST PLACE	TEAM	PONGAL CELEBRATION 2024	CULTURAL	R.SUBIKSHAN
	M.A.M BUSINESS SCHOOL -PONGAL CELEBRATION-PONGAL MAKING -SECOND PLACE	INDIVIDUAL	PONGAL CELEBRATION 2024	CULTURAL	A.DURGADEVI
	M.A.M BUSINESS SCHOOL -PONGAL CELEBRATION-PONGAL MAKING -SECOND PLACE	INDIVIDUAL	PONGAL CELEBRATION 2024	CULTURAL	K.KALAI PRIYA
	M.A.M BUSINESS SCHOOL -PONGAL CELEBRATION-RANGOLI COMPETITION-SECOND PLACE	INDIVIDUAL	PONGAL CELEBRATION 2024	CULTURAL	K.KALAI PRIYA
09.03.2024	TRICHY ENGINEERING COLLEGE -SHORT FILM 2024-SECOND PRIZE	TEAM	TECHSIGNIA-2024	CULTURAL	B.KARTHI
14.03.2024	HINDUSTHAN INSTITUTE OF TECHNOLOGY-CORPORATE WALK-FIRST PLACE	TEAM	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	J.N. MELWIN PEO
	HINDUSTHAN INSTITUTE OF TECHNOLOGY-CORPORATE WALK-FIRST PLACE	TEAM	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	R.PON MONICKA
	HINDUSTHAN INSTITUTE OF TECHNOLOGY-CORPORATE WALK-FIRST PLACE	TEAM	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	R.DIVYA VILASINI
	HINDUSTHAN INSTITUTE OF TECHNOLOGY-CORPORATE WALK-FIRST PLACE	TEAM	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	RAGHAVEN
	HINDUSTHAN INSTITUTE OF TECHNOLOGY-CORPORATE WALK-FIRST PLACE	TEAM	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	G.GAYATHRI



Year	Name Of The Award/ Medal	Team / Individual	University / State / National / International	Sports / Cultural	Name Of The Student
14.03.2024	HINDUSTHAN INSTITUTE OF TECHNOLOGY-CORPORATE WALK-FIRST PLACE	TEAM	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	P.JANA RANJANI
	HINDUSTHAN INSTITUTE OF TECHNOLOGY-CORPORATE WALK-FIRST PLACE	TEAM	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	NIVAS KRISHNAN
	HINDUSTHAN INSTITUTE OF TECHNOLOGY-AD-ZAP-FIRST PLACE	TEAM	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	S.NAVEEN KUMAR
	HINDUSTHAN INSTITUTE OF TECHNOLOGY-AD- ZAP-FIRST PLACE	TEAM	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	V.RAGA PRIYA
	HINDUSTHAN INSTITUTE OF TECHNOLOGY-AD- ZAP-FIRST PLACE	TEAM	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	M.DEVA PRASANTH
	HINDUSTHAN INSTITUTE OF TECHNOLOGY-AD- ZAP-FIRST PLACE	TEAM	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	A.ASHIQ BASHA
	HINDUSTHAN INSTITUTE OF TECHNOLOGY-AD- ZAP-FIRST PLACE	TEAM	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	A.BORJEO BHARATH RAJ
	HINDUSTHAN INSTITUTE OF TECHNOLOGY-WEALTH OUT OF WASTE-SECOND PLACE	INDIVIDUAL	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	N.SURENDHAR
	HINDUSTHAN INSTITUTE OF TECHNOLOGY-WEALTH OUT OF WASTE-FIRST PLACE	INDIVIDUAL	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	K.ADITHIYAN
	HINDUSTHAN INSTITUTE OF TECHNOLOGY-WEALTH OUT OF WASTE-FIRST PLACE	INDIVIDUAL	NATIONAL LEVEL INTERCOLLEGIATE MEET-HITROUPE	CULTURAL	G.GURU PRASANNA




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



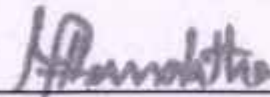
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Siruganur, Tiruchirappalli - 621 105.



CERTIFICATE OF APPRECIATION

✓ This is to certify that ~~Mr.~~/Ms. JUMAINA · M · A has won
prize I/II/III/ ~~participated~~ in the event PAPER PRESENTATION in
TALENT SPOTTER'23 on 28.08.2023 to 30.08.2023 at M.A.M B-School, Trichy.




Dr. M. Hemalatha
DIRECTOR, MAMBS


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


Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTeR G.I



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CERTIFICATE OF APPRECIATION

This is to certify that ~~Mr.~~/Ms. R. NANDHANA has won
prize I/II/III/ ~~participated~~ in the event PAPER PRESENTATION in
TALENT SPOTTER'23 on **28.08.2023** to **30.08.2023** at M.A.M B-School, Trichy.



Dr. M. Hemalatha
Dr. M. Hemalatha
DIRECTOR, MAMBS

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

Mrs. Fathima Bathool Maluk
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Secretary & CEO, MASTeR G.I



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CERTIFICATE OF APPRECIATION

✓ This is to certify that ~~Mr./Ms.~~ ARIFA MUBIN-S has won
prize I/II/III/ ~~participated~~ in the event PAPER PRESENTATION in
TALENT SPOTTER'23 on 28.08.2023 to 30.08.2023 at M.A.M B-School, Trichy.



Dr. M. Hemalatha
Dr. M. Hemalatha
DIRECTOR, MAMBS

[Signature]
DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

[Signature]

Mrs. Fathima Bathool Maluk
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CERTIFICATE OF APPRECIATION

This is to certify that ~~Mr.~~/Ms. RIFANA.S has won
prize I/II/III/ ~~participated~~ in the event SPEECH COMPETITION in
TALENT SPOTTER'23 on 28.08.2023 to 30.08.2023 at M.A.M B-School, Trichy.



Hemalatha
Dr. M. Hemalatha
DIRECTOR, MAMBS

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

M. Fathima
Mrs. Fathima Bathool Maluk
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CERTIFICATE OF APPRECIATION

This is to certify that Mr./~~Ms.~~ SESHAN.S has won
prize I/II/III/ ~~participated~~ in the event SPEECH COMPETITION in
TALENT SPOTTER'23 on **28.08.2023** to **30.08.2023** at M.A.M B-School, Trichy.



Dr. M. Hemalatha
Dr. M. Hemalatha
DIRECTOR, MAMBS

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

Mrs. Fathima Bathool Maluk

Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTER G.I



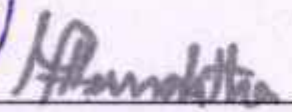
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CERTIFICATE OF APPRECIATION

✓ This is to certify that Mr./~~Ms.~~ ST. UDAYAMOORTHY has won
prize I/II/III/ ~~participated~~ in the event DRAMA in
TALENT SPOTTER'23 on 28.08.2023 to 30.08.2023 at M.A.M B-School, Trichy.




Dr. M. Hemalatha
DIRECTOR, MAMBS


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


Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTER G.I

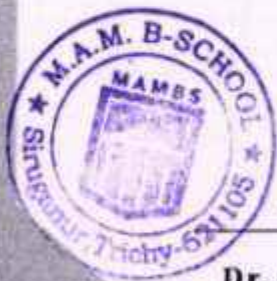


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CERTIFICATE OF APPRECIATION

✓ This is to certify that Mr./~~Ms.~~ JACOB JOISE P has won
prize I/II/III/ ~~participated~~ in the event SOLO SINGING in
TALENT SPOTTER'23 on 28.08.2023 to 30.08.2023 at M.A.M B-School, Trichy.



Hemalatha
Dr. M. Hemalatha
DIRECTOR, MAMBS

[Signature]
DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621 105

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Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTeR G.I



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CERTIFICATE OF APPRECIATION

This is to certify that ~~Mr.~~/Ms. BOSIYA. A has won
prize I/II/III/ ~~participated~~ in the event SOLO DANCE in
TALENT SPOTTER'23 on 28.08.2023 to 30.08.2023 at M.A.M B-School, Trichy.



Hemalatha
Dr. M. Hemalatha
DIRECTOR, MAMBS

[Signature]
DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

[Signature]

Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTeR G.I



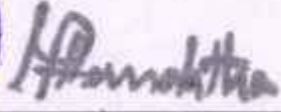
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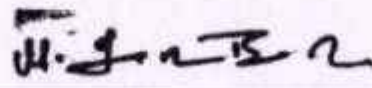
CERTIFICATE OF APPRECIATION

This is to certify that ~~Mr.~~/Ms. MERLIN FATHIMA has won
prize I/II/III/ ~~participated~~ in the event SOLO SINGING in
TALENT SPOTTER'23 on 28.08.2023 to 30.08.2023 at M.A.M B-School, Trichy.




Dr. M. Hemalatha
DIRECTOR, MAMBS


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


Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTeR G.I



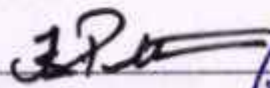
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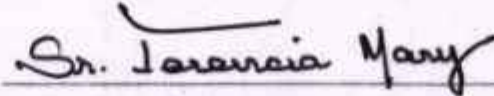
DEPARTMENT OF COMMERCE (CA) CAPTO FEST 2K23 CERTIFICATE OF APPRECIATION

This is to certify that Mr/Ms. S. GANESH
M.A.M.B. SCHOOL has participated ✓
the CORPORATE WALK event and won the I/II/
prize /participated in "CAPTO FEST 2K23" conducted by the Department of
Commerce with Computer Applications, Bon Secours College for Women
Thanjavur on September 4, 2023.

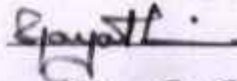

Dr. K. Punitha Devi

Head of the Department




Rev. Sr. Terencia Mary
Director

DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621 000


Dr. S. Gayathri
Principal



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DEPARTMENT OF COMMERCE (CA) CAPTO FEST 2K23

CERTIFICATE OF APPRECIATION

This is to certify that Mr/Ms. S. SRINIVASAN
M.A.M.B - SCHOOL has participated
the CORPORATE WALK event and won the I/II/
prize /participated in "CAPTO FEST 2K23" conducted by the Department of
Commerce with Computer Applications, Bon Secours College for Women
Thanjavur on September 4, 2023.

Dr.K.Punitha Devi
Head of the Department



Rev.Sr.Terencia Mary
Director

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

Dr.S.Gayathri
Principal



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UGC recognized 2(f) & 12(B) Institution
Vilar bypass, Thanjavur, Tamil Nadu.



DEPARTMENT OF COMMERCE (CA) CAPTO FEST 2K23 CERTIFICATE OF APPRECIATION

This is to certify that Mr/Ms. HARINI . K of
MAM BUSINESS SCHOOL - TRICHY has participated in
the HR GAMES event and won the I/II/II
prize /participated in "CAPTO FEST 2K23" conducted by the Department of
Commerce with Computer Applications, Bon Secours College for Women,
Thanjavur on September 4, 2023.

Dr.K.Punitha Devi
Head of the Department

Rev.Sr.Terencia Mary
Director

DIRECTOR

M.A.M. B-SCHOOL

Siruganur, Trichy-621004

Dr.S.Gayathri
Principal



M.A.M. COLLEGE OF ENGINEERING

TRICHY - CHENNAI TRUNK ROAD, SIRUGANUR, TIRUCHIRAPPALLI - 621 105

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CERTIFICATE OF MERIT

MAMARIA - 2K23

INTER - COLLEGIATE CULTURAL EXTRAVAGANZA

This is to certify that Mr / Ms S. SRIRAM of
M.A.M B SCHOOL, SIRUGANUR, TRICHY has won the
First / ~~Second~~ place in SHORT FILM event of
MAMARIA - 2K23 Inter - collegiate cultural extravaganza held on **09th September, 2023**



JOINT SECRETARY

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

CEO



M.A.M. COLLEGE OF ENGINEERING

TRICHY - CHENNAI TRUNK ROAD, SIRUGANUR, TIRUCHIRAPPALLI - 621 105

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CERTIFICATE OF MERIT

MAMARIA - 2K23

INTER - COLLEGIATE CULTURAL EXTRAVAGANZA

This is to certify that Mr / Ms S. SRINIVASAN of
M.A.M. B. SCHOOL, SIRUGANUR, TRICHY has won the
First / ~~Second~~ place in SHORT FILM event of
MAMARIA - 2K23 Inter - collegiate cultural extravaganza held on **09th September, 2023**



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CEO

DIRECTOR
M.A.M. B-SCHOOL
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CERTIFICATE OF MERIT

MAMARIA - 2K23

INTER - COLLEGIATE CULTURAL EXTRAVAGANZA

This is to certify that Mr / ~~Ms~~ P. SIRANJEEVI of
M. A. M. B. SCHOOL, SIRUGANUR, TRICHY has won the
First / ~~Second~~ place in SHORT FILM event of
MAMARIA - 2K23 Inter - collegiate cultural extravaganza held on 09th September, 2023



PRINCIPAL

JOINT SECRETARY

CEO

DIRECTOR
M.A.M. B-SCHOOL
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CERTIFICATE OF MERIT

MAMARIA - 2K23.

