



M.A.M B-SCHOOL
Approved by AICTE and Affiliated to Anna University
Trichy Chennai Trunk Road, Siruganur, Tiruchirappalli - 621 105
ANNUAL REPORT 2019 – 2020

GUEST LECTURE ON "AVENUE FOR GROWTH - A FOOD GIANT SUCCESS STORY"



M.A.M B School organized a guest lecture on “Avenue for Growth - A Food Giant Success Story”. Mr. R. Manoharan founder of Banana Leaf Group of Restaurants was the guest speaker. He spoke about the business strategies and the growth of his business to the students. He said Entrepreneurship is the creation or extraction of value. He wished the students to generate new ideas and become entrepreneurs.

GUEST LECTURE ON AYURVEDA MARKETING



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



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GUEST LECTURE ON PERSONALITY DEVELOPMENT PROGRAM



M.A.M B School organized a guest lecture on Personality Development. Mrs. Anu Varadharajan, M.D., Idea plus Business Solutions, Chennai is the chief. The guest addressed the students regarding the dynamic construction and deconstruction of integrative characteristics that distinguish an individual in terms of interpersonal behavioral traits. She spoke about the five stages of personality development which are the oral, anal, phallic, latency, and genital stages.

GUEST LECTURE ON ETHICAL ISSUES IN BUSINESS



M.A.M B School organized a guest lecture on Ethical Issues in Business. Mr. TM R. Veerasekaran, Process Engineer, Mustang HDP, Kingdom of Saudi Arabia was the guest speaker. He spoke to the students regarding the ethical issues in business. He said what are all the ethical issues some of them are Harassment and Discrimination in the Workplace. Health and Safety in the Workplace. Whistle blowing or Social Media Rants. Ethics in Accounting Practices. Non disclosure and Corporate Espionage. Technology and Privacy Practices.



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GUEST LECTURE ON CORPORATE COMMUNICATION



M.A.M B School organized a guest lecture on Corporate Communication. Mrs. Sayantani Chakravarty was the resource person. She addressed the students regarding the importance of communication and what are all the expectations of corporate. She gave tips how to improve communication to the students. She spoke about internal and external communication.

GUEST LECTURE ON TOWARDS INTEGRAL DEVELOPMENT



M.A.M B School organized a guest lecture on Mrs. Leema Peter, Psychologist was the guest speaker. She addressed the students about the integral development. she said one must be goal oriented in order to get success in their life. She motivated then students with fairy tale motivational stories. She concluded by saying Integral Development initiates, guides, and maintains goal-oriented behaviors



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GUEST LECTURE ON ZUMBA FITNESS PROGRAM



M.A.M B School organized Zumba Fitness Program. Mr. Sathish and a trainer from Dreamers Dance Studio Trichy was the guest. They trained the students in zumba dance. They also spoke about the importance of fitness. All the students enjoyed and danced along with the trainers. It was a full filled fitness program.

GUEST LECTURE ON YOUTH CONTRIBUTIONS TOWARDS SOCIETY



M.A.M B School organized a guest lecture on Youth Contributions towards Society. Mr. Santhosh, Anchor, Trichy was the chief guest. He said youths are the pillars of the society and they have the responsibility to renew and refresh the current status of our society including leadership, innovations, skills. He also insisted youths have also to maintain the culture of our culture, all good values in the societies,



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GUEST LECTURE ON FINANCIAL LITERACY



M.A.M B School organized a guest lecture on Financial Literacy. Mrs. Banumeena, CEO, Spark Technologists, Trichy came and addressed our students. She explained the students regarding the financial literacy and she said it is the ability to understand and apply different financial skills effectively, including personal financial management, budgeting, and saving. Financial literacy makes individuals become self-sufficient. It was an interactive session the students asked many questions regarding the savings.

GUEST LECTURE ON GROOMING AND DRESSING FOR JOB INTERVIEW



M.A.M B School organized a guest lecture on Grooming and Dressing for job Interview. Mrs.R.Yamini, Yuva co chair and Training and Placement Officer, Indian Institute of Information Technology, Trichy was the guest speaker. She addressed the students regarding the do's and don'ts of dressing for an interview she explained separately for girls and boys how they should carry themselves for an interview. It was an interactive session.



