

# **M.A.M. B-SCHOOL Newsletter**



**Sri.Krishna Varatharajan, Chairman, Idea Business Solutions, Chennai was the Guest speaker for the programme and delivered a session on “வெற்றி இங்கே விற்பனைக்கு”. - 27th September, 2021.**

## **வெற்றி இங்கே விற்பனைக்கு**

M.A.M. B-School, a standalone Business School in Trichy organized “Freshers Day” on 27th September, 2021. Mrs.Fathima Bathool Maluk, Secretary & CEO-MASTeR Group of Institutions presided over the programme. She informed that all budding professionals need to have self confidence, know the value of what one wants to deliver in life, have a dream and move towards realize the dream into reality. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and cited the remarkable milestone of MAMBS. Sri.Krishna Varatharajan, Chairman, Idea Business Solutions, Chennai was the guest speaker for the programme and delivered a session on “வெற்றி இங்கே விற்பனைக்கு”.

He motivated the students to envision their opportunities to get success in their challenging career. The students were actively involving the activities and realized themselves to face the challenging career. He throw lights on the importance of self initiation, sparking insights into business, steps to overcome fear and face the world with full of courage. The session was a very informative and thought provoking session for all the MBA students and overwhelming response by and large.



# 9th Graduation Day



**Dr. Ashok Jhunjunwala, Professor, IIT Chennai was the chief guest for the 9th Graduation day. - 25.09.2021**

Dr. Ashok Jhunjunwala, Institute Professor at Indian Institute of Technology, Madras at Chennai, India. Following his B.Tech degree from IIT Kanpur, he obtained his MS and PhD from University of Maine, USA. He was an Assistant Professor at Washington State University, USA for a year and half and has been a faculty at IIT Madras since 1981. He has just completed one and half year of his services as Principal Advisor to Minister of Power, MNRE and Railways, Government of India, New Delhi.



MASTeR Group of Institutions celebrated its 9th Graduation day on 25.09.2021 in its campus. Dr. Ashok Jhunjunwala, Professor, Indian Institute of Technology was the chief guest for the programme. The celebrations started with the academic procession in which the dignitaries as Dr. M.A. Maluk Mohamed, Distinguished Correspondent, Mrs. Fathima Bathool Maluk, Secretary & CEO, The Registrar-MASTeR Group of Institutions, Dean-Academics, The Principal & Vice Principal's of MAMSA and MAMCET, Director-MAMBS and The Heads of various Departments were ushered to the accompaniment of the college band into the venue of the function. The dignitaries adorned the dais and after the customary invocation song and lighting the lamp, the Principal welcomed all the dignitaries, invitees, parents, faculty and graduands. Dr. M.A. Maluk Mohamed, Secretary, MASTeR Group of Institutions declared the graduation day open and in his presidential address he congratulated the graduands. He informed that the education system should not be based on the marks scored by the student it should be the innovation and as well as entrepreneurship oriented.

The Chief Guest Dr. Ashok Jhunjunwala in his address he pointed out that the learning is a continuous Process by which the role played by teachers is predominant. The teachers are continually strive towards in shaping the graduands as an responsible citizens of the country. He also pinpointed all students need to focus on soft skills in order to compete the competitive world with courage. He also stated that Hard work, Dedication, Skills and Commitment to the Work that are quintessential to reap the success by and large. In this ceremony, the students from various branches both in UG and PG streams like Computer Science and Engineering, Electronics and Communication, Electrical and Electronics, Mechanical & Master of Business Administration received their degrees. As part of the programme, there are 105 students from M.A.M. Business School received their degrees and R. Swathi, S. Karthick, R. Jayapriya (MAMBS: Batch: 2018-2020) and M. Akila, N. Aparna, R. Rajalakshmi (MAMCET: Batch: 2018-2020) were the toppers also received citation from the guest of honour. Dr. M. Hemalatha, Director, M.A.M. Business School read out the names of the toppers of the department who received the degree and certificates from the Chief Guest. The parents expressed joyful gratitude to the faculty and the management in molding their wards as professionals in the course of study in our Institution. The correspondent then declared the graduation day closed and the function ended with the national anthem.



# GUEST LECTURES

## Integral Development

M.A.M. B-School, a standalone Business School in Trichy organized "Integral Development" on 06th October, 2021. Mrs.Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions presided over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the overview of integral development aspects. Mrs.Leema Peter, A leading renowned Psychologist was the guest speaker for the programme and delivered a session on "Integral Development". She informed the students to identify their inner self through self introspection and excel in their career.



**Mrs.Leema Peter, A leading renowned Psychologist was the Guest speaker for the programme and delivered a session on "Integral Development" - 6th October, 2021.**

The chief guest discussed on by highlighting that Integral Human Development is the holistic development of the human person, covering all aspects of life: social, economic, political, cultural, personal and spiritual. It promotes the dignity of the human person, equality between every individual and the common good of all people in the community. She pinpointed that integral growth is pivotal with respect to fostering self-awareness, conscious leadership, collaboration and innovative organizational practices so that every individual may flourish and thrive, together, in today's ever challenging world. She encapsulated the integral development aspects which includes life with dignity, peaceful relationships with each other, sustained economic well being, resilience, power of influence and independence etc. She covered the conceptual framework of integral development which is universal way of thinking about, interacting with, and understanding others. The chief guest also focused on the essence of integral development principles and how it aligns pertaining to balanced life of an individual. She encapsulated various guidelines of integral development to budding professionals through inquisitive activities. The session was very much thought provoking for all the MBA students and remarkable by and large.

## Financial Literacy



**Mr.G.Prabhu, Faculty, ICICI Foundation, Trichy was the guest speaker for the programme and delivered a session on "Financial Literacy" - 6th October, 2021.**

Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted that effective managing of finance plays a crucial role in everyone's life. Mr.G.Prabhu, Faculty, ICICI Foundation, Trichy was the guest speaker for the programme and delivered a session on "Financial Literacy". He initiated the students to identify the importance of savings and getting aware of all financial aspects which are considered predominant by and large.