INTER - COLLEGIATE CULTURAL EXTRAVAGANZA

This is to certify that Mr / Ms S. SAMPATH KUMAR of
M. A. M. B. SCHOOL, SIRUGANUR, TRICHY has won the
First / ~~Second~~ place in SHORT FILM event of
MAMARIA - 2K23 Inter - collegiate cultural extravaganza held on 09th September, 2023



PRINCIPAL

JOINT SECRETARY

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DIRECTOR
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CERTIFICATE OF MERIT


MAMARIA - 2K23

INTER - COLLEGIATE CULTURAL EXTRAVAGANZA

This is to certify that Mr / Ms N. SURENDHAR of
M.A.M. B. SCHOOL, SIRUGANUR, TRICHY has won the
First / ~~Second~~ place in SHORT FILM event of
MAMARIA - 2K23 Inter - collegiate cultural extravaganza held on 09th September, 2023




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MAMARIA - 2K23

INTER - COLLEGIATE CULTURAL EXTRAVAGANZA

This is to certify that Mr / ~~Ms~~ G. UDAYA MOORTHY of
M.A.M B. SCHOOL, SIRUGANUR, TRICHY has won the
First / ~~Second~~ place in SHORT FILM event of
MAMARIA - 2K23 Inter - collegiate cultural extravaganza held on **09th September, 2023**



JOINT SECRETARY

CEO

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

DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE

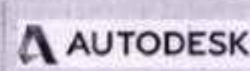
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Re-Accredited by NBA (BME, ECE & EEE)

PERAMBALUR - 621 212.



NATIONAL LEVEL TECHNICAL SYMPOSIUM

(UNIQUE 2K23)

CERTIFICATE

This is to certify that ~~Dr./Mr./Mrs./Ms~~ DHARANYA S

of M.A.M B-SCHOOL Placing-1st / 2nd / 3rd ✓

Presented / ~~Participated~~ in the Event of PAPER PRESENTATION which

is held as a part of National Level symposium **UNIQUE - 2K23** at Department of Management Studies,

Dhanalakshmi Srinivasan Engineering College (Autonomous), Perambalur on 4th October 2023.



H. L.
HOD

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

H. L.
PRINCIPAL

DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE

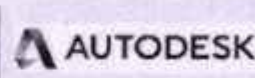
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PERAMBALUR - 621 212.



NATIONAL LEVEL TECHNICAL SYMPOSIUM

(UNIQUE 2K23)

CERTIFICATE

This is to certify that Dr./Mr./Mrs./Ms HEMNATH K
of M.A.M B-SCHOOL Placing 1st / 2nd / 3rd /

~~Presented~~ / ~~Participated~~ in the Event of ADZ - UP which

is held as a part of National Level symposium **UNIQUE - 2K23** at Department of Management Studies,

Dhanalakshmi Srinivasan Engineering College (Autonomous), Perambalur on 4th October 2023.



H. Luv
HOD

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

H. Luv
PRINCIPAL



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www.mambs.com, director@mambs.com




CERTIFICATE OF APPRECIATION



This is to certify that Mr./Ms. J. VISHAVASAPRIYA has
won prize I/II/III/ participated in the event DRAWING CONTEST on 10/4/23
at M.A.M B-School, Trichy.




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


Dr. M. Hemalatha
DIRECTOR, MAMBS


Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTeR G.I



Chettinad

College of Engineering & Technology

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**MASTER OF
BUSINESS
ADMINISTRATION**

CAMSMEET - 2023

CERTIFICATE OF ACHIEVEMENT


This is to certify that Mr. / Ms. MEERA MYDEEN, D. of
M.A.M. B-SCHOOL, TRICHY has won
THIRD Prize in STOCK WAR in CAMSMEET' 23 -

A National Level Management Meet, held on 30th November, 2023.


Coordinator




HOD / MBA


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


PRINCIPAL



Chettinad

College of Engineering & Technology

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**MASTER OF
BUSINESS
ADMINISTRATION**

CAMSMEET - 2023

CERTIFICATE OF ACHIEVEMENT


This is to certify that Mr. / Ms. RAJESH D.N. of
M.A.M. B-SCHOOL, TRICHY has won
THIRD Prize in STOCK WAR in CAMSMEET' 23 -

A National Level Management Meet, held on 30th November, 2023.


Coordinator




HOD / MBA


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


PRINCIPAL



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CERTIFICATE OF APPRECIATION

This is to certify that ~~Mr.~~/Ms. S. Gayathri Sowthi has ~~won~~ ✓
~~prize I/II/III~~ participated in the event CRIB AND TREE MAKING in
Christmas Celebration'23 on 23.12.2023 at M.A.M B-School, Trichy.



Dr. M. Hemalatha
DIRECTOR, MAMBS

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

Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTeR G.I



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CERTIFICATE

OF APPRECIATION

✓ This is to certify that Mr./~~Ms.~~ G. UDAYAMOORTH has won
prize I/II/III/ ~~participated~~ in the event CRIB AND TREE MAKING in
Christmas Celebration'23 on 23.12.2023 at M.A.M B-School, Trichy.



Hemalatha

Dr. M. Hemalatha
DIRECTOR, MAMBS

[Signature]

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

[Signature]

Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTeR G.I



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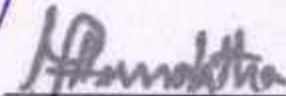
Siruganur, Tiruchirappalli - 621 105.




CERTIFICATE OF APPRECIATION

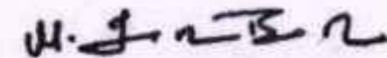
This is to certify that Mr./~~Ms.~~ A. VISHWA AROCKIYA DASS has won
prize I/II/III/ ~~participated~~ in the event BEST SANTA in
Christmas Celebration'23 on 23.12.2023 at M.A.M B-School, Trichy.





Dr. M. Hemalatha
DIRECTOR, MAMBS


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



Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTER G.I



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✓ This is to certify that Mr./~~Ms.~~ L. PIO LUKE has won
prize I/II/III/ ~~participated~~ in the event GROUP SINGING in
Christmas Celebration'23 on 23.12.2023 at M.A.M B-School, Trichy.




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DIRECTOR, MAMBS


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


Mrs. Fathima Bathool Maluk
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KALAIMAGAL KALAI NARPANI MANDRAM



EERA IDHAYANGAL ORGANIZATION



Organizing

KALAIMAGAL SHORTFILM CONTEST - 2K23

REGISTER

CERTIFICATE

This certificate proudly presented to

UDAYAMOORTHY (URIMAYIN KURAL)

has presented his creative short film in kalaimagal
Short Film Contest 2K23 and Secured 3RD PLACE.

We wish you the best in Future Endeavors.....!!!



on 28-12-2023



Certificate ID DAECNA-CE000032

DIRECTOR
M.A.M. B-SCHOOL
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This is to certify that Mr./Ms. SUBIKSHAN R has won
prize I/II/III/ participated in the event DANCE (THAPPATTAM) in
Pongal Celebration on 12.01.2024 at M.A.M B-School, Trichy.



Dr. M. Hemalatha
DIRECTOR, MAMBS

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

Handwritten signature

Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTeR G.I



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This is to certify that Mr./Ms. DURMADEVI .A has won
prize I/II/III/ participated in the event PONGAL MAKING. in
Pongal Celebration on 12.01.2024 at M.A.M B-School, Trichy.



Hemalatha
Dr. M. Hemalatha
DIRECTOR, MAMBS

[Signature]
DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

[Signature]

Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTeR G.I



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This is to certify that Mr./Ms. KALAI PRIYA K has won
prize I/II/III/ participated in the event RANGOLI in

Pongal Celebration on 12.01.2024 at M.A.M B-School, Trichy.



Dr. M. Hemalatha
DIRECTOR, MAMBS

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

M. Fathima Bathool

Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTER G.I



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This is to certify that Mr./Ms. KALAI PRIYA .K has won
prize I/II/III/ participated in the event PONGAL MAKING in
Pongal Celebration on 12.01.2024 at M.A.M B-School, Trichy.



Hemalatha
Dr. M. Hemalatha
DIRECTOR, MAMBS

[Signature]
DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

[Signature]
Mrs. Fathima Bathool Maluk
Secretary & CEO, MASTeR G.I



TRICHY ENGINEERING COLLEGE

A Unit of SS Group of Institutions
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An ISO 9001:2015 Certified Institution
Sivagnanam Nagar - Konalai - Trichy - 621 105.



Certificate of Excellence

TECSIGNIA 2K24


This is to certify that Mr./Ms. B. KARTHI

M.A.M. - B-SCHOOL has

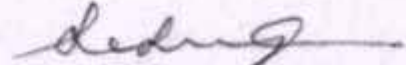
participated / Won I/II/III place in the event of SHORT FILM

"TECSIGNIA-2K24" organised by Trichy Engineering College, held on 09.03.2024




Er. Surya Subramaniam
Secretary




Dr. Sujatha Subramaniam
Chairman

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



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DEPARTMENT OF MANAGEMENT SCIENCES

CERTIFICATE OF APPRECIATION

This is to certify that Mr. / Mrs. / MELWIN PEO. JN of
MAM COLLEGE, TRICHY has participated in Corporate Walk
and won the I Prize at the National Level Intercollegiate meet "HITROUPE 24" held at
HINDUSTHAN INSTITUTE OF TECHNOLOGY, COIMBATORE on 14th March 2024.



Ms. P. MUTHURAJA
AP/MBA
(EVENT CO-ORDINATOR)

Ms. S. SANGEETHA
AP/MBA
(EVENT CO-ORDINATOR)

Dr. D. M. NAVARASU
(DIRECTOR/ MBA)
CONVENOR

Dr. C. NATARAJAN
(PRINCIPAL)

Dr. C. NATARAJAN, M.Sc., Ph.D.
PATRON
PRINCIPAL

Hindusthan Institute of Technology
Coimbatore - 641 034.

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



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DEPARTMENT OF MANAGEMENT SCIENCES CERTIFICATE OF APPRECIATION

This is to certify that Mr. / Mrs. / PON MONICKA.R of
MAM COLLEGE, TRICHY has participated in Corporate Walk
and won the I Prize at the National Level Intercollegiate meet "HITROUPE 24" held at
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Mr. P. MUTHURAJA
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AP/MBA
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Dr. D. M. NAVARASU
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CONVENOR

Dr. C. NATARAJAN
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This is to certify that Mr. / Mrs. / DIVYA VILASINI R of
MAM COLLEGE, TRICHY has participated in Corporate Walk
and won the I Prize at the National Level Intercollegiate meet "HITROUPE 24" held at
HINDUSTHAN INSTITUTE OF TECHNOLOGY, COIMBATORE on 14th March 2024.



Mr. P. MUTHURAJA
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Ms. S. SANGEETHA
AP/MBA
(EVENT CO-ORDINATOR)

Dr. D. M. NAVARASU
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..... MAM COLLEGE, Trichy has participated in Corporate Walk
and won the I..... Prize at the National Level Intercollegiate meet "HITROUPE 24" held at
HINDUSTHAN INSTITUTE OF TECHNOLOGY, COIMBATORE on 14th March 2024.



Mr. P. MUTHURAJA
AP/MBA
(EVENT CO-ORDINATOR)

Ms. S. SANGEETHA
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Dr. D. M. NAVARASU
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This is to certify that Mr. / Mrs. / GIAYATHRI. G of
MAM COLLEGE, TRICHY has participated in Corporate Walk
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M. P. MUTHURAJA
AP/MBA
(EVENT CO-ORDINATOR)

Ms. S. SANGEETHA
AP/MBA
(EVENT CO-ORDINATOR)

Dr. D. M. NAVARASU
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This is to certify that Mr. / Mrs. / JANA RANJANI . P of
MAM COLLEGE, TRICHY has participated in Corporate Walk
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(EVENT CO-ORDINATOR)

Ms. S. SANGEETHA
AP/MBA
(EVENT CO-ORDINATOR)

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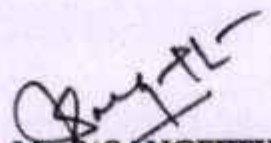
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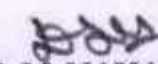
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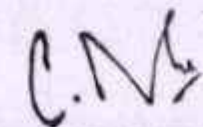
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Mr. P. MUTHURAJA
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Mr. P. MUTHURAJA
AP/MBA
(EVENT CO-ORDINATOR)

Ms. S. SANGEETHA
AP/MBA
(EVENT CO-ORDINATOR)

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M. A. M. B' School has participated in AD-ZAP
and won the II Prize at the National Level Intercollegiate meet "HITROUPE 24" held at
HINDUSTHAN INSTITUTE OF TECHNOLOGY, COIMBATORE on 14th March 2024.



Mr. P. MUTHURAJA
AP/MBA
(EVENT CO-ORDINATOR)

Ms. S. SANGEETHA
AP/MBA
(EVENT CO-ORDINATOR)

Dr. D. M. NAVARASU
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This is to certify that Mr. / Mrs. / DEVA PRASANTH . M of
..... MAM B' School has participated in AD - ZAP
and won the II Prize at the National Level Intercollegiate meet "HITROUPE 24" held at
HINDUSTHAN INSTITUTE OF TECHNOLOGY, COIMBATORE on 14th March 2024.



Mr. P. MUTHURAJA
AP/MBA
(EVENT CO-ORDINATOR)

Ms. S. SANGEETHA
AP/MBA
(EVENT CO-ORDINATOR)

Dr. D. M. NAVARASU
(DIRECTOR/MBA)
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(PRINCIPAL)
PATRON

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This is to certify that Mr. / Mrs. / ASHIQ BASHA A of
MAM B' School has participated in AD-ZAP
and won the II Prize at the National Level Intercollegiate meet "HITROUPE 24" held at
HINDUSTHAN INSTITUTE OF TECHNOLOGY, COIMBATORE on 14th March 2024.



