

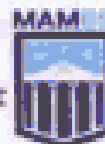


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INDEX

CRITERION: 5.1.2

Following Capacity development and skills enhancement activities are organised for improving students' Capability

1. Soft skills, 2. Language and communication skills, 3. Life skills (Yoga, physical fitness, health and hygiene), 4. ICT/computing skills/Awareness of trends in technology

2023-2024



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5.1.3 Capacity building and skills enhancement initiatives taken by the institution include the following

- 1. Soft skills*
- 2. Language and communication skills*
- 3. Life skills (Yoga, physical fitness, health and hygiene)*
- 4. ICT/computing skills*

Options:

- A. All of the above
- B. 3 of the above
- C. 2 of the above
- D. 1 of the above
- E. none of the above

Response:

- A. All of the above




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5.1.3 Capacity building and skills enhancement initiatives taken by the institution include the following

1. Soft skills, 2. Language and communication skills, 3. Life skills (Yoga, physical fitness, health and hygiene), 4. ICT/computing skills

Name of the capability enhancement program	Date of implementation (DD-MM-YYYY)	Number of students enrolled	Name of the agencies/consultants involved with contact details (if any)
SOFT SKILLS			
Be the BOSS	30.8.2024	43	
A Session on Personality Development and Interview Skills	25.4.2024	43	
A Session on Preparation Strategy for competitive Examination	15.4.2024	43	
A Session on Interview Skills	23.4.2024	43	
A Session on Personal Grooming	18.4.2024	36	
LANGUAGE AND COMMUNICATION SKILLS			
Presentation and Communication skills	24.4.2024	47	
Self Introduction and Group Discussion	26.4.2024	43	
Resume making and LinkedIn Profile	19.4.2024	43	
LIFE SKILLS (YOGA, PHYSICAL FITNESS, HEALTH AND HYGIENE)			
Be friending Stress	30.5.2023	43	Heartfulness Education Trust, Trichy Vadhagapatri Ashram, K. Sadanur, Tiruchirappalli, Tamil Nadu-620 021 Ph-9894098048, sangp2311@gmail.com
Yoga for Meditation & Well Being	19.6.2023	43	
Zumba Fitness	25.8.2023	43	
Water Security Alliance	9.10.23-10.10.23	47	
Be friending Stress-session 07	18.10.2023	47	
Peak Performance -session 07	19.10.2023	43	
Heartfulness Meditation	4.12.2023	43	
Kanha Santhi Varam Heartfulness Meditation Centre Hyderabad	13.24-3.1.24	27	
Yoga for Health & Wellness	27.4.24	36	
Time Management	26.5.2023	36	
(Let's take vessel! Let's eat safe food!!)	27.08.23	43	



Name of the capability enhancement program	Date of implementation (DD-MM-YYYY)	Number of students enrolled	Name of the agencies/consultants involved with contact details (if any)
ENTREPRENEURSHIP			
Entrepreneurship Qualities	23.4.2024	43	
ICT TOOLS/COMPUTING SKILLS			
Workshop on "DATA ANALYTICS"	11.9.23-12.9.23	37	
"Unleashing the power of Data Envelopment Analysis"	8.11.2023	37	
"Data Analytics Tools Support Vector Machine & Neural Network"	10.11.2023	37	
"Power BI"	14.11.2023	37	
"Tech-Empowered MBA" shaping the future of Business Education	4.12.2023	37	
"AI and IT Industry"	6.12.2023	55	
"Business Analytics Tools"	7.12.2023	55	
Market Basket Analysis	14.9.2023	37	
Predictive forecasting in various industries	7.12.2023	55	
Navigating Technologies & Transformations	5.4.2024	55	
Operations in Service Sector	6.5.2024	55	




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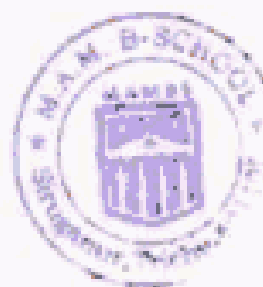
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REPORT OF THE PROGRAMME





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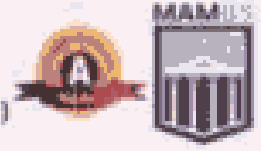


1. SOFT SKILLS

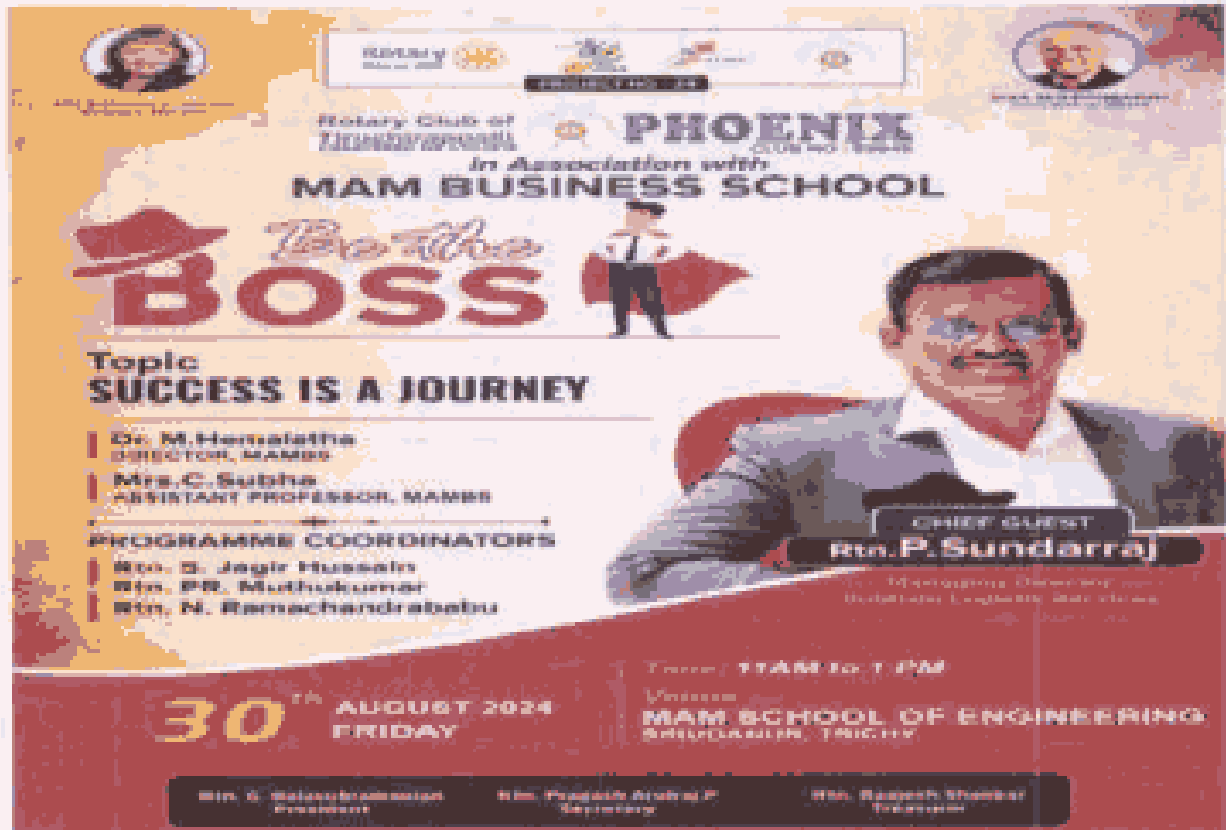




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BE THE BOSS



Rotary Club of Tiruchirappalli
PHOENIX
In Association with
MAM BUSINESS SCHOOL

Be the BOSS

Topic
SUCCESS IS A JOURNEY

Dr. M. Hemalatha
DIRECTOR, MAMBS

Mrs. C. Sudha
ASSISTANT PROFESSOR, MAMBS

PROGRAMME COORDINATORS

Mr. D. Jagir Hussain
Mr. P.R. Muthukumar
Mr. N. Ramachandrababu

CHIEF GUEST
Mr. P. Sundarraj
Managing Director,
Dulal & Co. Pvt. Ltd.

Time: 11AM to 1 PM
Venue:
MAM SCHOOL OF ENGINEERING
SIRUGANUR, TRICHY

30TH AUGUST 2024
FRIDAY

Mr. S. Balasubramanian President
Mr. Pragasath Arulraj P Secretary
Mr. Rajesh Shrivastava Treasurer





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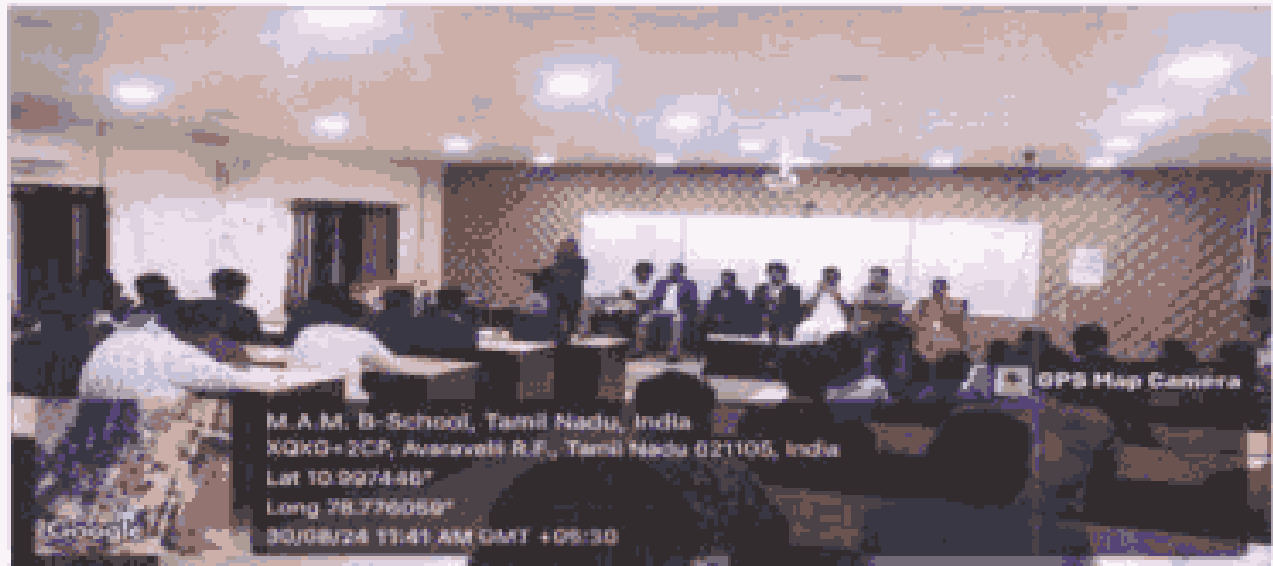
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M.A.M. B-School, a standalone Business School, Trichy its Internal Quality Assurance Cell (IQAC) & Rotract club of M.A.M. B-School associated with Rotary Club of Tiruchirappalli organized session on "Be the Boss Success is a Journey" on 30th August 2024.



M.A.M. B-School, Tamil Nadu, India
XGKD+2CP, Avaravelli R.P., Tamil Nadu 621105, India
Lat 10.997448°
Long 78.776059°
30/08/24 11:41 AM GMT +05:30





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GEO TAG PHOTOS





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A session on "Be the Boss Success is a Journey"

M.A.M. B-School, a standalone Business School, Trichy its Internal Quality Assurance Cell (IQAC)&Rotract club of M.A.M. B-School associated with Rotary Club of Tiruchirappalli organized session on "Be the Boss Success is a Journey" on 30th August 2024. The aim of the program was to provide insights into real-time business journeys, ultimately motivating the students. This initiative was designed to inspire and prepare students by offering them practical knowledge and experiences from the business world. Rtn. P. Sundarraj, Managing Director of Subham Logistics Services, served as the resource person for the program. Dr. M. Hemalatha, the Director of M.A.M. B-School, delivered the welcome address during the event. She shared her views on the "Be the Boss" series from the Rotary Club, highlighting how it has inspired many aspiring management students and real business owners alike. Dr. Hemalatha emphasized the importance of such programs in bridging the gap between academic learning and real-world business experiences. Rtn. P. Sundarraj began his session by sharing detailed insights from his personal experiences in the business world. He emphasized that having one's own money is not a prerequisite for starting a business. He further highlighted the importance of planning and timely decision-making as integral components of any successful business venture.



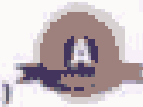


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His practical advice aimed to equip students with a realistic understanding of the challenges and opportunities in the business world.

Rtn. P. Sundarraj also mentioned that appreciation can pave the way for new styles and approaches in business. He urged the students to always have a contingency plan for all activities, stressing the importance of being prepared for unexpected challenges. His advice was aimed at helping the students develop a proactive and resilient mind set, essential for navigating the complexities of the business world. Rtn. P. Sundarraj emphasized that an entrepreneur must be capable of handling risk situations. He pointed out that the ability to manage risks effectively is crucial for business success. Rtn. P. Sundarraj also stated that a businessman should maintain strong relationships with competitors and other business people. He highlighted that fostering good relationships within the industry can lead to mutual benefits, collaboration, and a better understanding of the market landscape. The session proved to be highly useful for the students, making a significant impact by providing them with valuable information on real-world business journeys. During the session, students had the opportunity to raise a few questions to the resource person, Rtn. P. Sundarraj. He responded to their queries, further enriching the discussion and providing additional clarity on various aspects of the business world. Ms. C. Subha, Assistant Professor, Rotaract Club Coordinator made all the required arrangement for completion of the programme.




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ACADEMIC YEAR - 2023-24

Be the BOSS

STUDENT NAME LIST - I YEAR "C" SEC (BATCH:2023-25)

S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
1	812223631132	Sakthi K	K. K.
2	812223631133	Sampathkumar S	S. Sampath
3	812223631134	Sandhiya S	S. Sandhiya
4	812223631136	Sanjay S	S. Sanjay
5	812223631138	Santhiya R	R. Santhiya
6	812223631139	Saranya S	S. Saranya
7	812223631142	Sedhu S	S. Sedhu
8	812223631144	Shiva R	R. Shiva
9	812223631145	Shrija S	S. Shrija
10	812223631146	Siranjeevi P	P. Siranjeevi
11	812223631147	Sivaneshwari S	S. Sivaneshwari
12	812223631148	Sneka P	P. Sneka
13	812223631149	Sneka R	R. Sneka
14	812223631150	Sona S K	S. K. Sona
15	812223631151	Sriazhageswaran S	S. Sriazhageswaran
16	812223631152	Srimathi P	P. Srimathi
17	812223631153	Srinivasan S	S. Srinivasan
18	812223631154	Sriram S	S. Sriram
19	812223631155	Srivinay S	S. Srivinay
20	812223631156	Subalakshmi K	K. Subalakshmi
21	812223631157	Subathra M	M. Subathra
22	812223631159	Subikshan R	R. Subikshan
23	812223631161	Suganthi M	M. Suganthi
24	812223631162	Sulochana U	U. Sulochana
25	812223631163	Surendar N	N. Surendar
26	812223631164	Surendar V	V. Surendar
27	812223631165	Suruthimega M	M. Suruthimega
28	812223631166	Susmitha merlin A	A. Susmitha merlin
29	812223631167	Suvaitha M	M. Suvaitha










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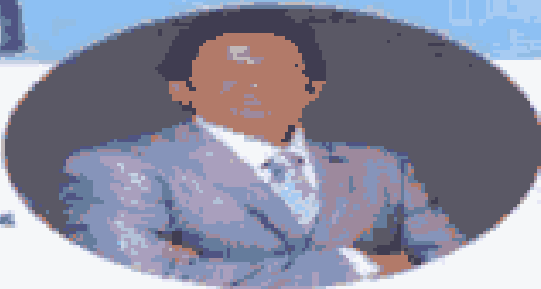


A session on "Personality Development and Interview Skills"



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CAREER DEVELOPMENT AND PLACEMENT CELL
A QUEST LECTURE ON
PERSONALITY DEVELOPMENT AND INTERVIEW SKILLS



25 APRIL, 2024 **11 A.M**

Mr. Sivakumar Sathgurunath
Motivational Speaker/ Distinguished Toastmaster
CEO - Trichy Plus

Dr.M.Hemalatha
Director - MAMBS

Mrs.Pothina Rathna Lakshmi
Secretary & CEO MASTeR CL

VENUE:MAMBS ELITE HALL ANNEXURE BLOCK





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M.A.M. B-School, a standalone Business School, Trichy its Career Development and Placement Cell organized a Guest Lecture on "Personality Development and Interview Skills" on 25th April 2024. Having a motivational speaker and distinguished Toastmaster like Mr. Sivakumar Sathgurunath as a guest speaker must have brought a wealth of experience and insights to the session. His expertise in communication and leadership would likely have been highly valuable for the students.





