

M.A.M. B-School Newsletter

Inauguration of First Year MBA'22": வெற்றியோடு விளையாடு (Play with Success)



Mr.Krishna Varatharajan, Chairman, Idea – Plus HR Biz Solutions, Chennai

“Inauguration of First Year MBA'22”: வெற்றியோடு விளையாடு (Play with Success) was organized on 1st September, 2022. Mrs.Fathima Bathool Maluk, Secretary & CEO-MASTeR Group of Institutions presided over the programme. She informed that all budding professionals need to have self confidence, know the value of what one wants to deliver in life, have a dream and move towards realize the dream into reality. Dr.B.Muruganantham, Registrar, MASTeR GI given the felicitation address. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and cited the remarkable milestones of MAMBS. Mr.Krishna Varatharajan, Chairman, Idea – Plus HR Biz Solutions, Chennai was the chief guest for the programme and initiated the session by motivated the students to envision their opportunities to get success in their challenging career.The chief guest explained various insights on skills required for budding professionals by means of making ‘self introspection’ of themselves. He encapsulated the overview on employability skills and its essence to the students through the activities.

The students were actively involved in various activities and realized themselves to face the challenging career. He also gave lot of tips to become professionals in order to unleash themselves in today’s ever competitive environment.The chief guest throw lights on the importance of self initiation, sparking insights into business, steps to overcome fear and face the world with courage.

The chief guest also had many activities with the students by highlighting the value of one’s self, be the role model for others through our appreciable activities, have a feel and innate passion towards the desired direction to achieve the success in life, understanding the value of time and education, need to be a self starter in all our challenging career, importance of time management etc with the students. The session was a very informative and thought provoking session for all the MBA students and overwhelming response by and large.

10th Graduation Day

Anna University Rank Holders

(Batch:2019-21)

M.PADMA -15th Rank

K.VAIRAMANI -24th Rank



Dr. S. Mohan , Vice-Chancellor, Puducherry Technological University, Puducherry

10th Graduation day was celebrated on 12.11.2022 in the campus. Dr. S. Mohan , Vice-Chancellor, Puducherry Technological University, Puducherry was the chief guest for the programme. The celebrations started with the academic procession in which the dignitaries as Dr.M.A.Maluk Mohamed, Distinguished Correspondent, Mrs.Fathima Bathool Maluk, Secretary & CEO, The Registrar- MASTeR Group of Institutions, Dean-Academics, The Principal & Vice Principal's of MAMSA and MAMCET, Director-MAMBS and the Heads of various Departments were ushered to the accompaniment of the college band into the venue of the function. The dignitaries adorned the dais and after the customary invocation song and lighting the lamp, the Principal welcomed all the dignitaries, invitees, parents, faculty and graduands. Mrs.Fathima Bathool Maluk, Secretary & CEO MASTeR Group of Institutions declared the graduation day open and in her presidential address she congratulated the graduands. She informed that students should look on innovation and as well as entrepreneurship in the career.

The Chief Guest Dr. S. Mohan insisted that students have to focus on inculcating the contemporary skills for improvement and excellence in the respective domain. He also ignited the students with spark of developing professional competence with outstanding leadership quality towards the career. In this ceremony, the students from various branches both in UG and PG streams like Computer Science and Engineering, Electronics and Communication, Electrical and Electronics, Mechanical & Master of Business Administration received their degrees. Dr.M.Hemalatha, Director, M.A.M.Business School read out the names of the toppers of the department who received the degree and certificates from the Chief Guest. M.A.M Business School students M.PADMA and K.VAIRAMANI (Batch: 2019-21) secured 15th rank and 24th rank respectively in Anna University. Finally, Graduation day concluded with the National Anthem and Photo Session from each department, capturing their memories on camera, along with their HODs, sharing the stage. The graduation Ceremony ended with a joy that is sure to inspire the students to achieve great heights.

M.A.M B-School Student Association Club

Infinite Possibilities



Mr. Ramkumar Ravindran, Optimus Brain at Abhyasam, Founder & CTO at Intellection, Tiruchirappalli

Guest lecture entitled “Infinite Possibilities” was organized on 3rd September 2022. Mr. Ramkumar Ravindran, Optimus Brain at Abhyasam, Founder & CTO at Intellection, Tiruchirappalli was the resource person for this programme. The resource person initiated his valuable speech by giving brief meaning of the term “infinite possibilities” as “Think bigger, limitless operational boundaries, Embrace the idea of endless possibility just beyond the horizon of the so-called impossible”. He also highlighted the power of positive attitude with some real time examples and he said that the people with positive attitudes remain hopeful and see the best even in difficult situations. He opined that out of box thinking is always important, by being the out of box thinker, there are many more possible avenues and plethora of opportunities are there and it will finally be coming up with more creative ways to solve problems thereby to reap the fruit of success in all ways and means. He also advised the students that “Be unique” in solving and facing issues so that they can stay strong and looking for infinite possibilities to overcome the struggles. He also shared that infinite possibilities exists to create the previously un-creatable, think the unthinkable and do the undoable. He also insists that time management and dedication is pivotal in our life, to achieve our desired destination.

He pinpointed that beyond academics, students shall also be consistently engaged in identifying their innate potentials and talents which will lead to think them bigger and looking into more possibilities to achieve their passion and goal. The resource person also conducted some activity based examples for the students to understand the reality of possibilities. Finally, he highlighted the students that sky is the limit for their dreams and there are wide as well as numerous career opportunities are there in the stream of Management and advised them to make use of them to attain remarkable position in their successful career. All the students inquisitively participated in this programme and it was thought provoking session for the students.



Transforming HRM



**Dr.Aarthy Rajesh, Assistant Director, Human Resources Development & Project Management,
Institute of Ophthalmology, Joseph Eye Hospital, Trichy**

Guest lecture “Transforming HRM” was organized on 08th September, 2022. Dr. M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and gave a short note about HRM transformation in present scenario and key attributes of HR to the students. Dr. Aarthy Rajesh, Assistant Director, Human Resources Development & Project Management, Institute of Ophthalmology, Joseph Eye Hospital, Trichy was the chief guest for the programme. She initiated the session by describing the concept and meaning of HRM transformation as the process of fundamentally rethinking and rechartering the HR function. She also listed the main duties and responsibilities of an HR. The resource person informed that only talent acquisition is not the job of HR, apart from that she explained the duties and on what basis they are getting recruited. She also opined that HRM is the practice of managing people to achieve better performance and in this changing world everyone need be aware of the changing roles of HRM. Dr.Aarthy Rajesh, pinpointed the challenges faced by the HR departments with reference to performance of various functions like recruitment, selection and development of manpower. She mentioned how the changing HR environment also changes the significant role of HRM. She also gave some real-life examples to the students for their better understanding about HRM transformation.