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GUEST LECTURE ON SESSION ON THE FUTURE OF BRANDING



M.A.M B School organized a guest lecture on The Future of Branding. Mr. Raj Bharat, Immediate Past Chair & Mentor of Young Indians Chennai Chapter Director, ThinkComm Marketing & Media Services Pvt Ltd., came and addressed our students. He spoke about the how innovatively we can brand our products. He said branding is to attract and retain loyal customers and other stakeholders by delivering a product that is always aligned with what the brand promises.

GUEST LECTURE ON HOW TO SELL WHEN YOU DON'T LIKE SELLING

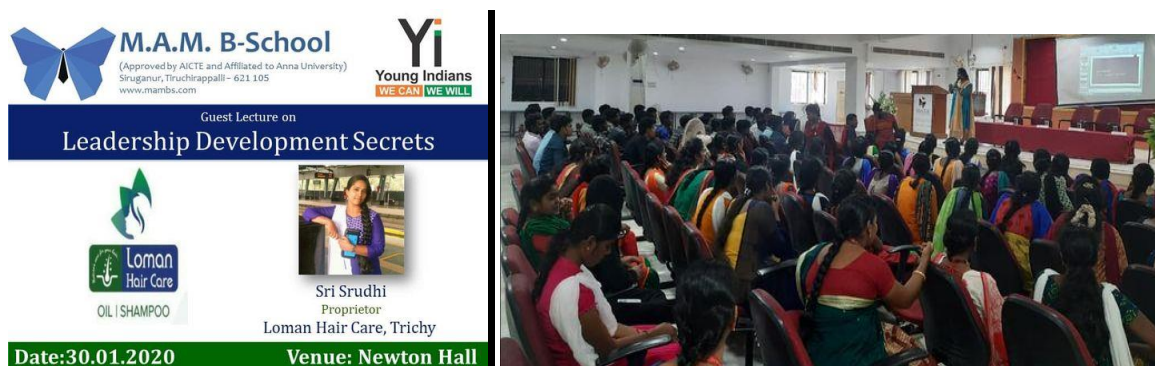


M.A.M B School organized a guest lecture on how to sell when you don't like selling. Mr. Vinay Pushpakaran, Cofounder and Chief Facilitator, Future Impact Learning was the guest of honor. He spoke about the importance of sales and he said stop thinking of yourself as a product pusher and instead think of yourself as a problem solver, a life saver! Instead of saying, "I hate selling!" say, "I love solving!". "Best way to sell something: don't sell anything.



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GUEST LECTURE ON LEADERSHIP DEVELOPMENT SECRETS



M.A.M B School organized a guest lecture on Leadership Development Secrets. Ms. Sri Srudhi, Proprietor, Loman Hair Care, Trichy was the guest. She said Leadership development is a set of activities that prepare current and future leaders to perform effectively in their roles. She spoke about three secrets of successful leadership development they are Leaders Aren't Born, They're Developed, It's all about the Team, Managing Others Begins with Managing Yourself.

GUEST LECTURE ON OPPORTUNITIES AND CHALLENGES IN INDIAN STOCK MARKET



M.A.M B School organized a guest lecture on Opportunities and Challenges in Indian Stock Market. Mr. S. ANTONY PREMRAJ, Regional Manager, Geojit Financial Services Ltd. Trichy. He spoke about what are all the opportunities that are available in the stock market how to invest in shares without any risks. He also spoke about the various risks in stock market such as bad deliveries, delays in transfer and registration, mutilation, loss, forgery and theft of certificates.



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GUEST LECTURE ON HIGHLIGHTS OF BUDGET 2020



M.A.M B School organized a guest lecture on Highlights of Budget 2020. CA. KOTHURITI KISHOR, YUVA Co-Chair, Young Indians Trichy Chapter was the chief guest. He discussed about the budget 2020. He said the budget revolves around six broad pillars they are Health and wellbeing, physical and financial capital and infrastructure, inclusive development for aspirational India, reinvigorating human capital, innovation and R&D. Students asked many questions and it was an interactive session.