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A session on "Personality Development and Interview Skills"

M.A.M. B-School, a standalone Business School, Trichy its Career Development and Placement Cell organized a Guest Lecture on "Personality Development and Interview Skills" on 25th April 2024. Having a motivational speaker and distinguished Toastmaster like Mr. Sivakumar Sathgurunath as a guest speaker must have brought a wealth of experience and insights to the session. His expertise in communication and leadership would likely have been highly valuable for the students. The session started with the welcome address by Dr. M. Hemalatha, the esteemed Director of M.A.M. B-School, extended a warm welcome to all participants at the event and stated the significance of personality development for the students to develop to success in the professional life. She shared her insights how that personality makes difference in the market. Mr. Sivakumar Sathgurunath Encouraging students to focus on enhancing their interpersonal skills is excellent advice. Strong interpersonal skills are essential for effective communication, collaboration, and building relationships in both personal and professional settings. He addressed various dimensions like physical, mental, social, spiritual, and financial aspects of personality development provides students with a holistic understanding of personal growth. Each of these dimensions plays a crucial role in shaping an individual's overall personality and well-being.

Mr. Sivakumar Sathgurunath covered a wide range of valuable topics during the session, including team management, personality development, and people management skills. Providing students with resources such as books and web links is a fantastic way to continue their learning beyond the lecture. Simple methods and practical tips can be incredibly helpful for students to start improving their basic skills right away. Mr. Sivakumar Sathgurunath's emphasis on the significance of personality for professional success is spot on. A strong personality, encompassing various traits like communication skills, confidence, adaptability, and emotional intelligence, can indeed greatly impact an individual's career trajectory. Encouraging students to work on developing their personalities can help them stand out in the competitive professional landscape. Mr. Sivakumar Sathgurunath's discussion of personal motivation resonated with the students, as it demonstrated the importance of staying motivated and determined in pursuing their goals. The programme encouraged the students to improve upon their skills and competencies for their personal and professional growth. The session was very informative and thought-provoking session for all the MBA students and overwhelming response by and large. Ms. A. Malur, Placement Officer, Mr. S. Vikneswaran, Assistant Placement Officer, M.A.M. B-School, made all the requisite arrangement for the programme.




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**ACADEMIC YEAR - 2023-24****A Session on Personality Development and Interview Skills****STUDENT NAME LIST - I YEAR "C" SEC (BATCH:2023-25)**

S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
1	812223631132	Sakthi K	K. Sakthi
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26	812223631164	Surendar V	V. Surendar
27	812223631166	Suruthimega M	M. Suruthimega
28	812223631168	Susmitha merlin A	A. Susmitha merlin
29	812223631169	Suvaltha M	M. Suvaltha



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A session on Preparation Strategy for Competitive Examination



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www.mambs.com, director@mambs.com



CAREER DEVELOPMENT AND PLACEMENT CELL PREPARATION STRATEGY FOR COMPETITIVE EXAMINATION



With Our Special Guest
R.VIJAYALAYAN



**NR IAS ACADEMY
FOUNDER and CEO**



15

APRIL



Monday
Start At 3.30 Pm - 3.30 Pm

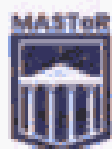


MAMBS Elite Hall

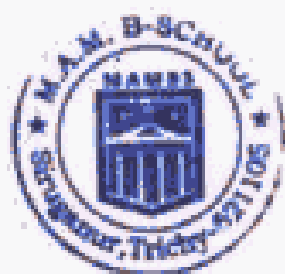
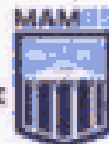
Dr.M.HEMALATHA
Director - MAMBS

Mrs.FATHIMA BATHOOL MALUK
Secretary & CEO - MASTeR GI





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GEO TAG PHOTOS



M.A.M. B-School, a standalone Business School, Trichy its Career Development and Placement Cell organized a session on Preparation Strategy for Competitive Examination 15th April 2024. Mr. R. Vijayalayan, NR IAS Academy, Founder & CEO graced the event as the keynote speaker.



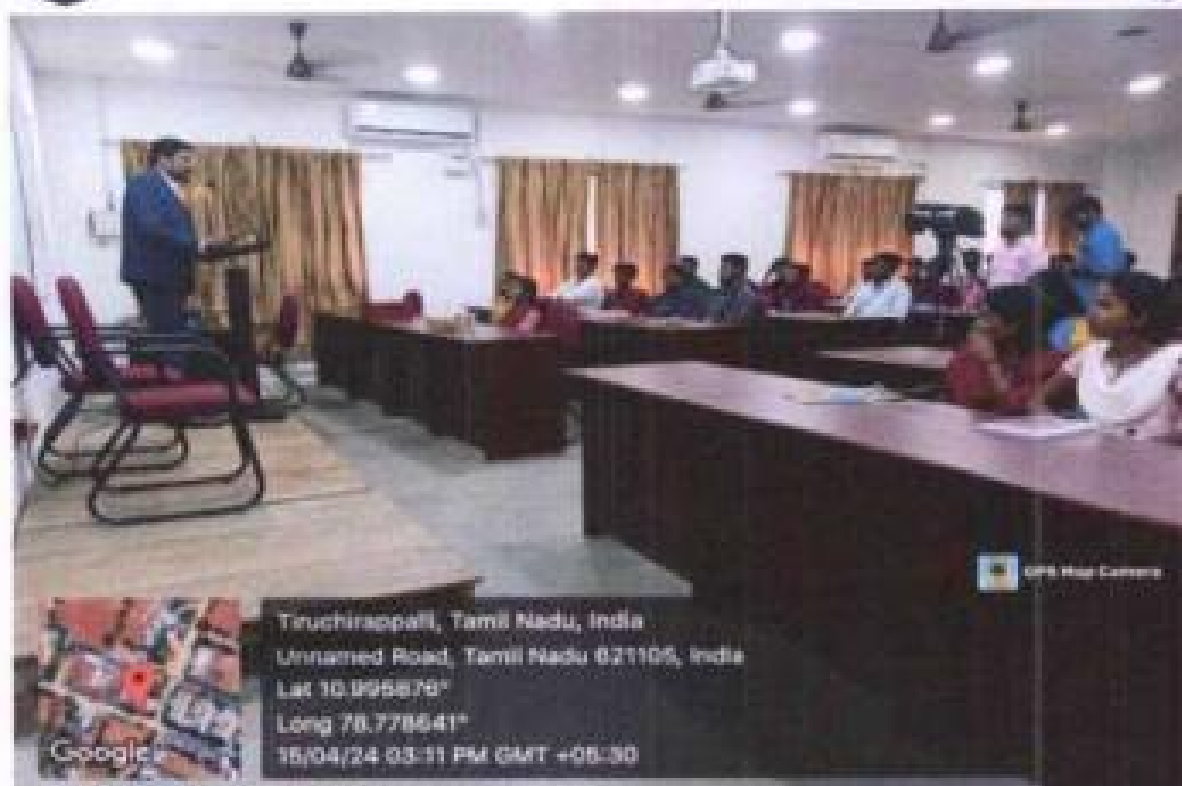


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A session on Preparation Strategy for Competitive Examination

M.A.M. B-School, a standalone Business School, Trichy its Career Development and Placement Cell organized a session on Preparation Strategy for Competitive Examination 15th April 2024. Mr. R. Vijayalayan, NR IAS Academy, Founder & CEO graced the event as the keynote speaker. Dr. M. Hemalatha, the esteemed Director of M.A.M. B-School, extended a warm welcome to all participants at the event and emphasizing the significance of embracing digital transformation in today's rapidly evolving business landscape. Mr. R. Vijayalayan's presentation seems incredibly informative, especially for those interested in pursuing state job opportunities in Tamil Nadu. Knowing the various types of examinations, eligibility criteria, syllabus, and selection methods can greatly assist aspirants in preparing effectively. Mr. R. Vijayalayan's advice is spot on. Concentrating on aptitude and reasoning skills, along with mastering reading comprehension, English grammar, and general knowledge, can significantly enhance one's chances of success in competitive examinations. These are foundational skills that are often tested in various recruitment processes. He stated reliable resources for skill improvement is crucial for effective preparation. He added that online sources can offer a wide range of study materials, practice tests, and interactive exercises to help candidates enhance their aptitude, reasoning, language proficiency, and general knowledge.

Mr. R. Vijayalayan discussing both state and central government job opportunities broadens the scope for aspiring candidates. The selection process for central government exams like the UPSC Civil Services Examinations is rigorous and multifaceted, covering various stages such as preliminary exams, mains, and interviews. Understanding the intricacies of these processes can help candidates better prepare and tailor their approach accordingly. He provided a day-to-day preparation plan is incredibly helpful for candidates preparing for competitive examinations. This plan likely included a structured study schedule covering all relevant subjects and topics, allocating time for revision, practice tests, and self-assessment. Breaking down the preparation process into manageable daily tasks can make studying more manageable and reduce overwhelm. Mr. R. Vijayalayan's guidance on techniques and tactics for exam preparation likely included tips such as time management, effective study routines, practicing with mock tests, and developing a positive mind set. Mrs. A. Malar, placement coordinator, Mr. S. Vikneswaran, Assistant Professor at M.A.M. B-School, made all the requisite arrangement for the programme.




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**ACADEMIC YEAR - 2023-24****A Session on Perparation Strategy for competitive Examination****STUDENT NAME LIST - I YEAR "C" SEC (BATCH:2023-25)**

S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
1	812223631132	Sakthi K	K. K.
2	812223631133	Sampathkumar S	S. Sampath
3	812223631134	Sandhiya S	S. Sandhiya
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6	812223631139	Saranya S	S. Saranya
7	812223631142	Sedhu S	S. Sedhu
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19	812223631155	Srvinay S	S. Srvinay
20	812223631156	Subalakshmi K	K. Subalakshmi
21	812223631157	Subathra M	M. Subathra
22	812223631159	Subikshan R	R. Subikshan
23	812223631161	Suganthi M	M. Suganthi
24	812223631162	Sulochana U	U. Sulochana
25	812223631163	Surendar N	N. Surendar
26	812223631164	Surendar V	V. Surendar
27	812223631165	Suruthimega M	M. Suruthimega
28	812223631166	Susmitha merlin A	A. Susmitha
29	812223631167	Suvaitha M	M. Suvaitha





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A Session on "Interview Skills"

M.A.M. B-School, a standalone Business School, Trichy its Career Development and Placement Cell organized a session on "Interview Skills" on 23rd April 2024. Selvakumar Periyasamy, M. Tech., (Ph.D.), Placement Officer/Motivational Speaker, CARE Group of Institutions, Trichy was the resource person for the program



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CAREER DEVELOPMENT AND PLACEMENT CELL

A GUEST LECTURE ON INTERVIEW SKILLS



AT 11:00 AM
23 APRIL 2024

VENUE: MBS ELITE HALL
ANNEXURE BLOCK

**SELVAKUMAR PERIYASAMY M.TECH (PH.D.)
PLACEMENT OFFICER /MOTIVATIONAL SPEAKER
CARE GROUP OF INSTITUTIONS, TRICHY**

Dr.M..Hemalatha
Director - MAMBS

Mrs.Fathima Bathooli Maluk
Secretary & CEO MASTeR GL





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A Session on "Interview Skills"

M.A.M. B-School, a standalone Business School, Trichy its Career Development and Placement Cell organized a session on "Interview Skills" on 23rd April 2024. Selvakumar Periyasamy, M. Tech., (Ph.D.), Placement Officer/Motivational Speaker, CARE Group of Institutions, Trichy was the resource person for the program. Dr. M. Hemalatha's welcoming address and emphasis on the importance of improving interview skills set a positive tone for the event. Dr. Hemalatha's emphasis on the importance of interview skills for self-marketing in a competitive market is spot on. She added that in today's job market, where competition is fierce, possessing strong interview skills can make a significant difference in standing out to potential employers. Selvakumar Periyasamy's insights into current job market trends are incredibly valuable for students preparing to enter the workforce. The emphasis on problem-solving skills and effective communication resonates with the evolving demands of today's corporate world. Employers are indeed seeking candidates who not only possess technical expertise but also demonstrate the ability to adapt, innovate, and communicate effectively within teams and with clients.

Mr. Selvakumar Periyasamy is well-regarded in the field of training and placement. Having someone with extensive experience and knowledge leading the session on interview skills would undoubtedly benefit the students. His expertise provided practical insights and real-world examples to help students understand what employers are looking for and how to effectively present themselves during interviews. Mr. Selvakumar Periyasamy's emphasis on selecting the right career in the right organization, improving communication skills, and developing basic interpersonal skills is crucial advice for students navigating their career paths. Choosing a career that aligns with one's interests, values, and strengths can lead to greater job satisfaction and success in the long run. Additionally, strong communication and interpersonal skills are essential for building relationships, collaborating effectively with colleagues, and advancing in one's career. He advised to utilize online sources to improve soft skills is practical and accessible, given the wealth of resources available on the internet. Engaging in online courses, tutorials, or webinars focused on communication, leadership, and interpersonal skills can indeed complement traditional education and enhance students' employability. He finally insist to do an internships. Internships provide invaluable hands-on experience, allowing students to apply theoretical knowledge in real-world settings, develop practical skills, and build professional networks. The session provided students with valuable insights into interview requirements and current market conditions, which are essential for their career preparation. Ms. A. Malar, Placement Officer, Mr. S. Vikneswaran, Assistant Placement Officer, M.A.M. B-School, made all the requisite arrangement for the programme.



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**ACADEMIC YEAR - 2023-24****A Session on Interview Skills****STUDENT NAME LIST - I YEAR "C" SEC (BATCH:2023-25)**

S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
1	812223631132	Sakthi K	K. K.
2	812223631133	Sampathkumar S	S. Sampath
3	812223631134	Sandhiya S	S. Sandhiya
4	812223631136	Sanjay S	S. Sanjay
5	812223631138	Santhiya R	R. Santhiya
6	812223631139	Saranya S	S. Saranya
7	812223631142	Sedhu S	S. Sedhu
8	812223631144	Shiva R	R. Shiva
9	812223631145	Shrija S	S. Shrija
10	812223631146	Siranjeevi P	P. Siranjeevi
11	812223631147	Sivaneshwari S	S. Sivaneshwari
12	812223631148	Sneha P	P. Sneha
13	812223631149	Sneha R	R. Sneha
14	812223631150	Sona S K	S. K. Sona
15	812223631151	Sriazhageswaran S	S. Sriazhageswaran
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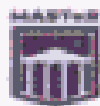




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A session on "Personal Grooming"



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Internal Quality Assurance Cell (IQAC) & JCI
organizes

PERSONAL GROOMING

Resource Person

Mrs. N. Seetha Lakshmi

CEO

Beauty Friendly salon and Academy
Chairman - JCOML Trichy
President - JCI Trichy Sahithi



18th April 2024 - 10.00 Am.