The resource person told that transformation requires meticulous planning on the part of HR leaders and senior management. She insisted the students that they must have a researcher’s mind and have the zeal and hunger for learning. Further she explained some strategies to execute a successful transformation such as prioritize people in the transformation, adopt the right technology, create a plan for transformation and tips for a successful HR transformation etc. She opined that, HR transformation will attract and keep talented employees with technology that delivers an easy and no-stress employment experience which leads to reduces manual administrative work for HR, managers and employees. The session was very informative for the students and Mrs.N.Kayalvizhi, Assistant Professor, M,A,M.B-School made the requisite arrangements for the programme.

Zumba Fitness



Mr.Sathish, CEO, Dreamers Dance Studio

Hands on training exercise programme “Zumba Fitness” was organized on 09th September, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the importance of physical fitness which are considered important in order to maintain healthier life in today’s ever challenging world. Mr.Sathish, CEO, Dreamers Dance Studio was the resource person for the programme and delivered a hands on training on “Zumba Fitness”. He started the programme by stating that the Zumba is a popular aerobic fitness program that combines ‘fun, dance and exercise’ that are to be carried out in order to burst out the stress in all ways and means. He informed that Zumba is a great form of aerobic exercise that trains our whole body from top to bottom, and it is very fun based that incorporates various exercises along with Latin inspired dancing to provide us with a very enthusiastic and challenging workout routine. He also actively demonstrated the steps that are included to do Zumba exercises and doing the same in a routine manner. Mr.Sathish practically explained the various advantages of doing powerful Zumba exercises which predominantly shapes our body, burns out calories, boosts our heart and health, helps an individual to get de-stress, makes more flexible, and entirely makes us happy, relaxed cum healthy towards our entire life. He also shared that doing Zumba exercises dynamically moves by linking with music to promote a healthy heart, and it is form of fun based healthy dose of aerobic activity, exciting way to build and tone muscle, improve cardio, and strengthening our body entirely. He pinpointed that Zumba also trigger positive feelings throughout the body and by which arms and legs are generally moving in different directions so it requires a good deal of coordination and by repeated practice improves coordination and helps us feel more comfortable. The entire programme definitely served the purpose energetically by understanding the importance of physical fitness through inquisitive involvement by all students at large.

B' a Stock Bee



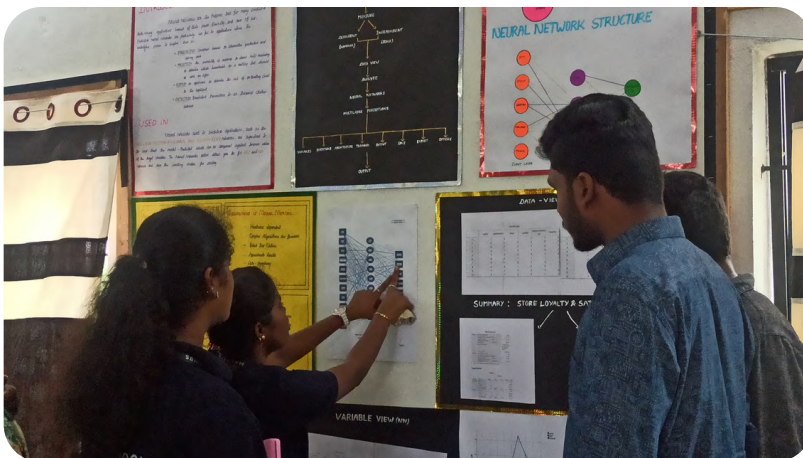
Mr.M .Chokcalingam, Manager – Sales & Distribution, Sharekhan Ltd, Trichy,

Financial Derivative programme entitled “ B’ a STOCK BEE” was organized on 20th September, 2022. Dr. M. Hemalatha, Director, M.A.M.Business School given the felicitation address and highlighted the importance of stock market activities that become serious business and employment opportunities in recent and even for future time. Mr.M .Chokcalingam, Manager – Sales & Distribution, Sharekhan Ltd, Trichy, was the resource person for the programme. He started the session with the detailed information relevant to basics of stock market that is in Indian context and then he is started to explain the various stock market operation that taken care in India students to understand that how stock market is important for business and economic development the country like India. He further added that different market segment in stock market and how we need to enter into the stock market and what are the various opportunities are there for investment as well as for employment opportunities. He insisted opportunities for everyone to participate in stock market as an investor which gives significant amount of return for your investment and he stated further that the various qualification required to enter into the stock market as intermediary persons in Indian Stock market. He demonstrates the live trading system of Indian stock market with respective to stock trading system of NSE and BSE. He did live trading with a demonstration session and how different options that available in the software application and how each option will work on to complete the sales and purchase order processing in online mode trading system. he also listed various reliable applications that enable us to trade in the stock market with better user interface and information security and all legal aspects. The students also clarified their doubts then and there with the trading application system. He further articulated the basic knowledge and skills that required to investing stock market and the basic knowledge or skills that we need to possess to explore our career opportunities investment in stock market. He also suggested some reliable software, and mobile applications are available for doing online trading services and students also noted and got clear cut idea about how to do trading. Prof. Surya made the requisite arrangements for the programme.

Business Analytic Tools

"Poster Presentation @ MAMBS on Business Analytic Tools" was organized on 1st November, 2022. Dr.M.Hemalatha, Director, M.A.M.Business School given the detailed instruction on Poster Presentation and Business Analytic tools importance and its need in the present business environment and motivated the students to actively participate in the event. Business analytics refers to the skills, technologies, and practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Business analytics focuses on developing new insights and understanding of business performance based on data and statistical methods. Business analytics become the integral part thedata driven business decision making method. Students been taught the variousbusiness analytical tools such as SAS Business Analytics (SAS BA), Python, Sisense, Tableau Big Data Analytics, Excel, Multiple Regression, Decision Tree, Discriminant AnalysisPython, Neural Network, Apache Storm, Market Basket Analysis, Cluster Analysis and Data envelop. The event given a platform for the students to reproduce the knowledge gained during the learning time.