The chief guest given various inputs by began with the quote – "An Investment in knowledge gives the best interest". The lecture focused on the many crucial aspects of savings and making investments. He also stressed on effective management of finances by highlighted that finance is the key blood and backbone of every industrial/individual operations. He given tips on how to resist temptation and of buying commodities based on urgency and importance. He also spoke about 'Smart Borrowing' which comprises the awareness on charges, needs and credit history. He also gave an detail insights by comparing 'Savings Vs Investment' by citing various investment avenues. He quoted that – "making investment is a habit and not a skill". The session ended with a video that helped the students gain a overview about the Mutual Funds. He spoken on the importance of being a prudent saver at a younger age. The chief guest explained with practical examples on how money multiplies and one can earn lucrative returns if investments are done at a young age. He made clear with the students to understand the basics to grow and to become an asset to their parents. He covered to the students that people use financial statements of companies to obtain valuable information for making important decisions relating to investment, finance, business dealings etc. He also suggested that more openings for students who specializes in the field of finance and to excel in their career. The session was eye opener for all the MBA students especially those who chosen finance specialization and overwhelming response by and large.

## GUEST LECTURES

### Interview Etiquette And Grooming



Mrs.Navajothi, Chairman, Faculty & Center In Charge, ICICI Foundation for Inclusive Growth was the guest speaker for the programme and delivered a session on "Interview Etiquette and Grooming" - 29th September, 2021.

M.A.M. B-School, a standalone Business School in Trichy organized Guest Lecture on 29th September, 2021. Mrs.Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions presided over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering. Mrs.Navajothi, Chairman, Faculty & Center In Charge, ICICI Foundation for Inclusive Growth was the guest speaker for the programme and delivered a session on "Interview Etiquette and Grooming". She encouraged the students to identify their lucrative chances to reap success in their ever competitive job market. The guest speaker discussed various inputs on skills required for budding professionals, do's and don'ts in Group Discussion and highlighted that good grooming is an essential indication for an candidates to ace the interview. She encapsulated that grooming plays a major role in maintaining a high self-esteem and self-confidence. She pinpointed that a good personality with a confident presentation and effective communication is the key to your success at job interviews. She discussed that each student need to concentrate on all ways and means pertinent to hone their employability skills to get success to their corporate career. She throw lights on tips on personal hygiene, various steps and guidelines to be followed to attend the interview, importance of time management and decorum to be maintained during the interview, tips on effective resume preparation with the students.

The students were inquisitively involved in the session and realized themselves to face the challenging career. The guest speaker gave lot of tips to become professionals pertaining to unleash themselves in today's ever challenging job environment. The session was eye opening and very much informative for the MBA students and overwhelming response by and large.



### Zumba Dance Workout Programme



Mr.Sathish, CEO, Dreamers Dance Studio was the resource person for the programme and delivered a hands on training on "Zumba Fitness". - 29th October, 2021.

M.A.M. B-School, a standalone Business School in Trichy organized hands on training exercise programme "Zumba Dance Workout" on 29st October, 2021. Mrs.Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions presided over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the importance of physical fitness which are considered quintessential to maintain healthier life in today's challenging world. Mr.Sathish, CEO, Dreamers Dance Studio was the resource person for the programme and delivered a hands on training on "Zumba Fitness". He initiated the session by stating that the Zumba is a popular aerobic fitness program that combines 'fun, dance and exercise' that are to be carried out in order to burst out the stress in all ways and means. He discussed that Zumba is a great form of aerobic exercise that trains our whole body from top to bottom, and it is very fun based that incorporates various exercises along with Latin inspired dancing to provide us with a very motivational and challenging workout routine. The entire programme definitely served the purpose energetically by understanding the importance of physical fitness through inquisitive involvement by all students at large.





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# Getting Started With A Career In Marketing

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**M.A.M. B-School, a standalone Business School Trichy organized Guest Lecture on "Getting Started with a Career in Marketing" on 19th November, 2021.**

Mr.M.Thillaiparthiban, Senior Sales Officer, The Ramco Cements Ltd was the guest speaker for the programme. He started the session with the brief introduction of sale and marketing as a job profile. He spoke eloquently about the importance of various opportunities by choosing the career in marketing with the budding management professionals and how oneself need to get equip in all ways and means.

Mr.M.Thillaiparthiban informed the various components of attraction of customers and types of strategies to be used at the time of closing sales. He informed by explaining the difference between sales and marketing and the skill sets required to emerge as a winner in the field of marketing. He also emphasized further that marketers need to be more creative and innovative to be successful in their careers. He advised with the students to identify their innate potentialities and undertake detailed research about the industry in which they are interested in building their career. He also pinpointed that creativity and innovation is a prerequisite for advertising and brand management aspects. He also stated and highlighted digital marketing which has myriad opportunities to excel as part of their career. He informed by identifying their interest areas in the area of marketing and conduct a detailed analysis of the industry by and large. He informed that students who are extroverted shall prefer in public relations as their career. He also shared many marketing tips, importance of re-positioning, importance of 4 P's etc with the students. He explained the usage of packaging and promotion as a whole which gives the major impact to the students. Mr.M.Thillaiparthiban also discussed the various challenges faced by people corresponding to climbing the ladder of success. Students asked questions like what all it takes to be a successful by choosing marketing as a career and what skill sets are required corresponding to the same.

The programme definitely served the purpose in an thought provoking manner by understanding the essence by choosing the career in marketing.

Mrs.Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions presided over the session. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and informed that more number of opportunities that are prevalent in the field of marketing and students have to make use of this sort of programme in an effective manner that results in favourable outcome pertinent to their future career .



Fifth Group: Under the heading "Pie" they explained their plan to make cloth bags wallet and vegetable purchase bag using waste cotton fabrics in the factory. The MAMBS team submitted their presentation that covers the vision, mission statement, their products, ingredients, its uniqueness, market demand, demand strategies, financial investment statement, raw materials and machine components, organizational structure, unique sales techniques etc to the judges during the contest.