M.A.M. B-School Siruganur

Dr. M. Manjunatha
Director - MAMBS

Mrs. Pothina Balasubramanyam
Secretary & CEO - MASToR GL

M.A.M. B-School, a standalone Business School, Trichy its Internal Quality Assurance Cell (IQAC)&JCI organizes a session on "Personal Grooming" on 18th April 2024. Mrs. N Seetha Lakshmi, CEO, Beauty Friendly Salon and Academy, Chairman - JCOML Trichy,





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GEO TAG PHOTOS:





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A session on "Personal Grooming"

M.A.M. B-School, a standalone Business School, Trichy, its Internal Quality Assurance Cell (IQAC)&JCI organized a session on "Personal Grooming" on 18th April 2024. Mrs. N Seetha Lakshmi, CEO, Beauty Friendly Salon and Academy, Chairman – JCOML Trichy, President – JCI Trichy Sakthi, graced the event as the keynote speaker. Dr. M. Hemalatha's warm welcome and emphasis on the importance of grooming in professional life must have set a positive tone for the event. By highlighting the significance of grooming, she underscored the notion that personal presentation is an integral part of professional success. Dr. M. Hemalatha's emphasis on the importance of personal grooming in a diversified working environment is particularly noteworthy. In today's globalized and multicultural workplaces, understanding and respecting diverse perspectives, cultures, and norms are essential for effective collaboration and success. Mrs. N Seetha Lakshmi, with her extensive experience and leadership roles, as the keynote speaker undoubtedly added immense value to the event. Her multifaceted background as the CEO of Beauty Friendly Salon and Academy, Chairman of JCOML Trichy, and President of JCI Trichy Sakthi provided a unique perspective on personal grooming and its relevance in various professional settings.

Mrs. N Seetha Lakshmi, in her session on personal grooming, shared insightful tips on selecting the right formal dress code, emphasizing its significant impact on professional life. She began by stressing the importance of understanding the company's dress code policy, highlighting the varying levels of formality across different workplaces. Mrs. Lakshmi advised participants to opt for neutral colors like black, navy, or gray for a classic and professional appearance while avoiding overly bright or flashy colors. She emphasized the importance of well-fitted attire, recommending tailoring if necessary to achieve the perfect fit. Additionally, Mrs. N Seetha Lakshmi urged attendees to invest in high-quality fabrics that drape well and maintain their shape over time. She added that grooming encompasses various aspects beyond just physical appearance, including personal hygiene, attire, body language, and communication skills. By delving into these details, she likely helped participants recognize that grooming is not just about superficial appearance but also about cultivating a professional demeanor and presence that enhances one's credibility and confidence in the workplace. Highlighting the impact of personal grooming on professional life, particularly emphasizing the adage "first impression is the best impression," is crucial.

Mrs. N Seetha Lakshmi stressing the significance of making a positive first impression, she encouraged students to prioritize personal grooming as a means of effectively communicating their competence and confidence to colleagues, clients, and employers. Mrs. N Seetha Lakshmi provided attendees with essential beauty tips to maintain a good skin tone and appearance, particularly in the face of diverse working conditions. Stressing the importance of personalized skincare routines, she advised individuals to cleanse their skin



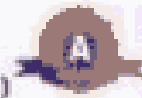


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regularly using suitable cleansers to eliminate accumulated dirt and oil. Mrs. Lakshmi emphasized the significance of hydration, recommending daily moisturization with lightweight, non-comedogenic products to safeguard the skin's natural moisture barrier. Moreover, she underscored the necessity of sun protection, urging participants to apply broad-spectrum sunscreen generously and reapply as needed, especially when exposed to sunlight during work. With a hands-on approach, Mrs. Lakshmi involved students in skincare routines and makeup application, allowing them to experience first-hand the importance of proper grooming practices. Students gained valuable basic self-grooming tips that they could incorporate into their daily routines. Mrs. S. Yogapriya, Assistant Professor, JCI coordinator, M.A.M. B-School, made all the requisite arrangement for the programme.



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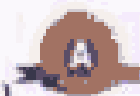


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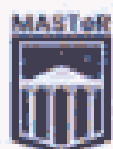
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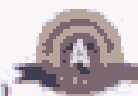


2. LANGUAGE AND COMMUNICATION SKILLS









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"Presentation & Communication Skills"



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CAREER DEVELOPMENT AND PLACEMENT CELL

**PRESENTATION
&
COMMUNICATION SKILLS**

📅 24 APRIL, 2024 🕒 11.00 AM
📍 MAMBS ELITE HALL

Dr. M. Mahendran
Director - Training, Placement & Corporate Relations
St. Joseph's College, Trichy

Dr.M.Hemalatha Director - MAMBS	Mrs.Fathima Bethool Maluk Secretary & CEO MASTeR SL
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M.A.M. B-School, a standalone Business School, Trichy its Career Development and Placement Cell organized session on "Presentation & Communication Skills" on 24th April 2024. Dr. M. Mahendran, Director of Training, Placement & Corporate Relations at St. Joseph's College, Trichy, served as the resource person for the program.





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A session on "Presentation & Communication Skills"





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A session on "Presentation & Communication Skills"

M.A.M. B-School, a standalone Business School, Trichy its Career Development and Placement Cell organized a session on **"Presentation & Communication Skills"** on 24th April 2024. Dr. M. Mahendran, Director of Training, Placement & Corporate Relations at St. Joseph's College, Trichy, served as the resource person for the program. The session aimed to equip students with essential skills necessary for succeeding in the corporate world. Dr. M. Hemalatha extended a warm welcome to all participants and highlighted how proficiency in these skills is not only crucial for personal and professional success but also essential for navigating the complexities of the modern workplace. She stated that Career Development and Placement Cell at M.A.M. B-School remains committed to organizing such initiatives to empower students and enhance their employability in the competitive business landscape. Dr. Mahendran commenced the session with an insightful exploration of communication, elucidating its various components such as verbal, non-verbal, written, and visual communication. He underscored the significance of effective communication in professional settings, drawing from his vast experience in training and corporate relations.

Dr. Mahendran guided participants through the key elements of delivering impactful presentations. From defining the purpose of presentations to structuring content logically and employing engaging delivery techniques, his practical tips resonated well with the audience. Interactive activities facilitated hands-on practice, allowing participants to hone their presentation and communication skills. Firstly, Dr. Mahendran underscored the significance of reading as a means of expanding vocabulary, improving comprehension, and gaining exposure to diverse writing styles and perspectives. Secondly, stressed the importance of active listening as a foundational skill for effective communication. Thoughtfully. Thirdly, highlighted the value of writing as a tool for clarity and expression. Lastly, Dr. Mahendran emphasized the importance of speaking practice in developing confidence and fluency in communication. Participants gained a deeper understanding of communication dynamics, including verbal, non-verbal, written, and visual aspects, and learned about their critical role in professional settings. The session was useful for the students to understand the importance of the communication skills and presentation skills in the business dynamics. Ms. A. Malar, Placement Officer, Mr. S. Vikneswaran, Assistant Placement Officer, M.A.M. B-School, made all the requisite arrangement for the programme.





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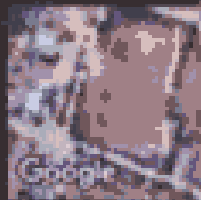
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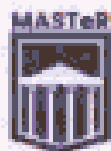
GEO TAG PHOTOS:



M.A.M. B-School, Tamil Nadu, India
XGWD+FGS, Avaravelli R.F., Tamil Nadu 621105, India
Lat 10.996796°
Long 78.776841°
24/04/24 11:23 AM GMT +05:30

GPS Map Camera





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SELF INTRODUCTION AND GROUP DISCUSSION



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CAREER DEVELOPMENT AND PLACEMENT CELL

SELF INTRODUCTION

&

GROUP DISCUSSION



V.CHITRA
PLACEMENT OFFICER
MAMCET



26-04-2024



11:00AM - 12:30 PM



MAMBS ELITE HALL
ANNEXURE BLOCK

Dr. M. Manojakumar
Director - MAMBS

Mrs. Puthirai Rathnam Mahalingam
Secretary & CEO - MASTeR GI



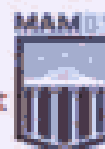
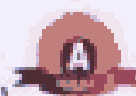


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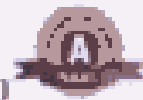


"SELF INTRODUCTION AND GROUP DISCUSSION"





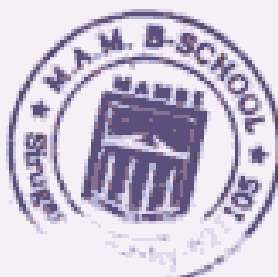
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GEO TAG PHOTOS



"SELF INTRODUCTION AND GROUP DISCUSSION"



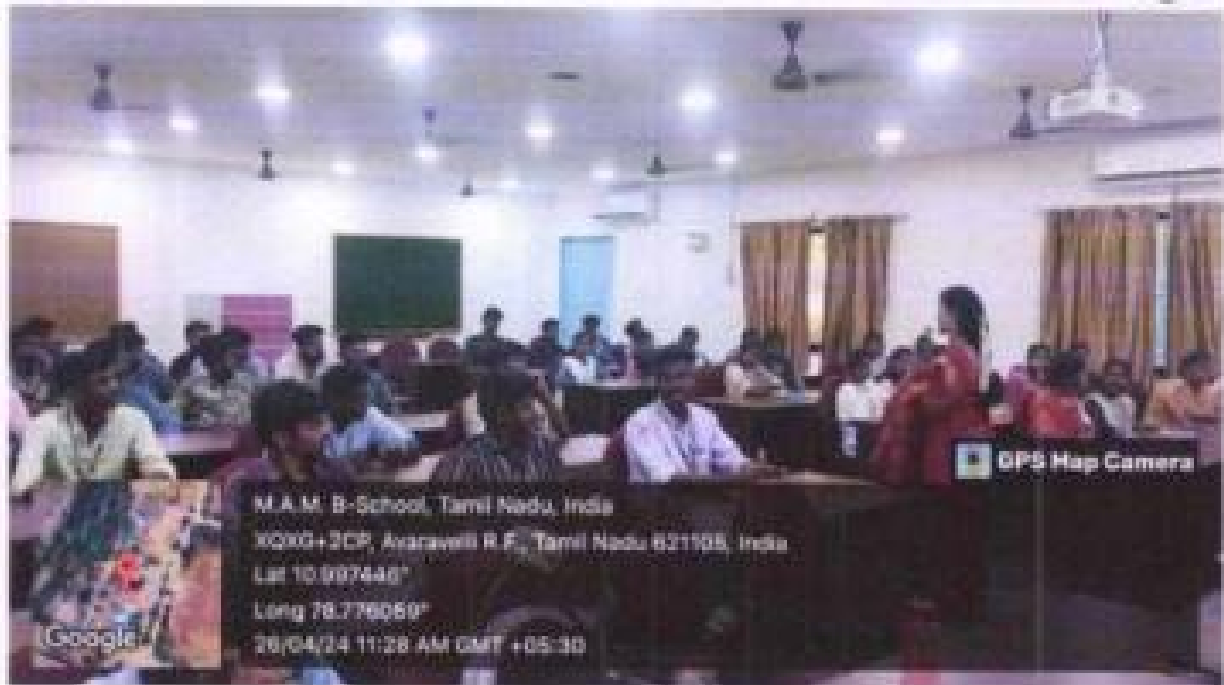


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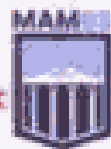
**ACADEMIC YEAR - 2023-24****Self Introduction and Group Discussion****STUDENT NAME LIST - I YEAR "C" SEC (BATCH:2023-25)**

S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
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29	812223631169	Suvaltha M	M. Suvaltha





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"Resume Making & LinkedIn Profile"

M.A.M. B-School, a standalone Business School, Trichy its Career Development and Placement Cell organized a session on "Resume Making & LinkedIn Profile" on 29th April 2024. Mr. Muthuraja Kannan, MBA, PGDMHL, Placement Officer, Jamal Institute of Management as the resource person for the program. The aim of the session is providing students with valuable insights into the resume building.

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www.mambschool.edu
admission@mambschool.edu

CAREER DEVELOPMENT AND PLACEMENT CELL
A GUEST LECTURE ON
RESUME MAKING & LINKEDIN PROFILE
29 April, 2024 | 11.00 am
MAMBS Elite Hall Annexure Block


MR. MUTHURAJA KANNAN
PLACEMENT OFFICER
JAMAL MOHAMED COLLEGE (AUTONOMOUS)

Dr. M. Harivardhana
Director - MAMBS

Mrs. Fathima Basha M M
Secretary & CEO MASTeR GL





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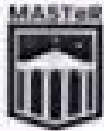
A session on "Resume Making & LinkedIn Profile"

M.A.M. B-School, a standalone Business School, Trichy its Career Development and Placement Cell organized a session on "Resume Making & LinkedIn Profile" on 29th April 2024. Mr. Muthuraja Kannan, MBA, PGDMHL, Placement Officer, Jamal Institute of Management as the resource person for the program. The aim of the session to providing students with valuable insights into the resume building. Dr. M. Hemalatha, Director of M.A.M. B-School, delivered a welcome address and her guidance would carry significant weight and reassure students about the importance of resume building for securing job opportunities, especially for fresher's entering the workforce. She further added that essential for students to understand how to effectively present their skills and experiences on their resumes to make a strong impression on potential employers. He discussed various techniques with students on how to create an effective resume. She also explained various formats along with their uses. During workshops students learn essentials of writing effective resume for targeting specific jobs in a competitive job marketing so as to make good first impression. Mock resume writing exercise was also conducted during workshop. His explanation highlights the critical role of a resume in the job application process. Indeed, resumes serve as the initial gateway for candidates to make an impression on potential employers. Including comprehensive details about past experiences, present qualifications, and future aspirations is vital for showcasing professional abilities effectively.

He added that it's important for candidates to understand that their resumes are not just lists of past jobs and qualifications, but rather tools for presenting themselves as the best fit for the positions they're applying for. By ensuring that resumes are well-organized, tailored to specific job roles, and highlight relevant skills and accomplishments, candidates can significantly increase their chances of progressing through the selection process. Focusing on LinkedIn profile creation in the second session is a great continuation from discussing resumes. LinkedIn has become an essential platform for professional networking and job searching, so understanding how to create an effective profile is crucial for students and professionals alike he added. During this session, attendees learned about the different sections of a LinkedIn profile, such as the headline, summary, experience, education, and skills. They may have also received guidance on how to optimize each section to maximize visibility and appeal to potential employers or recruiters. Additionally, students might have learned about the importance of networking on LinkedIn, engaging with industry professionals, joining relevant groups, and sharing content to establish thought leadership and expand their professional connections. Ms. A. Malai, Placement Officer, Mr. S. Vikneswaran, Assistant Placement Officer, M.A.M. B-School, made all the requisite arrangement for the programme.