"Poster Presentation on Business Analytic Tools"on 1st November, 2022



Posters Presented by students on Business Analytic Tools

Business Analytics (SAS BA), Python, Sisense, Tableau Big Data Analytics, Excel, Multiple Regression, Decision Tree, Discriminant Analysis Python, Neural Network, Apache Storm, Market Basket Analysis, Cluster Analysis and Data envelop

Students are instructed to understand basic analytic process of Data collection, Data mining, Descriptive analytics, Predictive analytics, Visualization and reporting to use right analytical tools to the given business situation. The main objective of the event is to provide platform to the students to use the learned tools of Business Analytics in the real time and to transfer the knowledge by doing it individual and group as well. Students have participated actively with great effort with well-defined presentation tools been used during the time of demonstration. The presentation session provides the practical exposure to the students on how the Business Analytic been used in the business environment, its various practices and tools used in the process of analytics. Students learned the effective communication skill in the event by making tremendous effort to present the content to the visitors. Students also clear the doubt of raised by the learners during the time of the session. Student's representatives made all the requisite arrangements for the programme.

Data Science



Mr. Kiran Raj, Senior Manager, SEAPORTAI

Guest Lecture on “DATA SCIENCE” was organized on 3rd December, 2022. Mr. Kiran Raj, Senior Manager, SEAPORTAI, Researcher (Artificial Intelligence & Machine Learning) was the resource person for the programme. Dr. M. Hemalatha, Director, M.A.M.B-School given the welcome address and shared her thoughts by highlighting the concept of Data Science and its application potential in the present business environment. She also shared some insights of Business intelligence with real time examples. Resource Speaker, Mr. Kiran Raj began the lecture by explaining the existence of Data Science concepts in various fields. He stated that Data Science is a study which deals with identification, representation and extraction of meaningful information from data sources to be used for business purposes. He particularized an example usage of data science in business management which support by data. He has given a deep introduction of data science from its inception, he further stated that data become a primary source of business inputs to take data driven decision making. He gave inputs on how Data Science can be made as a career for students. He also briefed about the general concepts of big data, data mining and machine learning and their types. He also gave valuable insights in the career opportunities available in this field. Mr. Kiran Raj given details on the major scope of data science is mathematics, technology, visualization and communication.

He also stated that the main focus of this Guest Lecture was to create an awareness on the ‘Data Science Analytics’ domain, which is popular in all academia, business sectors, and research and development, to make effective decisions in day-to-day activities. He enlightened the data science-oriented algorithms through various case studies, which not only helped the students understand the concepts with ease, but also provided an insight on the real-time applications in the aforementioned domain. He also explained that how are artificial intelligence (AI) and machine learning (ML) improving data analytics outcomes for companies which gives enormous career opportunities for the young job contenders. He listed out various skills required for a data analyst in the professional business environment, where students got required inputs. The whole session given eye opening session for interested students. There was an interactive Question and Answer session following the presentation, and the programme came to an end with the proposal of Vote of Thanks.

MAMBS Mercato

A Market for the future sellers

One day programme for a market place for sellers “MAMBS Mercato” was organized on 17th December, 2022. Dr. M. Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the importance of organizing this programme. Dr.R.Karthika, programme coordinator stated that the rationale behind organizing this programme is to identify the various marketing strategies and especially to understand the importance of entrepreneurship skills among the students. More than 15 stalls displayed for sale of products that covered food, arts, crafts, fashion and lifestyle in the event.



“MAMBS Mercato” on 17th December, 2022.



M.A.M Business School (I MBA) students sold the products at MERCATO



The students were actively displayed a variety of articles such as memorable print, coffee shop, food items, meganathi stall, snacks/ chat items, fresh juice shop, games, fancy items includes cosmetics and ornaments, etc. The students were given hands on opportunity to set up a venture of their choice, includes stalls of products, services and food etc. They actively applied various elements of business strategies, displaying of products, ways and means of making promotional campaign, operating plan and its successive implementation as part of the programme. The students also understood the role played by them corresponding to viable marketability of their business proposals, understanding customers value, their satisfaction, products and service elements. The students also got an exposure about minimum viable product, profit maximization approach, productivity aspects, overview of start up, timelines, strategy implications, investment funding and its elements through their stalls. The students were also practically learned the importance of responsibility, risk taking aspects, how to attain desired outcome and also got inputs on collaboration, steps in setting goals etc. At the end of the day the internal committee members evaluated all the investment levels, the total number of sales and earned profit of each stall and the final winner was announced. The programme came to an end with the appreciation to all the students for the inquisitive participation and teamwork and also the volunteers for their sincere efforts corresponding to make the programme in an successive manner. Dr.R.Karthika, Programme Coordinator, M.A.M.B-School made requisite arrangements and proposed vote of thanks.

Enlightening the emerging & future CEO's in B-School



Mr. V. Ramachandran, Senior General Manager – Technical, Kothari Sugars and Chemicals Ltd

A session on “Enlightening the Emerging & future CEO's in B-School” was organized by Student Association Club association with Internal Quality Assurance Cell (IQAC) on 23rd December, 2022. Dr. M. Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the emerging trends in the presents business environment with advancements in technology, the world is shrinking. She also pointed out that in today’s competitive age, the key expectation from B-schools is to keep pace with the evolving trends in business as well as the growing needs of students and employees. Mr. V. Ramachandran, Senior General Manager – Technical, Kothari Sugars and Chemicals Ltd, was the resource person for the session. He started the session with brief explanation of present business environment with global context. He added that there has been a paradigm shift in how businesses are run, resulting in advancing the requirements of ‘leaders’ running it too. Industries are now more technologically advanced and are operating in very competitive, complex, and uncertain environments. Modern-day businesses require graduates with modern skill sets. Mr. V. Ramachandran quoted that “The ability to visualize and see what the future holds for you is as important as being driven by today's transactions,” Himanshu Kapania. e further stated that acquiring skills, time management, self confidence, follow ethics, develop positive attitude, improve communication are the basic activities that young manager need to follow to be successful.

He gave strategies steps to become a CEO such Get formal education, seek out challenging experiences, work hard, become an expert, get knowledge and develop skill and start your own company. He insists the students that do well, whatever you do and may success attend your efforts. He gave success MANTRA to become successful in life are Dedication, Hardwork, Commitment, never stop believing, never give up, never stop trying, and never stop learning. The students actively participated in the session, students got clear idea of way to become an executive, the resource person did interaction with students and cleared doubts. Dr. R. Karthika, Professor made the requisite arrangements for successful completion of the programme.



HR Panel Discussion



“HR PANEL DISCUSSION” on 9th January, 2023.

Student Association Club and Internal Quality Assurance Cell (IQAC) jointly organized a session of “HR PANEL DISCUSSION” on 9th January, 2023. Dr. M. Hemalatha, Director, M.A.M. Business School given the felicitation address and emphasized the importance to the students to be aware of modern human resource environment’s requirement and trends. The discussion started with the brief introduction about individual guest followed by the event moderator’s questions.

