



**MASTER**  
GROUP OF  
INSTITUTIONS



**MAMBS**  
BUSINESS  
SCHOOL

Issue No. 2 | 2022

# M.A.M. B-SCHOOL NEWSLETTER



*"All dreams come true if we pursue them!"*

M.A.M. B-School, having state-of-the-art infrastructure and committed to quality and excellence. The institution strives its students to be highly competitive at the global level and thereby, make them proud citizens of the country. The institution imparts education in the field of Business Administration/Management. M.A.M. B-School develops global leaders with insight on emerging economies and their unique business challenges. This two-year MBA full-time program incorporates practical industry applications with a rigorous, cutting-edge research-based curriculum that has transformed several professionals to global business leaders of today and tomorrow.

## Vision

**To become a system driven autonomous institution to produce socially responsible business executers and entrepreneurs.**

## Mission

- **Develop curriculum and tracking methods to provide all round exposure and learning experience to the verbal to master managerial knowledge and skills.**
- **Provide eco system for faculty to upgrade themselves in the domain of management and research contribution for enriching the management programs offered.**
- **Create modern facilities and upgrade existing facilities to offer education in the management domain.**
- **Conduct programs and outreach activities to the society by involving students taking out socially important issues.**
- **Develop leadership qualities in faculty and students for achieving exemplary growth.**
- **To create best practices and implement them on a continuous basis from time to time.**

## Annual day, Achievers day and Sports day



### Achievers of MAMBS

Annual day, Achievers day and Sports day was organized by Student Association Club on 11th June, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering by highlighted that like every year, this year also our college organized this programme with the grand splendour even after 12 years of excellence. She also encouraged the students with her motivational speech by saying that it is very important and everyone need to focus both academic as well as extracurricular activities in all ways and means. She opined that participation of these sort of activities, during college life, keep the students more positive, fresh, energetic and go a long way in making them more productive. There were various sports which includes the events 400 meters, 4\*100 meters relay, 100 meters, 200 meters, disc throw and short put and also cricket, volley ball and throw ball games. The various cultural events were also performed by the students that includes solo dance, group dance, solo singing, group singing, mime, ad-zap and whatsapp war were performed by the students as part of the programme.

Dr.B.Muruganantham, Registrar, MASTeR Group of Institutions was the chief guest for this programme and he encouraged the students by informed that this is an occasion of celebration, felicitation, feast and festivity when students present not only their wonderful performances but also receive honours for their curricular and extra-curricular achievements. He informed that the strong will and determination are the essential requirements to attain success. He also stated the importance of sports by highlighted that participation in sports will not only help them to improve their physical health but will also give them the mental energy to cope and study well. The chief guest also pinpointed that all the students were very much excited after all this was the time to enjoy beyond their studies. The certificates, medals and prizes were also given to the academic toppers and students who won prizes in various cultural and sports events. Mr.S.Senthil kumar, Convener-Sports Day and Mrs.M.Surya, Convener-Annual Day & Achievers Day made the requisite arrangements for the programme. Dr.M.Hemalatha, Director, M.A.M.B-School immensely applauded the winners and achievers in both academia and extra-curricular aspects.





## Student Association Club

### Guest Lecture on “Contract Act”



**Mrs.R.Gokila, Director (HR & Legal), Monitpro Solutions Pvt Ltd.**

Guest Lecture on “Contract Act” was organized on 17th February, 2022. Mrs.R.Gokila, Director (HR & Legal), Monitpro Solutions Pvt Ltd. was the resource person for the programme and delivered a thought provoking session on Contract Act. The session initially began with an overview and importance of Indian Contract Act. The resource person informed about brief explanations of the Preamble and initial Sections of Indian Contract Act-1872, classification of contract with suitable cases and practical examples. The resource person also covered difference between offer and invitation to offer, difference between agreement and contract etc with suitable examples. She also spoke about the origin of Contract law and various facets of the Contracts in India. Mrs.R.Gokila covered the various other important concepts in Contract Act such as free consent, voidable contract, express contract, implied contract that were lucidly explained by the resource person with suitable illustrations on them. She also stressed various important provisions of the Contract Act such as Sec-10, Sec-11, Sec-25, Sec-28 etc and explained some important concepts such as offer, acceptance, capacity to contract, fraud, coercion, misrepresentation with examples.

The resource person stated the scope and applicability of Indian Contract Act. She touched upon the intricacies on various elements of law relating to Contract by focusing on evolution of contract law in India, contractual obligations etc with the students. In the interaction session, the resource person answered the queries that are asked by the students related to the Contract Act. The entire session served as more informative and opened new vistas of the law pertaining to contract. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and highlighted the panoramic aspects of Indian Contract Act to the students.



# Gender Club

## Gender Sensitization



**Dr.N.Manimekalai, Director & Head,  
Department of Women Studies, Bharathidasan University.**

Gender Champion Club initiating Gender Sensitization” was organized on 18th February, 2022. Dr.N.Manimekalai, Director & Head, Department of Women Studies, Bharathidasan University was the resource person for the programme and delivered a session on gender sensitization. The resource person initiated with an overview by stating that gender sensitization is one of the basic and fundamental requisite for the normal development of an individual. The resource person stated that the need for this sensitivity has been realized through immemorial times and prevails all kinds of human existence. The resource person spoke about the various issues and challenges and sensitized the students about the sensitivity development particularly women’s development. She also spoke about the need and importance of gender sensitivity in today’s challenging world.

Dr.N.Manimekalai informed that gender sensitization is extremely essential which is about to changing the behavior and instilling empathy into the views that individual hold with their own and with the other genders. She stated that gender sensitization is a basic requirement that immensely helps to examine personal attitudes and beliefs that paves the way to understand the realities. She also informed that the governing stereotypes prevalent in our progressive society that tend to make it regressive. She discussed about the role of family, peer groups and mass media in framing ideology that are associated with various genders. She informed some of the traditionally expected roles and behavioural patterns based on social identified norms. The session ended with a discussion on bridge the gender gap and view things from a humanitarian perspective. Dr.M.Hemalatha, Director, M.A.M.B-School given the welcome address and shared her thoughts by highlighting the importance of gender sensitization as it paves the way to introspection and nurtures critical thinking. The session was more interactive and informative by the effective inputs that are shared by the resource person. The faculty members and students expressed their sincere gratitude towards fruitful session had by the resource person.



## Research & Development Cell (R&D Cell)

### “IPR Awareness & Applications in Management”



**Dr.L. M. Subramanian, Deputy General Manager (DGM) (Retired)**  
New Growth Areas, BHEL, Trichy

The Research & Development Cell (R&D Cell) of M.A.M. B-School, organized Guest Lecture on “IPR Awareness & Applications in Management” on 18th February, 2022. Dr.L.M.Subramanian, Deputy General Manager (DGM) (Retired) – New Growth Areas, BHEL, Trichy was the chief guest for the programme and delivered a session on awareness and importance of Intellectual Property Rights (IPR). The chief guest explained about Intellectual Property Right plays a key role in gaining advantages position to promote economic growth of our nation. He pinpointed that India has a large asset of R&D personnel and infrastructural facilities and highlighted the importance of documenting ideas properly and patenting it, he said that in the coming years the country will be known for its scientific creations in different fields. The chief guest stated that the IPR's are the legal rights that protect creations and/or inventions resulting from intellectual activity in the industrial, scientific, literary or artistic fields and the most common IPRs include Patents, Copyrights, Trademarks and trade secrets. Dr.L.M.Subramanian informed that an intellectual property (IP) right entitles a person an exclusiveness for their own innovative idea or an invention which they want to protect for a specified time period. He spoke about the various types of IPR's, understanding on how they work, how they are created and also informed that it is essential by knowing how to protect the same. He spoke about the need and importance of applying and filing patents which are predominant in today's ever competitive world.

The chief guest initiated with an overview of IPR and its different elements. He also stated the ways and means of protecting one's innovative ideas and products by filing and receiving in the form of patents. He also discussed the fact that certain products of human intellect need to be afforded the same protective rights that apply to physical property, which are called tangible assets. He covered regarding patent filing processes, and encouraged faculty members and students to go for patentable works. The session ended with . informative inputs on intellectual property rights and its applications in management. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and informed that in today's competitive challenging world, it is crucial to apply, filing and receive patents in order to protect our innovative ideas and products that boosts confidence thereby make everyone as self-reliance in all ways and means. The chief guest answered the queries of the participants on various subjects related to IPR, patents, trademarks and copyrights. The participants found the interaction and the presentation extremely helpful. The coordinator thanked all the respected guests for providing their valuable time to the young students and appreciated their support to make this event successful. The entire session was more informative regarding intellectual property rights and its various elements with the effective insights that are shared by the resource person.



## Women's Day Celebration



**Mrs.R.Nandhini, Entrepreneur-ISP and Security Solutions & Franchise Green Trends Unisex, Dr.M.Gowri, Proprietor, Gowri Parvathi Silks & iGrow & Gowri IMPEX, and Mrs.M.Rajamaheswari, Managing Partner, Jayem Industries Engineering Fabricators**

The Women Empowerment Cell in association with Junior JAYCEE Wing organized “Women’s Day Celebration” on 07th March, 2022. Mrs.R.Nandhini, Entrepreneur, ISP and Security Solutions & Franchise Green Trends Unisex, Dr.M.Gowri, Proprietor, Gowri Parvathi Silks & iGrow & Gowri IMPEX, Mrs.M.Rajamaheswari, Managing Partner, Jayem Industries Engineering Fabricators were the guest speakers for the programme and delivered key insights of rationale behind the celebration of Women’s day. Mrs.R.Nandhini initiated about womanhood and pays tribute to the indomitable spirit of women across the globe. Mrs.R.Nandhini shared that all women need to have the urge and passion in order to do something new and better that shall bring about a meaningful form of living the life progressively as well as inspiring in the way things are done and the crucial role played by women for the holistic upliftment of nation.



Dr.M.Gowri stated that this day brings many things for women – a cause for celebration, a reason to pause and re-evaluate a remembrance, an inspiration and a time to honour, admired and loved in all ways and means. Dr.M.Gowri pointed out that there need to be a balance between career and family and without a family support a women can’t achieve success. Mrs.M.Rajamaheswari also stated that women need to know their rights and privileges to defend themselves and need to have focus and strong determination to face the ever challenging corporate world with courage. Mrs.M.Rajamaheswari stated various significant challenges faced by women in society and recalled the sacrifices made by women and their selfless contributions towards societal as well as nation’s development by and large. Mrs.M.Rajamaheswari also highlighted that all girl students need to celebrate every day as a women’s day. As part of the programme, there was a panel discussion by the students on plethora of entrepreneurial opportunities and challenges faced by them as part of their entrepreneurial journey and also covered challenges faced by women in 21st century with real time examples. The guest speakers shared their valuable insights during the session and it was much thought provoking to the budding managers at large. Dr.M.Hemalatha, Director, M.A.M.B-School graced the occasion and stated that it is a day on which all women come together to celebrate, and to recognize the hope, aspirations and empowerment of women. Junior Jaycee Wing students representatives of M.A.M.B-School made the requisite arrangements under the guidance of Ms. F.Irish Rinaldi, Junior JAYCEE Coordinator, M.A.M. B-School for the programme.