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**ACADEMIC YEAR - 2023-24****Resume making and LinkedIn Profile****STUDENT NAME LIST - I YEAR "C" SEC (BATCH:2023-25)**

S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
1	812223631132	Sakthi K	K. Sakthi
2	812223631133	Sampathkumar S	S. Sampath
3	812223631134	Sandhiya S	S. Sandhiya
4	812223631136	Sanjay S	S. Sanjay
5	812223631138	Santhiya R	R. Santhiya
6	812223631139	Saranya S	S. Saranya
7	812223631142	Sedhu S	S. Sedhu
8	812223631144	Shiva R	R. Shiva
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11	812223631147	Sivaneshwari S	S. Sivaneshwari
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13	812223631149	Sneka R	R. Sneka
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16	812223631152	Srimathi P	P. Srimathi
17	812223631153	Srinivasan S	S. Srinivasan
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26	812223631164	Surendar V	V. Surendar
27	812223631166	Suruthimega M	M. Suruthimega
28	812223631168	Susmitha merlin A	A. Susmitha
29	812223631169	Suvaitha M	M. Suvaitha





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3.LIFE SKILLS (YOGA, PHYSICAL FITNESS, HEALTH AND HYGIENE),





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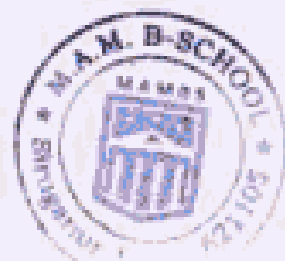
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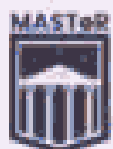
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HEALTH & FITNESS 2023-2024

M.A.M. B-School Student Association Club, IQAC and Youth Red Cross organised a Heartful Meditation session No. 6 on "Befriending Stress" on 30.05.2023 at Charles Corea Hall. Mr. R. Raama Subramanian, Heartfulness Trainer was the Resource Person for the program.





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"Befriending Stress"





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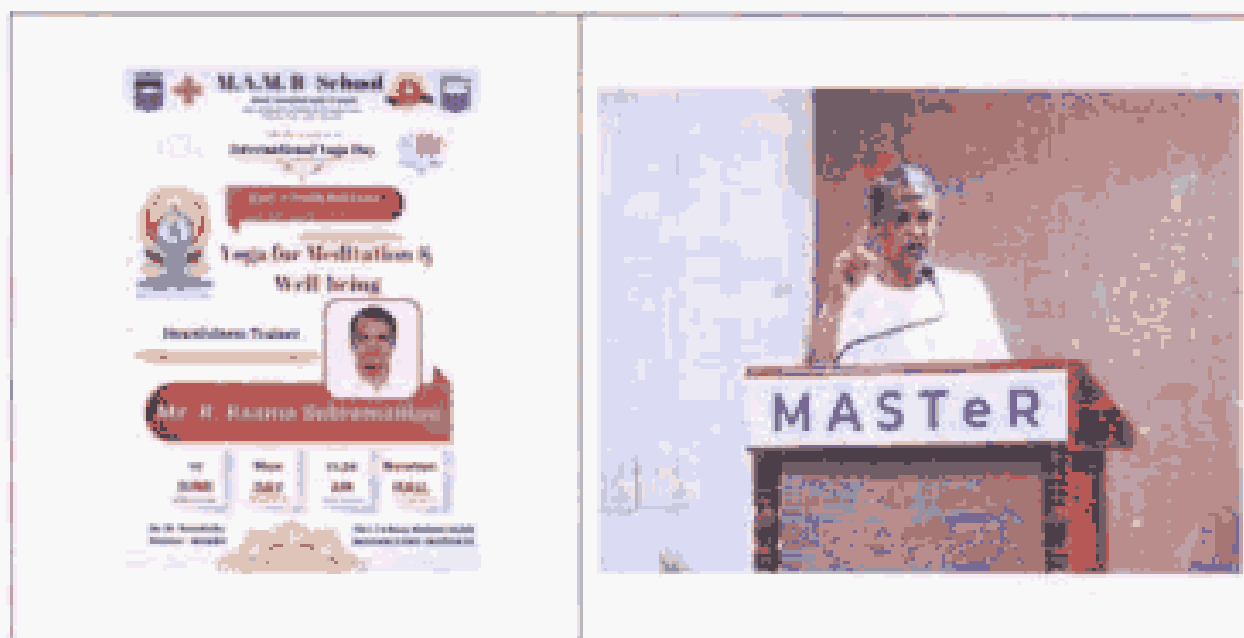
"Yoga for Meditation & Well-being"

M.A.M. B-School Internal Quality Assurance Cell and Youth Red Cross jointly organizes a session on "Yoga for Meditation & Well-being" on the occasion of International Yoga Day on 19.06.2023 @ 11.30 am at Newton Hall,

Resource Person

Mr. Raama Subramanian

Heartfulness Trainer





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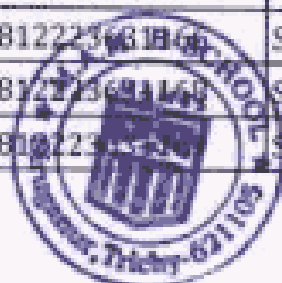
Srirangam, Tiruchirappalli - 621 105.

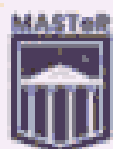
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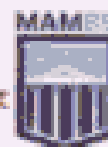
**ACADEMIC YEAR - 2023-24****Yoga for Meditation & Well Being****STUDENT NAME LIST - I YEAR "C" SEC (BATCH:2023-25)**

S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
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2	812223631133	Sampathkumar S	S. Sampath
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13	812223631149	Sneha R	R. Sneha
14	812223631150	Sona S K	S.K. Sona
15	812223631151	Sriazhageswaran S	S. Sriazhageswaran
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17	812223631153	Srinivasan S	S. Srinivasan
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19	812223631155	Srivinay S	S. Srivinay
20	812223631156	Subalakshmi K	K. Subalakshmi
21	812223631157	Subathra M	M. Subathra
22	812223631159	Subikshan R	R. Subikshan
23	812223631161	Suganthi M	M. Suganthi
24	812223631162	Sulochana U	U. Sulochana
25	812223631163	Surendar N	N. Surendar
26	812223631164	Surendar V	V. Surendar
27	812223631165	Suruthimega M	M. Suruthimega
28	812223631166	Susmitha merlin A	A. Susmitha
29	812223631167	Suvaitha M	M. Suvaitha





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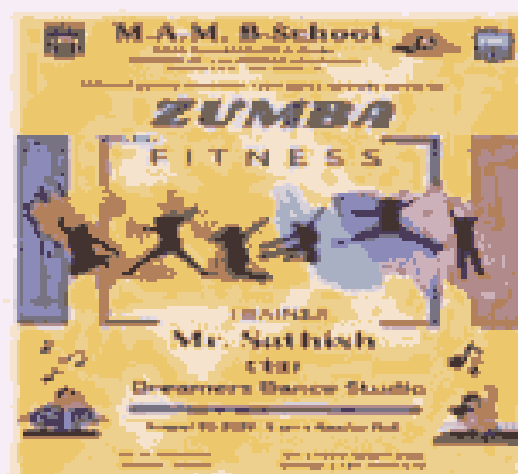
"ZUMBA FITNESS"

M.A.M. B-School Internal Quality Assurance Cell (IQAC) cordially invites for a session on "ZUMBA FITNESS" on 25.08.2023@ 2 pm.

Trainer:

Mr. Sathish

CEODreamer Dance Studio



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S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
1	812223631132	Sakthi K	K. K.
2	812223631133	Sampathkumar S	S. Sampath
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27	812223631165	Suruthimega M	M. Suruthimega
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"தண்ணீர் தேசம்"

M.A.M B-School glade to share that our Prof S. Senthilkumar and I year MBA students attended a session on "தண்ணீர் தேசம்" - (தண்ணீரின் முக்கியத்துவம் மற்றும் பாதுகாப்பு குறித்த மாநாடு) which was organized by OASYS Institute of Technology, Thuraiyur and Student's ExNoRa International Trichy on 09th and 10th September 2023.

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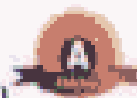


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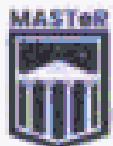


Befriending Stress

M.A.M. B-School Students Association Club, Internal Quality Assurance Cell (IQAC) Youth Red Cross organised a series session 7 on "Befriending Stress" on 18th October 2023.

Mr. Raama Subramanian, Trainer, Heartfulness Meditation was the resource person for the program.





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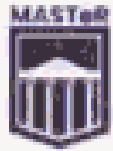
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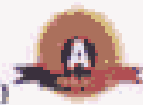
**ACADEMIC YEAR - 2023-24****Be friending Stress****STUDENT NAME LIST - I YEAR "C" SEC (BATCH:2023-25)**

S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
1	812223631132	Sakthi K	K. K.
2	812223631133	Sampathkumar S	S. Sampath
3	812223631134	Sandhiya S	S. Sandhya
4	812223631136	Sanjay S	S. Sanjay
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6	812223631139	Saranya S	S. Saranya
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16	812223631152	Srimathi P	P. Srimathi
17	812223631153	Srinivasan S	S. Srinivasan
18	812223631154	Sriram S	S. Sriram
19	812223631155	Srivinay S	S. Srivinay
20	812223631156	Subalakshmi K	K. Subalakshmi
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26	812223631164	Surendar V	V. Surendar
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Siruganur, Tiruchirappalli - 621 105.
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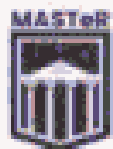


"Peak Performance"

M.A.M. B-School Students Association Club, Internal Quality Assurance Cell (IQAC) Youth Red Cross organized a series session 8 on "Peak Performance" on 19th October 2023.

Mr. R. Ramesh Subramaniam, and Mr. S. Mani Vannan, Trainer, Heartfulness Meditation were the resource persons for the program.



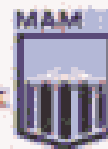


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**ACADEMIC YEAR - 2023-24****Peak Performance -session 07****STUDENT NAME LIST - 1 YEAR "C" SEC (BATCH:2023-25)**

S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
1	812223631132	Sakthi K	K. K.
2	812223631133	Sampathkumar S	S. Sampath
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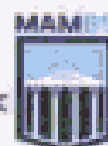
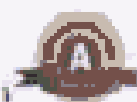


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Heartfulness Meditation

M.A.M. B-School Students Association Club, Internal Quality Assurance Cell (IQAC) Youth Red Cross organized a series session 14 on 4th December 2023.

Mr. R. Raama Subramanian, and Mr. S. Mani Vannan, Trainer, Heartfulness Meditation were the resource persons for the program.





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**ACADEMIC YEAR - 2023-24****Heartfulness Meditation****STUDENT NAME LIST - I YEAR "C" SEC (BATCH:2023-25)**

S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
1	812223631132	Sakthi K	K. Sakthi
2	812223631133	Sampathkumar S	S. Sampathkumar
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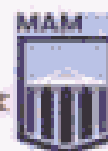


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Kanha Santhi Vanam, Heartfulness Meditation Centre, Hyderabad.

MAMBS happy to share that our II MBA 27 students attending the Three days(1.3.24 to 3.3.24) visit to Kanha Santhi Vanam, Heartfulness Meditation Centre, Hyderabad.

Day 1 and 2 events photos.





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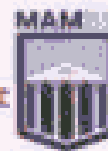


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"Yoga for Health & Wellness"

M.A.M. B-School Internal Quality Assurance Cell (IQAC) and POSH club jointly organise a session on "Yoga for Health & Wellness" on 27.04.2024 @ 9.30 pm.

Resource Persons

Mr. M. Rama Subramanian

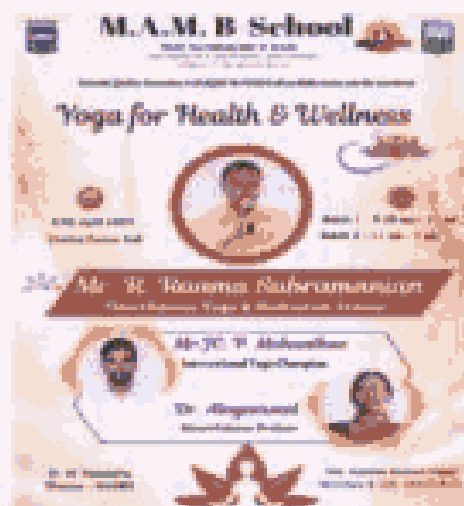
Heartfulness Yoga & Meditation Trainer

Mr. JC. P. Mohanthalas

International Yoga Champion

Dr. Alagammal

Heartfulness Trainer



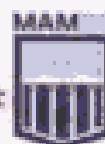


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A session on "Yoga for Health and Wellness"

M.A.M. B-School, a standalone Business School, Trichy: its Internal Quality Assurance Cell (IQAC) & POSH Club jointly organized a session on **"Yoga for Health and Wellness"** on 27th April 2024. Mr. M. Raama Subramanian, Heartfulness Yoga & Meditation Trainer, Mr. JC. P. Mohanthalas, International Yoga Champion, Dr. Alagammal, Heartfulness Trainer were the resource persons for the programme. Dr. M. Hemalatha, Director, M.A.M. B-School, delivered welcome address and shared her thoughts on yoga and its implications on physical and mental health in the present conditions. Highlighting the holistic benefits of yoga, Dr. Hemalatha underscored its ability to not only enhance physical fitness but also to foster mental well-being. In a world characterized by rapid changes and increasing demands, she stressed the importance of incorporating yoga into daily routines as a means to achieve balance and resilience. The workshop started with a basic introduction of Yoga, Pranayama and Dhyana and their implementation in day-to-day lives, practical demonstration of Sukshama Vyayama, Surya Namaskar, various asanas, Kapalbhati and Bhastrika Pranayama. Then, this workshop was followed by a guided meditation. With his wealth of knowledge and experience as a Heartfulness Yoga & Meditation Trainer, Mr. Subramanian meticulously delved into various facets of yoga, providing participants with a comprehensive understanding of its principles and practices.

During the session, participants may have had the opportunity to delve into the rich tradition of yoga, exploring its diverse aspects ranging from asanas (postures) to pranayama (breath control) and meditation. Mr. Subramanian's guidance likely helped attendees develop a deeper appreciation for the transformative power of yoga in promoting overall health and inner harmony. His expertise in Heartfulness Yoga & Meditation likely infused the session with a unique blend of mindfulness and spiritual insight, offering participants practical tools to navigate life's challenges with greater ease and clarity. Dr. Alagammal, Heartfulness Trainer added that Yoga is a great remedy to remove her tensions which definitely affects her health because she has to nurture the home, fulfil a demanding career, take care of the family, handle household work; she has to play multi roles with her skills. Yoga help working woman by giving her emotional strength so that she can easily manage all pressures and can give her best intellectual abilities. Mr. JC. P. Mohanthalas, International Yoga Champion, motivated the students and conveyed the importance of making yoga an integral part of our daily life by extending the practice of yoga beyond the mat. The students enjoyed the session fully and were greatly benefitted. As a feedback, the students appreciated the event. Students shared their experiences as very enjoyable, useful, informative and excellent. The participants will look forward to attend similar sessions in future. Dr. R. Suganya, Professor, POSH Club of M.A.M. B-School, made all the requisite arrangement for the programme.