Mr. P. MUTHURAJA
AP/MBA
(EVENT CO-ORDINATOR)

Ms. S. SANGEETHA
AP/MBA
(EVENT CO-ORDINATOR)

Dr. D. M. NAVARASU
(DIRECTOR/MBA)
CONVENOR

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(PRINCIPAL)

PATRON
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Coimbatore - 641 032.

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This is to certify that Mr. / Mrs. / BORTEO BHARATH RAJ A of
MAM B'School has participated in AD-ZAP
and won the I Prize at the National Level Intercollegiate meet "HITROUPE 24" held at
HINDUSTHAN INSTITUTE OF TECHNOLOGY, COIMBATORE on 14th March 2024.



Mr. P. MUTHURAJA
AP/MBA
(EVENT CO-ORDINATOR)

Ms. S. SANGEETHA
AP/MBA
(EVENT CO-ORDINATOR)

Dr. D. M. NAVARASU
(DIRECTOR/ MBA)
CONVENOR

Dr. C. NATARAJAN
(PRINCIPAL)
PATRON
Dr. C. Natarajan, M.E., Ph.D.
PRINCIPAL

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

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Coimbatore - 641 032.



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This is to certify that Mr. / Mrs. / SURENDAR . N of
MAM BUSINESS SCHOOL has participated in WEALTH OUT OF WASTE
and won the II Prize at the National Level Intercollegiate meet "HITROUPE 24" held at
HINDUSTHAN INSTITUTE OF TECHNOLOGY, COIMBATORE on 14th March 2024.




Mr. P. MUTHURAJA
AP/MBA
(EVENT CO-ORDINATOR)


Ms. S. SANGEETHA
AP/MBA
(EVENT CO-ORDINATOR)


Dr. D. M. NAVARASU
(DIRECTOR/ MBA)
CONVENOR


Dr. C. NATARAJAN
(PRINCIPAL)
PATRON
Dr. C. Natarajan M.E., Ph.D.,
PRINCIPAL

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DEPARTMENT OF MANAGEMENT SCIENCES

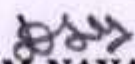
CERTIFICATE OF APPRECIATION

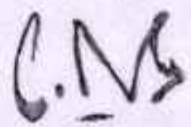
This is to certify that Mr. / Mrs. / K. ADITHYAN of
MAM, TRICHY has participated in Wealth out of Waste
and won the I Prize at the National Level Intercollegiate meet "HITROUPE 24" held at
HINDUSTHAN INSTITUTE OF TECHNOLOGY, COIMBATORE on 14th March 2024.





Mr. P. MUTHURAJA
AP/MBA
(EVENT CO-ORDINATOR)


Ms. S. SANGEETHA
AP/MBA
(EVENT CO-ORDINATOR)


Dr. D. M. NAVARASU
(DIRECTOR/ MBA)
CONVENOR


Dr. C. NATARAJAN
(PRINCIPAL)
PATRON

Dr. C. Natarajan, M.E., Ph.D.
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Hindusthan Institute of Technology
Coimbatore - 641 032.


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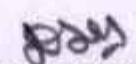
CERTIFICATE OF APPRECIATION

This is to certify that Mr. / Mrs. / G. GURU PRASANNA of
MAM, Trichy has participated in Wealth out of Waste
and won the I Prize at the National Level Intercollegiate meet "HITROUPE 24" held at
HINDUSTHAN INSTITUTE OF TECHNOLOGY, COIMBATORE on 14th March 2024.




Mr. P. MUTHURAJA
AP/MBA
(EVENT CO-ORDINATOR)


Ms. S. SANGEETHA
AP/MBA
(EVENT CO-ORDINATOR)


Dr. D. M. NAVARASU
(DIRECTOR/ MBA)
CONVENOR


Dr. C. NATARAJAN
(PRINCIPAL)
PATRON

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

Dr. C. Natarajan, M.E., Ph.D.,
PRINCIPAL
Hindusthan Institute of Technology
Coimbatore - 641 032.



M.A.M. B-SCHOOL
Siruganur, Tiruchirappalli - 621 105.
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PROGRAMME COMPLETION REPORT

FOR

MERCATO

DATE: 23.09.2023





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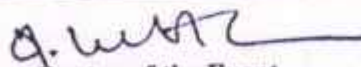


Programme Completion Report

Enclosures

Name of the Event : "MAMBS MERCATO"
Date of the Event Conducted : 23.09.2023

SLNo	Description	Enclosed or not (Please put Tick Mark only)
1.	Event Proposal	✓
2.	Budget Proposed	✓
3.	Event Planner / Circular	✓
4.	Resource Person Invitation & Thanks Letter (optional)	
5.	Acceptance Letter from Resource Person (optional)	
6.	Resource Person's Profile	
7.	Invitation	✓
8.	Agenda	
9.	Participants Attendance	
10.	Participants Feedback	✓
11.	Event Photos with Geo tagged	✓
12.	Budget Utilization	✓
13.	News Published in Papers	✓
14.	PPT slide about the program (optional)	


Coordinator of the Event


Director





M.A.M. B-SCHOOL

Siruganur, Tiruchirappalli-621105

NAAC Accredited with 'A' Grade

(Approved by AICTE, Affiliated to Anna University, Chennai)



Date: 11.09.2023

Submitted to the Director:

Subject: Proposal for approval –“MAMBS MERCATO” Program

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

Sl. No.	Topic	Details
1	Faculty coordinators	Dr.R.Karthika, ED Cell Coordinator M.A.M.B-SCHOOL
2	Title of program	MAMBS MERCATO
3	Date/Time	23.09.2023 / 10.00am – 04.00pm
4	Proposed venue	MAMBS
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Focus audience	I& II Year MBA
7	Estimated number of audiences	288
8	Chief guest details	ALL FACULTY





M.A.M. B-SCHOOL

Siruganur, Tiruchirapalli-621105

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

Day No.	1	Date	23.09.2023
Session No.	Time	Topics	Resource Person
1	10.00 am – 4.00 pm	MERCATO- SALE STARTED	NIL

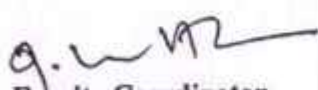
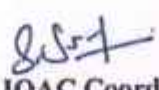

(b) Participant list:

Sl. No	Details of participants
1	I & II Year MBA students (125 Students) 25 teams

(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	Materials	1500	Cash
2	Refreshments & lunch	300	Cash
3	Poster, Invitation & Certificate	800	Cash
Total budgeted expenses		Rs.2600	

Approval is requested.

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

Siruganur, Tiruchirapalli-621105

NAAC Accredited with 'A' Grade

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Date: 11.09.2023

Circular

A program has been scheduled as detailed below.

Sl. No.	Topic	Details
1	Faculty coordinators	Dr.R.Karthika M.A.M.B-SCHOOL
2	Title of program	MAMBS MERCATO
3	Date/Time	23.09.2023 / 10.00am – 04.00pm
4	Proposed venue	MAMBS
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6	Focus audience	I & II Year MBA
7	Chief guest details	ALL FACULTY

The schedule of the program has been provided.

Day No.	01	Date	23.09.2023
Session No.	Time	Topics	Resource Person
1	10.00 am – 04.00am	MERCATO-SALE STARTED	NIL

The details of the participants of the program have been provided

Sl. No	Details of participants
1	I & II Year MBA students (125 Students) 25 Teams

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

Copy for Director's circular file

For kind information: Chairman, CEO





M.A.M. B-SCHOOL

Siruganur, Tiruchirapalli-621105

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Date: 23.09.2023

Report on Program Conducted

(a) Program Details: MAMBS MERCATO

Sl. No.	Topic	Details
1	Faculty coordinators	Dr.R.Karthika, ED Cell Coordinator M.A.M.B-SCHOOL
2	Title of program	MERCATO
3	Date/Time	23.09.2023/10.00am
4	Proposed venue	MAMBS
5	Name of the group institution that will participate	M.A.M.B-SCHOOL, Siruganur, Trichy
6.	No. of Teams Participated	25 teams
7	Total number of audiences who attended	125
8	Description of the event	More than 25 stalls selling goods related to food, crafts, fashion, and lifestyle. The pupils were exposed to a wide range of things, including coffee shops, food stalls, snacks, fresh juice shops, games, and fancy items like jewelry, teddy bears, mehendi stalls, Horror film shows cosmetics. Students actively implemented numerous business strategy components, product displays, promotional campaign methods, operating plans, and their subsequent implementation as part of the program. They also knew the role they had in making their company plans marketable, including understanding what customers value, how to make them happy, and what makes products and services effective.
9	Outcomes of the event	The students understood the role played by them corresponding to viable marketability of their business proposals, understanding customers value, their satisfaction, products and service elements. The students were also practically learned the importance of responsibility, risk taking aspects, how to attain desired outcome and also got inputs on collaboration, steps in setting goals etc.





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Photographs (Geotagged) of the program with captions:





M.A.M. B-SCHOOL

Siruganur, Tiruchirapalli-621105

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(b)Feedback consolidation:

Feedback about the program (information taken from the feedback collected)	This session has been very inspiring and students really felt delighted to have been able to be a part of this programme and try to continue with the wave approach on society with this positive technique and overwhelming response by and large.
Suggestions given by participants (information taken from the feedback collected)	Students are expecting to get real time practices related this sort of event.

Attach: Program description

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

Siruganur, Tiruchirapalli-621105

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ENTREPRENEUR DEVELOPMENT CELL ORGANISING

SATURDAY MARKET on September 23.09.2023

S.No	Teams	Class	Products
1.	Dharani Mujeeb	I MBA A	Food, thattuvada set and biscuit
2.	Durga Deepika Kalaipriya Durgadevi	I MBA A	Games and Food
3.	Bosiya Bharathi Chitrakala Gayathri.R Asifa Nilofer	I MBA A	Games class room
4.	Kathiravan Hemnath Balamurugan Kannan Karthikeyan.G	I MBA A	Panni Poori Stall
5.	Dharanya Gayathri Suruthi Karthikeyan .B	I MBA A	Masala Sundal
6.	Adhithyan,Udhayamoorthi Siranjeevi,Sampath kumar Sriram, Srinivasan Surendhar, vigneshwaran	I MBA A& C	Juice
7.	L.Ajay Fazurudeen Asraf	I MBA A	90's Kids Choclates
8.	Swetha Aarthi Hema Nithyashree	I MBA D	Chat items
9.	Janaranjani,Ponmonica Ramyabharathi Sri,Vasuki M.Abinaya,Kamalavarshini	I MBA D	Veg food





M.A.M. B-SCHOOL

Siruganur, Tiruchirapalli-621105

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10	Gayathri Arifa Mubin Jumaina Raagapriya	I MBA D	Veg food
11.	Devaprasanth Varadharajan Borjeo Gokul	I MBA D	Cosmetics
12.	Nivaskrishnan, Abdul Saleem, Ashiq Basha Sarathi, Naveen Kumar Raghaven	I MBA D	Panner tikka, burger
13.	Keerthana Nithya Janani Kiruthiga Maheswari	I MBA B	FOOD STALL
14	Nithya Sri Komaladevi Mohana Mahalakshmi	I MBA B	
15	Manikandan, Mohd.Imamsha Harsha Mohd Mushraf, Meera Mydeen Roshini, Ragavarthini Nashreen banu, Rifana	I MBA B	Mehendhi Stickers
16	Sivaneshwari, Sneka Suganthi, Subathra Swetha, Sona	I MBA C	Horror show class room
17	Seshan, Guruprasanna Vishnu, Nithiraj Kabilan, Lokesh	I MBA E	Food non-veg, snacks
18	Rathipriya Meena	I MBA E	Mehandhi
19	Praveen kumar Prasath Priya devi	II MBA B	Teddy bears, pillow cover
20	R.Santhosh V.Priyanka K.Sarathi	II MBA C	Muniyamma lemon soda
21	Srikrishna	II MBA C	Kannamma's cafe





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	K. Venkatesh R. Shalini		
22	Vinodhini. V.S Thulasimeena Sarubalasri Srivarsha Vinisha	II MBA C	Shawarma, Momos
23	Renu Mettilda Subalakshmi Yogalakshmi Shameem Banu Uthra Priyadharshini	II MBA C	Sandwich, mojito, Sweet corn
24	N.R. Rajesh; Praveen Jayasree; Zerbabel Stephen Raj Dhanusiya; Vaishnavi Udhaya; Arulmathi; Iswarya; Sharmi M. Sneha; Brundha; Bhavani A. Pavithra; Kingssly S. Sneha; Keerthana; Vinitha Saravanan; Sugilan Leo; Deena; Keerthikumar	II MBA D	90's snacks, thattuvada, fruits




DIRECTOR


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



M.A.M. B-SCHOOL
Siruganur, Tiruchirappalli-621105
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MAMBS MERCATO ON 23.09.2023