Mr. R. Mohanasundaram, AGM – HR, VDart Technologies initiated with the information of area of digital technology that the future takes with digital and HR with the students. He also spoke on the reasons behind the business needs and prefers human logic for the algorithm to work. He highlighted the future work trends that can be observed in the field of HR and business management. He cited various employability skills that are expected from the candidates during the interview. He also given valuable tips on high level of position that are to be achieved by the candidates in their future career. He informed that “Will” (Power to Do) matters rather Skill, the skill comes automatically if the candidates have Will to perform anything and everything.

The resource person Dr. P. Subburethina Bharathi, Deputy General Manager, Kauvery Group of Hospitals stated while answering to a question that the present Human Resource Management driven by digital technologies in many ways, the aspirants should possess skill in handling modern technologies. He insisted that empathy is very important aspect in health care industry which is the key attribute for nurses to take of their patients with great extent. He further elaborated his personal experience of career growth story in short note to the audience.

Mr. G. Mahaboob Basha, Deputy Manager, Dalmia Cement (Bharat) Limited shared how an organization or an industry in manufacturing sector can approach digital transformation and the way it takes India forward from service-based economy to production-based economy. He also informed by stating plethora of job opportunities of a student who prefers Human Resource as a specialization. He shared that more set of skills that needs to acquire from the students in addition to communication and technical skills. He given guidance to the students regarding the career opportunities for the students in the field of manufacturing sector.



Mr. P. Vignesh, Manager – HR, TCS (TN & PDY), discussed about digital technology in HR space and as the student how they learn, use and master in the stream of digital era. He also discussed on how big data and business analytics makes changes in IT sector and how students need to equip themselves. He also opined the impact of recession in the Information Technology sector and the skills and tech courses are needed to get lucrative jobs with attractive packages. He conveyed about what TCS expects from the candidates. He covered on by highlighting big data analytics and the role played by technologies in today's digitalized era.

Mr. G. Ramesh Kumar, Manager – Talent Acquisition, Omega Healthcare were the one of resource persons participated in the discussion. He shared valuable insights by covering soft skills that are essential to survive in today's cut-throat competitive business environment. He informed about various new vistas of openings in the domain of Health care and Business Process Outsourcing (BPO). He explained that right digital technology that will bring powerful change to the healthcare and all students need to equip themselves in all ways and means. He spoke about the impact of pandemic COVID-19 and various strategies adopted by the healthcare business towards the same. He covered the employee retention and its implications and shared insights on career development and management to youngsters. He insisted that human resource management become more diverse in nature that require updated skill sets.

M.A.M. Business School invited Under Graduate students by covering more than 15 colleges and totally 850 students inquisitively participated in the HR Panel Discussion and they raised the question to the Panel members and clarified their queries. Mr. S. Prasanna, Assistant Professor, M.A.M.B-School and Ms.S. Lokeshwari, I MBA were acted as the moderators for the entire programme and they raised the questions to the respective resource persons with clear indent and right direction. The entire session was extremely eyeopener to all the participants and given thought provoking inputs in the realm of Human Resource practices at large. Mrs.A.Sasikala, Assistant Professor and Training & Placement officer made all the requisite arrangements for successful completion of the programme. .



Pongal Celebration

Pongal was celebrated with gusto marking the end of the harvest season, this festival is celebrated on 12.01.2023 with a distinct regional essence even though the forms are different but the purpose remains the same, marking the onset of the spring season. The celebration had various artistic performances such as singing, dancing, rangoli and cooking competitions. The day started with a special pooja at the college temple. Students and staff gathered together and worshiped the deities for good harvest. This was followed by a colorful parade of traditionally dressed students. The students arrived in traditional dhotis and sarees to mark the occasion. The entrance of the staff room was decorated with colorful rangoli. The students and staff members gathered to celebrate Pongal and students smartly dressed in colorful ethnic wear and they performed many enthralling songs and dances.

The chief Guest of the day, Dr. M. Hemalatha, Director, MAMBS addressed the gathering and evoked the spirit of Pongal in each student by sharing the message of love and building strong relationship with their elders and also encouraged everyone to know the significance of Pongal, imbibe, adhere and uphold the traditional values. The entire campus wore a festive look with colourful Rangoli, decorated Pongal pots, sugarcanes and other decorations enhancing the festival spirit. It was an ambience filled revelry, music in melody glorifying the role of farmers, traditional dance forms and the joyful faces reverberated with big smiles. Meanwhile there were other activities conducted. The management had organized an interdepartmental rangoli competition for the students to celebrate the traditional art forms. The intricately drawn designs of special Kolam filled the grounds manifesting a rich treat to the beholder's eyes. There were a bunch of students taking turns in enjoying the bullock cart ride around the campus. As part of the celebration, 'Chakara Pongal' was prepared in clay pots and distributed to the Students, Teachers and Support Staff. The creativity and ideas used by them to decorate the pot was commendable and admirable. This activity not only brought out their artistic skills but also roped in the festive vibes of Pongal. This was indeed a fun-filled experience for all of them. The 'uriadithal' a traditional game where people are blindfolded and are asked to hit a mud pot hanging from a rope with a rod. The day came to an end with the announcement of the prize winners for the best Pongal and Rangoli.



The event came to an end with Dr. M. Hemalatha, Director, MAMBS & MAMSA delivered a beautiful message on all the different days of Pongal and its significance to the society. We remembered through her words on the splendour of mother earth, the role of Sun sustaining life, importance to pay gratitude to the farm animals, the farmer who has toiled all his life and most importantly the heritage of togetherness. The grand event brought in the gaiety of Pongal to connect with students in a fun and engaging manner with this festival. The festival was celebrated in a grandeur manner which various competitions were conducted and prizes distributed to the winners. Mrs. Surya, Assistant Professor, Cultural Co-ordinator made the arrangements and it was a great success with the support of the management and with involvement of the students the Pongal festivities came to sweet end going to stay in the heart of everyone.

The day was full of fun, frolics and performances, bringing students and staff together in a spirit of unity. The traditional costumes worn by the students added to the atmosphere of the festival, making it a truly memorable event.