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ACADEMIC YEAR - 2023-24

Yoga for Health & Wellness

STUDENT NAME LIST - I MBA 'A' Section (BATCH:2023-25)

S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
1	812223631005	Adhistalakshmi A	A. Adhistalakshmi
2	812223631006	Adhithiyan K	K. Adhithiyan
3	812223631007	Ahamed faisal S	S. Ahmed faisal
4	812223631008	Aiswarya R	R. Aiswarya
5	812223631009	Ajay L	L. Ajay
6	812223631010	Ananth G	G. Ananth
7	812223631015	Ashifa nilofer S	S. Ashifa Nilofar
8	812223631017	Asraf ali J	J. Asraf ali
9	812223631020	Balakumar K	K. Balakumar
10	812223631021	Balamurugan K	K. Balamurugan
11	812223631022	Bharathi S	S. Bharathi
12	812223631024	Bosiya A	A. Bosiya
13	812223631027	Chithra kala R	R. Chithra kala
14	812223631030	Deepika K	K. Deepika
15	812223631032	Dharani T	T. Dharani
16	812223631033	Dharanya S	S. Dharanya
17	812223631034	Dhivagar N	N. Dhivagar
18	812223631035	Dhivya S	S. Dhivya
19	812223631036	Divyavilasini R	R. Divyavilasini
20	812223631038	Durga P B	B. Durga P
21	812223631039	Durgadevi A	A. Durgadevi
22	812223631040	Evanglin T	T. Evanglin
23	812223631042	Fazuradeen J	J. Fazuradeen
24	812223631045	Gayathri R	R. Gayathri
25	812223631046	Gayathri suruthi S	S. Gayathri suruthi
26	812223631049	Harini K	K. Harini
27	812223631051	Hemnath K	K. Hemnath
28	812223631052	Iniya M	M. Iniya
29	812223631056	Jayabharathi P	P. Jayabharathi
30	812223631057	Jayantheeswaran V	V. Jayantheeswaran
31	812223631058	Jayapriya P	P. Jayapriya
32	812223631059	Jenipher G	G. Jenipher
33	812223631061	Kalai priya K	K. Kalai priya
34	812223631064	Kannan K	K. Kannan
35	812223631065	Karthikeyan B	B. Karthikeyan
36	812223631066	Karthikeyan G	G. Karthikeyan





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"Time Management II"

M.A.M. B-School Student Association Club, IQAC and Youth Red Cross organised a Heartful Meditation session on "Time Management II" on 26.05.2023 at Charles Corea Hall. Mr. R. Raama Subramanian and Mr. S. Mani Vunnan, Heartfulness Trainers were the Resource Persons for the program.



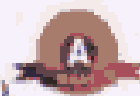


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ACADEMIC YEAR - 2023-24

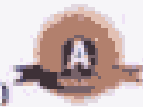
Time Management

STUDENT NAME LIST - I MBA 'A' Section (BATCH:2023-25)			
S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
1	812223631005	Adhistalakshmi A	A. Adhi.
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Let's take vessel! Let's eat safe food!!

“பாத்திரம் எடுப்போம்! பாதுகாப்பான உணவு உண்போம்!!

M.A.M. B-School Internal Quality Assurance Cell (IQAC) & Thanneer Club organized a session on “பாத்திரம் எடுப்போம்! பாதுகாப்பான உணவு உண்போம்!! (Let's take vessel! Let's eat safe food!!) on 22.08.2023 @ 10.00 am Mr. R. Manoharan, Proprietor, Banana Leaf A/C Restaurants was the resource person for the program. Thiru. K. C. Neelamegam, President, Thanneer Organization, Prof.K. Sathis Kumar Secretary Thanneer Organization, Tiruchirappalli were also present in the program.





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“உத்தேசம் எடுப்பதும் | உத்யோகமும் உணவு உதர்ததும் !!”

Let's take metal vessel! Let's eat safe food!!

M.A.M. B-School, a standalone Business School in Trichy its Internal Quality Assurance Cell (IQAC) & Thanneer Club jointly organizes installation of Thanneer Club 2023 and conducted a session on 22.08.2023 “உத்தேசம் எடுப்பதும் | உத்யோகமும் உணவு உதர்ததும் !!” (Let's take metal vessel! Let's eat safe food!!). Mr. R. Manoharan, Proprietor, Banana Leaf A/C Restaurants was the chief guest for the program. Thiru. K. C. Neelamegam, President, Thanneer Organization, Prof. K. Sathia Kumar, Secretary Thanneer Organization, Tiruchirappalli were also guest for the programme. Dr. M. Hemalatha, Director, M.A.M.B-School welcomed the gathering with her thoughts on environmental aspects, and highlighted the various initiatives of MAMBS to environmental awareness and protection. Prof. K. Sathia Kumar stated the importance of environment awareness among the people is inevitable in the present industrialized environment. He further added that water is the primary resource among all natural resources, and water is the originated source for all biological creation, diversity and sustainability. He also enlightens the harm of plastics usage in food industry. Plastic in the food industry fills many needs because it is so good at protecting food products from contamination. In addition to increasing product shelf life, plastic packaging can prevent bacteria from entering food it reduces the risk of food-borne illness. But tiny plastic particles from such uses may create health issues for the individual. Plastics affect the environment, waste can take hundreds of years to degrade, causing pollution and harming wildlife.

K. C. Neelamegam applauded the contribution of MAMBS to the environment awareness programs association with Thanneer club and also encouraged the students to take part of environmental initiatives in the future. He added that water management practices among people will reduce the wastage of water and enhance the beneficial uses of water. Mr. R. Manoharan delivered the special address in the session. He also pointed out the challenges of water management such as water availability, variability and increasing withdrawals, environment and quality, project construction, water sharing disputes, water governance and climate change. He asserted the importance of social values for a human being, which makes individual to be motivated to take a part of water conservation, management and environmental protection. He further explained the management concept one minute manager, the three techniques of an effective manager: one-minute goals, one minute praising, and one-minute reprimands. He highlighted that recognition and appreciation are the two factors which reflect positive result and improvement in the work place. He also answered the questions raised by participants students. The programme encouraged the students to take a part of environmental initiatives and created awareness on the water conservation and water management. The session was very educational and thought-provoking session for all the MBA students and overwhelming response to a great extent. Mrs. B. Gayathri, Thanneer Club Coordinator, Assistant Professor, M.A.M. B-School made the requisite arrangements for the programme.



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**ACADEMIC YEAR - 2023-24**

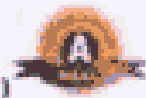
(Let's take vessel! Let's eat safe food!!)

STUDENT NAME LIST - I YEAR "C" SEC (BATCH:2023-25)

S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
1	812223631132	Sakthi K	K. K.
2	812223631133	Sampathkumar S	S. Sampath
3	812223631134	Sandhiya S	S. Sandhiya
4	812223631136	Sanjay S	S. Sanjay
5	812223631138	Santhiya R	R. Santhiya
6	812223631139	Saranya S	S. Saranya
7	812223631142	Sedhu S	S. Sedhu
8	812223631144	Shiva R	R. Shiva
9	812223631145	Shrijaa S	S. Shrijaa
10	812223631146	Siranjeevi P	P. Siranjeevi
11	812223631147	Sivaneshwari S	S. Sivaneswari
12	812223631148	Sneka P	P. Sneka
13	812223631149	Sneka R	R. Sneka
14	812223631150	Sona S K	S. K. Sona
15	812223631151	Sriazhageswaran S	S. Sriazhageswaran
16	812223631152	Srimathi P	P. Srimathi
17	812223631153	Srinivasan S	S. Srinivasan
18	812223631154	Sriram S	S. Sriram
19	812223631155	Srivinay S	S. Srivinay
20	812223631156	Subalakshmi K	K. Subalakshmi
21	812223631157	Subathra M	M. Subathra
22	812223631159	Subikshan R	R. Subikshan
23	812223631161	Suganthi M	M. Suganthi
24	812223631162	Sulochana U	U. Sulochana
25	812223631163	Surendar N	N. Surendar
26	812223631164	Surendar V	V. Surendar
27	812223631165	Suruthimega M	M. Suruthimega
28	812223631166	Sumitha merlin A	A. Sumitha
29	812223631167	Sumitha M	M. Sumitha



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A Session on "Entrepreneurship Qualities"



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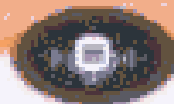
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Siruganur, Tiruchirappalli - 621 105
Website: www.mambs.com



Internal Quality Assurance Cell (IQAC) & AICTE regular workshop on

Entrepreneurship Qualities

GUEST
SPEAKER



JCI Sen Senthilkumar Thanagopal

Proprietor

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



23rd April, 2024



10 AM - 1 PM



SEAMUS E-105 Hall

Dr. M. Thirumathi
Principal, MAMBS

Mrs. Pankhuri Senthil Kumar
Secretary, PYRG, Siruganur



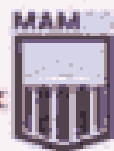


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A Session on "Entrepreneurship Qualities"

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





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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.

GEO TAG PHOTOS:





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**ACADEMIC YEAR - 2023-24****Entrepreneurship Qualities****STUDENT NAME LIST - I YEAR "C" SEC (BATCH:2023-25)**

S.NO	REG.NO	NAME OF THE STUDENT	SIGNATURE
1	812223631132	Sakthi K	K. Kf
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5	812223631138	Santhiya R	R. Santhiya
6	812223631139	Saranya S	S. Saranya
7	812223631142	Sedhu S	S. Sedhu
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27	812223631165	Suruthimega M	M. Suruthimega
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29	812223631169	Suvaitha M	M. Suvaitha



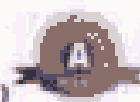


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4. ICT/COMPUTING SKILLS & AWARENESS OF TRENDS IN TECHNOLOGY





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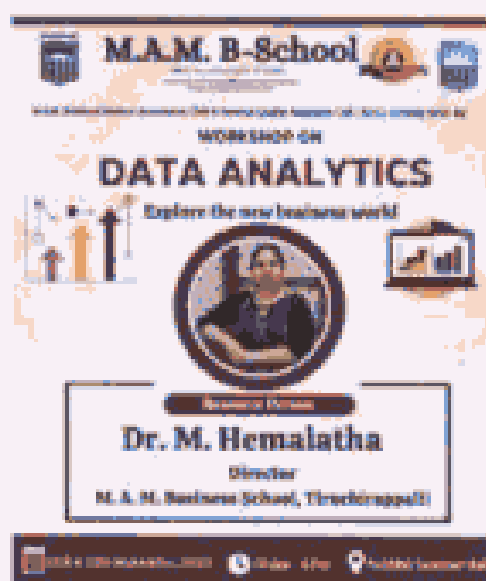
IT&COMPUTER2023-2024

"DATA ANALYTICS"

M.A.M. B-School Students Association Club & Internal Quality Assurance Cell (IQAC) organizes a Workshop on "DATA ANALYTICS" Explore the new business world Ready on 11.09.2023 and 12.09.2023, 10.00 am to 4.00 pm.

Resource person

Dr. M. Hemalatha, Director, M.A.M. B-School, Trichy.





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A Workshop on "DATA ANALYTICS"

M.A.M. B-School, a standalone Business School in Trichy its Students Association Club & Internal Quality Assurance Cell (IQAC) organized a workshop on "DATA ANALYTICS" on 11th September and 13th September 2023. Dr. M. Hemalatha, Director, M.A.M. B-School was the resource person for the programme. The session starting with his introduction of Data Analytics basic concept and how far it helps in present working environment. Students demonstrated an enthusiastic and active involvement in a variety of activities, with the primary focus being on case study analysis and presentation sessions. The primary goal of the workshop was to provide students with practical insights and hands-on experience in the field of data analytics. During the workshop, students eagerly engaged in case study analysis sessions, where they were presented with real-world data sets and complex scenarios. This hands-on approach allowed them to apply their analytical skills to solve intricate problems and make data-driven decisions. The case studies covered a broad spectrum of industries and business challenges, providing students with a diverse set of experiences to draw from.

In addition to honing their analytical skills, students had the valuable opportunity to enhance their presentation abilities. They were tasked with conveying their findings and insights from the case studies to their peers and instructors, promoting effective communication of complex data and encouraging collaboration and discussion among participants. This workshop created a dynamic and interactive learning environment that facilitated the exchange of ideas and knowledge sharing among students. It not only deepened their understanding of data analysis techniques and data visualization but also underscored the critical importance of data-driven decision-making across various industries. The workshop's success was evident in how it bridged the gap between theoretical knowledge and practical application in the field of data analytics. By actively participating in these sessions, students gained practical skills and the confidence required to excel in the realm of data analytics. Overall, the workshop was a resounding success in equipping students with the expertise needed to thrive in a data-centric world.





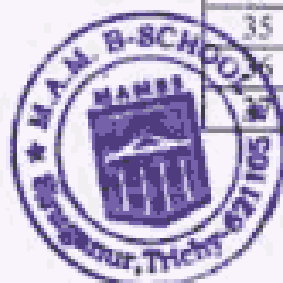
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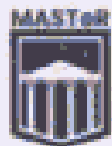
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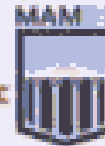
Academic Year 2023-2024
Workshop on "DATA ANALYTICS"

S.No	Reg.No	Name of the Student	Signature
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2	812222631005	Abirami D	Abirami D
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4	812222631007	Abisheik S	Abisheik S
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"MARKET BASKET ANALYSIS".

M.A.M. B-School Internal Quality Assurance Cell (IQAC) organizes a session on "MARKET BASKET ANALYSIS" on 14.09.2023 @ 2.00 pm.

Resource person:

Dr. M. Hemalatha Director, M.A.M. B-School, Tiruchirappalli.

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Internal Quality Assurance Cell (IQAC)
Quality Assurance for the Institution

MARKET BASKET ANALYSIS

CHIEF GUEST

Dr. M. Hemalatha
Director
M.A.M. Siruganur, Tiruchirappalli

14th September, 2023 @ 2 PM





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A session "Market Basket Analysis"

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. 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.



DIRECTOR
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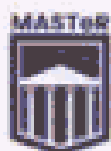
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Academic Year 2023-2024
MARKET BASKET ANALYSIS

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4	81222631007	Abisheik S	Abisheik S
5	81222631010	Ajay M	Ajay M
6	81222631011	Anisha S	Anisha S
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37	81222631148	Vaitheswari P	Vaitheswari P





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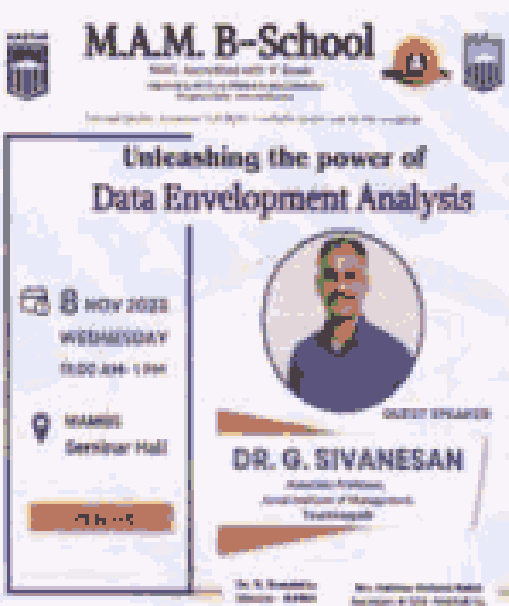

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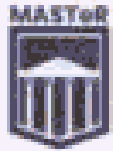
UNLEASHING THE POWER OF DATA ENVELOPMENT ANALYSIS

M. A. M. B-School Internal Quality Assurance Cell (IQAC) organized a session on "Unleashing the power of Data Envelopment Analysis" on 08.11.2023 @ 11.00am.

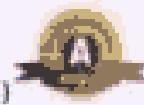
Dr. G. Sivanesan, Associate Professor, Jamal Institute of Management, Tiruchirappalli was the resource person for the session.