# Ideation And Business Plan Workshop



**Dr.M.Hemalatha, Director, M.A.M.B-School was the resource person for the programme and delivered a session on "Ideation and Business Plan Workshop" - 30th October, 2021.**

M.A.M. B-School, a standalone Business School in Trichy organized one day programme on "Ideation and Business Plan Workshop" on 30th October, 2021. Mrs.Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions presided over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School was the resource person for the programme and delivered a session on "Ideation and Business Plan Workshop". She initiated the session by stating that the idea is the most important thing. The business model and product will follow by pitching the right idea. She discussed that innovative idea are essential in all ways and means corresponding to implement it in an effective manner. She also informed the importance of valuable innovative idea and convert to effective business model in order to succeed in today's competitive business world.

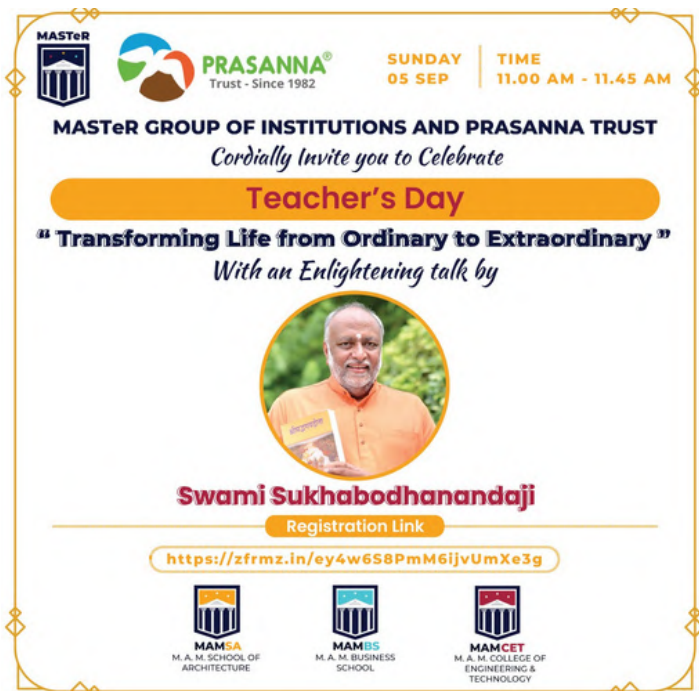
The resource person practically explained the various elements which are included in preparing business plan. She actively informed the components business plan that comprises executive summary, business research and structure, market research and strategies, management of personnel and financial documents etc. The speaker also highlighted on how to make competitive analysis, management and organization description, products and service description, operating plan and types of business plans to the students. She pinpointed that the role played by government pertaining to successful marketability of our business proposals and given with various schemes that are available for the entrepreneurs. She informed that the importance of SWOT analysis, formulation of vision and mission statement and guidelines in formulation of financial planning to the students. She also given guidelines about minimum viable product, overview of start up, timelines, strategy formulation, investor funding and its elements during the session. The entire session definitely served the purpose in an thought provoking manner by understanding the importance of ideation through inquisitive involvement by all students at large.





# SKILL DEVELOPMENT

## Transforming life from Ordinary to Extraordinary



MASTER GROUP OF INSTITUTIONS AND PRASANNA TRUST  
Cordially Invite you to Celebrate  
**Teacher's Day**  
"Transforming Life from Ordinary to Extraordinary"  
With an Enlightening talk by  
**Swami Sukhabodhanandaji**  
Registration Link  
<https://zfrmz.in/ey4w6S8PmM6ijvUmXe3g>

Logos: MASTER, PRASANNA Trust - Since 1982, SUNDAY 05 SEP, TIME 11.00 AM - 11.45 AM, MAMSA, MAMBS, MAMCET.

MASTeR GROUP OF INSTITUTIONS Trichy organized Transforming life from Ordinary to Extraordinary along with PRASANNA TRUST on 5.9.2021 & GUEST SPEAKER : Swami Sukhabodhanandaji

Swami Sukhabodhanandaji Stated, "Making compromises in order to live an ordinary life is not a plan; in fact it can be completely dismissed as a plan. To be extraordinary, you need to make an effort each and every single day instead of sitting around and hoping for a miracle. The secret of living an extraordinary life is to take control of the mind, since this alone will determine whether you live in a suffering state or a beautiful state. In the end, it's all about the power of decisions. Our lives are shaped not by our conditions, but by our decisions."

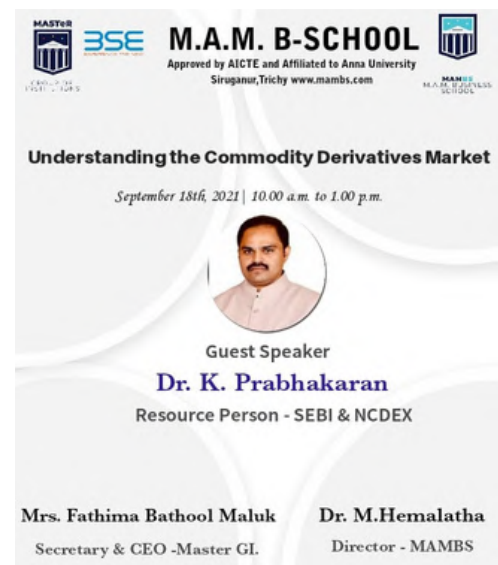
He added, "If you are ready to go that extra mile then follow this amazing list to make a head start on the journey of being an extraordinary human being".

1. Stop whining.
2. Learn from your mistakes.
3. Be kind.
4. Work on being patient.
5. Do not repeat the same mistake again.
6. Stop making excuses.
7. Be Invincible.
8. Plan to be successful.
9. Listen to your critic.
10. Speak last listen first.