## Yi Trichy Initiative CEO Talk series



**Mr. Suresh Sambandham CEO & Founder , Kissflow**

Yi Club organized CEO Talk Interactive session with Mr. Suresh Sambandham CEO & Founder , Kissflow on 7th January, 2022 at Ramyas Hotel, Trichy . The session has been a thought provoking and informative in undergoing leadership activities in various aspects of business and enlightening to understand the dimensions of leading the business. The guest speaker has shared the valuable key elements of leading firm in a profitable run. He also talked about the brand of a person. The brand of a person is the quality that differentiates that particular person from others. A person must be aware of some of his /her qualities and those qualities should also be validated by others. He has elaborately narrated the key aspects of Leadership inclusive of Leadership Skills for Growth and Development, Personality Development, How to Develop Personality, Leadership Styles, Managers v/s Leaders, Importance of Developing Leadership Skills, Leadership Core Values, and Steps to become a Good Leader.

He has demonstrated to handle the employees and the changing needs to satisfy the employees and the retention of the employees by bridging the talents and skills. He also focused on certain important points related to leadership. He said that the basic definition of leadership is to influence others. The next important point was to priorities things and that is the key to leadership. He also said that the most important ingredient of leadership is Integrity. A leader should also have right attitude. The guest speaker clarified the doubts of participants who raised queries regarding leading the organization. Overall, The session fruitfully energized with an motivating statement and it was thought provoking program.



**Dr.A.kanimozhi attended Interaction session Program of Mr. Suresh Sambandham CEO & Founder , Kissflow @ Ramyas on 7.1.22.**

**“I can, I must, I will”**



## Budget Analysis-2022: Key Highlights



**Mr.Dungar Chand U Jain, Chartered Accountant**

Guest Lecture on “Budget Analysis-2022: Key Highlights” was organized on 3rd February, 2022. Mr.Dungar Chand U Jain, Chartered Accountant was the guest speaker for the programme and delivered key highlights of budget 2022. The session initially began with an explanation of Budget and its significance in every individual’s life and in aggregation. The speaker also informed about PM Gati Shakti master plan that aims to bring 16 Ministries including Railways and Roadways together for integrated planning and coordinated implementation of infrastructure connectivity projects in the budget and the crucial role of these factors in development of our Indian economy. The speaker also pointed out that the budget gives a blueprint of economy from India at 75 to India at 100, citing the four pillars of development — inclusive development, productivity enhancement, energy transition and climate action as informed in the Union Budget 2022. The Budget 2022 focused on ‘digital and technology’ and sectors like infrastructure, health, education and provision of e-services to the masses. He also enlightened the attendees about the uniqueness of the Budget for the upcoming financial year by introducing digital rupee (Central Bank Digital Currency-CBDC) to be issued by RBI and taxpayers get 2 years to update I-T returns, any cess or surcharge on income not allowed as business expenditure etc. He also informed that increases allocation for education sector especially digital learning expansion of the PM e-VIDYA initiative, “one class-one channel” initiative - to enable all states to provide supplementary education in regional languages to children for classes I to XII, proposal to launch a "digital university" and development of e-content in all Indian languages as cited by the finance minister in Budget 2022.

He provided the key aspect of Budget 2022 has provided a sharp increase in public investment and capital expenditure provision. Strategic transfer of ownership of Air India has been completed. He also mentioned about custom duties and MSME gas granting loans. In short, it was an insightful session with enlightening thoughts and perspective of the speaker. The speaker answered queries of the students and also brought to attention many brow raising facts regarding the announcement of the Budget 2022.

Mr.Kishore, Yuva Chair, Mr.C.Pradeep Yi-Chair and Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation addresses and highlighted the salient features of Budget 2022.

### Key budgetary announcements

PM GatiShakti.  
Inclusive Development.  
Productivity Enhancement &  
Investment, Sunrise Opportunities,  
Energy Transition & Climate Action.  
Financing of Investments.



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# Yi Club

## Awareness on Menstrual Health

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**Dr.T.Dhiviya Narbhavi, Assistant Professor, Department of Obstetrics and Gynaecology, SRM Medical College. Trichy**

The Women Empowerment Cell in association with Yi Trichy and YUVA jointly organized Guest Lecture on “Awareness on Menstrual Health” on 08th April, 2022. Dr.T.Dhiviya Narbhavi, Assistant Professor, Department of Obstetrics and Gynaecology, Trichy SRM Medical College was the resource person for the programme and delivered a session on understanding the awareness on menstrual health practices to the participants. The objective of the program was to enhance the knowledge regarding menstrual hygiene and increased the awareness among the students and the faculty members about menstrual hygiene. The session initially began with an overview and importance of menstrual health aspects. The resource person informed about brief explanations of the reproductive system, menstrual cycle and covered PMS, cultural taboos associated with menstruation. She indulged herself in creating awareness and openness is one of the most effective ways to help girls how to properly manage their menstrual hygiene. Improving menstrual hygiene is important from the point of view of personal comfort and increased mobility. She mentioned that it also reduces the likelihood of infections resulting from poor hygiene practices during menstruation. The resource person also covered polycystic ovarian syndrome (PCOD) and foods to eat during menstruation with the participants.

Dr.T.Dhiviya Narbhavi focuses on encouraging hygienic practices during menstruation, dispelling common myths and misconceptions associated with menstruation. She also stressed various important elements pertaining the awareness on the importance of good menstrual hygiene management. She stated the various government schemes that promote menstrual hygiene among adolescent girls in such a way that results in ensuring hygienic health practices. Dr.T.Dhiviya Narbhavi also stated that the high level of stress that are faced by young women and highlighted by teaching the students to carry out various exercises to keep themselves healthy during their menstruation. In the interaction session, the resource person answered the queries that are asked by the participants. The session proved to be very engaging and captivating for all the participants. The entire session served more informative regarding the awareness on menstrual health aspects. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and given the hygienic elements regarding the menstrual health aspects to the participants.

## Energy Swaraj Yatra: “Energy, Climate Change & I”-2020-2030



**Dr. Chetan Singh Solanki, Department of Energy Sciences & Engineering, Professor-IIT Bombay, Brand ambassador of Solar Energy for Govt. of MP, Founder of the Energy Swaraj Foundation (Energy by locals for locals)**

In association with Build Club of IIT Madras, Yuva Club Trichy Chapter jointly organized “ENERGY SWARAJ YATRA : “Energy, Climate Change & I”-2020-2030” on 12th April, 2022. Dr. Chetan Singh Solanki, Department of Energy Sciences & Engineering, Professor-IIT Bombay, Brand ambassador of Solar Energy for Govt. of MP, Founder of the Energy Swaraj Foundation (Energy by locals for locals) was the guest speaker for the programme. He came as an yatra pertaining to impart solution to climate change, job creation, energy security and improving local economy in all ways and means. He said that he has undertaken 11 years long Energy Swaraj Yatra (2020-30) through a solar bus in order to bring awareness and encourage actions towards climate change mitigation and adoption of 100% solar energy by masses. Dr. Chetan Singh Solanki lives in the bus and he has pledged to not go home until 2030. He explained that this bus is fitted with 3.2 kw solar panels and 6 kwh of battery storage. It has a 3 kVa inverter. Lights, cooler, cookstove, TV, AC, laptop charging inside the bus are all solar-powered and stated that the engine on the bus runs on diesel.

Dr. Chetan Singh Solanki stated that the energy is the driver of our social and economic growth and while on the other side excessive use of fossil energy has caused climate change, which is becoming catastrophic and an threat to human existence.

### Energy Swaraj Yatra Prof. Solanki's motto- AMG.

**A- Avoid energy use**  
**M- Minimise energy usage**  
**G- Generate energy that you require**

Dr. Chetan Singh Solanki highlighted various actions module that includes Energy Literacy Training, Organize a talk and demonstration of solar bus, and also informed Discussion on Energy consumption, Energy Audit and pledge to reduce electricity consumption, Solar system installation training to students and faculty members to power classrooms, Rally on Climate Change, One Plant for One Plan (sustainable living) as part of Energy Swaraj Yatra. He also pinpointed that everyone needs to understand of energy generation, its use, misuse, inefficient use and opportunities to conserve energy and generate clean energy by stating that an energy literate person would become sensitive towards efficient use of energy. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address by stating that climate change is threatening not only sustainable life but the sustainability of life on the planet and highly appreciated the commendable initiatives taken by the resource person towards restoring the environment towards sustainable living by and large.



## Digital Marketing

Guest lecture entitled “DIGITAL MARKETING” was organized on 13th April, 2022. Mr.Rajesh Natrajan, Internet Marketing Adviser, Web Designer, Digital Marketing Agency, INTERNEST, Trichy was the resource person for the programme. The resource person initiated the session by comparing traditional and digital marketing and objectives of digital marketing implementation and also covered google media ads, social media ads with the students. The resource person thrown light on the significance of Digital Marketing as an upcoming field to the students as part of his introduction speech. He also highlighted the growing importance of internet and mobile technology. He briefed about the various pros of digital marketing like cost effectiveness, overcoming the place barrier with the students. He elaborated on how digital marketing often focuses on reaching a customer with increasingly conversion-oriented messages across multiple channels as they move down the sales funnel. Ideally, marketing teams will be able to track the messages or channels in reaching the ultimate goal of gaining a customer. He mentioned that since consumers are highly reliant on social media platforms such as Instagram, Facebook, Tik Tok, LinkedIn, and Snapchat, it is essential that brands are active across multiple social media accounts. The increasing job prospects in the field of digital marketing were pinpointed by him.

The resource person emphasized about the digital marketing assets. A digital marketing asset is any tool that can be used online.

### Digital Marketing Assets

**Social Media Profiles**

**Website**

**Images and Video Content**

**Blog Posts and eBooks**

**Reviews and Customer Testimonials**

**Branded Logos, Images, or Icons**



**Mr.Rajesh Natrajan, Internet Marketing Adviser,  
Web Designer, Digital Marketing Agency,  
INTERNEST, Trichy**

The guest speaker also covered digital marketing trends in 2022 such as Artificial Intelligence, Social Media Shifts (Influence Marketing), Virtual experiences with the students with real time case studies and examples. He covered the areas like Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Mobile Marketing, Affiliate Marketing, Content Marketing, scope of Digital Marketing and shared valuable information about the latest trends that prevails in digital marketing and how students can build their career in digital marketing. He nurtured the idea of Digital marketing platforms can also be beneficial for easy measurement and adjustment of company goals and bring a better return on investment.