Team	Participants name	Product	Investment(Rs)	Sales(Rs)	Profit (Rs)
1	Dharani,Mujeeb	Kambakool Thattuvada	3000	3800	800
2.	Durga,Deepika ,Kalaipriya Durgadevi	Sandwich , Games	500	600	100
3.	Bosiya,BharathiChitrakala Gayathri.RAsifa Nilofer	Games		120	120
4.	KathiravanHemnath Balamurugan Kannan Karthikeyan.G	Pani Poori Rosemilk Badam milk	2400	2400	nil
5.	DharanyaGayathri Suruthi Karthikeyan .B	Masala sundal & mushroom soup	615	1020	405
6.	Adhithyan,Udhayamoorthi Siranjeevi,Sampath kumar Sriram, Srinivasan Surendhar, vigneshwaran	Muiti food products	6030	11680	5650
7.	L.Ajay,Fazurudeen Asraf	90's kids stall	700	1300	600
8.	Swetha,Aarthi Hema,Nithyashree	Muiti food products	1000	1600	600
9.	Janaranjani,Ponmonica Ramyabharathi Sri,Vasuki M.Abinaya,Kamalavarshini	Chat items	2000	1200	-800
10	GayathriArifa Mubin JumainaRaagapriya	Bun, juice, magic mix	3400	2735	665





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11	Devaprasanth VaradharajanBorjeo Gokul	Cosmetics and ayurvedic products	3000	7800	4800
12	Nivaskrishnan, Abdul Saleem, Ashiq Basha Sarathi, Naveen Kumar Raghaven	Panner , chicken tikka	3000	2000	1000
13	KeerthanaNithya Janani KiruthigaMaheswari	Thattuvada, panniyaram	700	400	300
14	Venmathi, Viswasapriya, Swetha	Gulab Jamun Bread Halwa	810	750	
15	Manikandan, Mohd.Imamsha Harsha Mohd Mushraf, Meera Mydeen Roshini, Ragavarthini Nashreen banu, Rifana	Mehandhi stickers	200	2150	1950
16	Sivaneshwari, Sneka Suganthi, Subathra Swetha, Sona	Horror show	600	2750	2150
17	Seshan, Guruprasanna Vishnu, Nithiraj Kabilan, Lokesh	Briyani, pannipoori, thattu vadai	11650	8210	(3440)
18	Rathipriya Meena P.Sneha, Varsha	Mehanathi	160	650	490
19	M. Venmathi,J. Visuvasapriya	Gulab Jamun,Bread Halwa	810	750	60





M.A.M. B-SCHOOL

Siruganur, Tiruchirapalli-621105


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20	Praveen kumar,Prasath Priya devi	Teddy	5565	2700	2865
21	R.Santhosh V.Priyanka K.Sarathi	Muniyamma lemon soda	167	1605	1438
22	Srikrishna K.Venkatesh R.Shalini	Kannamma's cafe	534	1325	791
23	Vinodhini.V.S,Thulasimeena Serubalasri,Srivarsha,Vinisha	Shawarna, Momos	500	1000	500
24	Renu Mettilda,Sagayasubhashini Yogalakshmi,Shameem Banu Uthra Priyadharshini	Sandwich, mojito, Sweet corn	500	782	282
25	N.R.RajesPraveen,JayasreeZerbabel Stephen Raj,Dhanusiya,Vaishnavi Udhaya,Arulmathi, Iswarya Sharmi ,M.Sneha,,Brundha Bhavani A.Pavithra Kingssly S.Sneha Keerthana Vinitha Saravanan Sugilan LeoDeena Keerthikumar	90's snacks, thattuvada, fruits	2500	2000	(500)




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


DIRECTOR

DATE: 03/06/2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that MISS AAFRIN BANU (Roll No: 812222631001)

(HUMAN RESOURCE)-II MBA Year Student of M.A.M BUSINESS SCHOOL
SIRUGANUR,TIRUCHIRAPPALLI - 621 105 has undergone her project work activities during
the period from 10.02.2024 to 15.06.2024 at our organization.

Her attitude and work has been EXCELLENT.

During the training period her Conduct and Character was satisfactory.

We wish her for a bright future.

For TRICHY ANAAMALAIS AGENCIES
PRIVATE LIMITED,



S.VIGNESHWARAN
TL-HR
TRICHY

TRICHY ANAMALLAIS AGENCIES PRIVATE LIMITED

Showroom & Service Facility

TS No. 100, (Bye Pass Road), Thimmaraya Samuthiram,
Near New Cauvery Bridge, Thiruvanaikaval, TRICHY - 620 005.

Ph : 0431-3509900, 99422 32000 | E-mail : admintry@anaamalaistoyota.com

TD 1999)

GST No. : 33AACCT2782R1ZS

CIN : U50101TZ2005PTC011552

PAN : AACCT2782R

CHA Licence No. : AAGCM0597HCH001
IATA Licence No. : 14-3 1995 000 2

Ph : +91 90036 - 19091
+91 94431 - 44783



MB CARGO PRIVATE LIMITED
Approved IATA Agent & Authorised Customs Clearing Agent
International Freight Forwarders
AIR / SEA - IMPORT & EXPORT - SHIPPING CLEARING AGENCY
web : www.mbcargo.in e.mail : admin@mbcargo.in, mbcargotrz@gmail.com



To whomsoever it may concern

This is to certify that Mr Aathish V with registration number 812222631002, enrolled at M.A.M.B. School, has completed his project titled "A Study on Freight Forwarders in handling Cargo" at our organization MB Cargo Private Limited, Trichy, from the period of March 2024 – May 2024. During the course of the project, we found his performance to be extremely good and appreciate the efforts he had put on to finish the said project within time boundary. Also, he had gained hands-on experience by handling cargo along with our team.

We wish him success for his future endeavors.

Thank You !

Regards,

Rajasekaran Muralidharan

Director- MB Cargo Private Limited.

ANANTHA FABRICATION WORKS

GST NO : 33AAGPP5491A1ZW

PAN NO: AAGPP5491A

Cell : 9750963339

9,sideo Industrial Estate,

Mathur-622515

Pudukkottai District

Email: ajanthafab@gmail.com

To

Abbas Ali.k,

M.B.M B SCHOOL,

Trichy.

Date: 30/05/2024.

Trichy

Completion Certificate

This is to certify that Mr. Abbas Ali. k (Reg No: 812222631003), a student of MBA (Major in HR and finance – final year), M.A.M B SCHOOL, Trichy has successfully completed his project for 2 month in the topic of A study of performance appraisal in the ajanatha fabrication works.

During this internship, we seen his punctuality, hard work, involvement and learning attitude. We wish him bright future.

Thank you

For Anantha Fabrication Works

Uthayakumar, S. K. S. K.

90, Mathur-622515

Mathur-622515

Mathur-622515

Date : 27th May 2024

Trichy

To:

Mr. Abdul Hakkim N,

M. A. M. B - School, Trichy

Internship & Project Completion Certificate

This is to certify that Mr. Abdul Hakkim N (Reg No - 812222631004), a student of MBA (Major in HR & Finance - Final Year), M. A. M. B - School, Siruganur, Trichy has successfully completed 02 Months 08 Days (From 20th March, 2024 to 27th May, 2024) internship and project (A study of the HR Generalist role among employees in the IT service sector) at VR Della IT Services Private Limited, Trichy.

During the period of his internship program with us, he was found to be sincere, punctual, hardworking, and inquisitive.

For VR Della IT Services Pvt. Ltd.

P. Saranya

SARANYA P

MANAGER - HR AND DELIVERY

VR DELLA GROUP OF COMPANIES

hr@vrdella.com/www.dellainfotech.com

Saranya Prabhakaran

Manager- Delivery & Human Resources

Office No. 9, Vijay Towers, Opp. to St. Johns Vestry School, Trichy, Tamil Nadu- 620016

Email: enquiry@dellainfotech.com

www.dellainfotech.com

Ph: 0431 - 450274



MAHATHMA EYE HOSPITAL PRIVATE LIMITED

NATIONAL ACCREDITATION BOARD FOR HOSPITALS
& HEALTH CARE PROVIDERS - NAB (EYE CARE ORGANIZATION)
No.6, Seshapuram, Vennur, Trichy - 12. Phone : 2740191, 2741198
E-mail : info@mahathmaeyehospital.org web: www.meh.org.in
CIN : U85200TN20101CE29324



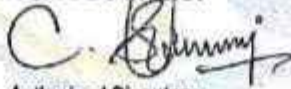
Completion letter

This is to completion certificate for **Ms. ABIRAMI D** (REG.NO.812222631005) student of 2nd year MBA Student at **M.A.M B SCHOOL** has successfully completed her project training in our '**Mahathma eye hospital**' from (21-March 2024 to 30-May 2024).

During this training program, her performance was good and she was sincere.

We wish her & All the Best.

For **MAHATHMA EYE HOSPITAL PVT. LTD.**


Authorised Signatory



Sinduja Hospital

ADHARSH HEART CARE CENTRE

MANAPPARAI-621 306.

☎ 263101/ 263102

web: www.sindujahospital.com

Dr. P.Kalaiarasan, M.D., (General Medicine)

Consultant Physician

Dr. Indumathi Kalaiarasan, M.B.B.S.,

Date: 22/05/2024

SH/OFFICE/INT/2024/007

PROJECT COMPLETION CERTIFICATE

This is to certify that **Miss.Abirami.M** (Reg No.812222631006),pursing (MBA-Business Analytics)

M.A.M. B- Siruganur ,Trichy has Successfully Completed her Project for Period of 2 – Month from 10

/03/2024 to 10/05/2024 at **Sinduja Hospital , Manapparai, Trichy .**

During the Project period, her attendance and conduct were satisfactory.



Managing Director

Dr. P. KALAIARASAN, M.D.,
CONSULTANT PHYSICIAN
REG No 43179
SINDUJA HOSPITAL
76, MADURAI ROAD, MANAPPARAI
TRICHY DISTRICT-621 306

TRUEFIT

skim coat products

25/1, AUT Nagar,
Thiruvanaikovil, TRICHY - 620 005.
Ph: 0431-3555300, Cell : 94432 50539
E-mail : truefitscp@gmail.com
Web : www.truefit.in

Factory : 4/151 - D, Kanniyakudi Village, Kariyamanickam, Mannachanallur Taluk, Trichy - 621 005.

08.07.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **S.ABISHEIK, Reg. No (812222631007)** Student of M.A.M.B.School, Siruganur, Trichy. Studying final year M.B.A, has successfully completed the project work titled "**A study on customer perception about the service of Truefit Skim Coat Products, Trichy**" from the date of 11.03.2024 to 10.6.2024

for TRUEFIT SKIM COAT PRODUCTS



Authorized Signatory



WHITE CEMENT BASED WALL PUTTY



வ.உ.சிதம்பரனார் துறைமுக ஆணையம்

वी.ओ. चिदम्बरनार पत्तन प्राधिकरण
V.O.Chidambaranar Port Authority

Certificate under:-
IMS - ISO 9001:2015; ISO 14001:2015 &
ISO 45001:2018 and ISPS compliant Port

(Ministry of Ports, Shipping & Waterways, Government of India)
Administrative Office, Harbour Estate, Tuticorin -628 004
Tamilnadu

Fax : 91-481-2252232
Email id : secretary@voport.gov.in
Website : www.voport.gov.in

TRAFFIC DEPARTMENT

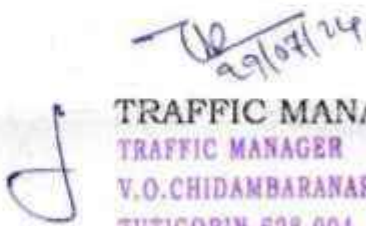
No:TRA-OFTTE-EST-INPLA-V1-23/D.376

Date: 29.07.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Shri. P.Adaikala Pravin Raj, M.A.M.B-School, Trichy-621 105 has successfully completed his Internship with V.O.Chidambaranar Port Authority, from 20.03.2024 to 20.06.2024. During the period of Internship he worked under Shri D.R.Yogesh, ATM Gr.I in the Traffic Department.

2. He has shown special flair for Internship training and his performance in preparation of the report has been rated as Good.
3. During the period of his internship programme he was punctual and hard working.
4. I wish him every success in his life and career.


TRAFFIC MANAGER
TRAFFIC MANAGER
V.O.CHIDAMBARANAR PORT AUTHORITY
TUTICORIN-628 004.



KH/HR/INT/GRP/2024/019

30th June, 2024

TO WHOMSOEVER IT MAY CONCERN

Reg: Internship completion letter

This is to certify that Mr. AHAMED SAJATH. A (Reg no – 812222631009) pursuing M.B.A in NPR College of Engineering and Technology, Dindigul has undergone his internship training in our Human Resources Department from 13th March, 2024 to 29th June, 2024

While doing his internship, he had evinced keen interest in learning.

We wish all the success in his future endeavors.

for Kauvery Hospitals* Group,


Vishnupriya M
Vice President & Group Head – Human Resources



Registered Office

Sri Kauvery Medical Care (India) Limited

(Formerly known as Sri Kavery Medical Care (Trichy) Limited.)

New No. 17A, Old No. 8A, Murray's Gate Road, Abwarpet, Chennai - 600 018

CIN: U85110TN1997PLC039491 P: 044 - 6173 4700

E: companysecretary@kauveryhealthcare.com W: www.kauveryhospital.com

Date: 28/May/2024

To Whom It May Concern,

This is to certify that **M. AJAY** (Reg. No: 812222631010), a student of II MBA at MAM Business School, has successfully completed an internship at our organization. The internship was carried out under the broad area of Finance from the 18th of March 2024 to the 17th of May 2024, for a period of two months.