 <p>M.A.M. B-School NAAC Accredited with 'A' Grade Approved by AICTE and Affiliated to Anna University, Chennai</p> <p>Unleashing the power of Data Envelopment Analysis</p> <p>8 NOV 2023 WEDNESDAY 11:00 AM - 1 PM</p> <p>WAMIS Seminar Hall</p> <p>DR. G. SIVANESAN Associate Professor, Jamal Institute of Management, Tiruchirappalli</p> <p>Dr. G. Sivanesan Associate Professor Dr. G. Sivanesan Associate Professor</p>	
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Academic Year 2023-2024

"Unleashing the power of Data Envelopment Analysis"

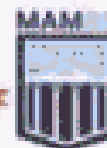
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3	812222631006	Abirami M	M. Abirami
4	812222631007	Abisheik S	S. Abisheik
5	812222631010	Ajay M	M. Ajay
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35	812222631143	Sanjay V	V. Sanjay
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37	812222631175	Vaitheeswari P	P. Vaitheeswari





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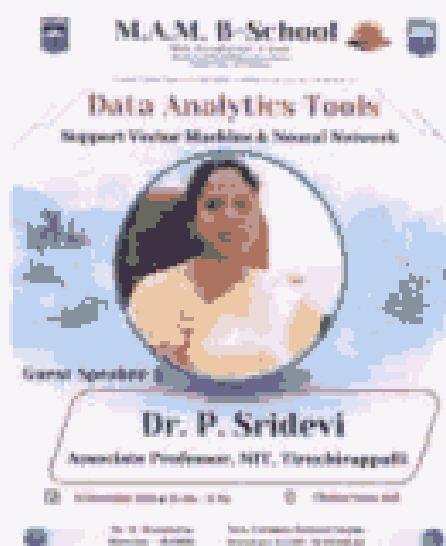
"DATA ANALYTICS TOOLS"

M. A. M. B-School Internal Quality Assurance Cell (IQAC) organizes a session on "Data Analytics Tools Support Vector Machine & Neural Network" on 10.11.2023 @ 10.00 am.

Guest Speaker

Dr. P. Sridevi Associate Professor NIT, Tiruchirappalli.

DATA ANALYTICS TOOLS





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Academic Year 2023-2024

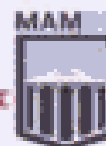
"Data Analytics Tools Support Vector Machine & Neural Network"

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"Power BI"

M. A. M. B-School Internal Quality Assurance Cell (IQAC) organizes a session on "Power BI" on 14.11.2023 @ 10.30 am.

Guest Speaker

Ms. Rajashree Mohan Founder & Director ITechtunerz, Trichy.

	
	 <p>For more details, visit our website: www.mambschool.edu Contact: 0431 2555555 Email: info@mambschool.edu Date: 14/11/2023 @ 10.30 am</p>





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A session on "Power BI"

M.A.M. B-School, a standalone Business School in Trichy its Internal Quality Assurance Cell (IQAC) organized a session on "Power BI" on 14th November, 2023. M.A.M. B-School Director, Dr. M. Hemalatha, extended a warm welcome and emphasized the significance of business analytical tools in the contemporary business landscape during her address. She highlighted the crucial role these tools play in enhancing decision-making processes within the business environment, setting the tone for the event's focus on the integration of analytics in business strategies. Ms. Rajashree Mohan, the Founder & Director of ITechturnerz in Trichy, as the resource person. Ms. Rajashree Mohan commenced the session with a comprehensive overview of Power BI tools, delving into their functionalities. She elucidated the significance of Power BI in real-time business scenarios, emphasizing its applications. She conducted an in-depth session on Power BI tools, providing a comprehensive exploration of their functionalities and applications. Her presentation covered various aspects of Power BI, offering participants detailed insights into the tools' capabilities. Ms. Rajashree Mohan's session aimed to enhance the understanding of Power BI among the audience, ensuring a thorough grasp of its features and potential applications in real-world scenarios.

Ms. Rajashree Mohan delved into the intricacies of Power BI queries and datasets during her session. She provided a comprehensive overview of Power BI queries, elucidating their role and practical applications in data analysis. Additionally, explored the concept of datasets, shedding light on how to effectively manage and manipulate data within the Power BI environment. Participants gained valuable insights into the nuances of querying and handling datasets, empowering them with practical skills for effective data management and analysis in Power BI. The session included a detailed exploration of the ETL (Extract, Transform, and Load) process, with Ms. Rajashree Mohan providing real-time examples to illustrate its practical implications. She highlighted the importance of visual representation in Power BI and conducted hands-on training for students on creating pivot tables in real-time settings. Additionally, Ms. Mohan covered Power BI queries, offering valuable insights into their execution. The event specifically catered to business analytical students, providing them with a deeper understanding of Business Analytical tools. The participants actively engaged with Ms. Mohan, seeking clarification for their doubts and gaining practical knowledge that would be beneficial in their future endeavours. Overall, the session facilitated a dynamic learning environment, enriching the students with valuable insights into the multifaceted world of Power BI and its applications in business analytics. Business Analytics specialization Professors made all the requisite arrangements for successful completion of the programme.



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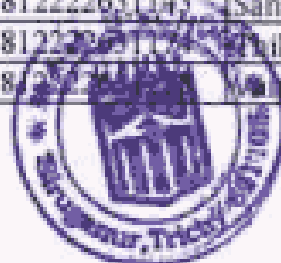
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Academic Year 2023-2024

"Power BI"

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TECH-EMPOWERED MBA

M. A. M. B-School Internal Quality Assurance Cell (IQAC) and Yi Club organize a session on "Tech-Empowered MBA" shaping the future of Business Education on 04.12.2023 @ 11.00 am.

Guest Speakers

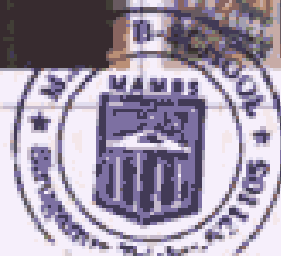
Mr Logendran Trainer

Technology Carage

Ms. Mithra Trainer

Ms. Sundharavalli Developer

Mr. Raju Developer Technology Carage





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A session on "Tech-Empowered MBA"

The M.A.M. B-School, a standalone Business School in Trichy its Internal Quality Assurance Cell (IQAC) and Yi Club conducted a session on "Tech-Empowered MBA" on 4th December, 2023, at 11.00 am. Dr. M. Hemalatha, the Director of M.A.M. B-School, extended a warm welcome during the event and delivered an insightful welcome address. She created a positive and engaging atmosphere for the participants with her thoughts on technological aspect with respect to Management. Mr. Logendran and Ms. Mithra, Trainers from Technology Carage, as well as Ms. Sundharavalli and Mr. Raju, Developers from Technology Carage, participated as resource persons for the program. It was clear that the session on "Tech-Empowered MBA" comprehensive and aims to unleash the potential of technology in business education. The session explored how technology is being integrated into MBA programs to enhance the learning experience, promote innovation, and prepare students for the evolving business landscape. The discussion on agile methodology emphasized the need for adaptability in project management. The Agile overview provided insights into the principles governing flexible project execution.

The significance of data-driven decision-making was underscored during the session. Resource persons elucidated on the role of technology tools in supporting decision processes, fostering a culture of informed decision-making within the business context. Participants were enlightened about the diverse applications of artificial intelligence in the business domain. Real-world examples were discussed, ranging from automation to predictive analytics. The session also delved into the ethical considerations surrounding AI, providing participants with a holistic understanding of its impact. The integration of technology to optimize and automate business processes formed a crucial part of the discussions. The benefits of automation, including increased efficiency and reduced operational costs, were explored. The "Tech-Empowered MBA" session successfully unfolded a comprehensive narrative on the role of technology in shaping the future of business education. Participants gained valuable insights into software development, agile methodologies, decision-making, artificial intelligence, business process optimization, and the tools essential for effective business analysis. Ms. S. Kiruthiga, Assistant Professor, Yi Club Coordinator made all requisite arrangement to completion of the programme successfully.



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Academic Year 2023-2024

"Tech-Empowered MBA" shaping the future of Business Education

S.No	Reg.No	Name of the Student	Signature
1	812222631001	Aafrin Banu B	Aafrin B
2	812222631005	Abirami D	D.A.S
3	812222631006	Abirami M	M. A.S
4	812222631007	Abisheik S	S. Abisheik
5	812222631010	Ajay M	M. Ajay
6	812222631011	Anisha S	Anisha S
7	812222631012	Anitha S	Anitha S
8	812222631013	Anjali S	S. Anjali
9	812222631024	Bavya K R	R. Bavya
10	812222631036	Dhanasri S	S. Dhanasri
11	812222631037	Dhivyadharshini K	K. Dhivyadharshini
12	812222631046	Hariharan M	M. Hariharan
13	812222631047	Harini A	A. Harini
14	812222631051	Hemashri B	B. Hemashri
15	812222631053	Indhumathi E	E. Indhumathi
16	812222631057	Janani K	K. Janani
17	812222631065	Jo Christoher A	A. Jo Christoher
18	812222631068	Kailash H V	V. Kailash
19	812222631072	Kavinkumar M	M. Kavinkumar
20	812222631077	Kesavan M	M. Kesavan
21	812222631080	Kirubanithi R	R. Kirubanithi
22	812222631086	Lokeshwari S	S. Lokeshwari
23	812222631100	Meyappan M	M. Meyappan
24	812222631105	Nadees V	V. Nadees
25	812222631110	Nivedhitha A	A. Nivedhitha
26	812222631111	Parkavi E	E. Parkavi
27	812222631116	Prabu M	M. Prabu
28	812222631117	Prasath P	P. Prasath
29	812222631119	Praveenkumar A	A. Praveenkumar
30	812222631120	Preethi C	C. Preethi
31	812222631121	Preethi J	J. Preethi
32	812222631127	Priyashree R	R. Priyashree
33	812222631130	Rahim Khan S	S. Rahim Khan
34	812222631133	Ramya Jenifer V	V. Ramya Jenifer
35	812222631143	Sanjay V	V. Sanjay
36	812222631174	Thilagavathy T	T. Thilagavathy
37	812222631178	Vaitheswari P	P. Vaitheswari

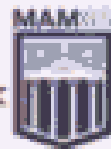
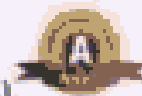




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AI AND IT INDUSTRY™

M. A. M. B-School Internal Quality Assurance Cell (IQAC) and Rotaract Club of M.A.M B-School organizes a session on "AI and IT Industry" on 06.12.2023 @ 11.00 am.

Guest Speaker

Mr. Ananth Sivagnanam CEO, Diverse Brains Life Solutions LLP





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A session on "AI and IT Industry"

The M.A.M. B-School, a standalone Business School in Trichy its Internal Quality Assurance Cell (IQAC) and Rotaract Club of M.A.M Business School on "AI and IT Industry" 6th December, 2023, at 11.00 am. Dr. M. Hemalatha, the esteemed Director of M.A. M. B-School, delivered a captivating welcome address and shared valuable insights on the role of Artificial Intelligence (AI) in the business environment. The programme enriched by the invaluable presence of Mr. Ananth Sivagnanam, the distinguished CEO of Diverse Brains Life Solutions LLP, serving as the resource person. His profound knowledge and extensive experience in the realm of artificial intelligence (AI) with a focus on business applications greatly enhanced the learning experience for all attendees. Mr. Sivagnanam provided a comprehensive overview of essential AI tools developed by Google, elucidating their diverse applications across industries. His insightful discussion covered key tools, such as TensorFlow and Google Cloud AI, shedding light on how these technologies are instrumental in solving complex business challenges and driving innovation. His articulate complex concepts ensured that students gained a nuanced understanding of the evolving trends in this rapidly advancing field. He elucidate the applications of advanced AI tools, prominently featuring BERT. He also share the application area of AI in Business domain such as Strategic Decision-Making, Customer Experience Enhancement, Operational Efficiency, Data Security and Fraud Detection, Customization and Personalization.

Mr. Sivagnanam highlighted the role of AI in automating and optimizing the resume building process for job seekers, elucidating how these tools can analyze skills and experiences to create personalized, high-quality resumes. Moving to the screening phase, he underscored the efficiency gains achieved through AI-powered tools that rapidly analyze large volumes of resumes, ensuring a more objective and data-driven initial candidate evaluation. Additionally, Mr. Sivagnanam delved into the innovative use of predictive analytics in candidate selection, where AI algorithms leverage historical hiring data to inform and enhance decision-making. Throughout his the session engaged the students with real-world examples, case studies, and practical applications of AI in the business environment. The session provided students with a deeper understanding of the applications of artificial intelligence in the business world. His expertise, coupled with a focused exploration of Google's AI tools and current industry trends, left a lasting impression on the Students, equipping them with valuable knowledge for navigating the dynamic landscape of AI in business. Mrs. C. Subha, Assistant Professor, Rotaract Club Coordinator made all requisite arrangement to completion of the programme successfully.



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**"AI and IT Industry"**

6.12.2023

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1	812223631001	Aarthi N	A. Aarthi
2	812223631002	Abdul saleem S R	S. R. Abdul Saleem
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22	812223631054	Janaranjani P	P. Janaranjani
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24	812223631060	Jumaina M A	A. M. Jumaina
25	812223631062	Kamala varshini K R	R. K. Kamala varshini
26	812223631063	KanagaraJ K	K. KanagaraJ
27	812223631074	Laxanya K	K. Laxanya
28	812223631078	Madhavan R	R. Madhavan
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37	812223631112	Pio juke L	L. Pio juke
38	812223631113	Pon monicka R	R. Pon monicka
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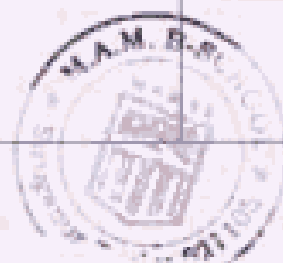
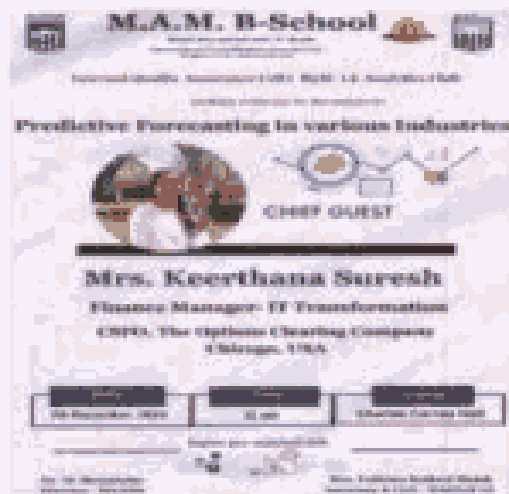


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M. A. M. B-School Internal Quality Assurance Cell (IQAC) and Analytics Club organized a session on "Predictive Forecasting in various Industries" on 07.12.2023@ 11.00 am. Mrs. Keerthana Suresh, Finance Manager- IT Transformation, CSPO, The Options Clearing Company, Chicago, USA was the resource person for the program.

"Predictive Forecasting in various Industries"





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A session on "Predictive Forecasting in various Industries"

M.A.M. B-School, a standalone Business School in Trichy its Internal Quality Assurance Cell (IQAC) and Analytics Club organized a session on "Predictive Forecasting in various Industries" on 7th December, 2023. Dr. M. Hemalatha, Director, M.A.M. B-School welcomed the gathering and facilitate function with her thoughts on the importance of predictive analysis in the contemporary business landscape. She emphasized how predictive forecasting is a powerful tool that enables informed decision-making and enhances strategic planning across various industries. Mrs. Keerthana Suresh, Finance Manager-IT Transformation, CSPO, The Options Clearing Company, Chicago, USA, was the distinguished resource person for this insightful session. She brings extensive knowledge and expertise in the field of analytics, specifically focusing on Predictive Forecasting in various industries. Mrs. Keerthana Suresh delved into the specifics of predictive analysis, highlighting its role in shaping decisions within the dynamic landscape of finance and banking. She emphasis on how predictive analytics tools contribute to enhanced clarity in decision-making. By leveraging advanced algorithms and data-driven insights, businesses in the finance and banking sectors can make informed decisions, ultimately improving efficiency and mitigating risks.