GUEST LECTURE ON ENTREPRENEURIAL JOURNEY

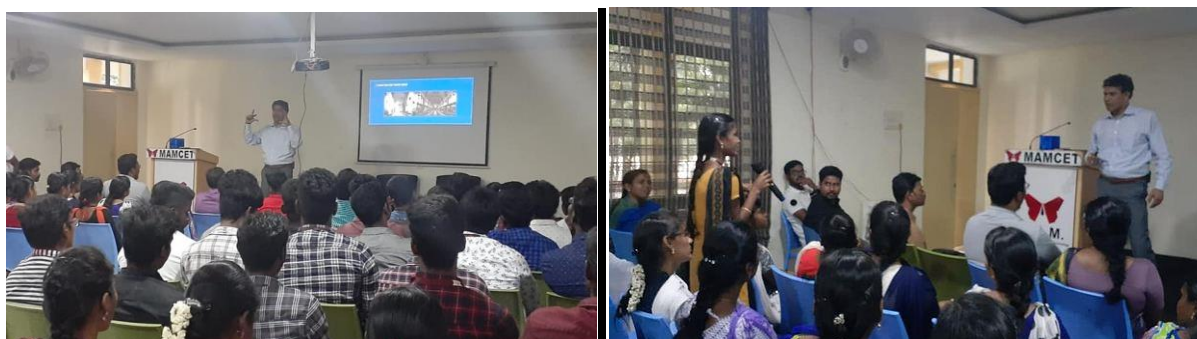


M.A.M B School organized a guest lecture on Entrepreneurial Journey. Mr. Manick Rajendran, Founder & CEO of iMMi life Healthcare Pvt.Ltd. Chennai. He spoke about his entrepreneurial journey and what are all the problems he faced in the journey. He also spoke about the strategies he used to become a successful entrepreneur. He also shared the secrets to become a successful entrepreneur some of them are think about success, Be passionate with what you do, Focus on your strengths, Never consider the possibility of failure.



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GUEST LECTURE ON CAMPUS TO CORPORATE



M.A.M B School organized a guest lecture on Campus to Corporate. Mr. Sidd Ahamed, Founder and CEO of VDart Incorporation was the guest speaker. He addressed the students regarding the types of training module for the young student's transition from their campus life to the corporate world. He said not only soft skills to survive in the corporate but also the technical training will be given on the campus to corporate training.

GUEST LECTURE ON WOMEN EXCELLENCE IN ENTREPRENEURSHIP



M.A.M B School organized a guest lecture on Women Excellence in Entrepreneurship. Ms. Vinothini Sekar, Entrepreneur & Fashion Designer was the guest speaker. She addressed the students regarding the Women Excellence in Entrepreneurship and also various other fields. She said women excellence is nothing but doing what you love without any restriction. She also spoke about women empowerment and said empowerment of women is nothing but promoting women's sense of self-worth, their ability to determine their own choices, and their right to influence social change for themselves and others.



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GUEST LECTURE ON WOMEN AND LAW



M.A.M B School organized a guest lecture on Women and Law. Ms. R. Gokila, Advocate in Trichy Court was the guest speaker. She spoke about various laws regarding women and asked all the female students to get awareness regarding all the laws. She also spoke about the various cyber crimes and the laws related to cyber crimes. Students interacted with the speaker and got awareness regarding the laws.

WORKSHOP ON ANALYTICS USING R SOFTWARE



M.A.M B School organized a one day workshop on Data Analytics using R Software on 22nd August 2019. Mr. Sivaraja, Data Scientist gave hands on Experience to our students. Practical training was given. The audience for the program are 2nd year MBA students.



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WORKSHOP ON STOCK MARKET INVESTMENT AND REAL TIME TRADING



M.A.M B School organized a one day workshop on. Stock Market Investment and Real Time Trading on 26th August 2019. Dr. K. Balaji, Placement Officer, SRM University, Chennai and Mr. Arun Mozhi, Financial Advisory gave a real time online Trading Experience to our Students. The audience for the program are 2nd year MBA students.

EXCLUSIVE JOB FAIR FOR DIFFERENTLY ABLED



M.A.M B School First Year MBA Students Voluntarily Supported the Exclusive Job Fair for Differently Aabled held on 17th November 2019 at St.Joseph's College, Trichy.



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INAUGURATION OF YI-YUVA STUDENT CHAPTER



Inauguration of Yi-YUVA Students Chapter held on 20-08-2019 at M.A.M.B-School. Mr. Suresh Kumar, YUVA Chair and Managing Director, FG Global Training Pvt. Ltd., gave an Introduction about Yi-YUVA and Ms. Kaveri Annamalai, YUVA Chair, Director ARA Securities and Finance Pvt Ltd. Also a corporate Trainer motivated and inspired the students. Finally MoU has been signed between Yi-Yuva and MASTeR Group of Institutions.