Yi Yuva Club Installation & Entrepreneurship Vision



Mr. C. Pradeep, Yi Chair, Tiruchirappalli, TamilNadu

“Yi & Yuva Club Installation and session on Entrepreneurship Vision” was organized by Yi & Yuva Club on 5th September, 2022. Mr. Pradeep, Yi Chair, Tiruchirappalli, TamilNadu, Mr. Kishor, Yuva Chair was the chief guests and Ms Kaveri Annamalai, Director, ARA Wealth, Tiruchirappalli was the resource person for the Session on Entrepreneurship Vision. Dr. M. Hemalatha inaugurated the session and addressed the gathering with a welcoming note. Mr. Pradeep installed Yi Club and has briefed about Yi Club as the voice of young Indians globally. He also highlighted that hoping to emerge as the premier Indian youth organization having a voice on relevant platforms that work on various platforms, through multiple impactful projects and activities. In continuing that, Mr. Kishor, Yuva Chair, Trichy has given the motto of Yi's student wing ‘Yuva’ and the objectives of synergizing students for positive actions.

Mr. Pradeep has demonstrated about the 7 Verticals of Yuva namely, Masoom, Accessibility, Entrepreneurship, Innovation, Road Safety, Health and Gift Organ and Climate Change. As a part of the Yi & Yuva Installation, 500 students have participated, S. Lokeshwari, Student Chair and M. Vairamani, Student Co- Chair have been elected along with 7 vertical divisions head for Yi's Student wing “Yuva” and the new office bearers took-in- charges for the year 2022-2023.

Yi & Yuva Club organized programme entitled “Entrepreneurship Vision” on 5th September, 2022. Mr. Pradeep, Yi Chair, Tiruchirappalli, TamilNadu, Mr. Kishor, Yuva Chair was the chief guests and Ms Kaveri Annamalai, Director, ARA Wealth, Tiruchirappalli was the resource person for the Session on Entrepreneurship Vision. Ms Kaveri Annamalai, has exemplified on Entrepreneurship Vision to convert the dreams into goals. She has instructed students to write their goals with clear description that narrows the focus and provide short term motivation and excitement. Later on, she has narrated the power mantra of Visualization. To exemplify this, She has directed students to create their own vision board, a collage of images, words representing their wishes and goals intended to serve as an inspiration and motivation.

Students have actively participated in creating their own vision board to narrate their dreams that triggers the motivation to achieve their goals. Students have shared valuable feedback about that the session in terms of identifying and clarifying the goals, ensured to reinforce with daily affirmations and focus to achieve the goals. On the final note, Dr. M. Hemalatha, Director, M.A.M.B-School highlighted the rationale behind Yi Club marching and she congratulated the newly elected Yi Club Student members and thanked the resource person for highlighting with the visual representation to achieve our goals. Ms. S. Kiruthiga, Yi Coordinator, M.A.M.B-School, made the requisite arrangements and proposed vote of thanks for the programme.



Ms Kaveri Annamalai, Director, ARA Wealth, Tiruchirappalli

Seed Ball Making



**Mr. Uzhavan Jagan,
Native Agricultural Trainer & Environmental Enthusiast**

Workshop on "Seed Ball making" was organized by Yi Yuva Club organized on 21st September, 2022. Dr.M.Hemalatha, Director, M.A.M.Business School given the felicitation address and emphasized the importance of environment protection and highlighted that Seed balls have an 80 percent growth success rate in comparison to regular seedings, which helps people farming in rural areas have a more consistent supply of food. Mr.UzhavanJagan, Native Agricultural Trainer & Environmental Enthusiast was the resource person for the programme. He started the session with the environment issues that causes due to human activity such as the extended use of natural resource, less concern on natural order, immoderate use of resources. He particularly pinpointed the contribution of forest in ecology balance system which maintain the favorable ecological environment at large. He also explained that trees cannot be planted in the middle of forests and discussed that the new trees there grow on their own.



Mr. Uzhavan Jagan informed that the seed balls work as a pollination technique. He stated that the seeds are dropped on fertile forest land, where they grow on their own taking nutrients from their surroundings. He also shared that the use of new technology by following old methods in a unique way for afforestation. He informed the various advantages of the seed Balls by discussed about the size of a quarter to make for easy throwing, in order to maximize the seeds' chances of sprouting roots, spring and summer are the best times to deploy the seed balls. He also shared inputs on ways and means of making seed balls for trees, seeds to be used for seed balls, how to prepare seed balls for planting etc. The resource person encouraged the participants by stating the lines as "Don't wait for someone to bring flowers. Plant your own garden and decorate your own soul". He also spoke on different types of trees and its ecological benefits, steps to be followed for prevention of soil erosion and protection of environment etc. Ms.S. Kiruthiga, Yi Yuva Club Coordinator made all the requisite arrangements for the programme.

"Don't wait for someone to bring flowers. Plant your own garden and decorate your own soul".

Yutry 7th Edition- Demonstrate the passion



"Demonstrate the passion " held on 18th November, 2022 at Jamal Mohamed College, Trichy

Yi Yuva - Yutry Program was inaugurated by District Collector, Mr. M. Pradeep Kumar, IAS, District Collector, Trichy. He demonstrated about the vision of the business plan event and instilled the novelty required for the business proposals in the current scenario. Following that Mr. K. S. Kamalakannan, Chairman & Managing Director, Naga Foods. He has focused on the importance of new business ideas and displayed the prototype of the products.

Next to the that, discussion of young women managers conclave with Mrs. Manjula Prasanna, Managing Director, Mango Point and Ms. Arthi Raguram, Founder ,Deyga Organics have elaborated and addressed the progress of the new business and pitching to reach more customers with the mode of new advertising techniques. Mr. Dev Ramnathan Sivarajah, CEO & Co -Founder, Crystercare has shared the view points of the business streams which are evolving and pinpointed the how to sustain in the business environment. And then, Mr. Vs Aathitiyan, Founder & CEO – Cookd, has given valuable points related to the decisions he has taken and maximizing the profit for the business. At the outset, the event was beneficial for the students to create and focus on new ideas. And preparing the business plan with innovation and appropriate strategy. And they able to know the practical difficulties and to overcome it by the young Entrepreneurs Session. The event has motivated the students to look for the ideas for the contemporary issues and easy the life of people.

Yutry - Business Model Canvas



Dr. Charath Chander Natarajan, Founder - The Thing Company, Director - MaxCADD

YUTRY 7th Edition Business Model Canvas Program gave the glimpse of Business Model for the proposals. Dr. Charath Chander Natarajan, Founder - The Thing Company, Director - MaxCADD was the chief guest for the session. The chief guest initially put forth the layout and deeply explained about the proposal designs and elements to be included in the Business model. He has quoted the successful business examples for the references and instilled students to look on to the new aspects to reach the customers. He has provided inputs regarding the Business Proposals and its key elements to be focused on the contemporary business Scenario.