Mr. Rajesh Natarajan has deliberated his insights on E-Mail Marketing, Google Ad Word, User Generated Content, and Keywords, What's App, WOM and SMS Marketing. It was indeed a very pragmatic and interactive session which has fostered great learning about digital marketing amongst enthusiastic students. He explained about several other aspects like freelancing and monetizing blogs in digital marketing platform. The entire session was much informative and has opened up a new career avenue for students in the field of digital marketing. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and highlighted that plethora of opportunities that are available in the field of digital marketing in today's digitalized era and shared inputs regarding formulation of various strategies to face the ever challenging corporate world.

## Yi Yuva Force

### Resident Transformational Youth Leadership Program



**Yi Chennai Chapter and Rajalakshmi Institute of Technology, Chembarambakkam organized Yuva Force Resident Transformational Youth Leadership Program on on 5th August 2022 & 7th August 2022.**

Yuva Force Resident Transformational Youth Leadership Program held between August 5th 2022 and August 7th 2022, conducted jointly by Yi Chennai Chapter and Rajalakshmi Institute of Technology, Chembarambakkam.

The program is an intensive, interactive and engaging residential and educational program. The prime motive of the program is to enrich the transferable and adequate skills that meet the demands of the modern labor market including, communications skills, digital literacy, financial literacy, critical thinking, and creative and innovative mindset that are viewed through a Future of Work (FoW) lens. Students participated from all the cities which offered young people the opportunity to develop their skills, work closely with others, share ideas and influence change.

The Entrepreneurial workshop has been conducted with an array of various activities namely Innovation, Leadership, Business Plan, Skill Development, Yoga & Treasure Hunt. Day 1 started with Inaugural Function and Welcome Address followed by Entrepreneurial Investments Activity where the students played the role of divisional managers, investors, government officials and entrepreneurs. Day 2 bloomed with Yoga session and students have gone for Industrial Visit to HENKEL ANAND INDIA PRIVATE LIMITED, Kancheepuram.

In continuing that, Our student H. Mohamed Millath had proposed the Business Plan of Scrap Dealer app which focused towards ideating, tinkering, building and taking first steps towards entrepreneurial journey and he has won the first place in the Business Plan contest. After that “Innovative Leadership” workshop ignited the leading vision to the students and day ended with Bonfire. Day 3 began with Treasure Hunt, later on Guest Lecture was given by Mantra Pandian, Assistant Film Director, and finished off with Skill Performance Drama was enacted by students to display the talents. Overall, the program enabled the participants with relevant knowledge and skills, considered as a practical means to promote entrepreneurship among young people.





## World Environment Day

### Tree Plantation and Campus Cleaning Drive



**Tree Plantation & Campus Cleaning Drive  
at Railway Museum, Trichy by Yi Club on 5th June 2022.**

Yi co-ordinator, S.Kiruthiga & 20 Students attended World Environment Day – Tree Plantation & Campus Cleaning Drive at Railway Museum, Trichy by Yi Club on 5th June 2022. World environment day was celebrated to raise global awareness and to take positive environmental action to protect nature and the planet earth. The objective of this program is to spread awareness among people about saving our environment from various types of pollution and to plant more and more trees to make our mother earth full of greenery. Our program started at 7:30 am. After the start of the program, all the coordinators and members, students started planting the saplings around the campus and also engaged in cleaning the Railway Museum campus

#### World Environment Day 2022 Theme:

#### Campaign slogan: “Only One Earth”

**It calls for transformative changes to policies and choices to enable cleaner, greener, and sustainable living in harmony with nature.**

**“Living Sustainably in Harmony with Nature”.**



In the Railway Museum Campus, Regional Division Manager gave a very good and well- researched speech about how the condition of our environment today is and why we need to be aware. He also insisted what steps we should take immediately so that we can create our environment healthy. In the end, keeping this aim in view, People come together to pledge towards building a greener planet we took a promise that no one will pollute the environment and will not allow anyone to do so. A lot of enthusiasm was observed during the event. Overall, the event was conducted successfully with whole hearted participation and awareness to nurture our Mother Earth.

## Leadership Talk with National Personality



**Mr. Anand Srinivasan, an Economist, Author, Investor & Consultant**

Yi ,YUVA Club organized guest lecture entitled “Session on Leadership” on 11th June, 2022. Mr. Anand Srinivasan, an Economist, Author, Investor & Consultant was the chief guest for the program. He started his speech by giving short explanation of Leadership by saying that leadership is the art of motivating a group of people to act towards to achieve a common goal and the ability to build up confidence and zeal among people to create an urge them to be led. He also highlighted that to be a successful leader, a leader must possess the qualities of foresight, drive, initiative, self-confidence and personal integrity and different situations may demand different types of leadership.

Mr. Anand Srinivasan also pinpointed that leader should possess some qualities such as they should be self-aware and prioritize personal development, they should focus on developing others, they should encourage decisive thinking, innovation and action. He also opined that strong leadership can encourage, motivate, inspire and challenge their team to produce their best work and strong leadership builds relationships in the workplace that allow for effective communication, more creativity and better problem-solving skills etc. Mr. Anand Srinivasan explained some important leadership Skills a leader need to have such as listening, critical thinking, giving feedback, time management, planning and implementation, Organization and Delegation and Motivation.

Also, he informed that leadership skills are the abilities people have to lead and deliver projects, encourage initiatives, build a sense of common purpose, and empower others. He said that effective leaders provide clarity of purpose, motivate and guide the organization to realize its mission. He advised the students, to become a leader they should possess the qualities such as honest, delegate, prioritize works, have more confidence on them, commitment, positivity and creativity. The students raised questions related to leadership and financial independence he said to prepare the monthly budget according to the income and put the allocated fund in respective bucket. When making the expense, take the required fund from respective bucket and do not borrow from another bucket. He insisted students for savings which is the first expense that they should make. While allocating fund for different buckets, the first one should be the Saving bucket. Dr.M.Hemalatha, Director, M.A.M.B-School also shared her opinion about the importance of leadership which is considered as quintessential in today’s competitive corporate world. Mr.Pradeep, Yi Chair, Mr.Ashok, Yi Co-chair and Mr.Kishor, YUVA Chair also took part in this programme. Ms.S.Kiruthiga, Yi Club Coordinator made the requisite arrangements for the programme.



## Build Club & Entrepreneurship Development Cell

### Technology Business Incubator and Innovation



**Dr.A.P.Aruna, CEO, Periyar Technology Business Incubator (TBI), Thanjavur**

In association with BUILD CLUB and ED Cell organized guest lecture entitled “Technology Business Incubator and Innovation” on 18th April, 2022. Dr.A.P.Aruna, CEO, Periyar Technology Business Incubator (TBI), Thanjavur was the resource person for the programme. The resource person is highly interested in learning and experimenting new and innovative ideas; mentoring small business development and social enterprises. The resource person initiated the session by covering the overview of entrepreneurial skills and qualities such as taking responsibility of the decisions, becoming self-reliant, risk taking, power of dynamism etc with the students.

Dr.A.P.Aruna also briefed the ways to tap the right opportunities and tackle the inevitable challenges that emerge that ranging from business progression to business acceleration. The resource person addressed the students on the various start-up strategies along with the overview and significance of start-up process with real time examples. She also put forward her practical experiences corresponding to transformation of startup blueprints into realities. The resource person pinpointed the growing importance of technology based business incubation and ways and means of applying the innovative practices to succeed in competitive business market.

Dr. A. P.Aruna provided the glimpse of the Incubation center at Periyar TBI, and the extended support and guidance that offered to students and entrepreneurs. She highlighted that Incubator provides training to the students to develop viable business and it provides space and instruments - enables the students and entrepreneurs to get financial support. She motivated the students to put their focus on startups and entrepreneurship and throw lights on various guidelines about technology business incubator and innovation schemes.

The resource person emphasized that the technology based business incubator which are predominant for the wheels of economic development of the country. The resource person informed various government schemes to promote technology based incubators. Dr.A.P.Aruna made the guest lecture very much inquisitive as well as interactive by actively encouraging the students to pragmatically think about probable solutions that would arise during the process of business incubation. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and informed that these sort of initiatives aimed at bridging the gap between industry and academia are the need of the hour and the students need to actively make use of these programme in an effective manner to enrich their knowledge by and large.

## Paper Presentation

### ExNoRa Club Environmental Protection



**“Environmental Protection” on 18th April, 2022.**

EXNORA (YEI) organized paper presentation competition “Environmental Protection” on 18th April, 2022. The students presented their papers on “Environmental Protection”. Under the theme, the students were presented on the areas that comprise Global Warming, Issues & Challenges in industries, various forms of pollution and steps to mitigate, Environmental Sustainability were some of the themes as part of the paper presentation. As part of the competition, the students covered on overview of Environment and its nature, plant sapling, eco-friendly practices and initiatives, various government schemes for protection of environment etc



### Junior Jaycee wing Growth and Development



**“Growth and Development” on 18th April, 2022.**

Junior Jaycee wing (Zone XXIII) organized paper presentation competition “Growth and Development” on 18th April, 2022. The students presented their papers on “Growth and Development” aspects. Based on these, the students were presented on the areas that comprises “Attitudes and behaviours that lead to success” and “Strategies and techniques for building professional brand”. Fielding question after question by the judges, the participants displayed their undying thirst for knowledge, whilst showcasing their immense interest and the astonishing amount of effort put into each of their individual presentations. Along with offering a brilliant opportunity to present on various topics in front of a panel of esteemed judges, the event also sparked up a new array of ideas, concepts in developing the students potential, knowledge and presentation skills .

As part of the competition, the students stated that attitude is one that decide everyone’s altitude and covered the importance of attitude in one’s personal life as well as professional career. Dr.M.Hemalatha, Director, M.A.M.B-School also congratulated the winners as well as participants and distributed the certificates at the end of the programme. Mr.S.Senthilkumar, EXNORA Coordinator, M.A.M.B-School and Ms.Iris F. Rinaldi, Junior Jaycee Wing Co-ordinator, M.A.M.B-School made the requisite arrangements for the programme.



## "Face & Win Interview" & "Corporate Expectations"



**Dr.S.Senthil K Nathan, Associate Professor, Head- Corporate Relations and Member- EXNORA,  
Exn.P.Mohan,Consultant, Master HR Trainer & Founder- Youth Exnora International**

Students' EXNORA club organized workshop on "Face & Win Interview & Corporate Expectations" on 04th February, 2022.

Exn.P.Mohan, Consultant, Master HR Trainer & Founder-Youth Exnora International and Dr.Senthil K Nathan, Associate Professor and Member- Exnora were the guest speakers for the programme and delivered a session on various tips regarding to ace the interview. Mr.P.Mohan initiated the session by encouraging the students to identify their more chances to reap success in their ever competitive job market. He informed that the students have major career avenues as jobs, higher studies and entrepreneurship and its sub elements as part of the session.