During this period, **M. AJAY** demonstrated excellent analytical skills, a strong understanding of financial principles, and a commendable work ethic. He contributed to several key projects and tasks and showed a high level of professionalism and dedication throughout the internship.

We appreciate the effort and enthusiasm displayed by **M. AJAY** and are confident that he has gained valuable experience that will contribute to his future career in Finance. We wish him all the best in his academic and professional endeavors.

Should you require any further information, please do not hesitate to contact us.

Sincerely,

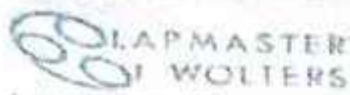
For TVS SRICHAKRA LIMITED



K Narayanamoorthy
HR Manager



Aafrin Banu.E



LAPMASTER WOLTERS INDIA PRIVATE LIMITED

BARNES



Ref: 1 WI/HR/IP/017/22-23

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. B. AAFRIN BANU** has successfully completed Internship Training Program on "Human Resource Management" under the guidance of **Mr. SUBASH MOHAN**, during the period of 15 days.

He was actively participating and learned principles of HR Process Improvement and Methodology.

We wish him all the best for his future endeavours.

For Lapmaster Wolters India Private Limited

Authorized signatory,





SRI SWAMINATHAN TECH

Certificate of Completion

DATE:07/03/2023

To,

The head of the department,
Master of business administration,
M.A.M. B- SCHOOL.

Siruganur,

Tiruchirappalli 621 105

Respect madam,

Sub: project internship completion letter

This is to certify that the project report compiled by **Mr. V.AATHISHI (Register No:812222631002)** student of **MBA from M.A.M. B- SCHOOL** have completed her semester project satisfactorily. To the best of our knowledge this is an original and bonafide work done by her. He is worked on project title **"DATA ENTRY AND MARKETING "** starting from 23/02/2023 to 07/03/2023.

For SRI SWAMINATHAN TECH

PROJECT LEAD

L. Varsha

wordexceltemplates.com

SRI SWAMINATHAN TECH

3/188 Oddakara Street, Thillaiathanam-613203

GST NO:33BLNPS6134A1Z8

CELL:8754777192
OFFICE: 0413-2644885



HIDAYATH INDUSTRIES

RS.No.:95/3, Pondy-Villupuram Road, Navamal Kapperi (Palli Thennal),
Villupuram -605 102.

We undertake job works & Fabrication works

Date:28-02-2023

To.

Dr. Hemalatha MBA, Phd., (NITT)

Director of M.A.M B School

Trichy 621105

Dear Madam,

SUB: PROJECT STUDY CONCERN LETTER FOR YOU STUDENT – REG

CONFIRMATION LETTER

We hereby accord permission to **Mr.K.Abbasali (Reg No.812222631003)** MBA
Student first year of your institute **M.A.M. B-School**, Siruganur, Tiruchirappalli-621105, We
allow her to do the project work in our factory for fifteen (15) days.

Thanking you,

For HIDAYATH INDUSTRIES


Authorized Signatory



AISHALAYA



Dr. M. Hemalatha

M.B.A, Ph.D., (NITT)

Director of M.A.M B-School

Tiruchirappalli - 621 105.

Ref: APPL /259/ 2022-23

Date:

Respected Madam,

Subject: Offer letter.

We accepted your bonofide letter. N ABDUL HAKKIM registration no 812222631004, he has join an internship in our company.

Thanking of you,

For Aishalaya Properties Private Ltd

Director Marketing.

AISHALAYA PROPERTIES PVT LTD

No. 120, DUKES COMPLEX FIRST FLOOR

BHARATHIYAR SALAI CANTONMENT, TIRUCHIRAPPALLI

TIRUCHIRAPPALLI



NLC INDIA LIMITED
("NAV RATNA" – A GOVERNMENT OF INDIA ENTERPRISE)
NEYVELI – 607 801, TAMIL NADU

CERTIFICATE

This is to certify that

ABIRAMI D

Studying MASTER OF BUSINESS ADMINISTRATION in

M.A.M B – SCHOOL, TIRUCHIRAPPALLI

has undergone Internship Training on

"STUDY OF ANALYTICS OF LEARNING AND DEVELOPMENT IN NLCIL "

during the period from 28-08-2023 to 08-09-2023 at

LEARNING AND DEVELOPMENT CENTRE,

NLC INDIA LIMITED, NEYVELI.

Date: 12-09-2023

Place: NEYVELI

12/09/2023.
LEARNING AND DEVELOPMENT CENTRE
NLC INDIA LIMITED
Chief Manager
Learning & Development Centre
NLC India Limited, Neyveli-3.

Training adding Value to life



SREE TVS

6, Third Street, Mannargudi - 614 001.

Ph : 75982 38060

E-mail : sreemannargudits@gmail.com

Date: 01-09-2023

To,

Dr. Hemalatha, M.B.A, Ph.D., (NITT)

Director of M.A.M B-School,

Trichy- 621105.

Dear Madam,

Sub: SREE MOTORS, Mannargudi.

1st Year M.B.A Student of "M.A.M. B-School", Siruganur,

Summer Internship Training Done - Regarding

Ref: Summer Internship Training Completion Letter

This is to certify that **Miss. M. Abirami {Reg.No:812222631006}** 1st year Student of "M.A.M. B-School", Siruganur, has successfully completed her "SUMMER INTERNSHIP TRAINING" for the period from 01-08-2023 to 31-08-2023 one month.

During this period her performance was found to be good.

Thanking you,

For Sree Motors,

Authorized Signatory





SREE TVS

6, Third Street, Mannargudi - 614 001.

Ph : 75982 38060

E-mail : sreemannarguditvs@gmail.com

Date: 31-08-2023

To,

Dr. Hemalatha, M.B.A, Ph.D., (NITT)

Director of M.A.M B-School,

Trichy- 621105.

Dear Madam,

INTERNSHIP CERTIFICATE

This is to certify Miss. M. Abirami (Reg.No:812222631006) M.B.A Student first year of your institute "M.A.M. B-School", Siruganur, Tiruchirappalli. 621105 & she has done **INTERNSHIP TRAINING PROGRAM** project in our showroom from 01-08-2023 to 31-08-2023.

During this period her performance was found to be good.

Thanking you,

For Sree Motors,

Authorized Signatory



TRUEFIT
skim coat products

25/1, AUT Nagar,
Thiruvanaikovil, TRICHY - 620 005.
Ph: 0431-3555300, Cell : 94432 50539
E-mail : truefitscp@gmail.com
Web : www.truefit.in

Factory : 4/151 - D, Kanniyakudi Village, Kariyamanickam, Mannachanallur Taluk, Trichy - 621 005.

14.08.23

S. Abisheik
MBA (First Year)
M.A.M. B School Trichy - 621 105.

SUB: Request Acceptance for internship program

Dear Mr. S. Abisheik

We are pleased to offer you an internship program with "TRUEFIT SKIM COAT PRODUCTS" for a period of 30 days. You should note that any information and data collected from you during the course of your internship should be kept confidential at all times.

For Truefit Skim Coat Products

U. e. e.

Proprietor



WHITE CEMENT BASED WALL PUTTY

TRUEFIT
skim coat products

GST No: 33AJXPR9606C1ZR

25/1, AUT Nagar,
Thiruvanaikovil, TRICHY - 620 005.
Ph: 0431-3555300, Cell : 94432 50539
E-mail : truefitscp@gmail.com
Web : www.truefit.in

Factory : 4/151 - D, Kanniyakudi Village, Kariyamanickam, Mannachanallur Taluk, Trichy - 621 005.

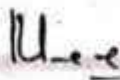
15.09.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. S. ABISHEIK** have completed the internship programme on Marketing Management of 30 working days at **TRUEFIT SKIM COAT PRODUCTS**, Tiruchirapalli.

We wish him all the best for his future endeavours.

For Truefit Skim Coat Products



Proprietor



WHITE CEMENT BASED WALL PUTTY

PARVEEN MINES & MINERALS



63-A, 3rd Cross,
Paramasivapuram,
LALGUDI - 621 601, Trichy Dt.
(0431) - 2541394
2541942
Fax (0431) - 2544044

Ref :

Date

CERTIFICATE

This is to certified that ADAIKALA PRAVIN RAJ. P (Reg.No - 812222631008)
Student OF MBA Ist YEAR - A SEC M.A.M B.SCHOOL, SIRUGANUR,
TRICHY 621 105, has successfully completed the 10 days of internship
(05.08.2023 and 04.09.2023) programme at this PARVEEN MINES AND
MINERALS COMPANY.

During the training, his performance, conducts were found to be good.

We wish all success his bright future.

For PARVEEN MINES AND MINERALS

MANAGER

VIJAYAN

INDUSTRIAL VISIT REPORT-2024

28/10
28/10

Name : Navamani . k

Class : I - MBA - B'Sec



INDUSTRIAL VISIT REPORT

MBA -I

* A complete Report on industrial visit organized M.A.M Business School. for the students of Master of business Administration [2nd sem] in order to get a practical knowledge, about "advanced technology used in factory."

INDEX

- # Details of Journey
- # company profile
- # group observation
- # conclusion.



Details of Journey :-

M.A.M Business school had organized an industrial visit on 24 April 2024 to IDHVAM located in viruthunagar factory for the students of Master of Business Administration.

The visit organized by YF CLUB Assistant prof Anburaj & Assistant prof Akiba priyadharsini were the co-ordinators faculty for the industry visit.



company profile

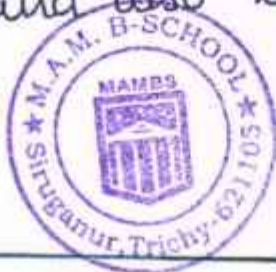
V.V. Vanniapermal had an exemplary track record in the business world of Tamil Nadu, South India since 1943.

He had three illustrious sons who build up the business empire in 2dple sesame oil as traditional family business. Their business base was constructed in business town - Viruthunagar, 30kms



The group was built with the main objective of 'Grow with truth'. Hard work committed quality was their key to Success.

Within a short span of its launch 'IDHAYAM' entered into millions of homes and also into the hearts of its occupants.



Fully aware of the rapid advancement in technology the world over IDHAYAM periodically adding new technologies to the existing set of advanced equipment like CAD/CAM, CNC Machines for tooling precision components, laser industries Rapid prototyping, vacuum casting etc,

~~Source~~

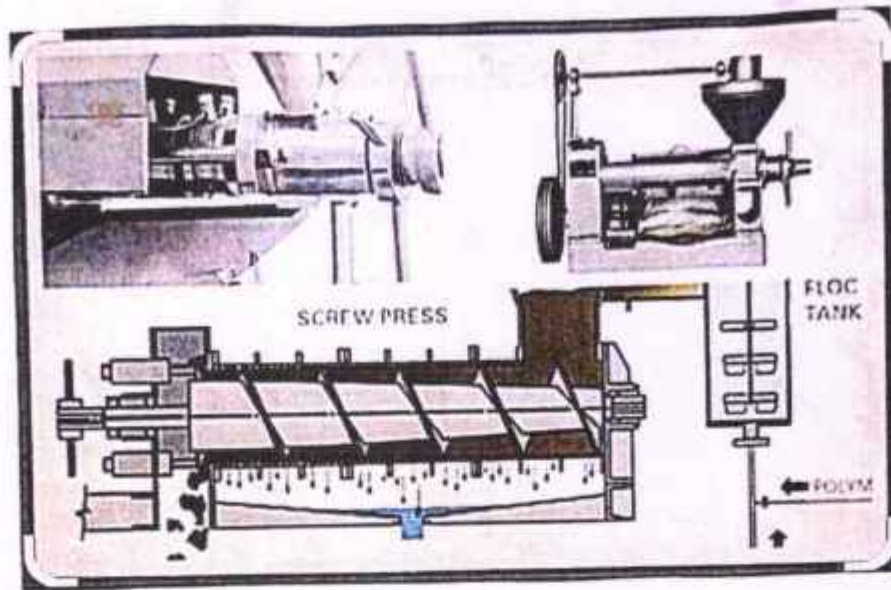
மேல்

மேல்.



"Healthy

cooking"



IDHAYAM is concentrating on the Integrated development of the related segments of the industries by way of providing International quality tools.

In future, the focus would be more on turnkey projects in tooling. Support and development of small and medium scale enterprises.

we got different knowledge on different types of Machines used in IDHAYAM and had an opportunity to research on it.



Group observation

This industrial visit is very helpful in our future practical life & being a positive change in our thinking & practical behaviour regarding education & specializing our technical skills.

Got practical knowledge about the advancement in technology of machines.