Dr. Charath Chander Natarajan also instilled the creative thought process and its essential factors to be inculcated on the young minds. Additionally, he has reviewed the proposal outlines of the students and had given the required contents for the improvisation of the proposals to a greater extent. Students has benefited by the session which has addressed the key criteria for business proposals. Students has posed multiple questions on their respective business proposals. The session has helped them to shape up the ideology into practical business plan. It was a beneficial event for the students to design the ideas into models. The students has developed the wider view of demonstrating the business plan. The students have clarified the doubts regarding the business model preparation. It was really a thought provoking session for the students. It was a beneficial event for the students to design the ideas into models. The students have clarified the doubts regarding the business model preparation. It was really a thought provoking session for the students.

YUTRY 7th Edition Business Model Pitching



Business Plan Pitching contest held on 03.12.2022

MR. M. ASHIK RAHMAN, Founder - CEO Propeller Technologies, Co- Founder , Zafi Robots, MR. P. KARUPPANAN, Project Associate,Startup TN, Dr. S. Premanand, Project Incharge, BECH RUSA 2.0, Bharathidasan University, Ms. N. Venkadeswari, Head Startup Initiatives, Nativelead

YUTRY 7th Edition Business Plan Pitching Business Plan Presentation contest held on 03.12.2022, Indira Gandhi college, Trichy. MR. M. ASHIK RAHMAN, Founder - CEO Propeller Technologies, Co- Founder , Zafi Robots, MR. P. KARUPPANAN, Project Associate,Startup TN, Dr. S. Premanand, Project Incharge, BECH RUSA 2.0, Bharathidasan University, Ms. N. Venkadeswari, Head Startup Initiatives, Nativelead were the judges for the programme. Students from top-notched institutions in and around Trichy chapter have participated and presented the proposals during the event.

The different forms of unique business proposals are presented by the students which includes Pet Wings, Banana Fibre, Plastic Recycling Products, Rechargeable Battery and Food Truck. The team of students were effectively mentored by Dr. M. Hemalatha, Director and Dr. R. Karthika, Associate Professor, Dr. Kanchana, Associate Professor, Ms. S.Kiruthiga Assistant Professor for their business plan.

The students have presented with documented strategy for a business that highlights its goals and its plans for achieving them. They have outlined the company's go-to-market plan, financial projections, market research and business purpose.

The MAMBS team submitted their presentation that covered the vision, mission statement, their products, ingredients, its uniqueness, market demand, demand strategies, financial investment statement, raw materials and machine components, organizational structure, unique sales techniques. Designed pamphlets, survey reports of the business needs etc to the judges during the contest. They have designed the business proposal which includes a thorough business overview, addressed the problems, offers solutions, gives pricing estimates, and a working timeline.



Yi Trichy Vizha



Mr. M. Pradeep Kumar, IAS, District Collector, Trichy

Trichy Vizha 2022 was an initiative taken by many organizations and Trichiites to celebrate the spirit of Trichy. Trichy Vizha Program was inaugurated by District Collector, Mr. M. Pradeep Kumar, IAS, District Collector, Trichy. Being held over the weekend on the Anna Nagar Link Road in the city, the event is a joint public outreach project organised by the district administration, Tiruchi Corporation, Confederation of Indian Industries (CII) — Tiruchi Zone, Young Indians, and a host of local commercial establishments. A foot-tapping flash mob dance item and Kerala's traditional chenda melam drums marked the launch of the inaugural edition of Tiruchi Vizha, an initiative to help the public celebrate the city's art and popular culture. In his address to the gathering, Tiruchi Collector M. Pradeep Kumar said, "Stress is an unfortunate fallout of urban living, as we begin to lose touch with our family and get caught up in the daily routine. He emphasized that Programmes like '**Tiruchi Vizha**' **helps to break away from the competitive lifestyle and form an emotional connect with our city.**"

M. Pradeep Kumar, IAS, District Collector, Trichy demonstrated about his vision of glorious city connecting all the sections of the wonderful city. He has insisted about the event which interconnects the life, spirit, culture and heritage of the people in Trichy. Following that, Multiple Art forms are performed the artists, inclusive of Folk dance forms and traditional art forms. M. Somasundaram, chairman of CII Tiruchi Zone, said that the weekend festival provided business concerns in the city an opportunity to create a more personal bond with the people. He also pinpointed that the Tiruchi Vizha has been in the works for over five years and trying to reach activities to be more people-centric. At the outset, the event was fully cherished and symbolizes a colorful and rich celebration of the culture, heritage and social spirit of the people of Trichy. The event was a grand celebration for the people of Trichy, by the people of Trichy. Students were actively involved and volunteered to the event for the grand success.



M. Anusiya (I MBA) won "Second Place "
Yi Trichy Vizha -Kolam Competition held on 10th December, 2022

Yi - Yutry Business Plan Valedictory Function



**Our team "PET WINGS " received "Second Place " in
Yi Yuva Club -Business Plan Event for Trichy Chapter.**

Trichy Vizha 2022 Grand Ceremony was an initiative taken by many organizations and Trichiites to celebrate the spirit of Trichy. Trichy Vizha Grand Ceremony was started with the address given by **MR.M. SOMASUNDARAM,Chairman, CII, Trichy Zone,MD Amman TRY Steels**. Followed by that, Trichy Vizha motto, vision and the future progress was addressed by, **Mr. M. PRADEEP KUMAR , IAS, DISTRICT COLLECTOR, Trichy** and **MR. K. N. NEHRU, HONOURABLE MINISTER FOR MUNICIPAL ADMINISTRATION, URBAN WATER SUPPLY OF TAMIL NADU , INDIA** was the chief guest for the programme.

On that glorious day, Yutry Business Plan winners are awarded by **MR.K.N.NEHRU,Honourable Minister for Municipal Administration,Urbn Water Supply of Tamil Nadu**. Our M.A.M Business School team "PET WINGS " has received the award for Second Place in Business Plan Event for Trichy Chapter. After that, **MR.K.N.NEHRU, Honourable Minister for Municipal Administration,Urbn Water Supply of Tamil Nadu**, has demonstrated about the key aspects of the Trichy Vizha and multiple initiatives taken by the government for the welfare of Trichities. Next to that, He has given the glimpse of the upcoming projects for the Trichities. Finally, the delightful music band and laser show was displayed the professionals.The event has instilled the supreme bliss among the Trichities.