Mr.P.Mohan discussed various inputs on soft skills that are required for budding professionals, and highlighted that all students need to have domain-specific expertise to execute job efficiently and with confidence. He also stated that good communication skills both oral and written are considered as an essential indicator pertinent to get succeed in interview. He encapsulated that every student have to be a good team player as he/she would be a member of a team. He pinpointed that a good personality with a confident presentation and effective communication is the key to success at job interviews.

Dr.Senthil K Nathan discussed on good knowledge and understanding of current technology and insight into future technology is essential in today's competitive corporate world. He informed various guidelines to be followed to attend the interview, importance of time management and tips on effective resume preparation with the students. He stated that all students need to inculcate leadership qualities, grooming and to possess high level of motivation and to have interpersonal relationships with another. All the students were actively involved in the session and realized themselves to face the challenging career. The guest speakers gave lot of tips to become professionals pertaining to unleash themselves to ace the interview. The session was eye opener for the MBA students and more informative to all students. As part of the programme, the special guests were also planted tree sapling pertinent to create eco-friendly environment in the premises. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and stated that all students need to focus on soft skills that are considered predominant to ace the interview.

## Junior Jaycee Wing - Inauguration & Installation



**JFD. Adv. J.eyachandhiran, Zone President- 2020, Zone XXIII, JCI INDIA was the chief guest for the programme. Mr.Mohammed Ghose, Partner of Infinity Technologies delivered "Entrepreneurial Session" for M.A.M.B-School Jaycees.**

Junior Jaycee Wing organized the Inauguration & Installation of JCI Club” on 10th February, 2022. JFD.Adv.J.Jeyachandhiran, Zone President -2020, Zone XXIII, JCI India was the chief guest for the programme and delivered a session on the panoramic aspects and importance of Junior Jaycee wing and how it benefits to students as well as society as a whole. He also inducted the new members of Junior Jaycee Wing as office bearers in the programme. Mr.V.Gopinathan, Deputy Inspector of Schools, Dist. Educational Office, Trichy installed the Junior Jaycee wing at M.A.M.B-School and highlighted about Jaycee functions and encouraging the students to actively participate in various programmes that are organized by Jaycee Wing. Jc.P.Suganthi Joseph, Junior Jaycee Co-ordinator, JCI Trichy given the felicitation address and pinpointed that all students need to “Initiate the impulsiveness” pertinent to face the challenging world with courage and highlighted the importance of connectivity with everyone. Mr.Mohammed Ghose, a Leading entrepreneur discussed on “Qualities & Skills of Successful Entrepreneurs” and it was thought provoking to all students. JFD. Adv. J.Jeyachandhiran discussed that Jaycee is a worldwide federation of young leaders and entrepreneurs and highlighted to have faith in God as the vision of Junior Jaycee wing.

He stated that every Jaycee member shares the belief that every individual supports to each other corresponding to undertake many initiatives in order to create long lasting changes and make improvement ourselves and also the world as a whole and to know everyone’s value to succeed and to remove obstacles in life. Jaycee organizes various meetings, awareness programmes, camps and dynamic training sessions and undertakes projects for the betterment of society. He informed that this sort of Jaycee initiatives provides ample opportunities to learn, effectively communicate, achieve, inspire and to become active membership thereby building the experience as leaders. As part of the programme, the new office bearers elected as President, Secretary, Treasurer, Director, Vice President, Team support corresponding to Management, Business, Public Relations, Growth & Development and for training aspects corresponding to effective functioning of Junior Jaycee Wing at M.A.M.B-School. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and stated that all students need to understand the importance and benefits of Junior Jaycee wing and steps to carry out by themselves by becoming active member and also to take a Junior Jaycee wing to a greater heights in all ways and means. Ms.Iris Rinaldi.F, Jaycee Co-ordinator introduced new office bearers of Junior Jaycee wing made the requisite arrangements for the programme.



## Junior Jaycee Wing

### Your Story: Inspire, Innovate, Ignite



**Jc. M. Arumugam, Managing Director, Sree Jayanathan Chits (P) Ltd**

In association with Junior Jaycee Wing organized Guest Lecture on “YOUR STORY: INSPIRE INNOVATE IGNITE” on 17th February, 2022. Jc.M.Arumugam, Managing Director, Sree Jayanathan Chits (P) Ltd was the guest speaker for the programme and delivered key insights of qualities required for budding professionals to succeed in challenging world. The guest speaker initiated on soft skills and its significance to budding managers in order to face the corporate world with successive way. The speaker shared that all students urge to create something new, something better which can bring about a meaningful change in the way things are done and the crucial role of these factors through real time examples.



Jc.M.Arumugam also stated that the inspiration awakens everyone into new possibilities by allowing us to transcend our ordinary experiences and limitations. Jc.M.Arumugam pinpointed that the inspiration propels a person from apathy to possibility, and transforms the way that individual perceive their own capabilities. He also shared that in order to live an inspiring life means that you are living life to the fullest. It also means that you are living a meaningful life that is based on your passion for that everyone need to ignite the power of success in all walks of their career. He also informed that focuses on self introspection which allows individuals to understand and realize the innate potentialities and achieve success in their challenging career. The session was more informative and interactive by the students and the guest speaker answered all the queries of the students. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation addresses and highlighted the essence of soft skills that are pivotal pertinent to cope up competitive challenging career with courage. Junior Jaycee Wing students representatives of M.A.M.B-School: C.Hemavathy, President, D.Edwin, Secretary, PEE.Ragunath, Treasurer, M.Aparna, Vice President-Training, R.Supriya-Director-Training made the requisite arrangements under the guidance of Ms. F.Irish Rinaldi, Junior JAYCEE Coordinator, M.A.M. B-School for the programme.

## Mental Health Awareness



**Dr.K.Ramakrishnan, Chief Psychiatrist, Managing Director & CEO, Athma Hospitals, Trichy**

Guest Lecture was organized on “Session on Mental Health” on 25th May, 2022. Dr.K.Ramakrishnan, Chief Psychiatrist, Managing Director & CEO, Athma Hospitals, Trichy was the guest speaker for the programme and delivered key insights on the importance of maintaining mental health and live the life joy and in a peaceful way. The guest speaker initiated the session by stating that maintaining proper mental health is pivotal for holistic development of an individuals. The speaker shared thought provoking inspirational words on ways and means of encountering challenges and be courage to face the competitive world, need for mentoring and counseling and various issues that are faced by today's younger generations with real time examples.

Dr.K.Ramakrishnan highlighted the factual elucidation of the topics like the importance of practicing meditation, yoga in daily life, the power of positive attitude, and cope up the mental pressures. He also shared the management of emotional up – downs, how to cope up with the stress and discussed various insights regarding the emotional balance. He also discussed further that some solutions on recuperation from such hard times, practice of SWOT analysis, and follow the principle of “Think, Do, Act”. The guest speaker also pinpointed some valuable tips to live the healthier life such as be an voracious reader, understand the value of life, elements of self introspection (know thyself), Inter Personal Relationships (IPR's) etc with the students.

The guest speaker also encapsulated plethora of intricacies of the human mind and its way of moulding the personality of an individual. The session was more informative and interactive by the students and the guest speaker answered all the queries of the students in the field of mental health. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and highlighted the essence to live the happy life that are pivotal in today's hectic competitive challenging world. Ms.F.Iris Rinaldi, Junior JAYCEE Coordinator, M.A.M. B-School made the requisite arrangements and proposed vote of thanks for the programme.





## One day workshop on Effective Public Speaking



**Jc.HGF.J.Jeyachandhiran, 2020-Zone President, Zone XIII, JCI India, Zone Trainer and Jc.HGF.R. Mohammed Ghouse, Zone Trainer & 2020-2021-Zone Director-JIB, Zone XXIII, JCI India**

One day workshop on “Effective Public Speaking” was organized on 26th May, 2022. Jc.HGF.J. Jeyachandhiran, 2020-Zone President, Zone XIII, JCI India, Zone Trainer and Jc.HGF.R. Mohammed Ghouse, Zone Trainer & 2020-2021-Zone Director-JIB, Zone XXIII, JCI India were the resource persons for this programme. The resource person Mr.J.Jeyachandhiran started his speech by explaining that public speaking is one of the most important and ideal skills required by every management students for this current business era. He provided tips to overcome the nervousness such as practicing and availing each opportunity, make the speaking as conversation and he said that these are some tips for speaking in front of audience without fear. He also pointed out on planning and preparation of public speaking, such as setting objectives, researching your audience, and collection of materials and organize everything.

Jc.HGF.J. Jeyachandhiran also highlighted that students were made to know the importance of communication skills for all types of professions and this will lead to build a positive attitude and also he motivated the students to achieve success in life. The resource person Mr.Mohammed Ghouse emphasized how public speaking skill has become one of the main skills that should be mastered by all students and this skill will not only be beneficial to support their studies, but most importantly when they enter into the corporate world with courage.

The resource person also shared tips on how to be effective on public speaking and to overcome all the obstacles the speaker might face before and during a presentation, He pinpointed some solutions to get rid of stage fear during public speaking such as know the need of audience and focus on valuable points regarding the topic and be prepared to make the audience as active listener by all ways and means. He also encouraged the students to keep on practicing to become effective speakers. Dr.M.Hemalatha, Director, M.A.M.B-School also shared her valuable experiences and reiterated the importance of public speaking and stated that effective public speaking is considered quintessential in today’s competitive world. The programme was highly interactive and students actively participated by clearing their queries from the resource persons and Ms.F.Iris Rinaldi. Junior Jaycee Wing Coordinator made the requisite arrangements for the programme.



## Women Empowerment Cell and POSH Cell

### Work Place Sexual Harassment



**Mrs.R.Sridevi, Advocate delivered the lecture on 23rd April, 2022.**

Women Empowerment Cell and POSH Cell organized guest lecture entitled “Work place Sexual Harassment” on 23rd April, 2022. Mrs.R.Sridevi, Advocate, Radio Jockey in Suryan FM, Trichy was the resource person for the programme. The resource person initiated the session by giving information about POSH (Prevention of Sexual Harassment) under IPC Act 354 and 503. She said that in recent times the role of women at workplace has increased tremendously. However, they are vulnerable to harassment in the workplace.

The Constitution of India plays a pioneer role in protecting the women from discrimination and ensuring gender justice in the present times. The guest speaker explained about Vishakha guidelines, what constitutes a sexual harassment, method of lodging complaint and the conduct of investigation. She pinpointed on the various circumstances leading to abuse, women’s rights at the work place, the relevant laws and the officials they should report to in case of any adverse situation. She opined that sexual harassment is a form of violence and discriminatory treatment against women. The session was significant and beneficial thought provoking programme for the students.