## Understanding the Commodity Derivatives Market

M.A.M B-School, a standalone Business School in Trichy organized an online Guest Lecture on 18th May, 2021 entitled "Understanding the Commodity Derivatives Market" and Guest Speaker Dr. Dr.K.Prabhakaran, Resource Person of SEBI, NCDEX gave a detailed lecture on the Opportunities in Commodity Derivatives Market and its broad spectrum on other categories. Mrs.Fathima Bathool Maluk, Secretary & CEO-MASTeR Group of Institutions presides over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering.

The resource person encapsulated the overview of SEBI and its functions to the students from finance specialization. He covered the various financial instruments, stock market volatility, capital market efficiency, technical analysis its implications. He also discussed various insights on understanding the commodity derivatives market principles and its applications.



MASTER GROUP OF INSTITUTIONS, BSE, M.A.M. B-SCHOOL, Approved by AICTE and Affiliated to Anna University, Siruganur, Trichy www.mambs.com

**Understanding the Commodity Derivatives Market**  
September 18th, 2021 | 10.00 a.m. to 1.00 p.m.

Guest Speaker  
**Dr. K. Prabhakaran**  
Resource Person - SEBI & NCDEX

Mrs. Fathima Bathool Maluk, Secretary & CEO -Master GI, Dr. M.Hemalatha, Director - MAMBS

online Guest Lecture on 18th May, 2021 entitled "Understanding the Commodity Derivatives Market" and Guest Speaker Dr. Dr.K.Prabhakaran, Resource Person of SEBI, NCDEX

He also throw lights on documents required for DEMAT Account, procedures, share trading issuing shares and debentures, primary markets, secondary markets regulators, types of public issues, Mutual funds, Overview of currency derivatives, Stock Exchanges, IRDA, PFRDA, Wealth Sources, RBI, reasons for raising share prices, investment avenues, Time Value of Money etc.

He also gave lot of tips on prerequisite for investing in securities market, do's and don'ts in investing, credit rating agencies, overview of SENSEX, NIFTY, Contract Note, importance of getting professional help (Investment Advisor/Expert) for investment in stock market & their guidelines, Investor's Grievance Redressal- SCORES, Investor's Protection Measures etc during the session.

It was a very informative and insightful session for all the MBA: Finance Club students and overwhelming response by and large.

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# Skill Development and Placement Drive at MAMBS

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## Skill Development Programme For Management Graduates



**Mrs.Navajothi, Chairman, Faculty & Centre In Charge, ICICI Foundation for Inclusive Growth was the guest speaker for the "Skill Development Programme For Management Graduates" programme on 15th November, 2021.**

M.A.M. B-School, a standalone Business School in Trichy association with ICICI Academy for Skills (Enabling Livelihood) organized "Skill Development Programme For Management Graduates" on 15th November, 2021. Mrs.Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions presided over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted that the ICICI Academy trains rural youth to find grateful jobs thereby the holistic development of both for students and society. Mrs.Navajothi, Chairman, Faculty & Centre In Charge, ICICI Foundation for Inclusive Growth was the guest speaker for the programme and delivered a session on Skill Development Practices and covered selling skills using digital medium, office administration. She encouraged the students to identify their lucrative chances to reap success in their ever competitive job market.



Mrs.Navajothi discussed that this programme covers the period of 54 days with 108 hours wherein various inputs corresponding to develop "Selling Skills" required for budding professionals would be covered as part of this programme. She also highlighted the introductory part of selling and she insisted that convincing customers is selling is an essential indication to succeed in today's market. She encapsulated the understanding of frontline selling, sales planning. She pinpointed the various sources of lead generation, lead tracking, Precall preparation, Steps in learning to open calls, develop needs, probe customers etc that includes the part of the module. She discussed that each student need to concentrate on all ways and means of eliminate doubts and close calls that will cover during the training session pertinent to hone the skills among budding professionals. She throw lights on the overview of customer satisfaction, steps in maintaining customer relationships, various steps in conducting follow up activities to enable livelihood and enriching lives by and large. She also stated that students who undergone training would be hired with lucrative packages. Mrs.Navajothi also highlighted that this training session that paves the way for not only moulding the skill development but also focuses on placement opportunities after completion of training for the management graduates.



**M.A.M. B-School, a standalone Business School in Trichy organized "OPPO PLACEMENT DRIVE" For Management Graduates" on 15th November, 2021.**

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# PLACEMENT DRIVE

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**IDBI Placement Drive**

M.A.M. B-School, a standalone Business School Trichy Conducted IDBI Placement Drive on 4 -10-2021 HR Mr. Kannan and His Team Interviewed Our 36 Students from MAMBS Out of 36,26 students got selected for the Final face to face interview with the HR and 21 got selected in IDBI and offer letters were issued to the selected students.



M.A.M. B-School, a standalone Business School in Trichy organized "Muthoot Finance Placement Drive " on 16th September, 2021. 26 Students from MAMBS attended the Placement Drive. 19 Students got selected.

**Muthoot Finance Placement Drive**



M.A.M. B-School, a standalone Business School Trichy Conducted Propeller Technologies Placement Drive On 21st December 2021 2021 HR Mr.Antony Navis Amarnath and His Team Interviewed Our II year students of MAMBS attended the Placement Drive & 6 students got placed.

**Propeller Technologies Placement Drive**

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# CLUBS INSTALLATION AT MAMBS

## Yi & YUVA Installation



**Mrs. Sheetaal Gandhi, Co Chair, Yi Tirupur Chapter was the guest speaker for the programme - 28th September, 2021.**

M.A.M.B-School, a standalone Business School in Trichy organized "Yi YUVA Club Installation" on 28th September, 2021. Mrs. Fathima Bathool Maluk, Secretary & CEO-MASTeR Group of Institutions presided over the programme. Dr. A. Kanimozhi, YUVA Club Coordinator, MAMBS welcomed the gathering. Dr. M. Hemalatha, Director, M.A.M.B-School given the felicitation address. She informed that Yi YUVA installation is an excellent platform and students need to unleash their fullest potentials by actively becoming the member of the club. Mrs. Sheetaal Gandhi, Co Chair, Yi Tirupur Chapter was the guest speaker for the programme. The renowned guest initiated the session with the overview of YUVA, an integral part of the Confederation of Indian Industry (CII), a non-government, not-for-profit, industry led and industry managed organization playing a prominent role for the development of our country in all ways and means. She discussed with an introduction to the Yi YUVA, its verticals and collaborations. She pinpointed the various advantages of being the member of the club such as National Leadership Camp, Yi Summits, Industrial Visits, Cross-Chapter Visits, Internship programs, social activities etc. and steps to be followed pertinent to becoming the member of the club. The students were also actively interacted with the guest speaker during the session.