INAUGURATION OF THANEER CLUB AND TREE PLANTATION



MAM B-School Inaugurated Thaneer Club and Tree Plantation” on 28th of August 2019. Mr. M. Sekaran, President, Thaneer club, addressed the students regarding the importance of saving our nature. Mr. .G. Sivagurunadhan, Humor club & Treasurer, Thaneer Club, motivated & Inspired students by his humorous speech.



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ROTARACT CLUB OF M.A.M.B SCHOOL INSTALLATION



Rotaract Club of M.A.M.B-School Installation held today (19-09-2019) at Hotel Sangam, Trichy. First year Mba students along with Prof. R. Anbarasan attended the inauguration.

CAMPUS DRIVE BY LAKSHMI VILAS BANK



M.A.M. B-School organised on-Campus Drive by Lakshmi Vilas Bank held today (05-09-2019). Mr. K. Suresh Kumar, HR, Chennai, Came for Recruitment.

CAMPUS DRIVE BY IMPULSE GROUP



M.A.M. B-School organized on-Campus Drive by Impulse Group held on (19-09-2019). 2nd MBA students participated in the drive.



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CAMPUS DRIVE BY EQUITAS BANK



M.A.M.B-School organized on campus Drive by Equitas Bank on 22-10-2019. Mr.Gunasekar HR came for Recruitment.

CAMPUS RECRUITMENT DRIVE BY V DART TECHNOLOGIES PVT. LTD.



M.A.M.B-School, Organized Campus Recruitment Drive by V Dart Software Services Pvt. Ltd. on 12th February 2020 Today. Ms. S. Sumathi, HR Manager came for Recruitment.

CAMPUS RECRUITMENT DRIVE BY KARVY DIGIKONNECT LTD



M.A.M.B-School, Organized Campus Recruitment Drive by Karvy Digikonnnect Ltd. Mr. Sathish, Senior HR Manager came for Recruitment.



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MOST CREATIVE SOLUTION AWARD AND HIGH IMPACT SOLUTION AWARD



M.A.M.B-School Students Ms. Shankari, II MBA won Most Creative Solution Award and Mr. Praveen, I MBA won High Impact Solution Awards in Evolve 2019, YUVA Leadership Conclave.

YUVA LEADERSHIP CONCLAVE



M.A.M.B-School Student Ms. S. SURYA, II MBA gave rocking Performance in YUVA Leadership Conclave.



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M.A.M.B-SCHOOL II YEAR STUDENTS VISITED INDIAN INSTITUTE OF TECHNOLOGY MADRAS RESEARCH PARK



M.A.M.B-School II year Students along with 1 faculty visited Indian Institute of Technology Madras Research Park today (21-09-2019) to enrich their knowledge on Entrepreneurship Development by attending the Presentation by IITMRP & Incubation Cell. Experts from Vayujal technologies (p) ltd, Aavrtti technologies pvt ltd and aerospace startup India pvt ltd making their presentations.

DESIGN THINKING WORKSHOP



M.A.M.B-School First Year MBA Students Mr. Praveen, Ms. Padma & Ms. Presanna Devi participated in the Design Thinking Workshop held in Anna University Trichy



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INTERNATIONAL COLLOQUIUM ON THE CHALLENGES OF HIGHER EDUCATION



M.A.M. B-School faculty Dr.S.Najma along with II year and I Year MBA students attended 'International Colloquium on the Challenges of Higher Education in the 21st Century' held at St.Joseph's College Trichy.

REINVENT YOUR BUSINESS STRATEGY



Dr.M.Hemalatha, Director of M.A.M. B-School attended Management Development Program on Re-Invent your Business Strategy at Indian Institute of Management Trichy organised by Yi.



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WORKSHOP ON LIFE



Dr. Najma, Associate Professor from M.A.M.B-School attended two days workshop on 'Life' organized by SS (Mrs. Savitri & Mr. Sivakumar) Family First, Trichy Plus. It's a program which creates transformation in people's life, give confidence and make us realize what we want. The workshop covers topic like life, health, habits, financial handling etc.