Mrs.R.Sridevi, also informed that in order to curb this problem, the Government of India enacted a law on ‘The Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act, 2013 to ensure safe working place for women and to build enabling work environment. She explained the historical significance of the Act deciphering the important terms involved in formulating the Act. She also mentioned the laws which supports the female gender. She mentioned that it requires the employer to organize workshops and awareness generation programs at regular intervals for sanitizing the employees with the provisions of the Act.

In her speech, she highlighted the history of implementation of the various Acts in India. The speaker covered all important facts under different sections of the Act such as definition of sexual harassment, composition of ICC, complaint mechanism, steps for conduct of inquiry, report submission by ICC,,. She also described about the duties as well as the power of ICC in a govt. or public organization.

She urged the students to remain alert and fight against the crime. She briefly explained about various provisions related to punishments that can be awarded was highlighted.

Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and emphasized on the importance given to women in the law and also some preventive measures to be taken by all women in all ways and means to ensure the safety aspects of women at society at large.



## Thanneer Club

### Pattimandram: Who is the reason behind today's environmental degradation: Educated people? Or Illiterate?



**Prof. K. Satish Kumar, Assistant Professor, Department of Tamil, Kalai Kaviri College of Fine Arts, Trichy**

Thanneer Club organized “Pattimandram” entitled: Who is the reason behind today's environmental degradation: Educated people? Or Illiterate? on 28th May, 2022. Mr.K.C.Neelamegam, Executive President, Thanneer Club given the felicitation address for the programme and Prof.K. Satish Kumar, Assistant Professor, Department of Tamil, Kalai Kaviri College of Fine Arts, Trichy was the judge for the programme. The students M.Sathyaseelan, M.Ishwarya and M.Manjubashini were under head educated and they started their debate as the educated people knows very well of using plastics will affect the environment and that leads to harm ozone layer but still they don't bother about it and carrying that wherever they go. They also pinpointed that now-a-days people cutting off the tress for building big malls and apartments thereby affecting the nature and that leads to lack of pure air and as result this can damage the atmosphere and lead to global warming and eventually climate change. They stressed that the use of own vehicles should be minimized as much as possible. Hence, the students argued that the educated one are the cause for today's environmental degradation.

The team (M.Murali, N.Suryaprakash and K.Meenakshi) under the head “Uneducated People” shared that uneducated people in society are the major reasons for degrading the environment. This includes not aware on safeguarding the environment due to lack of environmental education, non follow up of proper rules and regulations that results in detrimental effects to society as a whole. The team also pinpointed that many communicable diseases are also by uneducated people due to non compliance of precautionary measures and actions especially that had during COVID pandemic periods. After carefully observed all the inputs from both respective teams, the judge announced that the educators are the main people who degrading the environment and because of them only the environment is getting polluted. The judge also highlighted that it is the responsibility of every citizen of a nation to safeguard the environment thereby the sustainability of earth can be ensured as a whole. Dr.M.Hemalatha, Director, M.A.M.B-School highly applauded the commendable insights that are shared by respective team members and informed that it is the onus of every individual to protect the environment thereby to live the eco-friendly life by and large.Mr.S.Prasanna, Thanneer Club coordinator made the requisite arrangements for the programme.

## பாரம்பரியம் காப்போம் Traditional Beverages Market (பாரம்பரிய பானங்கள் அங்காடி)



Traditional Beverages Market (பாரம்பரிய பானங்கள் அங்காடி) as part of "பாரம்பரியம் காப்போம்" program organized by Thanneer Club (26.06.2022), Dr. M. Hemalatha, Director, M.A.M.B-School acted as chief guest . Our students also displayed their stalls by covering millet based food/beverages items during the program pertinent to create and highlighting the awareness on importance of traditional millet food products amongst the society. The traditional market is aimed at sensitizing people to the importance of traditional food items. With the rise in health consciousness and increasing middle class income, there is a growing demand for Nutritional food products. Our students prepared the home made food products by using millet, prepared new range of herbal juices, honey syrup, spreads, cereals, and beverages. considering the rising health issues and the growing demand for natural and traditional products to cure/maintain health. Mr. S. Prasanna , Assistant Professor, has made the arrangements for the program.

## "Build Club - IITMRP"



### Induction and Orientation on (26.03.2022)

The "Build Club" is a joint initiative of IITMRP and M.A.M Business School aimed at stimulating innovation. The cornerstone events are student led - fun brainstorming sessions and the joy of hands on collaboration. It was established with a vision to support budding entrepreneurs from concept to market by providing them the right platform and guidance to realize their start-up dreams. This initiative focus on conducting training, motivational and experiential talks and events to strengthen the entrepreneurial ecosystem. This platform encourages students to create wild ideas and build on these ideas with participation from the team to see creativity in action! Our institution is strenuously working towards to nurture the next-generation wealth creators and entrepreneurs to strengthen India's startup ecosystem".



## Build Club

### Millet Food Contest

In association with IITM BUILD CLUB, Cultural Club organized a programme entitled “Millet Food Contest” on 22nd April, 2022. The students displayed variety of millet foods for sale and the visitors also get a taste of so many nutritious products as part of the programme. The millet food products that includes pearl millet (kambu), finger millet (kelvaragu), foxtail millet (thenai), sorghum (cholam) and also kodo millet (varagu) etc that were some of the displayed food items by the students. The students also highlighted that in today’s ever challenging life, the people are not given their attention to focus on health aspects. Hence it is necessary to bring back the younger generations as well as the children to their roots by consuming millet food products.



The theme of the contest was Millet and Millets should be the main ingredient of the dish prepared by the students in the cooking competitions.

The students also focused unusual variety of dishes that includes multigrain laddus, thenai pongal, kelvaragu biryani, kambu urundai, varagu idli, ragi murukkus etc were displayed during the programme. The event gave a platform to the students to demonstrate their culinary knowledge and skills related to: developing and following a recipe, preparation of a dish, and displaying the dish before a judging panel where it will be evaluated on flavor, taste and palatability.

The students also provided the details about the dishes that they prepared by using the millets as well as the procedures and also stated the benefits of consuming the millet food products to the visitors. Dr.M.Hemalatha, Director, M.A.M.B-School given the welcome address and stated that the rationale behind to organize these programme was to create an awareness among the society particularly younger generations by identifying the advantages and essentialities of traditional food items thereby to live the life as healthier and happy in all ways and means. Dr.R.Jeevarekha, Build Club Coordinator, M.A.M. B-School stated that the public to shun junk foods that are harmful and educated the visitors about the benefits and uses of millets and made the requisite arrangements for the programme.

**IITM BUILD CLUB and Cultural Club organized a “Millet Food Contest” on 22nd April, 2022.**



**Millet Food Display**



## Youth Red Cross

### Disaster Management Workshop



**Er.G.Rajasekaran, Chairman, Indian Red Cross Society, Tiruchirappalli District Branch & M.Jawahar Hasan, Honourable Secretary, Indian Red Cross Society, Tiruchirappalli District Branch were the chief guests and Mr.P.Mohan, Joint Secretary, Indian Red Cross Society, Tiruchirappalli District Branch was the resource person.**

In association with Indian Red Cross Society organized programme entitled “Youth Red Cross Installation and Disaster Management Workshop” on 14th June, 2022. Er.G.Rajasekaran, Chairman, Indian Red Cross Society, Tiruchirappalli District Branch & M.Jawahar Hasan, Honourable Secretary, Indian Red Cross Society, Tiruchirappalli District Branch was the chief guests and Mr.P.Mohan, Joint Secretary, Indian Red Cross Society, Tiruchirappalli District Branch was the resource persons. The purpose of the workshop is to build capacity of community groups to handle any disasters effectively and to save lives of maximum people at the time of disasters by initiating support activities.

Mr.P.Mohan explained that the disaster management is the efficient management of resources and responsibilities that will help in lessening the impact of the disaster. He also spoke about the man-made disasters like road accidents, human bomb, fire accidents etc. and natural disasters like cyclone, landslides, floods etc. which are also increasing day by day due to global environmental changes. He also explained the basic concepts of hazard, vulnerability, risk etc. of disaster management and how the preparedness in pre-disaster period can be useful to mitigate the impact during the disaster and also after it.

He insisted a well-planned plan of action to reduce the dangers caused by the disaster to a minimum. Also, he informed that the disaster management aims to reduce, or avoid, the potential losses from hazards, assure prompt and appropriate assistance to victims of disaster, and rapid recovery works. He also shared the types of disasters such as floods, droughts, earthquakes, cyclones and the process of preventing those disasters includes prevention, mitigation, preparedness, response and recover were important during the disaster. He elucidated the standard operating procedures for rehabilitation camps after the disaster. He also explained why it is necessary to have disaster management plan for any public and private place or property. However, its framework and process was followed by group work. During their interactive session, seven techniques of psychological care were taught with the help of different activities in which students participated actively. They told the students about the various impacts of disaster on pregnant ladies, children, orphans, old people and the need of psychosocial therapy during disaster. Overall, the training program was very interesting, informative and useful because it is going to remain forever with the participants. Mr. A. Anburaj, Youth Red Cross (YRC) Coordinator, M.A.M.B-School made the requisite arrangements and proposed vote of thanks for the program.



# Institute Innovation Cell

## Eco-friendly Ganesha Making Workshop



### "Make Your Own Idol" on 30th August, 2022

"Eco-friendly Ganesha Making Workshop: Make Your Own Idol" was jointly organized by Student Association Club, Women Empowerment Cell & Institute Innovation Cell (IIC) on 30th August, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and stated that Ganesh Chaturthi is a festival that is celebrated on the birthday of Lord Ganesha who is the son of Lord Shiva and Goddess Parvathi. She also informed that the everyone need to adopt and follow eco-friendly practices in order to sustain the environment from detrimental effects. She reiterated that any celebrations should not harm, hurt or disturb anyone right from aged to children and also to our precious ecology. It is our responsibility to make use of eco-friendly festivals in a larger way so that there will be a pollution free atmosphere everywhere and we can celebrate it without any harm to our environment. She also opined that the rationale behind to organize this workshop with the motto of creation of awareness on environmental sustainability, in the form of make the Ganesha idol by using clays and other eco friendly properties.

As part of this workshop, the students were divided into so many teams and informed to make Ganesha idol. A special kind of sweet called modak is prepared in the joy of the special occasion. During the workshop various Eco Friendly Ganesh Idols with "Mud/Clay" or "Turmeric" or "Flour", "Wheat", "Ganesh Idol by leaves", "Be The Change Go For Green (Clay) Ganesh" etc were made by the team of students. The entire workshop was a very much creative and as well as quite inquisitive for all the students and learnt the basic skills of making idols and save the environment by and large. It was a great celebration and it brought the students together to celebrate the festival together. Ms.M.Akila, Assistant Professor informed that this festival celebrates the birthday of the Hindu deity Lord Ganesha who is believed to be the remover of obstacles of life and she made the requisite arrangements and also guided the students for successful completion for the programme.