YI-YUVA members engage students from across the country with so many initiatives that the students conceptualize, plan and execute. The rationale is to create a connecting platform for the students to actively work in cross functional teams with major objective of uplifting their leadership qualities with respect to render service to society at large. The session was a very much informative and thought provoking to all budding professionals and overwhelming response as a whole.

## Thaneer Club Installation

M.A.M. B-School, a standalone Business School in Trichy organized one day program on "Thaneer Club Installation" on 21st October, 2021. Mrs. Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions presided over the programme. Dr. M. Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the overview of the importance of "water as elixir of life". Mr. R. Manoharan, Proprietor, Banana Leaf was the guest speaker for the programme and delivered a session on "Essence of Water to Life". He informed that every student need to understand the role played by them corresponding to preserving the water. The guest speaker discussed that the water is one of the most important resources gifted to us. He also explained that the water forms the basis of human's life in all ways and means. He also demonstrated the in depth knowledge about various methods of preserving water and its usefulness to society. He highlighted that all individuals need to conserve every drop of water through rain water harvesting and also through other methods thereby not to waste the same unnecessarily.



**Mr. R. Manoharan, Proprietor, Banana Leaf was the guest speaker for the one day program on "Thaneer Club Installation" and He delivered a session on "Essence of Water to Life" - 21st October, 2021.**

He also informed that some of the ancient methods of water conservation shall be practiced. The students are also encouraged to improve water management practices that reduce the wastage of water that immensely paves the way to safeguard the environment at large. He covered that everyone need to make use of water in an appropriate and judicious manner. He also pinpointed that all our lives entirely depends on water, it is our responsibility to think about water conservation and how everyone can contribute towards the same. The entire session definitely served the purpose pertaining to not to pollute and abuse the water. The session was highly interactive, enlightening experience and thought provoking by realizing the essence of water in all walks of our life.

Mr. K.C. Neelamegam (President, Thaneer Club) shared the importance of water and the programs organized by thaneer club for cleaning the ponds with the support of the club members and student volunteers from various colleges.

Prof. K. Sathish Kumar addressed the students regarding the importance of water and he compared water with the women empowerment.



## Yi CLUB EVENTS

### Women Cycle Rally conducted for 75th Independence day by Trichy city Corporation



M.A.M. B-School, a standalone Business School Trichy Yi co-ordinator Dr. A. Kanimozhi & Students attended The Women Cycle Rally conducted for 75th Independence day by Trichy city Corporation on 2.10.2021

M.A.M. B-School, a standalone Business School Trichy Yi co-ordinator Dr. A. Kanimozhi & 10 Students attended The Women Cycle Rally conducted for 75th Independence day by Trichy city Corporation ON 2.10.2021. Name List of Attended Students:

D.Infantena Lourdes Mary, M.Neelavani  
A.Nandhini, A.Hemamalini, R.Durga  
N.Sakthipriya, E.Gowsalya, P.Saranya  
R.Snega, Sivapriya

### Yi Trichy Initiative CEO Talk Series



M.A.M. B-School, a standalone Business School Trichy Yi co-ordinator Dr. A. Kanimozhi & Our Students Attended Yi Club CEO Talk Series Interaction Session with **Mr. Kumar Vembu** coach gofrugal at Hotel blossom on 17-10-2021.

Name List of Attended Students:

1. Manikandan.K
- 2.Gokul krishnan.K



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## Yi Trichy- Yutry 2.0: Mambs Team Won First Prize In Contest

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### Business Plan Presentation contest winner " Grammathu Keerai " Team



**M.A.M. B-School, a standalone Business School in Trichy participated and presented Yi TRICHY- YUTRY 2.0 on 11.11.2021.**

Five team of students from M.A.M. B-School, a standalone Business School in Trichy participated and presented Yi TRICHY- YUTRY 2.0: LISTEN TO HIS WORDS AT OUR GRAND FINALE : Business Plan Presentation contest held on 11.11.2021 at National College, Trichy. Mr.Senthil Nathan, CEO- Aazhi Publisher, Mr.G.Suresh Kumar, CEO & Founder- MacAppStudio, Mr.C.K.Kumaravel, CEO- Naturals Salons & Spa, Mr.Kumar Vembu, CEO & Founder- GoFrugal Technologies Pvt. Ltd were the judges for the programme. The different form of unique business proposals which includes "MUSA" (Banana Fibre), "Grammathu Keerai", "Milkshake", "Granny's Gift (Natural Beauty Care Products), "Pie" (Handbag) were pitched by the students during the contest. The team of students were effectively mentored by Dr. M. Hemalatha, Director and Dr. R. Karthika, Assistant Professor, Dr. A. Kanimozhi, Assistant Professor for their business plan. The first group: "Musa" - Let's live with bananas "explained about making a variety of tea cups, fruit juice cups, and gift bags made from banana fiber as the main ingredient in banana cultivation in Trichy. The second group, entitled " Grammathu Keerai ", discussed the importance of greens and the production and marketing of spinach wrappers, chocolate, snacks, and spinach powder using all types of greens. The third group, entitled "Milkshakes", they presented that the nutritious drink could be made using small grains such as cashews, rye, corn, taro, and departmental horsetail. Group Four: They presented that bath powder and beauty products can be made naturally with natural ingredients like lotus powder, conifer powder, aroma oil, clay pearls and gold powder, as well as perfume.