Mrs. Keerthana Suresh shared real-world examples and case studies to illustrate the practical applications of predictive analysis in the finance and banking field. She underscored the role of statistical models in refining predictive outcomes. These models, she explained, provide a framework for interpreting data and making informed forecasts, adding a layer of precision to the predictive analysis process. She further stated that the incorporation of artificial intelligence was to enhance the learning capabilities of the predictive model. AI contributes to adaptive decision-making, ensuring the model evolves with changing data dynamics. Mrs. Keerthana Suresh emphasized the significance of sourcing relevant and diverse datasets, highlighting that the quality of predictions is contingent upon the richness and accuracy of the data. The session concluded with an engaging Q&A session, allowing participants to seek further clarification and delve deeper into specific aspects of predictive analysis. The session has laid a solid foundation for them to navigate the complexities of predictive forecasting in various industries. Mrs. N. Kayalvizhi Assistant Professor made all requisite arrangement to completion of the progamme successfully.



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**PREDICTIVE FORECASTING IN VARIOUS INDUSTRIES**

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1	812223631001	Aarthi N	N. Aarthi
2	812223631002	Abdul saleem S R	S.R. Abdul Saleem
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37	812223631112	Pio luke L	L. Pio luke
38	812223631113	Pon monicka R	R. Pon monicka
39	812223631115	Privadharshini N	N. Privadharshini
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"Business Analytics Tools"

M. A. M. B-School Internal Quality Assurance Cell (IQAC) and Analytics Club organizes a poster presentation session on "Business Analytics Tools" on 07.12.2023 @ 10:00 am to 04.00 pm. Judges Dr.M.Hemalatha Director M. A. M. B-School Mrs. N. Kayalvizhi Assistant Professor - MAMBS

The poster is titled "BUSINESS ANALYTICS POSTER PRESENTATION" and is organized by the Analytics Club. It lists the judges as Dr. M. Hemalatha (Director - MAMBS) and Mrs. N. Kayalvizhi (Assistant Professor - MAMBS). The event is scheduled for Thursday, 7th December, 2023, from 10:00 AM to 04:00 PM, and will be held at the MAMBS Seminar Open Auditorium. The poster also features the M.A.M. B-School logo and a QR code.

The four photographs show students and faculty members engaged in discussions and presentations during the Business Analytics Tools poster presentation session. The first photo shows a group of students and faculty members standing outdoors, engaged in a discussion. The second photo shows a group of students and faculty members standing outdoors, engaged in a discussion. The third photo shows a group of students and faculty members standing outdoors, engaged in a discussion. The fourth photo shows a group of students and faculty members standing outdoors, engaged in a discussion.





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A poster presentation session on "Business Analytics Tools"

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 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 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. Mrs. N. Kayalvizhi Assistant Professor made all requisite arrangement to completion of the programme successfully.



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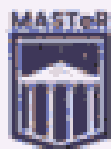
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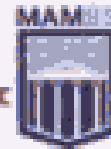
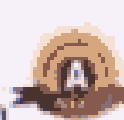
**"Business Analytics Tools"**

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2	812223631002	Abdul saleem S R	S.R. Abdul Saleem
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M. A. M. B-School Internal Quality Assurance Cell (IQAC) organizes a session on Strategic Leadership in the Digital Revolution "Navigating Technologies & Transformations" on 05.04.2024 @ 11.00 am.

Resource Person:

Thiru. K. Parthiban,

Public Relationship Officer,

TNPL, Chennai.

"Navigating Technologies & Transformations"





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A Session on Strategic Leadership in the Digital Revolution "Navigating Technologies & Transformations"

M.A.M. B-School, a standalone Business School, Trichy its Internal Quality Assurance Cell (IQAC) organized a session on Strategic Leadership in the Digital Revolution "Navigating Technologies & Transformations" on 05th April 2024. Thiru. K. Parthiban, the distinguished Public Relations Officer of TNPL (Tamil Nadu Newsprint and Papers Limited), Chennai, graced the event as the keynote speaker. Dr. M. Hemalatha, the esteemed Director of M.A.M. B-School, extended a warm welcome to all participants at the event and emphasizing the significance of embracing digital transformation in today's rapidly evolving business landscape. She underscored the transformative impact of digital technologies on industries, economies, and societies worldwide, emphasizing the need for organizations to adapt and evolve in response to these changes. Thiru. K. Parthiban shared that profound insights into future trends in key technologies, including artificial intelligence (AI), blockchain, and the Internet of Things (IoT). His expertise shed light on the transformative potential of these technologies and their implications for strategic leadership in the digital age. He also shared that AI's capacity to revolutionize business operations, enhance decision-making processes, and drive innovation. Furthermore, he explored the potential ethical considerations and societal impacts associated with AI adoption, urging leaders to navigate these complexities responsibly.

In his presentation, Thiru. Parthiban delved into the transformative potential of blockchain technology beyond its association with cryptocurrencies. He elucidated how blockchain's decentralized and immutable nature could streamline transactions, enhance security, and facilitate trust in diverse domains such as supply chain management, finance, and healthcare. Thiru. Parthiban highlighted the growing interconnectedness enabled by the Internet of Things (IoT), where devices communicate and collaborate seamlessly to optimize processes and improve efficiency. He discussed IoT's role in enabling smart infrastructure, predictive maintenance, and personalized customer experiences. Moreover, he emphasized the need for robust cybersecurity measures to safeguard IoT ecosystems against potential vulnerabilities and cyber threats. Thiru. Parthiban offered forward-looking predictions on their future trajectory and impact.

He envisaged blockchain evolving into a foundational technology driving transparent and decentralized ecosystems across industries. The session left a lasting impression on the students, equipping them with valuable knowledge, insights, and inspiration to navigate the complexities of strategic leadership in the digital age. Ms. S. Kiruthiga, Assistant Professor at M.A.M. B-School, made all the requisite arrangement for the programme.



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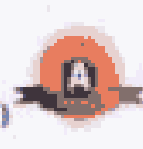
**NAVIGATING TECHNOLOGIES & TRANSFORMATIONS**

Sl.No.	Registration Number	Name of the Student	Signature
1	812223631001	Aarthi N	A. Aarthi
2	812223631002	Abdul saleem S R	S.R. Abdul Saleem
3	812223631003	Abinaya M	Abinaya M
4	812223631004	Abinaya S	Abinaya S
5	812223631011	Antony richard B	Antony richard B
6	812223631012	Arifa muhin S	S. Arifa muhin
7	812223631013	Ariharan E	E. Ariharan
8	812223631014	Arun P	P. Arun
9	812223631016	Ashiq hasha A	A. Ashiq hasha
10	812223631018	Athif raja MA	M.A. Athif raja
11	812223631019	Balaji R	R. Balaji
12	812223631023	Boriso bharath raj A	A. Boriso bharath raj
13	812223631025	Bovas C	C. Bovas
14	812223631026	Bragadheeswaran S R	S.R. Bragadheeswaran
15	812223631029	Deepana N	N. Deepana
16	812223631031	Devaprasanth M	M. Devaprasanth
17	812223631037	Durai pandiyan R	R. Durai pandiyan
18	812223631043	Gayathri G	G. Gayathri
19	812223631047	Gokul G	G. Gokul
20	812223631050	Hema K	K. Hema
21	812223631053	Jacob joise P	P. Jacob joise
22	812223631054	Janaranjani P	P. Janaranjani
23	812223631055	Janesh kumar J	J. Janesh kumar
24	812223631060	Jumaina M A	A. Jumaina M
25	812223631062	Kamala varshini K R	R. Kamala varshini
26	812223631063	Kanagaraj K	K. Kanagaraj
27	812223631074	Lavanya K	K. Lavanya
28	812223631078	Madhavan R	R. Madhavan
29	812223631084	Manikandan V	V. Manikandan
30	812223631096	Mohammed shibly A	A. Mohammed shibly
31	812223631101	Nanthini K	K. Nanthini
32	812223631102	Narmatha R	R. Narmatha
33	812223631105	Naveen kumar S	S. Naveen kumar
34	812223631106	Nishalini G	G. Nishalini
35	812223631108	Nithya shree S	S. Nithya shree
36	812223631110	Nivas krishnan R	R. Nivas krishnan
37	812223631112	Pio luke L	L. Pio luke
38	812223631113	Pon monicka R	R. Pon monicka
39	812223631115	Priyadharshini N	N. Priyadharshini
40	812223631117	Priyadharshini V	V. Priyadharshini





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"Operations Management in Services Sector"

M.A.M. B-School Internal Quality Assurance Cell (IQAC) & Youth Red Cross cordially invite you for the session on "Operations Management in Services Sector" on 06.05.2024 at 11.00 am.

Resource Person

Dr. Akilan Arunkumar. A

Assistant Director, Operations & Quality

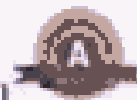
Joseph Eye Hospitals, India

	
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A session on "Operation Management in Service Sector"

M.A.M. B-School, a standalone Business School, Trichy its Internal Quality Assurance Cell (IQAC) & Youth Red Cross jointly organized a session on "Operation Management in Service Sector" on 6th May 2024. Dr. Akilan Arunkumar, A, Assistant Director, Operations & Quality, Joseph Eye Hospitals, Trichy as the resource person for the program. Dr. M. Hemalatha, Director of M.A.M. B-School, delivered a welcome address and emphasis the pivotal role of operations management in driving efficiency, productivity, and quality within service-oriented organizations. She further highlighted the unique challenges and opportunities inherent in managing operations within service-based industries. Dr. Akilan Arunkumar commenced with a thorough introduction to fundamental operations management concepts, laying the groundwork for students understanding. He underscored the significance of input design, emphasizing the strategic planning required for selecting and optimizing resources essential for service delivery. Dr. Arunkumar provided participants with a comprehensive framework for interpreting and implementing operations management strategies tailored to the service sector, ultimately facilitating organizational effectiveness and customer satisfaction.

Dr. Akilan Arunkumar delved into the essential departments vital for the seamless functioning of hospitals, underlining their critical roles in ensuring efficient operations and quality patient care. He likely highlighted departments such as Emergency Services, emphasizing their pivotal role in providing immediate medical attention and stabilizing patients in critical conditions. Additionally, he might have underscored the significance of departments like Nursing, stressing their role in delivering continuous care and monitoring patients' well-being throughout their hospital stay. Furthermore, Dr. Arunkumar emphasized the importance of Support Services departments such as Housekeeping and Maintenance, highlighting their contributions to maintaining cleanliness, safety, and functionality within the hospital environment. Dr. Akilan Arunkumar expertise and experience in the healthcare sector, he provided valuable insights into operational management principles that applied in the service sector. He emphasized the crucial significance of patient time and cost in conjunction with ensuring customer satisfaction within the healthcare service sector. Dr. Akilan Arunkumar's inclusion of a case study as a practical exercise undoubtedly enriched the participants' understanding of operations management. Through the case study exercise, students gained valuable insights into the complexities of managing operations in healthcare settings, as well as the importance of implementing efficient and customer-centric strategies to optimize service delivery. Students genuinely enjoyed the session and found it beneficial for clearing their doubts. Mr. A. Anburaj, Assistant Professor, YRC coordinator M.A.M. B-School, made all the requisite arrangement for the programme.



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**OPERATIONS IN SERVICE SECTOR**

Sl.No.	Registration Number	Name of the Student	Signature
1	812223631001	Aarthi N	Aarthi N
2	812223631002	Abdul saleem S R	Abdul saleem S R
3	812223631003	Abhinaya M	Abhinaya M
4	812223631004	Abhinaya S	Abhinaya S
5	812223631011	Antony richard B	Antony richard B
6	812223631012	Arifa muhin S	Arifa muhin S
7	812223631013	Arjharan E	Arjharan E
8	812223631014	Arun P	Arun P
9	812223631016	Ashiq basha A	Ashiq basha A
10	812223631018	Athif raja MA	Athif raja MA
11	812223631019	Balaji R	Balaji R
12	812223631023	Borieo bharath raj A	Borieo bharath raj A
13	812223631025	Boyas C	Boyas C
14	812223631026	Bragadheeswaran S R	Bragadheeswaran S R
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39	812223631115	Priyadharshini N	Priyadharshini N
40	812223631117	Priyadharshini V	Priyadharshini V





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**Name of the agencies/consultants involved with
contact details
(If any)**



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தமிழ்நாடு தமிழ்நாடு TAMIL NADU

10AC 368005

1/3/23 MAM B School Siruganur

R. Baith.



MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (hereinafter referred to as "MoU") has been agreed, made and executed on 23.03.2023 of March, 2023.

Between


HEARTFULNESS EDUCATION TRUST, a registered trust having its registered office at No 40-15-9/12, Nandamuri Road, Venkateswarapuram Post Office, Vijayawada 520 010, Andhra Pradesh, India(hereinafter referred to as "HET", which expression shall unless repugnant to the context and meaning thereof mean and include its successors, administrators, authorized representatives and permitted assigns)

And

M.A.M.B-School, an institution, imparting and offering MBA Programme hereinafter referred to as "MAMBS, Tiruchirappalli- 621 105" represented by the Director of the College which expression shall unless repugnant to




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the context means and include its successors and assigns of the ONE PART, Wherever the word **MAMBS** comes in this MoU it implies **M.A.M.B-School**, Tiruchirappalli.

M.A.M B-School is a standalone business school in Trichy, patronized by Maluk Educational, Health and Charitable Trust in 2010. **M.A.M.B-School** is affiliated to Anna University, Chennai and approved by All India Council for Technical Education (AICTE), New Delhi.

(**HET** and **MAMBS** shall hereinafter be collectively referred to as the "Parties" and individually referred to as "Party" in this MOU)

Whereas:

- i) **HET** is a Public charitable trust registered under the Indian Trust Act, 1882 inter alia with an objective to impart Heartfulness approach to various wellness programmes including relaxation, meditation, values based educational programmes for schools, colleges, government organizations, corporate etc., made available to all who are willingly interested in individual development and well-being. **HET** is also engaged in conducting various Teachers' training programmes in collaboration with Education Institutions.
- ii) **MAMBS** desires to provide and inculcate in its students values and inner development in order for them to perform better as students and be leaders for growth in nation building.
- iii) **HET** through its Heartfulness initiatives offer a way for balanced living through various meditation techniques. These simple and effective techniques gradually imbibe feelings of discipline, empathy, brotherhood, leading to mental, spiritual, and psychological well-being, helping an individual to transform not only inwardly but also his/ her attitudes, and dealings with society at large.



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- iv) **MAMBS** intends to procure training and experiential learning services provided by **HET** on the terms agreed to herein, in order to stimulate and facilitate the development of programmes/modules which serve to enhance educational, social, spiritual & emotional development of students. Further, **HET** and **MAMBS** in support of their interest in the field of education are desirous of promoting mutual cooperation by organizing and conducting educational workshops for mental, spiritual and psychological well-being of its students, and desire to extend the basis for friendly and cooperative collaboration by way of this MOU.