Students prepared Eco Friendly Ganesh Idols with "Mud/Clay" or "Turmeric" or "Flour", "Wheat", "Ganesh Idol by leaves"



## B-FEST 2022: Inter College Management Cultural meet



**“B-Fest 2022: Inter College Management-Cultural Meet for U.G. Students” on 12th May, 2022**

“B-Fest 2022: Inter College Management-Cultural Meet was organized for U.G. Students” on 12th May, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School, Convenor, B-Fest-2022 welcomed the gathering as part of the inaugural function and encouraged the participants to carry out their laudable performances. She immensely informed that B-Fest is cultural exuberance programme organized every year by M.A.M.B-School that has 12 years of excellence under the flagship of MASTeR Group of Institutions in which participants from various institutes showcase their innate potentialities and talents in all ways and means. Mrs.Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions was the chief guest for the programme and highlighted that every student need to identify and have Unique Selling Proposition (USP) in themselves, importance of time management, constantly update and upskill and also shared that consistent learning is the best investment in future prosperous flourishing career. The Chief guest highly commended the entire event and tremendous initiatives taken by M.A.M.B-School to meet all under one roof. She congratulated and also applauded the participants with her inspirational words by stating that participants need to pay more attention for these sorts of extra- curricular activities besides their academia. The dignitaries released “curtain release ceremony: B-FEST 2K-22” Marvelous MBA was the special occasion as part of the programme. The “MAMBS Newsletter” also released by the dignitaries during the programme. B-Fest 2022 comprises various competitions that includes Mime, Ad-zap, Group Dancing, Group Singing, Whatsapp War and IPL Auction.



In the valedictory function, the winners were given away the prizes, along with the participation certificates for exhibiting their cultural talents across various competitions. Dr.B.Muruganantham, Registrar, and Dr.S.Rajasekaran, Dean, MASTeR Group of Institutions took part and congratulated the winners and participants and distributed the certificates. This grand fest was whole day long and 873 participants from 32 colleges inquisitively registered and took part in this programme. The overall “M.A.M.B-Fest-2022” Champion trophy bagged by Srimad Andavan Arts & Science College, Trichy. This grand B-Fest event was really enjoyed by all the participants and expressed their happiness dispersed with sincere hope that such mega events need to organize every year. Dr.R.Karthika, Co-Convenor proposed the vote of thanks and appreciated the enthusiastic contribution of one and all present pertinent to make the mega event a great success.



# Engagements at Press

## எம்.ஏ.எம். மேலாண்மைக் கல்லூரியில் சிறப்புச் சொற்பொழிவு

திருச்சி. ஏப்.15: திருச்சி சிறுகனூரி துள்ள எம்.ஏ.எம். மேலாண்மைக் கல்லூரியில் காலநிலை மாற்றம் 2020-2030 என்ற தலைப்பில் ரிப்பப் புச் சொற்பொழிவு அமையவில்லை நடப்பெற்றது.

இதில் முப்பது குழுக்கள், எரிசக்தி மற்றும் அறிவியல் மற்றும் சொற்புச் எம் துறைப் பேராசிரியர் தேக்கத்தில் கோவல் பங்கேற்று, குறிப்பாக இயைபு பாகு குறித்து பேசினது.

காலநிலை மாற்றத்தை தவிர்ப்பதும், துறை சமீபத்தில் குறிப்பிடப்பட்டிருக்கின்ற ஏற்றுக் கொள்ளும் வகையில் வகைத் தீர்வுப் பொருட்டும், எனினும் சில

நிதிப் பேச்சு வரையறைகள் வகையில் வகை வகைப்படுத்தப் பெற்றதில் நாடு முழுவதும் உட்கூற 11 ஆண்டுகளாக விதிப்புகள் பரவல் பெறக்கொண்டு வருகின்றன.

இப்போதுள்ள 3.2 இலாவாட், கோவல் மேலாண்மை மற்றும் 6 இலாவாட், சகிதிரை சோதிக்கும் வகையில் பெட்டியில் 3 இலாவாட், இவ்வாட்டும் உட்கூற.

பேருத்திரை வகைத்தன், குறிப்பாக தன்மை, சமீபத்தில் அருட்டி, தொலைக் காட்டி, யுகத்தில் அறிவு அனைத்துப் குறிப்பாக இவ்வாட்டும் உட்கூற.

ஆற்றல் நடத்து சமீபத்தில் பெருகு



நவீன முறையில் குறிப்பிடப்பட்டிருக்கும் பேருத்திரை, துறை உருவாகக் காலநிலை மாற்றம் மற்றும் அறிவியல் மற்றும் சொற்புச் எம் துறைப் பேராசிரியர் தேக்கத்தில் கோவல் பங்கேற்று 5 ஆண்டுகள்.

உட்கூற, கல்லூரி இப்போது எம்.தேவலாட்சி உட்கூற.

சாதாரண வகைத்தன் உட்கூற, மறுமலர் புதைபடிவ ஆற்றல் அறிக்கையான பரவல்பாடு, காலநிலை மாற்றத்தை ஏற்படுத்திவருகிறது.

இது பேராசிரியர் மற்றும் மனித இயல்புக் அக்கூறத்தனாக மாறி வருகிறது என்றார் அவர், சொற்பொழிவுக்கு கல்லூரி இப்போது எம்.தேவலாட்சி தலைமை வகித்து பேசினது.

பருவநிலை மாற்றம் நிலைமையை வாழ்வுக்கு மட்டுமே, பூமியின் நிலைமையை உட்கூற, இவ்வாட்டும் உட்கூற.

முனை மீட்டெடுப்பதில் பேராசிரியர் தேக்கத்தில் சில சோவல் பேருத்திரை நவீன முறையில் பேசினது.

தொடர்ந்து ஆற்றல் அறிவு பற்றிய விவாதம் நடப்பெற்றது. ஆற்றல் தனித்தன்மை மற்றும் மின் பரவல்பாட்டும், குறைந்தபட்சம் உருத்திரை ஏற்றுக் கொள்ளப்பட்டது.

நவீன பேருத்திரை அனைத்து சோவல்பாடுகளை மாற்றம் மாற்றம், மாற்றம் மற்றும் பேராசிரியர் உட்கூற, கல்லூரி பார்வை உட்கூற.

## இன்றைய நிகழ்ச்சிகள்

சிறுகனூர்

எம்.ஏ.எம். மேலாண்மை பள்ளி: பி.ஜி.டி.ல் வர்த்தகம் குறித்த சிறப்புப் பயிலாக்கு, பங்கேற்பு- இணைய வர்த்தக ஆலோசகர் ராஜேஷ் நடராஜன், பள்ளிக் கலையரங்கவளாகம், முற்பகல் 11.

**M.A.M. B-School:** Talk on 'Technology Business Incubation and Innovation' by A.P. Aruna, CEO, Periyar Technology Business Incubator, 11 a.m.

**M.A.M.B-School:** Workshop on making eco-friendly Ganesh idols, 3 p.m.

**M.A.M.B-School:** Rajesh Natarajan, Internet Marketing adviser, speaks on 'Enriching new age skills: Digital marketing,' 11 a.m.

**M.A.M. B-School:** Women's Day celebration, talk by successful entrepreneurs R. Nandhini, M. Gowri and M. Rajamaheshwari, 10 a.m.

**M.A.M.B-School Women Empowerment Cell:** Awareness programme on menstrual health, T. Dhivya Narbhavi, Assistant Professor, Department of Obstetrics and Gynecology, SRM Medical College, Tiruchi, speaks, 2.30 p.m.

**M.A.M.B-School:** Millet food contest, 10 a.m.

**M.A.M. B-School:** Workshop on 'Effective Public Speaking', training by J. Jeyachandiran and R. Mohammed Ghouse, Zone Trainers, Zone XXIII, JCI India, 9.30 a.m.

## GENERAL

**M.A.M.B-School:** 'Energy Swaraj Yatra: Energy, climate and I,' Chetan Singh Solanki, founder, Energy Swaraj Foundation, chief guest, 4.30 p.m.

**M.A.M.B-School:** Annual Day, Achievers' Day and Sports Day, 10 a.m.; session on leadership, Anand Srinivasan, author and consultant, chief guest, 11 a.m.

## Budget Analysis-2022

Teaming up with Yi (Young Indians),

M.A.M. B-School

conducted a programme

on 'Budget Analysis-2022:

Key Highlights', to enable

students understand

about the proposals for

infrastructure

development, inclusive

development,

productivity

enhancement, energy

transition and climate

action, and other aspects.

Dungar Chand U Jain,

Chartered Accountant,

explained about PM Gati

Shakti master plan that

aims to bring 16 Ministries

including Railways and

Roadways together for

integrated planning and

coordinated

implementation of

infrastructure

connectivity projects. He

also dwelt on the

introduction of digital

rupee (Central Bank

Digital Currency-CBDC) to

be issued by RBI, and on

the PM e-VIDYA initiative,

to enable all states to

provide supplementary

education in regional

languages to children for

classes I to XII, Kishore,

Yuva Chair; C.Pradeep

Yi-Chair and

M.Hemalatha, Director,

M.A.M.B-School, also

interacted with the

students.

## Gender sensitisation

The Gender Champion Club

of M.A.M. B-School, Tiruchi,

organised a guest lecture

programme on Gender

Sensitisation to apprise

students of their roles in

bringing about women's

development in the society.

Handling a session,

N.Manimekalai, Director

and Head, Department of

Women Studies,

Bharathidasan University,

said gender sensitisation

was a basic and

fundamental requisite for

normal development of an

individual. There was an

imperative need for gender

sensitivity in today's

challenging world to

examine personal attitudes

and beliefs that paves the

way to understand the

realities. M.Hemalatha,

Director, M.A.M. B-School,

also addressed the students.

**M.A.M.B School:** Budget analysis, Dungar Chand U Jain, Chartered Accountant, speaks on key highlights, 2 p.m.

## Placement Drive

The Training and Placement cell aims to provide students with an environment where they can use their potential to extreme along with gaining valuable experience of working in the industry, it is a network of communication between various companies seeking talented students in various disciplines. The placement cell at the institute has a crucial role in guiding & assisting the students for their entry into suitable employment and successful career. The placement cell of the Institute provides guidance and all the assistance to the students for achieving their career goals. The cell takes relevant steps in identifying the demands of the industry and prepares the students towards this need. Adequate emphasis is given for soft skills development along with the regular academic program. Group discussions and aptitude tests are conducted at regular intervals to enable the students to improve their performance during placements. The placement cell makes an endeavor to enhance the employability of the students by conducting pre-placement industry/corporate related activities like Regular Corporate Guest lectures, Mock interview Sessions, Sector wise Panel discussions and corporate seminar etc. Institute invites mid to top level corporate professionals on campus to guide and groom students as per corporate expectations. Every year the institute invites national and multinational companies for campus recruitment for final and summer placements. The institute has established good understanding with top companies like Capgemini, Vagus Technologies, Conserve Solutions, Bright Services, Parle Agro for Placements.