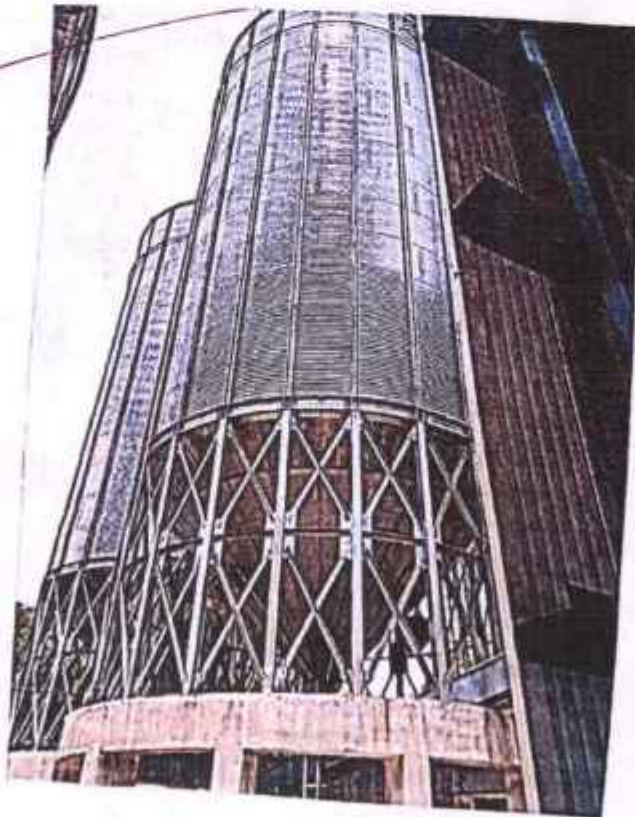
Information on different parts & use of CNC machines with multiple cutting tools.

Management of Manpower and Machines.





Advanced technology
Machines



Gradover
capacity
60 TONS



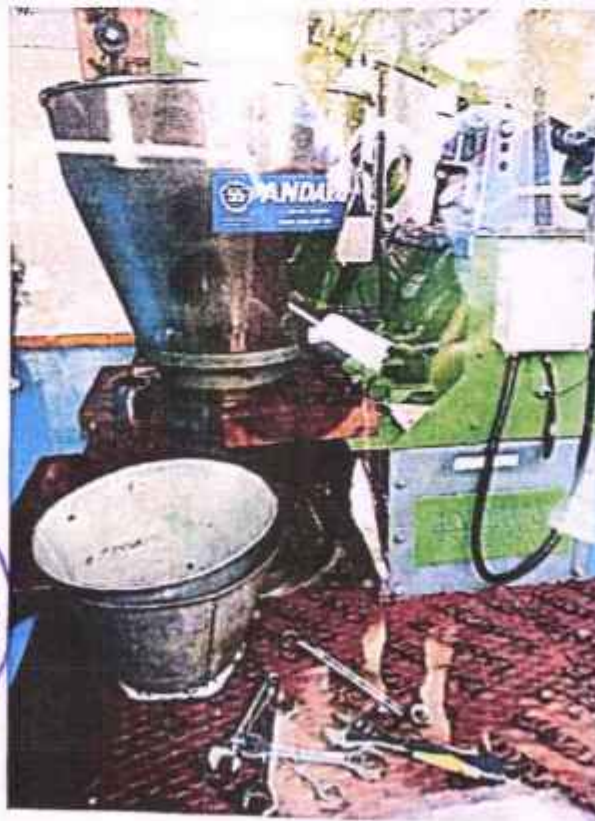
Japan technology used to
save the sesame seeds.

Manual.
Storage
(Room)



categorized
by arranged
(oil) box

Export
Other
Countries.



past years
crushing
Machine
(Sesame
Seeds)

CONCLUSION :-

we are thankful for all our faculties for organising such an informative event for us in crucial for development of our practical skills, Regarding tool, equipment making process.

we got the knowledge on different types of machines used in IDH ~~AM~~ and had an opportunity to research on it

we hope to get more chances further to have such an informative & wonderful experience of visiting different Industries.

Handwritten signature



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

MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR

CASE STUDY



Subject code: BA4102

Subject faculty:

Mr. Jeremiah Deepan

Assistant professor

PLACE : SIRUGANUR, TRICHY

38/20

29/11/2023

TEAM MEMBERS

Keerthana . G

Kiruthiga. R. C

LAVANYA .M

Maheshwari. M

Nithya janani. R

Ranitha. B



Case Study 1: LEADERSHIP

Laura is the Associate Director of a non-profit agency that provides assistance to children and families. She is the head of a department that focuses on evaluating the skill-building programs the agency provides to families. She reports directly to the agency leadership. As a whole, the agency has been cautious in hiring this year because of increased competition for federal grant funding. However, they have also suffered high staff turnover. Two directors have left as well as three key research staff and one staff person from the finance department.

Laura has a demanding schedule that requires frequent travel; however, she supervises two managers who in turn are responsible for five staff members each. Both managers have been appointed within the last six months.

Manager 1: Kelly has a specific background in research. She manages staff who provide research support to another department that delivers behavioral health services to youth. Kelly supports her staff and is very organized; however, she often takes a very black and white view of issues. Upper level leadership values Kelly's latest research on the therapeutic division's services. Kelly is very motivated and driven and expects the same from her staff.

Manager 2: Linda has a strong background in social science research and evaluation. She manages staff that work on different projects within the agency. She is known as a problem solver and is extremely supportive of her staff. She is very organized and has a wealth of experience in evaluation of family services. Linda is very capable and can sometimes take on too much.

The managers are sensing that staff are becoming over worked as everyone takes on increased responsibilities due to high staff turnover. Staff have also mentioned that Laura's "glass half-empty" conversation style leaves them feeling dejected. In addition, Laura has not shared budgets with her managers, so they are having difficulty appropriately allocating work to staff. Laura said she has not received sufficient information from the finance department to complete the budgets. The



finance department said they have sent her all the information they have available.

As staff become distressed, the managers are becoming frustrated. They feel like they are unable to advocate for their staff or problem solve without key information like the departmental budget.

DISCUSSION QUESTIONS:

1. How can Laura most effectively use both management and leadership skills in her role as associate director? What combination of the two do you think would work best in this setting?

Ans. A director could be both a leader and manager. However, given that the two managers are very capable and directly manage all the department staff, Laura should focus on being a leader. She should delegate managerial responsibilities to the two managers. This strategy will build the managers' confidence, allowing them to problem-solve for their staff. It will also free Laura to focus on building a greater sense of staff commitment to mission and vision

2. What steps could be taken to build staff confidence?

Ans. Staff seems uncertain about the future due to high turnover and Laura's negative conversation style. Building staff confidence could involve:

- Giving managers more autonomy and the needed information to manage their staff
- Communicating regularly with staff about changes
- Encouraging staff to pursue professional development and learning opportunities and providing time for them to do so
- Engaging in team building exercises and interactions
- Incentivizing excellent performance
- Addressing Laura's conversation style directly, explaining to her how it impacts staff perceptions



- Involving staff in the hiring process where possible as team vacancies are filled
- Talking to staff directly and without retribution about the issues they think contribute to high-turnover

3. What advice would you give Laura on improving her leadership skills and to the managers on improving their management skills?

Ans. It might help for both Laura and the managers to take a personality or leadership/management assessment. This way the managers can ascertain their individual skills, learn how they can best support employees, and figure out how they can work together to use each other's strengths to run the department. Using a *Style* approach, Manager 1 appears to utilize a task oriented approach and Manager 2 demonstrates a relationship oriented style. These two orientations could be structured to support one another.

Laura can focus on building leadership skills by building on her current strengths. In addition, Laura may want to revisit the roles and responsibilities of each position and how her division's work aligns with the overall organizational mission. Aligning with the overall mission and communicating it to staff may help improve morale and provide clarity on the department's role and direction.

Case Study 2- Decision Making

Let us examine the problem faced by Mr. Nataraj, Regional Manager of Alpha Pvt. Ltd. Alpha makes and distributes products from more than 10 international pharmaceutical and health care companies. Mr. Nataraj is responsible for managing existing clients and also to get new clients. He manages a number of sales representatives. Important customers have dedicated sales representatives, while other sales representatives try to get new clients. One day an important customer (Good Health Hospital) called Mr. Nataraj and complained that Mr. Bhavan (the sales representative) was ineffective and insisted he be removed, or else they would not give any business. Here are Mr. Nataraj's thoughts:



MOB CASE STUDIES

BALAJI INST OF IT & MANAGEMENT, KADAPA

- The track record of Mr. Bhavan was good and he was liked within the company. Dismissing him or even transferring him to a new region will affect the morale of the work force.

- Good health hospitals is a major customer and gives good business. Losing the hospital is not an option. Therefore the demands of the hospital have to be met.

Q . If You were Mr. Natraj, how will you solve this issue?

Here are some sample options:

1. Good Health Hospital is a major customer and cannot be displeased. I will remove or transfer Mr. Bhavan.
2. Mr. Bhavan is a loyal and hard working. I need to keep people like him even if it means losing customers.
3. I will stop answering calls, act ignorant of the whole episode. 'Time will solve the problem'.
4. I will try to get Mr. Bhavan and the Hospital Superintendent together for discussion and try to compromise over the differences.
5. I will move Mr. Bhavan to a new and more important project - develop new business in the newly formed sub-region. Good Health Hospital will have no problem with the new sales representative.

SWOT analysis example

Here's a sample SWOT analysis for an online tailored shirt business. Although many more factors came up during brainstorming, these were deemed to be the most important.

S = Strengths

W = Weaknesses

O = Opportunities

T = Threats



BALAJI INST OF IT & MANAGEMENT, KADAPA

Strengths

Locally made shirts mean faster turnaround on orders
Many repeat customers who promote the business

Good search engine rankings drive free traffic Weaknesses

Pricing on locally made shirts is not competitive
Higher costs mean fewer fabric options due to inventory costs

Customers don't like taking their own measurements Opportunities

Using technology to simplify the measurement process could increase conversions

New paid advertising channels such as Instagram and Pinterest could be effective

Custom made clothing is currently trending Threats

Several competitors are currently undercutting prices
Website is difficult to use on a mobile device even though mobile traffic is increasing
A strong dollar could drive down international sales

Case study 3. - Business opportunity with SWOT analysis

Syed runs his own enterprise in an area on the outskirts of Dhaka, Bangladesh. He manages a collective of people with disabilities who make Bangladeshi puppets in a traditional style, mainly selling to tourists through local shops, and pays them a basic salary as well as a profit share. The puppets are all made to Syed's own designs, and are quite different to the standard items in most tourist stores. His quirky designs and their popularity with shoppers have come to the attention of Muhammad, who runs a relatively large factory producing puppets and other tourist-friendly wares. Muhammad approaches Syed to suggest that he buy his



enterprise, including his designs, and that Syed and his employees all come and work at Muhammad's factory. He is offering a lot of money, and Syed doesn't know whether he wants to maintain his independence or go for the security offered by a lump cash sum and guaranteed employment. He uses a SWOT analysis to take a snapshot of his current situation and help him consider the decision:

STRENGTHS

- My designs are popular and sell well.
- I have a small skilled work force of committed colleagues and we work well together.
- I am independent and can make my own decisions about my business.
- I have a good relationship with local traders based on mutual trust and respect.
- We can respond quickly to trends for example last year suddenly everyone was selling baby horse puppets and we got our new design into the shops within a week.
- We work from a room in my own home which is very convenient for family commitment.

OPPORTUNITIES

- Several new stores have made enquiries about carrying our lines.
- Tourist likes to support social enterprises we could put more emphasis on this element of our brand.
- We recently had an enquiry about exports quantities
- A new NGO in the area is offering financial support to help grow social enterprises.

WEAKNESSES



- My employees are dependent on me and if something happened to me their families would suffer.
- Likewise I am dependent on them – if one were to leave it would take time to recruit and train someone new and our output would fall significantly.
- The business is still young and cash flow makes it hard to expand as quickly as I'd like.

THREATS

- We are dependent on one key supplier for our raw materials and he is becoming increasingly unreliable.
- Competitors who use factory production are able to charge cheaper prices for their goods.

case study 4 - PERCEPTION

Krishnamurthy, plant manager of frame manufacturing company, is the chairperson of the ad hoc committee for space utilization. The committee is made up of various departmental heads of the company. The general manager of the company has given MURTHY the responsibility for seeing whether the various office, operations and warehouse facilities of the company are being optimally utilized. The company is beset by rising costs and the need for more space. However, before Okaying an expensive addition to the plant, the general manager wants to be sure that the currently available space is being utilized properly. MURTHY opened up the first committee meeting by reiterating the charge of the committee. Then MURTHY asked the members if they had any initial observations to make. The first to speak was the office manager. He stated "well I know we are using every possible inch of room that we have available to us. But when I walk out into the plant I see lot of open spaces. We have people piled on top of one another, but out in the plant there seems to be plenty of room." the production manager quickly replied, "We do not have a lot of space. You office people have the luxury facilities. My supervisors don't even have room for descend a file cabinet. i have repeatedly told the plant manager we need more space. After all, our operation determines whether this plant succeeds or fails, not like you people in the front office pushing paper around." MURTHY interrupted at



this point and said, "Obviously we have different interpretations of the space utilization around here. Before Further discussion I think it would be best if we have some objective facts to work with. I am going to ask the industrial engineer to provide us with some statistics on plant and office layouts before our next meeting. Today's meeting is adjourned

QUESTIONS:

1. WHAT PERCEPTUAL PRINCIPLES ARE EVIDENT IN THIS CASE ?

SOLUTION:

1. Perception of persons vary from each other as every individual view comports as the prime interest. In this case it is evident that perception of production manager differs from that of office manager.
2. Office manager said the space has been utilized in their department to the maximum extent and state that in plant, spaces are left without being made use of efficiently.
3. Production manager emphasize on his point of view that the space has been made best use in his department where as in office department they are not utilizing the space provided and he also stressed that failures or success of an organization will be determined by the operating of the plant

2. WHAT CONCEPT WAS BROUGHT OUT WHEN THE PRODUCTION MANAGER LABELLED THE OFFICE PERSONNEL A BUNCH OF "PAPER PUSHERS" ?

SOLUTION:

The Production manager thinks that the office personnel's will be only having paper works they won't be having any much work to do physically they are enjoying the comforts without doing much physical work. According to production manager he feels that the office people is having more space just to keep their paper and files etc. He also thinks that the space giving for the office people is



more for their nature of working comparing to his production work. He believes there is no much work to be performed compared to production department they just deal with paper work like recording day to days activity which is an easy task.