YUTRY BUSINESS PLAN YI TRICHY CHAPTER RUNNERS



1. S.Lokeshwari
2. V.Nadees
3. A. Nivethitha
4. S.Rahim Khan

Junior Jaycee Wing A Day with an Entrepreneur from Velavan Agro

International Year of Millets (IYM) Positioning India as the 'Global Hub for Millets'



Mr.K.V.Sivaramakrishnan, Founder & CVO, Sri Velavan Agro & Bliss Tree India

Guest lecture entitled “A Day with an Entrepreneur” was organized by Junior Jaycee Wing (JCI-Zone XXIII) on 12th September, 2022 . Dr. M. Hemalatha, Director, M.A.M.B-School given the felicitation address and stated that all students need to understand the importance of entrepreneurship and also 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. Mr.K.V.Sivaramakrishnan, Founder & CVO, Sri Velavan Agro & Bliss Tree India was the resource person for the programme and delivered a session on successful entrepreneurship.

The chief guest shared his real time experiences as Entrepreneur. In addition he also shared the skills that have been acquired to be an successful Entrepreneurs. He gave some tips regarding selection of product or services, maintaining budget, sustaining revenues, customer focus, managing employees and team focus on results etc. He also covered various opportunities and confronting challenges to become an successful entrepreneurs.He also given insights how to seize opportunities and overcome challenges in the field of entrepreneurship. He narrated his journey with the few case studies, which has been found interesting by the students to incorporate in their professional life.

Mr.K.V.Sivaramakrishnan discussed that an successful entrepreneurs are self-motivated, passionate, learn something new every day, committed towards attaining their success, willing to make many sacrifices and take risk, and be able to last for the long term while their business goes from startup to maturity. He opined that entrepreneurs are able to make wise decisions about how he uses his time, continually evaluating and prioritizing tasks according to relevance and importance. He shared that those prefer to become entrepreneurs need to decide what sort of business and do research in that business area, write a business plan, choosing business structure and also highlighted the steps and guidelines of becoming an entrepreneurs. Ms.Iris Rinaldi.F, Junior Jaycee wing coordinator made the requisite arrangements for the successful completion of the programme.



Installation and Workshop on Personality Development



Mr.V.Gopinath, Deputy Inspector of Schools, Dist. Educational Office, Trichy

Junior Jaycee Wing (JCI-Zone XXIII) organized JCI installation and one day workshop on Personality Development on 14th September, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and opined about the importance of personality development. Mr.V.Gopinath, Deputy Inspector of Schools, Dist. Educational Office, Trichy and Mr.Sasi Kumar, HR Trainer, SETHMA IAS Academy were the resource persons for the programme. Mr.V.Gopinathan discussed 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 also installed the Junior Jaycee wing (JCI) 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. He emphasized that students should be open to learning new skills and to be creative.

Mr.Sasikumar stated about personality development which is the fundamental and foremost determinant of individual behaviour and personality consists of an individual's characteristics and distinctive ways of behaviour. Mr.Sasikumar emphasized developing personality also develop one's behaviors and attitudes. He said that bringing about a change in our personalities is difficult but with passion and determination, one could change. He further elaborated some tips on how to enhance various aspects of their personality such as physical, emotional, mental, spiritual and social. He highlighted that personality embraces attitudes, and opinions and is most clearly expressed in interactions with other people. He gave some valuable tips to improve their personality development such as to overcome fear, reading, learning, observing, be a motivator and be optimistic. He explained that personality development is the most important skill to students apart from other skills especially when facing their interviews. He informed with the students that employers looking for multi-skilled, reliable and credible individuals for recruitment. He also pinpointed the benefits of improving the personality such as identify their strengths and weaknesses, improves employability and improves performance as a whole. Ms.Iris Rinaldi.F, Jaycee Co-ordinator introduced new office bearers of Junior Jaycee wing made the requisite arrangements for the programme.



Anti Drug - Say No To Drug



Ms.J. Nirmala Devi, Psychiatric Counselor, Athma Hospital, Trichy and Ms.A.Divya, Psychologist, Athma Hospital, Trichy

Internal Quality Assurance Cell (IQAC) in association with Junior Jaycee Wing organized a session on ANTI DRUG – “SAY NO TO DRUG” on 28th November, 2022. Dr. M. Hemalatha, Director, M.A.M. Business School given the felicitation address and highlighted the various programmes organized through Junior Jaycee Wing. She also informed that the students should be aware of anti drug policies and understand the importance for the same. Ms.J. Nirmala Devi, Psychiatric Counselor, Athma Hospital, Trichy and Ms.A.Divya, Psychologist, Athma Hospital, Trichy were the resource persons for the programme.

Ms.J.Nirmala Devi discussed various aspects of drug abuse emphasizing prevention and how to seek professional help. She also stated that substance abuse has become an alarming health crisis on college campuses across the nation. Ms.A.Divya, Psychologist, initiated by informing that educating the students about the ill effects of drugs and alcohol, encouraging peer policing among students against the use of drugs and reporting of any noticed use of drugs by the students to the student’s affairs committee are also the duties of the anti-drugs cell. She explained the students that Drugs may be a temporary stress reliever but it affects carcinogenic in long run. She pinpointed the adverse effects and attacks happen on the central nervous system taking to a mental state where no longer think and crave for more drug.

She provided various guidance in order to enable the students to keep away from drugs and stating the lines “Be proud to be drug-free.” The objectives of this programme is to prevent youth from using illicit drugs by enhancing their awareness and understanding of the harmful social and health effects of illicit drug use. She explained the importance of exchange of facts related to drugs and the reasons of teens drug abuse which include curiosity, peer pressure, stress, desire to escape from one’s own problems etc. She also pointed the importance of rehabilitation center's in the state and the importance of community and family support to help people who are vulnerable to drug use etc. During interaction session she gave awareness to students about the ill-effects of narcotics and alcohol and the importance of reporting of any noticed use of drugs by the students to the authorities. The activities of this club are planned to augment the output of the members of the club and thereby imparting these values to the student community as a whole. All the students actively participated in the programme and understood the importance of various ill-effects of drug abuse. Ms. F.Iris Rinaldi, Junior Jaycee Wing Coordinator, M.A.M.B-School proposed vote of thanks and made the requisite arrangements for the programme.

DYOTA' 22



**Paper presentation with the theme of
"Environmental issues"**



**Poster presentation title with the theme of
Anti-drug "say no to drugs".**

"Dyota' 22 Students Competition" on 29th November, 2022.