### Bright Services Placement Drive (07.01.2022)

**Role: Consumer Support Executive**  
**CTC: 1 LPA**

Priyanka.M  
Suganthi.P  
Sathish.N  
Shiny Reshma.J  
Deepalakshmi.K  
Poovarasan.K  
Saravanakumar.K

### Capgemini campus drive on 09.04.2022

**Role: Management Trainee**  
**CTC: 3 LPA**

N.Sathish  
R.Bavithra  
A.Ishwarya  
V.Ramesh kumar  
R.Vignesh  
B.Dhilipkumar  
C.Akash  
B.keerthana  
A.Arul Reshma  
M.Manju  
R.Pandimeena

### Vagus Technologies placement drive (05.04.2022).

**Role: Management Trainee**  
**CTC: 1.8 LPA**

Palanikumar.S, II MBA

### Conserve Solutions Placement Drive on (04.04.2022).

**Role: Management Trainee**  
**CTC: 1.8 LPA**

Bhavatharini.B, II MBA

### PARLE AGRO Placement Drive on (04.04.2022).

**Role: Growth Officer**  
**CTC: 1.6 LPA**

S.Palanikumar, II MBA.  
A.Manimaran, II MBA.  
H Rasheeth Basha, II MBA.  
K.Saravanakumar, II MBA and  
V.Rameshkumar, II MBA.



## Student's Achievements



Our students participated in National Level Students Management Meet: "PROGYAN'22" organized by SASTRA University, Thanjavur (29.04.2022)



Our students participated National Level Management Meet "RIGEL-2K22" and won I prize in "AD MAD" event organized by SRM Trichy Arts & Science College (28.04.22).



Meha Jabeen, II MBA and Infantena Lourdes Mary. D, I MBA presented papers entitled: "Business Intelligence Conceptual Model for Customer Perspective on Swiggy"; "Business Intelligence Modelling for Measuring the Women Entrepreneurs Business Success" respectively in AICTE sponsored International Conference on Newer Engineering Concepts and Technology-2K22 (ICONNECT 22)" organized by K.Ramakrishnan College of Technology, Trichy (28.04.22).



C.Akash, I MBA got II prize in idol dance event organized by Suryan FM 93.5, Trichy (20.04.22)



MASTeR IITM BUILD CLUB inaugurated at our institute and Infanteena Lourdes Mary, I MBA selected as office bearer of this club in this programme.

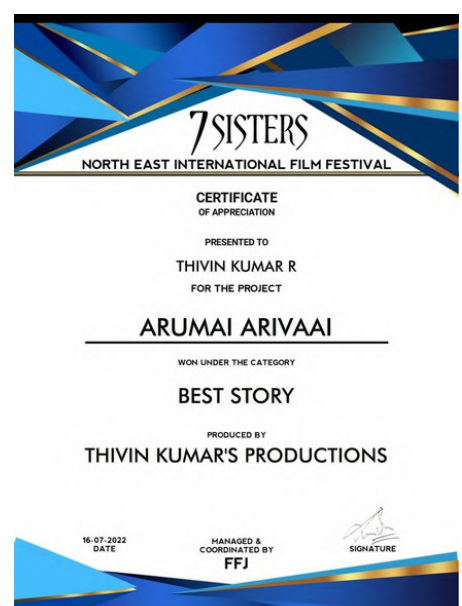


R.Arockiya Priyanka, B.Anbu Parameshwari and M.Aparna, I MBA won 3rd prize with cash prize of Rs.1000 in "Trade War" Event conducted by Finance Club in JIM, Trichy (13.04.22).

Hemavathy.C and Kayalvizhi.S, I MBA participated and presented a paper in one day National Seminar on "Issues and Challenges of Startups in India" organized by SRC College, Trichy (12.04.22).



# Student's Certificates





## "FABULOUS FEMALE AWARD" by Rockfort Times



Dr. M. Hemalatha, Director, M.A.M.B-School received "FABULOUS FEMALE AWARD" from Mr. Anbil Mahesh Poyyamozi, Honourable Minister for School Education of Tamil Nadu by Rockfort Times Tamil Weekly Edition as part of "HONOURING 44 STRONG & SPECIAL WOMEN OF TRICHY" on 19.03.2022.

Dr. M. Hemalatha received "Fabulous Female Award " from Mr. Anbil Mahesh Poyyamozi, Honourable Minister for School Education of Tamil Nadu by Rockfort Times Tamil Weekly Edition as part of "HONOURING 44 STRONG & SPECIAL WOMEN OF TRICHY" on 19.03.2022.. She demonstrated greater vision, resilience and role model leadership, setting an example for others, and igniting the spirit and the belief among people that they too can be empowered. She received the award for her outstanding leadership and achievements in Education Sector. She performed a profound role in Top Management Position who embody the qualities of Leadership in displaying active, creative, integrative efforts and valuable contribution in achieving the best results.

## Bioscope Cine Film Festival (BCFF) Season 4

BEST NARRATIVE FILM
Vithaigal
Holiday
SHERO princess of my hut
Nightmare of an Accidental Artist
UNETHICAL
AMEYA
BINDI
ARTONAAD
SAPLUDO

BEST SOCIAL EXPERIMENT
KUPPADU
Ardharathriyile Nilavelichathil
FACT
Vithaigal
Warriors
Kuttikali
Ival thandhai( இவள் தந்தை )

THE BIOSCOPE CINE FILM FESTIVAL (BCCF) Season 4 all the fantastic works of art in the form of SHORT FILMS, DOCUMENTARIES, MUSIC VIDEOS of different Genre who have contributed significantly to Cinema's Glory. Bioscope Cine Film Festival (BCFF) Season 4 awards received by Mariya Martin on 22.02.22.

Our student Mariya Martin (II MBA) and team received two awards for the short film "Vithaigal"

1. Best Social Experiment
2. Best Narrative Film.

**Congrats on achieving significant milestone!!!**

## Institute Innovation Cell

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### Patents

Hemalatha. M & Karthika. R (2022). *Big data analytic technique on reviews of e-commerce sites to identify the fake and genuine comments.* (Application No. 202221019971).IP India. <http://ipindia.nic.in/index.htm>

Karthika. R (2022). *A secure blockchain model to protect bitcoin exchanges over cloud.* (Application No. 202241007848). IP India. <http://ipindia.nic.in/index.htm>

Senthil Kumar. S (2021). *Impact of e-commerce on emerging markets in India.* (Application No. 202121040503). IP India. <http://ipindia.nic.in/index.htm>

Senthil Kumar. S (2021). *Intelligent sales promotion strategies and sales performance of telecommunication firms in India.* (Application No. 202121046131). IP India. <http://ipindia.nic.in/index.htm>

### Conferences

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Dr. M. Hemalatha, Meha Jabeen Syed Mohamed Batcha, S. Surya, R.Naga Jothi. (2022), Business Intelligence Conceptual Model for Customer Perspective on Swiggy, International Conference on Newer Engineering Concepts and Technology – 2K22 (ICONNECT 22)" , K.Ramakrishnan College of Technology, on 28th & 29th April, 2022

Dr. M. Hemalatha, N. Kayalvizhi, M.Akila, D. Infantena Lourdes Mary. (2022), Modelling Women Entrepreneurs Business Success using Business Intelligence Tools , International Conference on Newer Engineering Concepts and Technology – 2K22 (ICONNECT 22)" K.Ramakrishnan College of Technology, on 28th & 29th April, 2022

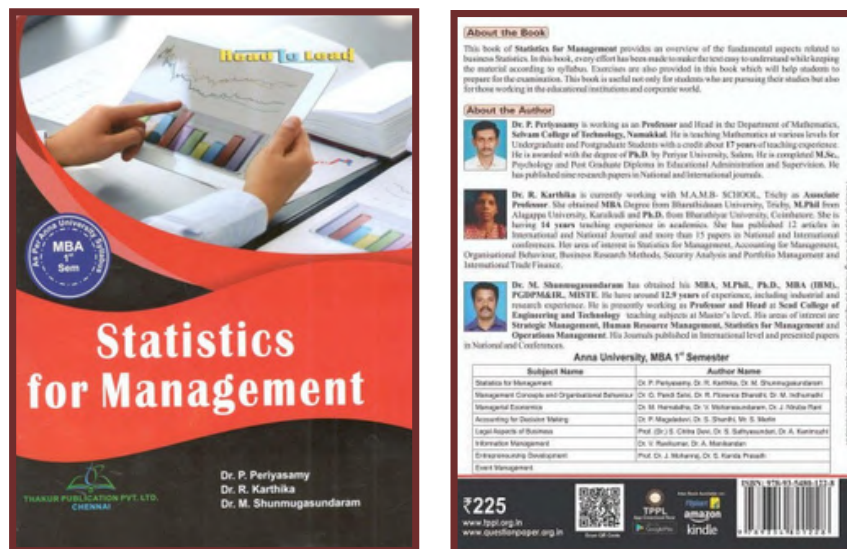
Dr. M. Hemalatha, N. Kayalvizhi, M.Akila, (2022) Business Intelligence Modelling for Measuring the Women Entrepreneurs Business Success, International Conference on Edge Computing (ICEC 2022), Department of Computer Science and Engineering, M.A.M. College of Engineering on 28th April 2022

Dr. R. Karthika, S. Senthil Kumar, M. Surya (2022) A Panoramic study on Neuro Marketing , International Conference on Edge Computing (ICEC 2022), Department of Computer Science and Engineering, M.A.M. College of Engineering ,on 28th April 2022

Dr. R. Jeevarekha, S. Kiruthiga (2022) Scheduling & Resource Management for EDGE Infrastructure , International Conference on Edge Computing (ICEC 2022), Department of Computer Science and Engineering, M.A.M. College of Engineering ,on 28th April 2022



## Book Published



**Dr. R. Karthika published a book on Statistics for Management in Thakur Publications**



## Intellectual Property Rights (IPR) Certification

Prof. S. Senthilkumar successfully completed FDP on Intellectual Property Rights (IPR) Advance Learning in Research & Innovation organized by SRM Valliammal Engineering College, Tamil Nadu in association with SkillState Foundation, Pune from 14th Feb to 18th Feb 2022.

## Memorandum of Understanding (MoU)



### MOU signed with Capgemini and GTT for Skill Development activities.

M.A.M. Business School signed Memorandum of Understanding (MoU) with Capgemini and GTT for Skill Development Activities. The chief objective is to empower the students with adequate skill sets that will enable their employment in relevant sectors and also improve productivity. They primarily focus on imparting skill based training programs by combining their efforts and collaborate with each other to develop technical skills of the students to make them industry ready by scaling up the potential opportunities in related wings.