Fifth Group: Under the heading "Pie" they explained their plan to make cloth bags wallet and vegetable purchase bag using waste cotton fabrics in the factory. The MAMBS team submitted their presentation that covers the vision, mission statement, their products, ingredients, its uniqueness, market demand, demand strategies, financial investment statement, raw materials and machine components, organizational structure, unique sales techniques etc to the judges during the contest.

Fifth Group: Under the heading "Pie" they explained their plan to make cloth bags wallet and vegetable purchase bag using waste cotton fabrics in the factory. The MAMBS team submitted their presentation that covers the vision, mission statement, their products, ingredients, its uniqueness, market demand, demand strategies, financial investment statement, raw materials and machine components, organizational structure, unique sales techniques etc to the judges during the contest.





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# CEO CONNECT

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**Mr.Suresh Kumar, CEO & Founder, MacApp Studio was the resource person for the " CEO Connect" programme on 13th November, 2021.**

M.A.M. B-School, a standalone Business School in Trichy organized programme "CEO Connect" on 13th November, 2021. Mrs.Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions presided over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and stated that students need to equip all ways and means corresponding to land up their progressive career. Mr.Suresh Kumar, CEO & Founder, MacApp Studio was the resource person for the programme. He initiated the session by highlighting the importance of hardwork and its desired results with the students. The resource person explained the various components of career opportunities and its implications during the programme. He informed that the students need to identify the purpose of life with meaningful manner, identification of innate potentialities, have dream and work towards to achieve, make use of opportunities etc. The resource person also highlighted that the impossibility have to be eradicated and look after the possibility of our passion in our life. He also informed about learn new things, have confidence, motivate to attain our desired goal etc.



He also covered to focus on positive thoughts and participation in all activities in an inquisitive manner that paves the way to progressively attain our destination. He also pinpointed that the students have to keep on search for opportunity, develop individuality, learn to appreciate, give respect, understand the reality of life, be gratitude, support and help others that generates more amount of innate satisfaction by and large. The entire session definitely served the purpose in an thought provoking manner by understanding the importance of qualities of an individual through inquisitive involvement by all students at large.

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# The Icons of Trichy- அழைப்போம் அறிவோம்



**M.A.M. B-School, a standalone Business School Trichy in association with Young Indians Trichy Chapter organized Guest Lecture on “The Icons of Trichy- அழைப்போம் அறிவோம்” on 16th November, 2021. Mr.R.Senthil Nathan, Managing Director, Cethar Foods & RIBO Industries was the guest speaker for the programme.**

M.A.M. B-School, a standalone Business School Trichy in association with Young Indians Trichy Chapter organized Guest Lecture on “The Icons of Trichy- அழைப்போம் அறிவோம்” on 16th November, 2021. Mr.R.Senthil Nathan, Managing Director, Cethar Foods & RIBO Industries was the guest speaker for the programme. He initiated the session by highlighting the importance of understanding the prospective opportunities for budding management professionals and how oneself need to get equip in all ways and means. Mr.R.Senthil Nathan stated the various components of developing skills required to become mastery in life and hours required to attain proficiency. He discussed that the management professionals need to inculcate the qualities such as being to balance the emotions, have focus, smartness, being sincere, have passion towards desired destination, discipline etc

Mr.R.Senthil Nathan also informed that the students need to carefully look after their innate potentialities which are quintessential to face the competitive corporate world. He also informed about various motivational practices in life, involvement in all our elements, taking initiatives, importance of inter personal skills, hardwork, taking responsibility, perseverance, power of positive character of oneself, integrity etc. Mr.R.Senthil Nathan also stated that “High Performance Habits” that are paves the way to attain our desired destination by making the same as routine manner. He also covered the IKIGAI (A Japanese concept meaning a reason for being), essence of power of positive thinking and its outcome with the students. The entire session definitely served the purpose in an thought provoking manner by understanding the importance of realizing one’s innate potentials through inquisitive involvement by all students at large. Mrs.Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions presided over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and stated that budding management professionals need to make an eye open by constantly look after the competitive changes prevailing in the market scenario.





# CULTURAL EVENTS

## Talent Spotter



Two days "TALENT SPOTTER" program for students on 07.10.21 & 08.10.21



MAMBS organized two days "TALENT SPOTTER" program on 07.10.21- 08.10.21 for I MBA students. Mrs.S.Surya, Programme Coordinator, MAMBS welcomed the gathering. Dr.M.Hemalatha, Director, MAMBS given the felicitation address. She also informed that all students need to unleash their unique talent through this sort of programmes. As part of this programme, the students exhibited their innate potentials and talents in the form of dancing, singing, mimes, drawings, paintings, paper presentation etc.

## "Freshers Day"



"Freshers Day is the first day of college life, which marks the beginning of a new journey in a student's life". It is the day when the college extends a warm welcome to its new batch of students. M.A.M.B-School organized "Fresher's Day Programme" on 23.10.2021, the senior students meet the juniors to unitedly and celebrated with various entertaining activities also conducted as part of the programme.

# Alumni Meet-2021



"ALUMNI MEET-2021"- a programme to facilitate, consolidate and coordinate Alumni Activities at MAMBS in Seminar Hall on 25th September 2021.

MAMBS, a standalone B-School in Trichy organized "ALUMNI MEET-2021"- a programme to facilitate, consolidate and coordinate Alumni Activities at MAMBS in Seminar Hall on 25th September 2021. The programme arranged to reconnect with the Alumni and celebrate their success and various achievements. The Alumni Meet started with a welcome address by Dr.R.Karthika, Alumni Coordinator, MAMBS highlighted that the alumni from all over the world contributed significantly for the students and institute development. Dr.M.Hemalatha, Director, MAMBS given the felicitation address and shared the information about milestone achievements of the institute. She also pinpointed that the aim of this programme is to build a bridge between institute with alumni, so that the fresher graduates are made proactive to face the current challenges of competitive professional world.