NOW THEREFORE, THE PARTIES HEREBY AGREE AS UNDER:

1. PURPOSE AND OBJECTIVES:

- 1.1 **MAMBS** desires to create a precedent by offering suitable and pertinent learning and offerings to its students so as to enable them to lead their lives with purpose and be of help to the society at large. **MAMBS** has represented that it is a leading College that offers high quality education and its priority is to provide its students values, inner development enabling them to perform better in their education & be leaders in nation building. It seeks to provide its students basic life skills to manage challenges in their relationships, avoid intoxicating abuses, digital dependence and deal with stress of modern life. It aims to enable their students and staff to de-stress, manage life's challenges in healthy ways and find joy, purpose and fulfilment. This will directly enhance their academic and work performance and create a harmonious environment within **MAMBS**.
- 1.2 **HET** has agreed to be helpful in such mission through its offerings as listed out in Schedule 1 ("Offerings"). [**HET** may also conduct a thorough teacher and administrative staff training program in Heartfulness approach for their inner development so as to enable them to encourage students in this program].



[Signature]
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- 1.3 Both the Parties, hereby express their commitment to collaborate with each to conduct (i) educational, (ii) Heartfulness relaxation, meditation and (ii) other connected wellness workshops to help students teachers to regulate their minds, moderate their tendencies, concentration, sharpen the use of their will, introspect and self-analyse and accept people and situations in offerings general. Through such workshops and of HET, they intend to help the students to improve their skills and learning behaviour, and inculcate stress management, humility, emotional maturity, confidence, self-awareness and most importantly, develop a sense increase their of purpose towards life.

2. FACILITATORS:

- Both Parties shall nominate one or more representatives, who shall be the point of contact/ facilitator ("Facilitators") for the purpose of this MOU.
- The Facilitators of the respective Parties shall maintain regular contact with each other. Further, they shall propose and review the response received from the participants for the workshops and other activities that may be conducted pursuant to this MOU and in furtherance to fulfilling the purpose and objectives envisioned under this MOU.

3. RESOURCES:

- 3.1 **MAMBS** shall make arrangements at its agreed venue(s) with required reference and reading material as specified by **HET**, by establishing a (i) Heartfulness corner in their library, and (ii) meditation practice room, and by providing such audio-visual equipment and other facilities as shall be required for conduct of the workshops and/or programmes with respect to the Offerings.



[Signature]
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- 3.2. **HET** shall nominate such teachers, trainers and support staff as it deems necessary for conducting and providing training to Participants at these workshops and programs pursuant to this MOU.
- 3.3. **HET** shall provide support to orient **MAMBS** teachers to conduct the sessions as advised by **HET** for the students at **MAMBS** and shall provide such external support as required. Through these Offerings **HET** will make students at **MAMBS** understand values and their role in improving the quality of their life and enable them to impart spiritual training as an extended activity in its institutions as and when feasible.
- 3.4. The Parties agree to distribute reading materials/ promotional/ literature to the participants, through any means including but not limited to audio and/or video recordings, books and magazines as deemed fit by **HET**. **HET** shall share the content of such reading materials, literature, video recordings and other such material with **MAMBS**, before distributing the same to the participants.
- 3.5. The Parties further agree that at **HET**'s discretion, they shall set up stalls at the program venue to distribute promotional items including but not limited to clothing, apparel, mementos, brochures, other merchandise and/or articles and details of the programme etc.
- 3.6. The offerings detailed in Schedule 1 shall be the scope of service to be rendered by **HET** which will be adhered to by **HET** during the term of this MOU.

4. OTHER OBLIGATIONS OF MAMBS:

- 4.1. **MAMBS** shall extensively promote **HET** Offerings so that greater populace of students in **MAMBS** shall benefit from this Initiative. As previously indicated in Clause 1.1 above, being a value-based model of education, **MAMBS** may make all or any part of the Offerings, as applicable, a part of their curriculum for the students on a mutually agreed basis between the Parties.



H. P. S. S.
DIRECTOR
M.A.M. B-SCHOOL
 Siruganur, Trichy-621 107

4.2. MAMBS shall:

- i) Take initiatives such that its students shall attend the sessions conducted by **HET** with an objective to help them develop ideal value systems within to make them global citizens.
- ii) Facilitate students to integrate and imbibe such values into their lives and education.
- iii) Jointly conduct surveys at regular intervals to find the effectiveness of the programs conducted pursuant to this MOU.
- iv) **MAMBS** encourage its students, faculty, staff and administration to share written, audio and/or video testimonials with respect to any training programs, workshops or seminars conducted by **HET**.

5. FINANCIAL UNDERSTANDING:

5.1. **HET** shall provide its services with respect to Heartfulness meditation practices on free of charge basis at all times as agreed. However, it is hereby agreed that certain expenses relating to but not limited training programs, workshops and faculty shall be on a charged in the following manner. **MAMBS** shall bear the expenses:

- i) relating to the Offerings in terms of material, recommended readings, library, Heartfulness corner, meditation room(s) to be used by students and teachers at **MAMBS** shall be borne by **MAMBS** and the same would be set up as per the recommendations made by **HET**.
- ii) for training programs for faculty and students organised at **HET** centres, wherein an appropriate per diem expense would be undertaken by **MAMBS** for boarding and lodging of the participants.

5.2. Logistic:

MAMBS shall reimburse all expenses with respect to (i) all actual to and from travel expenses, including but not limited to train, bus, flight and taxi, borne by all the **HET** trainers and special guests who



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are invited to **MAMBS** for conducting sessions/programs, (ii) food and (iii) other miscellaneous expenses shall be reimbursed. **MAMBS** shall provide accommodation facilities to such trainers and special guests. **HET** shall provide such guidelines as necessary.

6. TERM

- 6.1. This MoU has been executed for the purpose of organizing workshops/ seminars/ training sessions at the premises of **MAMBS** or such other premises as may be mutually agreed upon in writing.
- 6.2. This MoU shall come into effect from the Execution Date and shall remain in force for a period of 3 years thereafter.
- 6.3. This MoU shall terminate after completion of the term of one year from the execution Date, without any financial obligations of Parties, except for any pending reimbursements and costs as provided herein.
- 6.4. The Parties may execute similar agreements for similar initiatives in future or even extend the term of this MOU for such further periods as mutually agreed to by the Parties.
- 6.5. Either Party may voluntarily terminate this MOU by giving a 3 months' notice in writing to the other.
- 6.6. The provisions of this Clause 6.6 and 8 and all of its sub-clauses will survive any expiration or termination of this MOU.

7. ASSIGNMENT

This MOU is personal to the Parties and the rights and obligations established herein shall not be assignable by the Parties, except to the extent expressly permitted under this MOU or with the prior written consent of the other Party.

8. INTELLECTUAL PROPERTY

- 8.1 Neither Party shall exercise any rights in the trademarks, copyright or other intellectual property of the other Party, except as expressly stipulated herein.



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- 8.2 All intellectual property rights including all (i) copyrights and other rights associated with works of authorship throughout the world, including neighbouring rights, moral rights, and mask works, (ii) trade secrets and other confidential information, (iii) patents, patent disclosures and all rights in inventions (whether patentable or not), (iv) trademarks, trade names, internet domain names, and registrations and applications for the registration thereof together with all of the goodwill associated therewith, (v) all other intellectual and industrial property rights of every kind and nature throughout the world and however designated, whether arising by operation of law, contract, license, or otherwise, and (vi) all registrations, applications, renewals, extensions, continuations, divisions, or reissues thereof now or hereafter in effect ("IPR") with respect to (a) "Heartfulness", (b) "Heartfulness Relaxation", (c) "Heartfulness Meditation", (d) "Heartfulness Cleaning", their techniques and/or connected procedures therein and (e) the title and content/modules or any other information shared with NC, its staff, students and teachers, as the case may be, as part of the Offerings of HET, and (f) other trademarks belonging of to HET or those of its associates, (collectively referred to as "Heartfulness and when IP") as used by HET under license shall always vest with HET or its associates, as applicable.
- 8.3 This MOU in no way creates or conveys any ownership interests in Heartfulness IP to **MAMBS**. **MAMBS** shall only use such Heartfulness IP or any part thereof, in the manner and form previously approved in writing by **HET** and in coordination with and assistance of **HET** authorized representatives.
- 8.4 **HET** reserves the right to modify, change or improve such Heartfulness IP in the manner it deems fit and implement such changed versions of Heartfulness IP or wellness techniques at any time during the term of this MOU.
- 8.5 The Parties agrees that all ownership rights in any and all testimonials submitted in accordance with Clause 4.2 (iv) above shall vest with **HET**.



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9. INDEMNITY:

- 9.1. Except for cost reimbursements, the services provided by **HETs** with to the Offerings respect are on a mutual basis and free of cost. Only willing participants for their own well being/ self-development are required to participate. **MAMBS** may for development of its students make the **HET** programs, modules and/or workshops as part of its curriculum. The Parties, therefore, agree that such services do not give rise to any kind of damage or liability to anybody who participates and therefore no damage can arise there from. No indemnity is therefore provided herein. The Parties agree that that **HET** programs do not guarantee success of its objectives or purposes as mentioned anywhere in this MOU.
- 9.2. In the event **MAMBS** breaches the terms of Clause 8 (Intellectual property) of this MOU, **HET** shall be entitled to seek specific performance against the **MAMBS** for performance of its obligations under Clause 8 (intellectual property) of this MOU in addition to any and all other legal or equitable remedies available to it.

10. GOVERNING LAW, JURISDICTION & ARBITRATION:

- 10.1. This MOU shall be construed, interpreted and enforced in accordance with laws of India. In case of any differences between the Parties, they shall make all efforts to settle the disputes amicably through mutual discussion and negotiation within 90 days, failing which, dispute(s) shall be referred to a sole arbitrator appointed by both the Parties, as per provisions of Arbitration and Conciliation Act, 1996. Language of arbitration shall be English and place of arbitration shall be [Vijayawada, Andhra Pradesh].
- 10.2. Subject to the arbitration Clause 10.1 above, the courts of competent jurisdiction at [Vijayawada] shall have exclusive jurisdiction with respect to any and all matters pertaining to this MOU.



[Signature]

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11. MISCELLANEOUS:

- i) This MOU together with any other documents including but not limited to memorandum of understandings, communications exchanged between the Parties defining responsibilities, obligations of both the Parties for different programs, initiatives etc. under this MOU, each of which shall be deemed to be an original, and all of which, taken together, shall constitute an integral part of this MOU constitute the entire agreement and supersedes any previous agreement between the Parties relating to the subject matter of this MOU.
- ii) This MOU can only be amended in writing by mutual consent of both the Parties. No modification or amendment to this MOU and no waiver of any of the terms or conditions hereof shall be valid or binding unless made in writing and duly executed by or on behalf of both the Parties.
- iii) This MOU may be executed in counterparts and shall be effective when each Party has executed a counterpart. Each counterpart shall constitute an original of this Agreement.
- iv) If any provision of this MOU shall be invalid, illegal or otherwise unenforceable, the validity, legality and enforceability of the remaining provisions shall in no way be affected or impaired thereby.
- v) The captions of the clauses of this MOU are for convenience of reference only and in no way define, limit or affect the scope or substance of any clause of this MOU.
- vi) The arrangement contemplated herein being in nature of cooperative strategic alliance for general wellbeing, no monetary consideration is involved except as provided for herein.



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- vii) None of the provisions of this MOU as stated above shall be deemed to constitute a partnership between **HET** and **MAMBS** and neither Party shall have any authority to bind or shall be deemed to be the agent of the other in any way. It is on principle to principle basis.

IN WITNESS WHEREOF the Parties hereto have executed this MOU, in duplicate, by their duly authorized representatives on the date, month and year first written above.

For HEARTFULNESS EDUCATION TRUST

For M.A.M. B-SCHOOL

[MRS. G. SANGEETHA]
ZONAL CO ORDINATOR,
Heartfulness Education Trust,

Trichy Vadugapatti Ashram,
K.Sathanur,
Tiruchirapalli,
Tamil Nadu-620 021
Ph: 9894098048
sangs2311@gmail.com
Date 23.03.2023

Dr. M. Hemalatha, M.A., Ph.D (M.T)
Professor & Director
M.A.M. B-School
Siruganur, Tiruchirappalli-621 105,
Mob: 8220727888, www.mambs.com
[DR. M. HEMALATHA]
DIRECTOR,

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Date: 23.03.2023

WITNESS:

(1)

(2)

(ANUSANTH A. ANANTHAKRISHNAN)
9629796530



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SCHEDULE-1

Scope of Work

Heartfulness Education Trust (HET) shall offer the following programs specifically developed for specific needs of the College:

1. **Staff Training:** HET shall impart a training program on "Wellness at work" to all Principals, Teachers and Staff of the MAMBS Institutions at its campus. MAMBS may at its sole discretion make it compulsory for their faculty/staff. Initially, this would be a three-day program to introduce the Heartfulness Meditation Practice and how it can be integrated into best education practices. This wellness program can also be offered at Kanha Shanti Vanam, the world headquarters of Heartfulness located near Chegur village, Ranga Reddy district with a residential programme facility on mutually agreed basis.
2. **In-depth Faculty Training on Heartfulness Curriculum:** Following initial introduction, interested faculty would be provided a longer duration in-depth teacher training program to further enhance and develop the Heartfulness tools and Curricula. This program would be developed suitably by Heartfulness Education Trust and made available at Kanha Shanti Vanam/ Heartfulness centers or on **MAMBS** campus on an ongoing basis on agreed intervals during the term of this MOU.
3. **HELM (Heartfulness Enabled Leadership Mastery) curriculum for students :** HET shall choose a college on **MAMBS** campus to begin an in-depth training for students. This would cover a 3 day induction program and a life skills course which will be followed by subsequent foundational leadership programs such as 'Discover', 'Develop', 'Deepen', 'Dedicate' etc which can be included as credit courses. These are core Heartfulness programs conducted by certified Heartfulness trainers which will be experiential sessions of



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60-90 minutes for each student group. Detailed annexure attached as Schedule 2

4. **Internships for students:** Faculty offering 'Heartful Electives' can design projects that aim to integrate ethical and contemplative aspects into particular student projects.
5. **Leadership Conclave/Roundtable on Heartfulness Leaderships:** HET shall conduct a 3-days workshop for the senior management of MAMBS, including to limited to the Director of MAMBS to shine some light on the relationship between meditation and education.
6. **H.E.A.R.T:** HET shall conduct a workshop for the faculty at MAMBS, to inspire them to teach in a reflective manner and also to help them integrate meditative aspects to their course design.
7. **Heartfulness Meditation Workshop:** HET shall introduce the experience of Heartfulness Meditation to the administration department, the ground staff, general public and parents of the students at MAMBS through a 3-days experiential workshop.
8. **Inner Well Being Workshop:** HET shall introduce the experience of Heartfulness Meditation to counsellors and/or peer counsellors and provide them with techniques to help students handle situation in a calmer manner, through a 3-days workshop.



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Puneet

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Schedule-2

15 Week Program: 45 to 60 Minutes each week
(Suggested topics- can change dynamically based on need & Situation)

Sl. No.	Sub Topics
1	Introduction on HELM Program
2	Discovering Oneself
3	Healthy Lifestyle
4	Time Management - Principles & Focus
5	Befriending Stress
6	Peak Performance
7	Situational Awareness
8	Heartful Conversations
9	Heartful Relationships
10	Silence is the Language of the Heart
11	The Science Behind Meditation: Habits & Change
12	The Art Behind Meditation: Observation & Dairy Writing
13	The Heart Behind Meditation: Experience & Evolution
14	Live Light & Right
15	The Power of Pause & Designing your Destiny



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