3. DO YOU THINK THAT MURTHY'S APPROACH TO GETTING "OBJECTIVE FACTS" FROM STATISTICS ON PLANT AND OFFICE LAYOUT WILL AFFECT THE PERCEPTIONS OF THE OFFICE AND PRODUCTION MANAGERS ?

Solution:

Yes, Murthy's approach to getting "Objective facts" from statistics on plant and office layout will affect the perceptions of the office and production managers. 1. It gives the clear picture about the proper and improper utilization of space. 2. It avoids the misunderstanding and the confusion of the office and production manager. 3. It helps in taking further decision whether additional plant is needed or not. 4. It influences on the perception of both product manager and office manager about the space utilization and further decision can be taken effectively without any conflicts. 5. It helps to take the decision without much wastage of time

4. IF YOU WERE IN MURTHY'S POSITION, HOW WOULD YOU HAVE HANDLED THE SITUATION ?

Solution:

Mr. Murthy being in the responsible position must first be aware is the exact situation. Unless and until the real situations are evaluated, a feasible solution for the problem cannot be found out. Suppose I was in that position of Murthy first I would have collected the statistical reports regarding the effectively the space can be utilized. Mr. Murthy as a head of committee must primarily analyze the space utilization of the various departments. If he would have collected and analyzed the statistics of plant and office layout, than the meeting conducted would have

MOB-CASE STUDIES

BALAJI INST OF IT & MANAGEMENT, KADAPA



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

MASTeR



M.A.M. B-School

Siruganur, Tiruchirappalli – 621 105.

NACC Accredited with 'A' Grade

(Approved by AICTE and Affiliated to Anna University, Chennai)



BA4016 - Industrial relations and labour legislations

CASE STUDY ANALYSIS

35/40

well

Report Submitted By

V. Krishnaraj (812222631081)

V. Kesavan (812222631078)

R. Lavanya (812222631083)

R. Krithika (812222631082)

M. Kesavarthini(812222631079)

20/10/2022



Case Study: Resolving Labour Grievances in ABC Manufacturing Company

ABC Manufacturing Company is a large industrial firm with a workforce of over 2,000 employees. The company is involved in the production of electronic components and has been in operation for the past two decades. Over the last few months, there has been a rise in labour grievances, leading to increased tension between the employees and the management.

INTRODUCTION:

Grievances are concerns, problems or complaints that employees raise with their employers. Anyone working in a business may, at some time, have problems or concerns about their work, working conditions or relationships with colleagues that they wish to talk about with management.

They want the grievance to be addressed, and if possible, resolved. It is also clearly in management's interests to resolve problems before they can develop into major difficulties for all concerned. In an employment context, a grievance refers to a formal complaint or concern raised by an employee regarding their work, working conditions, or terms of employment.

Grievances can arise from various issues, and they are typically brought to the attention of the employer or management for resolution. These concerns can range from disputes over wages and working hours to matters related to workplace safety, discrimination, harassment, or other employment-related issues.



Terms and conditions of employment

- Health and safety
- Work relations
- Bullying and harassment
- New working practices
- Working environment
- Organisational change
- Discrimination

Types of grievances:

Wage and Compensation Grievances:

Employees may raise concerns about their wages, salary structure, overtime pay, bonuses, or any perceived disparities in compensation.

Working Conditions:

Grievances related to working conditions may include complaints about safety hazards, inadequate facilities, lack of proper equipment, or concerns about health and safety standards in the workplace.

Discrimination and Harassment:

Employees may file grievances if they believe they have been subjected to discrimination or harassment based on factors such as race, gender, age, religion, or disability.



Workload and Hours of Work:

Grievances may arise from employees who feel they are being overworked, experiencing excessive stress, or facing issues related to work hours, breaks, or time-off policies.

Management Practices:

Complaints about management decisions, policies, or practices that employees find unfair or unjust can lead to grievances. This may include issues related to promotions, demotions, or disciplinary actions.

Lack of Communication:

Grievances can also stem from a perceived lack of communication between employees and management. If employees feel their concerns are not being heard or that they are not kept informed about important matters, they may raise grievances.

Steps Taken:**Wage Review:**

The GRC initiated a comprehensive review of the company's wage structure. They conducted a thorough analysis of job roles, responsibilities, and the tenure of employees. After consulting with relevant stakeholders, the committee proposed a revised wage structure that aimed at eliminating disparities and ensuring fair compensation for all employees.

Enhancing Safety Measures:

In response to the concerns about working conditions, the management invested in upgrading safety equipment and facilities. They also implemented



regular safety training sessions for all employees to minimize the risk of accidents. The GRC played a crucial role in monitoring the implementation of these measures.

Improved Communication Channels:

Recognizing the importance of effective communication, the management introduced regular town hall meetings, open forums, and anonymous suggestion boxes. This initiative aimed to bridge the communication gap and provide employees with a platform to voice their concerns. The GRC acted as a liaison between the workforce and management to ensure that concerns were addressed promptly.

Steps and Strategies for grievance resolution:

Resolving grievances in the workplace is a critical aspect of maintaining a healthy and productive work environment. Effectively addressing and resolving employee concerns helps foster trust, improve morale, and reduce the risk of conflicts. Here are steps and strategies for grievance resolution:

Establish Clear Grievance Procedures:

Clearly define and communicate grievance procedures within the organization. Make sure employees are aware of how they can raise concerns, to whom they should report grievances, and what steps will be taken to address them.

Encourage Open Communication:

Promote a culture of open communication where employees feel comfortable expressing their concerns without fear of retaliation. Establish regular



channels for feedback, such as suggestion boxes, town hall meetings, or employee forums.

Designate a Grievance Handling Team:

Assign a dedicated team or individual within the organization to handle grievances. This might include representatives from human resources, management, and even elected employee representatives. This team should be trained in conflict resolution and be impartial in their approach.

Conduct a Thorough Investigation:

When a grievance is raised, conduct a prompt and thorough investigation. Gather relevant information, interview involved parties, and review any documentation related to the issue. Ensure that the process is fair and unbiased.

Mediation and Alternative Dispute Resolution (ADR):

Consider using mediation or other ADR methods to resolve conflicts. A neutral third party can help facilitate communication between the parties involved and guide them toward a mutually acceptable resolution.

Document the Process:

Maintain detailed records of the grievance resolution process. Document the nature of the grievance, the steps taken to investigate, and the outcome. Having a clear record is essential for transparency and compliance with employment laws.

Provide Feedback to Employees:

Keep the involved parties informed throughout the resolution process. Once a resolution is reached, communicate the outcome to the employees involved. If



changes are implemented as a result of the grievance, make sure those changes are communicated as well.

Implement Changes and Prevent Recurrence:

If the grievance highlights areas for improvement in policies, procedures, or workplace practices, take proactive steps to implement necessary changes. This can help prevent similar grievances from arising in the future.

Train Managers and Employees:

Provide training to both managers and employees on conflict resolution, communication skills, and the organization's grievance procedures. Educating staff on how to address and resolve conflicts at an early stage can prevent grievances from escalating.

Seek Continuous Improvement:

Regularly review and evaluate the effectiveness of the grievance resolution process. Solicit feedback from employees and make adjustments to the procedures as needed. Continuous improvement ensures that the organization remains responsive to employee concerns.

By following these steps and fostering a workplace culture that values open communication and fairness, organizations can effectively resolve grievances and contribute to a positive and collaborative work environment.

Findings:

When an organization addresses grievances, it typically involves a thorough examination of the issues raised, interviews with involved parties, and a



comprehensive analysis of relevant documentation. Here are common findings that may arise from the resolution of grievances:

Substantiated Grievance:

The organization determines that the employee's grievance is valid and has merit. The organization takes appropriate measures to address the issue, such as implementing corrective actions, revising policies, or providing compensation.

Unsubstantiated Grievance:

The organization finds that the employee's grievance lacks merit or evidence to support the claims. Communication is provided to the employee explaining the decision, and if necessary, efforts are made to address any misunderstandings or misconceptions.

Policy Violation:

The investigation reveals that the grievance is a result of a violation of company policies or procedures. Corrective actions are taken, which may include disciplinary measures for individuals responsible for policy violations and a review or revision of relevant policies.

Miscommunication:

The grievance arises from a misunderstanding or breakdown in communication between parties. Emphasis is placed on improving communication channels and addressing any gaps or barriers that contributed to the misunderstanding.



Continuous Improvement Opportunities:

The grievance resolution process identifies areas for ongoing improvement within the organization. The organization commits to continuous monitoring, evaluation, and improvement of its grievance resolution mechanisms to ensure effectiveness and fairness.


By understanding and addressing the findings of grievances, organizations can foster a healthier work environment, improve employee satisfaction, and prevent the recurrence of similar issues in the future.

Conclusion:

The proactive measures taken by the management, with the collaboration of the Grievance Redressal Committee, resulted in a significant improvement in the work environment. The revised wage structure brought about greater satisfaction among employees, and the enhanced safety measures contributed to a reduction in workplace accidents. The improved communication channels fostered a sense of transparency and trust between the management and the workforce.

This case study highlights the importance of addressing labour grievances promptly and collaboratively, involving both the management and employees in the resolution process. The establishment of a Grievance Redressal Committee can serve as an effective mechanism for resolving conflicts and improving overall workplace satisfaction.




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A case on why India's so-called 'Bad bank' has not really taken off

A caselet in financial management & banking

The problem statement: India may not have had a full-fledged "Bad Bank" so far, but it has been working with the private sector to offload non-performing assets of banks to ARCs, or what we know as Asset Reconstruction Companies. However, the compared to the global average, the ARCs have not been as effective as they should be. We look at what is not right.

A quick context

Karnam Sanker, the chairman of the National Asset Reconstruction Company Ltd (NARCL), has quit. Going by reports, his exit has something to do with a proposal to merge NARCL with its "twin", the India Debt Resolution Company Ltd (IDRCL). NARCL, the so-called "bad bank", was set up in July 2021 to buy legacy stressed loans from banks. It is an asset reconstruction company (ARC) that would buy the bad loans at a mutually agreed value and work to recover the debts or associated securities. IDRCL is an asset management company meant to work in tandem with NARCL to help clean up bad assets.

The planned action points

It would be innovative to merge the two. The combined entity would consolidate and take over stressed debt from banks and manage and sell them to alternate investment funds and other potential investors. The target was for banks to sell INR 2 trillion worth of nonperforming assets (NPAs) to NARCL by 2021-22. Only 10 per cent of this has been executed.

The NARCL-IDRCL model, unlike private ARCs registered with the Reserve Bank of India (RBI), was backed by government funding. The Report of the Committee to Review the Working of ARCs (2021) has pointed out that of the 28 ARCs (private) in operation, the top five accounted for 70 per cent of the total assets under management as of 2020-21. Only three ARCs had net owned funds above INR 1,500 crore.

Ground reality

In terms of the capital base of the sector, more than 54 per cent is held by the top three ARCs. ARCs have been in operation since 2003, but their management of stressed assets is still uneven. Data for the financial years between 2002-03 and 2012-13 shows banks and other investors could recover only 14.29 per cent of the amount owed by borrowers in respect of stressed assets sold to ARCs.

About 80 per cent of the recoveries by ARCs has come through deployment of measures of reconstruction that do not necessarily lead to revival of businesses. This pales in comparison to Securum of Sweden, which, during 1992-97, recovered close to 86 per cent of the stressed amounts involved. Danaharta of Malaysia squared 58 per cent of the stressed amounts (1998-2005). Globally, there have also been public-private partnerships: Spain created the 55:45 Sareb in 2012, and Ireland the 51:49 National Asset Management Agency in 2009.

Given that recapitalisation of state-run banks could not go on forever due to financial constraints, it was felt that the NARCL-IDRCL model was the best bet, especially for large dud-credits.

So, what happened along the way?

"Though NARCL did start with a focus on Mint Road's List1 and 2 on bad loans (this was circulated among banks), the situation has changed a lot since. The prospects for bad assets resolution have faded due to their eroded values," says a senior banker, speaking on the condition of anonymity. A senior official with a private sector ARC says there are few corporate



bad loans still on the books of banks that have any value left. Thus, the stock of transferable NPAs is small.

Second, most of these NPAs are more than three or four years old and carry over 90 per cent provisions, in line with regulatory norms. There is little or no incentive for banks to offload these loans to ARCs. Over a period, lenders would opt to write them off their books while retaining the right for recovering dues from borrowers through legal process.

Third, banks have already filed cases under the Insolvency and Bankruptcy framework for resolution. This may take a long time, but banks are fine by it as it is a court approved process.