The renowned guest initiated the session with the overview of YUVA, an integral part of the Confederation of Indian Industry (CII), a non-government, not-for-profit, industry led and industry managed organization playing a prominent role for the development of our country in all ways and means. She discussed with an introduction to the Yi YUVA, its verticals and collaborations. She pinpointed the various advantages of being the member of the club such as National Leadership Camp, Yi Summits, Industrial Visits, Cross-Chapter Visits, Internship programs, social activities etc. and steps to be followed pertinent to becoming the member of the club. The students were also actively interacted with the guest speaker during the session.

YI-YUVA members engage students from across the country with so many initiatives that the students conceptualize, plan and execute. The rationale is to create a connecting platform for the students to actively work in cross functional teams with major objective of uplifting their leadership qualities with respect to render service to society at large. The session was a very much informative and thought provoking to all budding professionals and overwhelming response as a whole.



# CSR EVENT



M.A.M.Business School conducted "Career Guidance Programme" on 26.10.2021 at Holy Cross College (Autonomous), Tiruchirappalli. Mrs.M.Surya and Mr.S.Prasanna, Assistant Professor delivered a session by pinpointing the plethora of opportunities after their graduation. Mrs.M.Surya stated that all the students need to acquire employability skills which are considered pivotal corresponding to face the challenging corporate world. Mr.S.Prasanna spoke to the students about the importance of setting up personal goals in life and how it helps make their vision for the future clearer. He also covered career opportunities in the form of data scientist, event management, online instructor, social entrepreneurship etc. He also stated that all students need to focus on ways and means of elevating themselves by focusing on interpersonal skills, communication skills and the session concluded with an interactive session of the students with the speakers.



M.A.M.Business School conducted "Career Guidance Programme" on 28.10.2021 at Rajah Serfoji Government College, Thanjavur. Mr.S.Prasanna and Mrs.M.Manopriya, Assistant Professor was the guest speaker for the programme and delivered a session on Career Guidance and its importance to under graduate students. Mr.S.Prasanna informed that focusing on career plays a crucial aspect for all students and how one need to get ready for the same. He also informed about career mapping and choosing career as entrepreneurship etc. Mrs.M.Manopriya stated on different career opportunities such as data scientist, fashion management, business language trainer, market researcher, event management, online instructor, social entrepreneurship, , professional career opportunities etc with the students. The session was very much interactive and overwhelming response as felt by the students.



M.A.M.Business School conducted "Career Guidance Programme" on 27.10.2021 at Annai College of Arts & Science, Kumbakonam. Mrs.S.Manopriya and Dr.C.Suseendar, Assistant Professor delivered a session by pinpointing the plethora of opportunities after their graduation. Mrs.M.Manopriya stated that focusing on career plays a very important role in the lives of all individuals, as it helps in setting future goals and chooses suitable careers for holistic development. She also informed that all students need to meticulously plan for their future at an early stage. Dr.C.Suseendar spoke about different career opportunities, procedure to appear those careers, overview of different competitive exams and also how one need to plan to make them to understand the importance of having goal and passion and hard work to achieve the desired goal. He also informed about data scientist, event management, online instructor, social entrepreneurship, importance of higher education, professional career opportunities etc with the students. The entire session was quite informative and thought provoking as felt by the students by and large.



M.A.M.Business School organized "Career Guidance Programme" on 15.09.2021 at Government Arts College for Women, Veppur. Dr.C.Suseendar and Mr.S.Prasanna, Assistant Professor delivered a session by highlighting the various opportunities after their graduation. Dr.C.Suseendar informed that all the students need to acquire soft skills which are quintessential pertinent to face the competitive world with courage. Mr.S.Prasanna informed that the students need to have clear idea regarding domain wise categorization of career/jobs such as health care, science, engineering, entrepreneurship and business management etc. He also stated that all progress takes place outside the comfort zone. The entire session definitely served the purpose of understanding the career opportunities and how one need to equip them by and large.



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## FDP

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Ar.S.Stella Ragupathi, HoD, MAMSA was the guest speaker for the programme and delivered a session on “Advanced Presentation Skills” - 9th October, 2021.

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### Advanced Presentation Skills

Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the overview of the importance of presentation skills with the faculties. Ar.S.Stella Ragupathi, HoD, MAMSA was the guest speaker for the programme and delivered a session on “Advanced Presentation Skills”. She informed that the faculty members need to apply various presentation skills pertaining to incline the inquisitiveness of the students.

The guest speaker discussed the role and importance of presentation skills and its advancement to the faculty members. She explained the presentation and focus on soft skills are the important tools by which an individual can grow and develop themselves in all ways and means. She also demonstrated the in depth knowledge about various presentation techniques, do's and don'ts for an effective presentation. She commenced the session with some ice breaking activities for the participants pertaining to understand the need and purpose to know the advanced presentation skills. She focused that presentation skills and interaction skills which are quintessential corresponding to communicate with someone. She encapsulated what to present, how to present, importance and need for Multimedia Presentation, its advancements, style of communication while presenting an information etc.

She covered that how to speak in group to be more effective so that everyone listen what you say by actively engaging students in an activity. She also covered some crucial skills, various visual techniques, non verbal ability and its applications. The entire session definitely served the purpose pertaining to build positive attitude and encouraged the faculty members to reach pinnacle of success in life with enhancing the presentation skills.





# INDUSTRIAL VISIT



## “Tulya Beverages Pvt Ltd”, Kunnamm Industrial Visit

M.A.M. B-School, a standalone Business School in Trichy organized one day Industrial Visit at “Tulya Beverages Pvt Ltd”, Kunnamm on 23rd October, 2021 arranged for I MBA students. The students assembled at MAMBS in the morning and departed for the visit at around 9:30 AM. The 180 students were accompanied by faculty members. As soon as they reached, they were warmly welcomed and were given a brief about the rules they have to follow during the visit. An orientation session was given by providing very useful information about the industry which comprises historical background, number of products and its quality standards and every possible detail was shared in a detailed manner with the students. He also informed that every student need to acquire the practical exposures by observing the industrial implications through Industrial Visits which are prerequisite to face the competitive world with courage. The main objective of the visit was to get the first hand industrial exposure to students as to how a brand like Tulya Dairy carries out its manufacturing activities. After the brief session, the students were taken to the manufacturing line and briefed about the Processes and Operations undertaken by the plant.