THREE DAYS FACULTY DEVELOPMENT PROGRAMME





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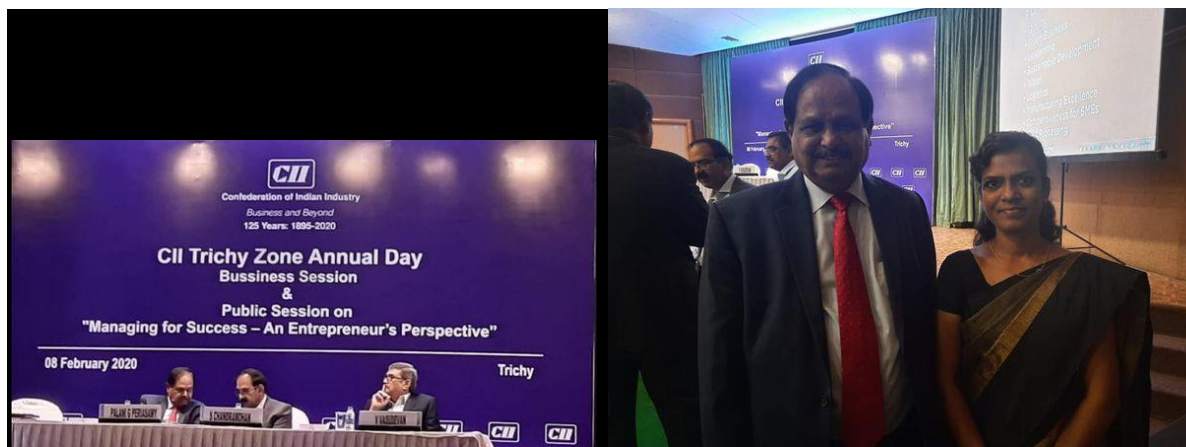
Mr. R. Anbarasan, Associate Professor of M.A.M. B-School attended 3Days Faculty Development Programme on Teaching Learning Pedagogy at Indian Institute of Technology Madras organised by PALS.

LEADING EXPONENTIAL INNOVATION IN A VUCA WORLD



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

SPECIAL SESSION ON MANAGING FOR SUCCESS



Dr.S.Najma, Associate Professor from M.A.M.B-School attended a Special Session on "Managing for Success" during the CII Trichy Zone Annual Day held at Hotel Sangam, Trichy.



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WIN NEET QUIZ PROGRAM



MASTeR Group of Institutions in Association with Win news channel conducted WIN NEET Quiz program for the higher secondary students as a CSR activity at our campus today. Around 200 school students and 65 teams participated in the event. 1st Prize won by Srirangam Boys Hr. Sec. School, 2nd Prize won by SRV Hr. Sec. School and the Overall Championship has been bagged by Savithri Vidhyalaya Hr. Sec. School. Winners of the event has been Awarded by Mrs. FATHIMA BATHOOL MALUK, Secretary & CEO of MASTeR Group of Institutions.

CSR ACTIVITIES AT PACHAIMALAI



M.A.M.B-School 1st Year MBA students attended a outbound training and performed CSR activities at Pachaimalai on 27th February 2020. This Program was jointly organized with the Thanneer organization, Trichy.



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ENTREPRENEURSHIP AWARENESS PROGRAMME



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

SPORTS EVENTS



M.A.M.B-School Organized Various Sports Event for our Budding Managers on 21st February 2020.



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INDUSTRIAL VISIT TO TULYA BEVERAGES PVT. LTD



M.A.M.B-School First Year Students went for an Industrial Visit to Tulya Beverages Pvt. LTD., Naranamangalam on 19th February 2020

INAUGURATION OF 1ST YEAR MBA PROGRAMME



Inauguration of 1st Year MBA Programme held today at M.A.M.B-School. Mr. Krishna Varadharajan, Chairman, Idea Plus Business Solutions, Chennai, Inspired and motivated our Students.



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B-FEST 2019



M.A.M.B-School Organised B-Fest 2019 A Management Cultural Programme for U.G. Students held today. Mr. Krishna Varadharajan, Chairman, Idea Plus Business Solutions, Chennai, gave Inaugural Address. More than 400 students from 15 colleges came for Participation. Bishop Heber College won the overall Championship.