Last, there has been a change in priorities over a period in pricing preferences. Now, lenders want cash up front and have very little interest in getting part of the money in the form of security receipts (SRs) of 85 per cent. This has reduced the advantage of government guarantees for SRs that NARCL makes for bad loans.

Now, the elephant in the room.

The entire matter is within the State Bank of India group's domain, as key executives and directors in NARCL and IDRCCL are drawn from the country's largest lender. That brings us to what RBI Deputy Governor M Rajeswar Rao said on April 30, 2022: "What is the average time taken between default by a borrower and the eventual filing of application for insolvency resolution by creditors?" The point is, if you are late in identifying the problem, you will be left with what is worthless.

Rao was not speaking on ARCs, but an adjacent issue: Resolution of Stressed Assets and IBC (Insolvency and Bankruptcy Code). "It would also be interesting to see the relationship between such filing delays and the value deterioration that the creditors are required to recognise subsequently," he had said.

Conclusion

There is another side to bad banks. "Bad banks, essentially formed to ease the burden off banks' balance sheets, may encourage further build-up of risky assets. Knowing that they have the bad bank option to fall back on, banks may become less vigilant in giving out loans, leading to the problem of moral hazard," said a paper by Snehal S Herwadkar, Arpita Agarwal and Sambhavi Dhingra from the Banking Research Division of the Department of Economic and Policy Research of the RBI in its monthly Bulletin of February 2022.

That brings us running to the same spot.

Questions & Answers

1) What were the initial goals of the NARCL-IDRCCL model in terms of acquiring stressed debt from banks?

The initial goal was for banks to sell INR 2 trillion worth of nonperforming assets (NPAs) to NARCL by 2021-22. However, only 10 percent of this target has been achieved.

2) Why are private sector banks hesitant to offload their bad loans to ARCs like NARCL?

Private sector banks are hesitant to offload their bad loans to ARCs because most of these NPAs are over three or four years old and already have provisions of over 90 percent in line with regulatory norms. Therefore, there is little or no incentive for banks to transfer these loans to ARCs.

3) What impact has the change in pricing preferences had on the effectiveness of NARCL



in acquiring bad loans?

Lenders now prefer to receive cash up front rather than security receipts (SRs) of 85 percent. This has reduced the advantage of government guarantees for SRs that NARCL makes for bad loans.


4) What concerns have been raised regarding the potential long-term consequences of using bad banks to manage non-performing assets?

There are concerns that bad banks, formed to ease the burden off banks' balance sheets, may encourage further build-up of risky assets. Knowing they have the bad bank option, banks may become less vigilant in giving out loans, leading to a problem of moral hazard.

5) As an MBA student, critically evaluate the Insolvency and Bankruptcy Code (IBC)?

One answer option: The Insolvency and Bankruptcy Code has strengths such as timely resolution, a balanced creditor-centric approach, and fostering financial discipline. However, it faces challenges like operational bottlenecks leading to delays, and concerns regarding recovery rates for creditors.




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BUSINESS PLAN



BUSINESS PLAN TO START A FOOD BUSINESS

In

ENTREPRENEURSHIP DEVELOPMENT

A REPORT SUBMITTED TO

AFFILIATED TO

ANNA UNIVERSITY

Submitted by

**ABDUL SALEEM S R
ASHIK BASHA A
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FOOD STALL



INTRODUCTION

food stall is a large vehicle equipped to cook and sell food.

Some, including ice creamstalls, sell frozen or prepackaged food; others have onboard kitchens and prepare food from scratch. Sandwiches, hamburgers, French fries, and other regional fast food fare are common. In recent years, associated with the pop-up restaurant phenomenon, food stalls offering gourmet cuisine and a variety of specialties and ethnic menus have become particularly popular.

Food stalls, along with portable food booths and food carts, are on the front line of the street food industry that serves an estimated 2.5 billion people every day.





BARBECUE BOYS
Family Resto & Cafe



MAIN MENU



VEG TIKKA

Panner	₹ 60
Panner Hariyaali ★	₹ 80
Masroom Hariyaali	₹ 40

NON - VEG TIKKA

Chicken	₹ 80
Chicken Hariyaali ★	₹ 100
Al Faham Quarter	₹ 160



FRUITS

Pineapple ★	₹ 30
Watermelon	₹ 30
Beer Ice Cream	₹ 60



FOOD PROCESSING INDUSTRY IN INDIA

In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry.

The food industry, which is currently valued at US\$ 39.71 billion, is expected to grow at a Compounded Annual Growth Rate (CAGR) of 11 percent to US\$ 80.9 billion by 2020. Accounting for about 32 percent of the country's total food market, The Government of India has been instrumental in the growth and development of the food processing industry.

It contributes around 14 per cent of manufacturing Gross Domestic Product (GDP), 13 percent of India's exports and six per cent of total industrial investment.

The Indian gourmet food market is currently valued at US\$ 1.3 billion and is growing at a Compound Annual Growth Rate (CAGR) of 20 percent. India's organic food market is expected to increase by three times by 2020.

The organized food business in India is worth US\$ 48 billion, of which food delivery is valued at US\$ 15 billion. With online food delivery players like Food Panda, Zomato, TinyOwl and Swiggy building scale through partnerships, the organized food business has a huge potential and a promising future.

THE CONCEPT OF FOOD STALLS

A food stall is a large vehicle equipped to cook and sell food. A food stall is like a restaurant on wheels. Some food stalls sell ice creams, frozen or prepackaged food; others have onboard kitchens and prepare food from scratch. Sandwiches, hamburgers, French fries, and other regional fast food fare are common.

FOOD STALLS INDUSTRY

The industry comprises establishments primarily engaged in preparing and serving meals from a mobile stall. Food is normally prepared, stored and cooked on the stall. The stall may or may not use the same location each day.



7P'S OF FOOD STALL BUSINESS

1. **Product:** Products include menu items and services that food stall provides for sale. While developing a product owner should consider quality, design, features, packaging, customer service, and any subsequent after-sales service.
2. **Place:** Place is in regards to distribution, location, and methods of getting food stall products to the customers.
3. **Price:** Price concerns the amount of money that customers must pay in order to purchase the food stall products.
4. **Promotion:** Promotion refers to the act of communicating the benefits and value of food stalls product to the customers.
5. **People:** Human resources which are associated with food stall like chefs and assistants.
6. **Physical evidence:** Physical evidence will include ambiance, food stall decoration, Packing, Staff appearance.
7. **Process:**
 - o **Capacity Levels:** Maximum food storage
 - o **Accessibility:** Reachability of customer
 - o **Order taking**
 - o **Food safety**
 - o **Payment**
 - o **Feedback**



PROJECTED BALANCE SHEET

PARTICULARS	I Proj	II Proj	III Proj	IV Proj	V Proj
SOURCES OF FUND					
Capital A/c					
Opening Balance	-	0.78	0.54	0.21	0.47
Add: Addition	0.98	-	-	-	-
Add: Net Profit	0.80	1.26	1.67	2.51	3.57
Less : Drawings	1.00	1.50	2.00	2.25	2.50
	0.78	0.54	0.21	0.47	1.54
Term Loan	5.47	4.10	2.74	-	-
Current Liabilities					
Working Capital LimitSundry					
Creditors	2.70	2.70	2.70	2.70	2.70
Other Current Liabilities	0.13	0.18	0.23	0.28	0.30
TOTAL :	0.50	0.55	0.61	0.67	0.73
	9.59	8.07	6.49	4.11	5.27
APPLICATION OF FUND					
Fixed Assets (Gross)					
Gross Dep.	6.84	6.84	6.84	6.84	6.84
Net Fixed Assets	1.03	1.90	2.64	3.27	3.81
	5.81	4.94	4.20	3.57	3.03
Stock					
Sundry Debtors					
Cash and Bank	1.00	1.25	1.45	1.60	1.85
	0.03	0.04	0.05	0.05	0.06
TOTAL :	2.74	1.84	0.79	0.26	0.33
	9.59	8.07	6.49	5.48	5.27
	-	-	-	-	-



PROJECTED PROFITABILITY STATEMENT

PARTICULARS	I	II	III	IV	V
	Proj 40%	Proj 50%	Proj 60%	Proj 70%	Proj 80%
Capacity Utilization					
SALES					
Revenue from Operations	9.00	11.00	13.50	16.00	18.00
Total (A)	9.00	11.00	13.50	16.00	18.00
Consumables	3.96	5.28	7.02	8.32	9.00
Power Expenses	0.45	0.55	0.68	0.80	0.90
Salary to Staff	0.90	1.10	1.35	1.60	1.80
Misc Expenses	0.90	1.10	1.35	1.60	1.80
Depreciation	1.03	0.87	0.74	0.63	0.54
Interest on Term loan	0.67	0.55	0.40	0.24	0.09
Interest on Working Capital limit	0.30	0.30	0.30	0.30	0.30
	8.20	9.74	11.83	13.49	14.43
NET PROFIT	0.80	1.26	1.67	2.51	3.57
	8.88%	11.41%	12.38%	15.68%	19.85%
ADD : DEPRECIATION	1.03	0.87	0.74	0.63	0.54
CASH ACCRUALS	1.83	2.13	2.41	3.14	4.11



PROJECTED CASH FLOW STATEMENT

PARTICULARS	I	II	III	IV	V
	Proj	Proj	Proj	Proj	Proj
SOURCES OF FUND					
Incr. in Capital	0.98	-	-	-	
Net Profit after tax	0.80	1.26	1.67	2.51	3.57
Depreciation & Exp. W/Off	1.03	0.67	0.74	0.63	0.54
Incr. in Term loan	6.16	-	-	-	
Incr. in working Capital limit	2.70	-	-	-	
Incr. in Creditors	0.13	0.04	0.06	0.04	0.02
Incr. in Provisions	0.50	0.05	0.06	0.06	0.07
TOTAL :	12.30	2.22	2.53	3.24	4.20
APPLICATION OF FUND					
Incr. in Fixed Assets	6.64	-	-	-	
Incr. in Debtors	0.03	0.01	0.01	0.01	0.01
Incr. in Stock	1.00	0.25	0.20	0.15	0.25
Repayment of Term loan	0.68	1.37	1.37	1.37	1.37
Drawings	1.00	1.50	2.00	2.25	2.50
TOTAL :	9.55	3.12	3.58	3.78	4.12
Opening Cash & Bank Balance	-	2.74	1.64	0.79	0.26
Add : Surplus	2.74	(0.90)	(1.05)	(0.53)	0.07
Closing Cash & Bank Balance	2.74	1.64	0.79	0.26	0.33



REPAYMENT SCHEDULE OF TERM LOAN


11%

Year	Particulars	Amount	Addition	Total	Interest	Repayment	Cl Balance
I	Opening Balance						
	Ist Quarter	-	6.16	6.16	0.17	-	6.16
	IInd Quarter	6.16	-	6.16	0.17	-	6.16
	IIInd Quarter	6.16	-	6.16	0.17	0.34	5.81
	IVth Quarter	5.81	-	5.81	0.16	0.34	5.47
			6.16		0.67	0.68	
II	Opening Balance						
	Ist Quarter	5.47	-	5.47	0.15	0.34	5.13
	IInd Quarter	5.13	-	5.13	0.14	0.34	4.79
	IIInd Quarter	4.79	-	4.79	0.13	0.34	4.45
	IVth Quarter	4.45	-	4.45	0.12	0.34	4.10
					0.55	1.37	
III	Opening Balance						
	Ist Quarter	4.10	-	4.10	0.11	0.34	3.76
	IInd Quarter	3.76	-	3.76	0.10	0.34	3.42
	IIInd Quarter	3.42	-	3.42	0.09	0.34	3.08
	IVth Quarter	3.08	-	3.08	0.08	0.34	2.74
					0.40	1.37	
IV	Opening Balance						
	Ist Quarter	2.74	-	2.74	0.08	0.34	2.39
	IInd Quarter	2.39	-	2.39	0.07	0.34	2.05
	IIInd Quarter	2.05	-	2.05	0.06	0.34	1.71
	IVth Quarter	1.71	-	1.71	0.05	0.34	1.37
					0.24	1.37	
V	Opening Balance						
	Ist Quarter	1.37	-	1.37	0.04	0.34	1.03
	IInd Quarter	1.03	-	1.03	0.03	0.34	0.68
	IIInd Quarter	0.68	-	0.68	0.02	0.34	0.34
	IVth Quarter	0.34	-	0.34	0.01	0.34	0.00
					0.09	1.37	
Door to Door period		60 months					
Moratorium period		6 months					
Repayment Period		54 months					



DEBT SERVICE COVERAGE RATIO

Particulars	I	II	III	IV	V
NET PROFIT	0.80	1.26	1.67	2.51	3.57
Add : Depreciation	1.03	0.87	0.74	0.63	0.54
CASH ACCRUALS	1.83	2.13	2.41	3.14	4.11
ADD: INTEREST ON LOAN	0.67	0.55	0.40	0.24	0.09
TOTAL (A)	2.49	2.67	2.81	3.38	4.20
REPAYMENT OBLIGATIONS					
REPAYMENT OF LOAN	0.68	1.37	1.37	1.37	1.37
INTT. ON LOAN	0.67	0.55	0.40	0.24	0.09
TOTAL (B)	1.35	1.91	1.76	1.61	1.46
D.S.C.R.(A/B)	1.84	1.40	1.59	2.10	2.87
AVG. D.S.C.R.			1.92		



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