## Corporate Social Responsibility (CSR)



**Mr.S.Prasanna presented career guidance programme at St. Joseph's College**

St.Joseph's College (Autonomous), Tiruchirappalli organized "Career Guidance Programme" on 27.4.2022 to Under Graduate students. Mr.S.Prasanna and Ms.S.Kiruthiga, Assistant Professor were invited as guest of honour for the programme. Mr.S.Prasanna spoke about that the students need to focus on employability skills which are essential corresponding to face the today's cut throat competitive world and the importance of futuristic vision to be by everyone. He also covered various career avenues in the form of data scientist, event management, online instructor, social entrepreneurship etc for the students. Ms.S.Kiruthiga delivered a session on tremendous opportunities available after the under graduation and steps to be followed by them corresponding to get ready of oneself to face corporate world. The programme comes to an end with an interactive session of the students with the guest speakers.

A.V.V.M Sri Pushpam College organized "Career Guidance Programme" on 14.12.2021. Mr. A. Anburaj and Mr. S. Prasanna Assistant Professor were invited as resource persons for the programme. Mr.A.Anburaj delivered a session by stating many career options available for the under graduate students and how to enrich the skills as per the industrial needs. He explained majorly on the various skills sets to be enhanced through consistent efforts through various platforms. Mr. S. Prasanna explained about the higher educational opportunities for the students by uplifting the knowledge , exposure and capabilities. He has motivated the students to have clear vision and progress through the contemporary arenas to reach greater heights in life. Overall, All the students inquisitively participated and gained much knowledge regarding career prospects, and resolving the queries patiently by the resource persons and the session served the purpose.



**Mr. A. Anburaj and Mr. S. Prasanna presented Career Guidance Program at A.V.V.M Sri Pushpam College**



## Faculty Presentations

**Resource Person : Mr. S. Prasanna**

**Title : Prototype/ Process Design and Development**



Institution's Innovation Council (IIC) & Department of Mechatronics Engineering had the privilege of having Session on "Session on Prototype/Process Design and Development" by Mr. S. Prasanna, Assistant Professor, in the Department of Management Studies at MAMBS, Trichy. The Main Objective is to make people learn prototype is a simple experimental model of a proposed solution used to test or validate ideas, design assumptions and key aspects of its conceptualization quickly in direction.

Mr. S. Prasanna demonstrated the Prototype development deals with the development of the product. He initially given the glimpse of the multiple prototypes varied in form, fidelity, interactivity, and lifecycle and he explained the wider facets of designing the prototype and mentioned the various dimensions when making a product, in terms what the product will look like, how it will work, and various other things during the initial phase. In addition, techniques involved in the prototype development were delivered by the guest. Students carefully observed the Prototype designing module, techniques procedures curiously and interacted with the resource person enthusiastically. After delivering his lecture he encouraged students to clear their doubts and clarified many doubts of the prototype designing. The resource person advised the students to effectively utilize the gained knowledge in projects implementation and prototype-modeling. The program ended by asking students to effectively utilize the learned skill in future where design and development skills are required. The expert talk eventually ended opening up new horizons for the students.

**Resource Person : Mr. A. Anburaj**

**Title: Business Model Canvas**

Mr. A. Anburaj, Assistant Professor, M. A. M Business School delivered a session on Business model canvas on 20-04-2022 at M.A.M. School of Engineering. The motive of the session was to make the students to understand basic BMC and its applicability for a new as well as an established business. The resource person elucidated about BMC which is a very accepted business planning tool and he preceded the cumbersome process of preparing a detailed Business plan. He highlighted that BMC acts like a broad framework for any new/existing business and is an iterative process. All the 9 blocks of the basic Business model Canvas were explained by taking examples from the business world. He also elucidated about the various building blocks such as customer relationships, key resources, cost structure and other segments involved He enumerated with the real time analytics and bridged how it helps an entrepreneur to communicate goals to the team and customers and to focus what the business does and will continue doing in future. He described majorly about the revenue streams, channels and value proposition. At the outset, he narrated the BMC Model in a sequential way with regard to what is a Business Model Canvas and how to start a business, what should be the factors that an individual should keep in mind before starting a business, why customers will buy which are dimensionally equated with live examples to understand a business model Canvas better. The resource person instilled and equipped students to conduct proper research on the market to know the demand and customers' perception of the product and also focus on customer relationships to bring their business to a better position. It was really an interactive session where students asked their queries and requested to solve doubts. Students appreciated the session was very interesting, interactive and impactful. Students got a lot of inspiration and learnt a lot by attending this session. The session was ended with felicitation to the resource person by the department as a sign of gratitude.

## Industrial Visit



**"National Institute of Food Technology, Entrepreneurship and Management," Thanjavur(NIFTEM-T) on (17.05.2022)**

A one day Industrial Visit was arranged at "National Institute of Food Technology, Entrepreneurship and Management, Thanjavur (NIFTEM-T) on (17.05.2022). Students got various nuances about the food processing and its applications as part of this Industrial Visit. The National Institute of Food Technology, Entrepreneurship and Management - Thanjavur (NIFTEM-T) has its modern laboratories equipped with hi-tech instruments, is engaged in the R&D of food grain processing, value addition, by-product utilization through bio-processing, process and product development. It focuses on providing solutions to all food processing areas including fish, meat and dairy products processing through intensive research and development activities. Students have visited the hi-tech and cottage level food processing incubation cum training center. Students have understood how the institute is supporting entrepreneurs with hands-on-training on different food processing technologies, renting facilities and other supports are offered all thought the year to help the entrepreneurs to put in their innovative ideas for the development of new products. The technicians clarified the doubts and explained the overall functionalities they provide in bio- processing.

## "Interview Conversation" and "Logical and Analytical Skills"



**Skill Development and Placement (SDP) successfully organized and completed three days programme (14.02.22 - 16.02.22) : "Workshop on Interview Conversation" and "Workshop on Logical and Analytical Skills".**

The guest speaker explained all the scenarios of Interview Environment. She also elaborated the ways of explaining and justifying the answers of various questions and make a very good impression on the interviewer. She talked on various aspects of interview process and questions asked normally in the interviews. She gave deep insights of mistakes which candidates make while attending interviews and explained about overcoming from those mistakes. She explained how to give the answers very effectively of the most frequent questions asked in the interview. She explained about the different types of reasoning questions which are intended to judge analytical and logical reasoning skills of the candidate. Along with that she has also trained the students to see patterns and trends, to draw logical conclusions, and be able to solve the analytical, logical questions within the bounded time frame. The session has equipped students to find solutions to various problems and make concrete decisions and action plans to solve those problems. She concluded the workshop by motivating everyone to stay calm and positive during the interview process.



# FDP

## DUST OFF YOUR DESIGNING SKILLS – Using Canva App

One day workshop was organized on “DUST-OFF YOUR DESIGNING SKILLS-Using Canva App” on 24th January, 2022. Dr.A.Kanimozhi, Assistant Professor, M.A.M.Business School was the resource person for the programme. She initiated the session by stating that all faculty members need to ignite the fire of imagination and creativity to become mastery in designing aspects.



**Dr. A. Kanimozhi, Assistant Professor, M.A.M.Business School**

Dr.A.Kanimozhi also informed that the various inputs on changing colours, and highlighted that sketching a rough outline of the design on paper before beginning of any design that generates best in all aspects. She also informed about the overview of Canva which is an Australian graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. Dr.A.Kanimozhi stated the various components of developing designing skills with the faculty members. She discussed various tips to make the designs look good, how to choose the dimensions in design, methods and templates of creating background design, choosing of right fonts, adding text and images.

She also informed about the templates for users to use, how to create a background for design using Canva that are paves the way to attain our desired destination in terms of elegant look and also to make the poster more effective. She also covered resizing, cropping, and layering of photos to create a variety of visual effects and its outcome with the faculty members. The entire programme definitely served the purpose in an thought provoking manner by understanding the importance of designing skills and its applications by all faculty members. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and stated that creative designing skills and its implications that are quintessential to be by the faculty members and prizes were given to the best design



## NAAC and NBA Procedures



**Dr.P.Lilly Florence, IQAC Coordinator, Professor & Head, Department of Chemistry, M.A.M..School of Engineering**

Faculty Development Programme (FDP) was organized on “NAAC AND NBA PROCEDURES” on 23rd February, 2022. Dr.P.Lilly Florence, IQAC Coordinator, Professor & Head, Department of Chemistry, M.A.M..School of Engineering was the resource person for the programme and delivered a session on NAAC and NBA procedures. The resource person spoke about the overview of NAAC and NBA and role of IQAC to improve quality in educational institutions. The resource person elaborately covered her speech focusing on each and every criteria and its weightage with the faculty members. The resource person discussed about qualitative and quantitative metrics and the role of the institute in order to achieve the NAAC and NBA accreditation.

Dr.P.Lilly Florence gave an elaborative explanation of SOP (Standard Operating Procedures) in the revised methodology of assessment and the procedures to be followed in each and every criterion wise corresponding to accreditation of the institute. She informed by stating the importance of teaching learning process in the institution and feedback system. She also pinpointed that quality enhancement initiatives of IQAC and proper documentation process as per SOP. She also expounded about the nuances in collecting data and evidence. Many queries pertaining to seven Criteria were raised by the respective criteria in-charges, which was clearly clarified by the resource person. She also gave many suggestions, which will be taken into account in future endeavours. All the faculty members inquisitively attended and were enlightened through the informative session. Dr.M.Hemalatha, Director, M.A.M.B-School given the presidential address and shared her valuable thoughts by highlighting the crux of NAAC and NBA. The session was more interactive and informative by the effective inputs that are shared by the resource person. The faculty members expressed their sincere gratitude towards thought provoking and informative session had by the resource person. Mr.S.Senthilkumar, NAAC Coordinator, M.A.M.B-School proposed the vote of thanks.





## Alumni Meet

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"ALUMNI MEET-2022"- was organized to facilitate, consolidate and coordinate Alumni Activities in Seminar Hall on 12th January 2022. The programme arranged to reconnect with the Alumni and celebrate their success and various achievements. The alumni members shared their career experiences and learning moments of campus life to the audience. All the alumni interacted with the faculty and cherished their memories. The alumni also shared their experiences in their college days and their journey from student to the present. More than 100 students of various batches attended the function. The programme finally concluded with cultural programme. Alumni's given their assurance that they will give active hands by providing job opportunities to their juniors, Support of industrial visits by signing MoU's and Industry-Institute Partnerships etc.

All the Alumni students were in their exclusive shades and colors -driving away the dire fact of growing old and became a young student again. They revived and rejuvenated their old memories and sharing their nostalgic moments with their old friends and lit up their faces with the beautiful divine smiles and later on they shared their post college life memorable events and introduced others to their families. The Alumni meet ended with a promise that everyone meet again with an emotional farewell to each other. 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. Dr.R.Karthika, Alumni Coordinator, MAMBS highlighted that the alumni from all over the world contributed significantly for the students and institute development.