The site in charges explained about manufacturing process of Tulya Beverages. They pinpointed that they are the exporter of milk and milk products like flavoured milk, butter oil, yoghurt, butter and peda as well as the fruit drink. They also informed that they provides private labeling and aluminium/ tin coated metal can. The students were inquisitively interacted with industry officials and got to know about various industry operations and its implications. The curiosity of the students was finally satisfied when the question-answer session by the industry representatives at the industry. The students were provided with deep insights about the working of the Plant and each and every question was patiently answered by them.



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# Industrial Visit At Reliance Mart

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**M.A.M. B-School, a standalone Business School in Trichy organized one day Industrial Visit at "Reliance Mart", Kattur on 17th November, 2021 arranged for II MBA students.**

The students assembled at MAMBS in the morning and departed for the visit at around 9:30 AM. As soon as they reached, they were warmly welcomed and were given a brief about the rules they have to follow during the visit. An orientation session was given by Mrs. Marypriya, Store Manager, Reliance Mart by providing very useful information which comprises historical background, number of products and its quality standards and every possible detail was shared in a detailed manner with the students. She also informed that every student need to acquire the practical exposures by observing the implications which are quintessential to face the competitive world with courage. The main objective of the visit was to get the first hand inputs to students about benefits of retailing practices and its factors influencing retail formats. After the brief session, the students were taken inside the mart wherein the store in charge briefed about the processes and operations undertaken by the same. The students were also observed various types of services that they practice, the overview of retail aspects etc. They also came to know about assortment of products, displaying items, customer friendly approaches in the mart. The students got practical aspects of different brands and segmentation of products, competitors and price fixation corresponding to the products as well as its services. They also informed unique selling preposition aspects, digital marketing platform and its importance, layout of the mart, material flow, employees job aspects etc through the visit. The store manager also stated about ways and means of satisfying customers which are considered predominant as part of marketing of products and services. The students were inquisitively interacted with the officials and got to know about various operations and its implications. The curiosity of the students was finally satisfied when the question-answer session by the representatives at the mart.

The students were provided with deep insights about the working of the mart and each and every question was patiently answered by them. Dr.M.Hemalatha, Director, M.A.M.B-School informed that the students need to get practical exposure through such sort of initiatives that are arranged by the institution for the benefit of students development at large. Mr.S.Prasanna and Mrs.M.Surya, Assistant Professor accompanied with the students during the visit.

## Understanding the Commodity Derivatives Market

M.A.M B-School, a standalone Business School in Trichy organized an online Guest Lecture on 18th May, 2021 entitled "Understanding the Commodity Derivatives Market" and Guest Speaker Dr. Dr.K.Prabhakaran, Resource Person of SEBI, NCDEX gave a detailed lecture on the Opportunities in Commodity Derivatives Market and its broad spectrum on other categories. Mrs.Fathima Bathool Maluk, Secretary & CEO-MASTeR Group of Institutions presides over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering.

The resource person encapsulated the overview of SEBI and its functions to the students from finance specialization. He covered the various financial instruments, stock market volatility, capital market efficiency, technical analysis its implications. He also discussed various insights on understanding the commodity derivatives market principles and its applications.

He also throw lights on documents required for DEMAT Account, procedures, share trading issuing shares and debentures, primary markets, secondary markets regulators, types of public issues, Mutual funds, Overview of currency derivatives, Stock Exchanges, IRDA, PFRDA, Wealth Sources, RBI, reasons for raising share prices, investment avenues, Time Value of Money etc.

He also gave lot of tips on prerequisite for investing in securities market, do's and don'ts in investing, credit rating agencies, overview of SENSEX, NIFTY, Contract Note, importance of getting professional help (Investment Advisor/Expert) for investment in stock market & their guidelines, Investor's Grievance Redressal- SCORES, Investor's Protection Measures etc during the session.

It was a very informative and insightful session for all the MBA: Finance Club students and overwhelming response by and large.

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# SATURDAY MERCATO

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One day programme on "Saturday Mercato" on 13th November, 2021.

M.A.M. B-School, a standalone Business School in Trichy organized one day programme on "Saturday Mercato" on 13th November, 2021. Mrs.Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions presided over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the importance of organizing this programme. Dr.R.Karthika, programme coordinator informed that the objective of this programme is to unleash the innate marketing strategies and also to understand the importance of entrepreneurship skills among the students. More than 15 stalls were put in the event and students were actively displayed a variety of articles such as Fancy items, T.Shirt Stall, Snacks, Food items, Crafts & Gifts, Mobile accessories, 90's kids chocolates, Fruits salad, Panipuri stall, Millet based items, Meganthi stall etc.

As part of this programme, the students were given hands on opportunity to set up a venture of their choice, comprising stalls of products, services and food etc. They actively applied various elements of business strategies, displaying of products, ways and means of making promotional campaign, operating plan and its successive implementation during the programme. They also understood the role played by them corresponding to successful marketability of their business proposals, customers value, their satisfaction, products and service elements. They also got an exposure about minimum viable product, overview of start up, timelines, strategy formulation, investor funding and its elements through their stalls. The students were also practically learned the importance of responsibility, risk taking aspects, how to attain desired outcome and also got inputs on collaboration, steps in setting goals etc. At the end of the day the internal committee evaluated all the investment levels, the total number of sales and earned profit of each stall and the final winner is announced. The programme came to an end with the appreciation to all the students for the inquisitive participation and also the volunteers for their sincere efforts corresponding to make the programme in an successive manner. There was an overwhelming response from the students and also by the faculty members for organizing this programme.