Internal Quality Assurance Cell (IQAC) in association with Junior Jaycee Wing organized a competition on "Dyota' 22 Students Competition" on 29th November, 2022. Dr. M. Hemalatha, Director, M.A.M B-School starts the competition event with the felicitation address and highlighted the various competitions planned to conduct for the welfare of the students to enrich their skills to develop students personally and professionally. JCI organized the programme on the title of Paper presentation. Under the presentation theme of Environmental issues students actively participated with great interest and shown their skills in the presentation, students presented their idea using the tool of power point presentation, in which they learned the presentation content creation and deliver-ability using the particular presentation tool and learned to answer the queries to audience. The Theme of the competition given chance to the students to evolve their information exploration in to deep understanding in the environmental perspective.

The second competition conducted under the title of Logo and Slogan design. Students prepared logo and slogan for business ideas of on varied concepts and themes in a creative and innovative way. Students created many businesses logo models with momentarily relate with their business idea that makes them acquire the creative thinking of make an idea into a pictorial representation in the business perspective. It also gives better experiences to the students with real time logo creation and projection with the public for the marketing perspective.

The next competition conducted under the poster presentation title with the theme of Anti-drug "say no to drugs". Under the theme students created, prepared different posters which communicate the content of say no to drugs. The posters designed in a creative and in a peculiar way which makes them stand out in the competition with their diversified skill sets. The students participated enthusiastically and gave meaning to their expressions through various artworks. The students successfully spread awareness in the society through their beautiful and creative handmade posters. They also expressed their views and opinions on the various negative aspects and consequences of drugs through colorful posters. Experienced senior faculty members invited as judges for the events and they evaluate the performance of students with give valuable inputs to the students which enable them to improve better. And the winning posters were shortlisted by the panel of experts. This event attracted a significant attention among our students and faculty members. This competition has created huge interventions that can decrease adolescent drug usage. Ms. F.Iris Rinaldi, Junior Jaycee Wing Coordinator, M.A.M.B-School proposed vote of thanks and made the requisite arrangements for the programme.

Professional Ethics and Human Values



Mrs.R.Indhumathi, Executive Director-(SCOPE) Trichy

Internal Quality Association Cell (IQAC) and Junior Jaycee Wing organized “Session on Professional Ethics and Human Values” on 30th November 2022. Mrs.R.Indhumathi, Executive Director-(SCOPE) Trichy was the resource person for this programme. Dr. M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and gave a short note about Professional ethics and Human values as Human values and professional ethics are complementary to each other. Whereas human values convey personal conviction, ethics describe the accepted principles and standards of conduct about moral duties and virtues as applied to an organization. She also opined that the success of an institution’s mission and vision is driven by value-based ethical behaviour of its committed faculty members, officers, staff and students. She also listed some of the vital components of professional ethics such as Integrity, Trusteeship, Harmony, Accountability, Commitment, Respectfulness and sustainability. She also said that Human values and professional ethics are complementary to each other and Values tell us what we want to do or achieve in our life, whereas ethics helps us in deciding what is morally correct or incorrect. Mrs.R.Indhumathi highlighted that Professional ethics and Human values are bring out the fundamental goodness of human beings and society at large. Provides understanding of the attitudes, motivation and behaviours and influences our perception of the world around us.

Mrs.R.Indhumathi further explained that Professional ethics are principles that govern the behaviour of a person or group in a business environment. Like values, professional ethics provide rules on how a person should act towards other people and institutions in such an environment. She also pinpointed the main objectives of promotion of Ethics and Human Values are to create awareness, conviction & commitment to values for improving the quality of life through education, and for advancing social and human well being. She also mentioned some principles of professional ethics are beneficence, non-maleficence, autonomy, justice; truth-telling and promise-keeping. She also listed some basic individual values like Conformity, Tradition, Security, Power, Achievement, Hedonism, Stimulation, Self-Direction, Universalism, and Benevolence. Ms.Iris Rinaldi F, Junior Jaycee wing Co-ordinator, M.A.M.B-School made the requisite arrangements for successful completion of the programme.

Professional Ethics Components

**Integrity, Trusteeship, Harmony,
Accountability, Commitment,
Respectfulness and Sustainability**

Youth Red Cross First Aid Program



Red Crossor Mr. C.Siva Ramalingam, Lecturer in First Aid & Assistant Commissioner, St.John Ambulance, Southern Railway, Life Member, Indian Red Cross Society, Tiruchirappalli

Youth Red Cross club organized session entitled “First Aid Program” on 12th September, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the rationale behind the inauguration of Youth Red Cross Society at M.A.M.B-School. Red Crossor Mr. C.Siva Ramalingam, Lecturer in First Aid & Assistant Commissioner, St.John Ambulance, Southern Railway, Life Member, Indian Red Cross Society, Tiruchirappalli and Red Crossor Dr. R.Elangovan, Naturopathy Consultant, Advisor, Indian Red Cross Society, Tiruchirappalli was the resource persons for the programme. Mr. C.Siva Ramalingam initiated the Youth Red Cross Society and briefed his speech by giving brief introduction about Youth Red Cross Society. He discussed that Youth Red Cross Unit members are the builders of the nation who take part actively in bringing the motto of Red Cross, that is, "Service to society". He also provided some first aid tips in saving casualties by prioritize them in order such as save the young before the old, save the conscious casualties. Dr. R.Elangovan explained in detail about first aid as emergency care or treatment given to an ill or injured person before regular medical aid can be obtained. He also gave information in detail regarding the victims with hyperventilation and fainting which causes stress, anxiety, sweating and unconsciousness and its proper treatments. Dr. R.Elangovan said that the aim of first aid is to preserve life, prevent the casualty's condition from becoming worse and promote recovery. He also thought some responsibilities of first aider as assess the situation quickly and safely and summon appropriate help, protect casualties from possible danger and to identify the nature of illness or injury affecting casualty, to arrange for the casualty's removal to hospital or into the care of a doctor and to remain with a casualty until appropriate care is available.

It helped the students in understanding the concept on how to respond calmly and quickly in an emergency situation. They also realized the importance of being vigilant if they come across any emergency in their life. The students were enthusiastic and inquisitive to know more on a subject like this which was interesting and educative at the same time. At the outset, The students will be able to assess situations and circumstances in order to provide First Aid safely, promptly and effectively in a range of emergencies. They have learnt the important key aspects of preserving life, preventing injury from getting worse, and aiding recovery which helped the students to improve their competence, capacity, and performance during the situations. He welcomed the questions and cleared the doubts raised by them. A lighter moment was shared when one of the students mentioned that it was indeed a wonderful session and hope he gets to be a 'life saver' in future. The students had an enriching and fruitful session and It's true that having first aid training undoubtedly helps save lives. They vowed to put into practice what they have learnt and spread the same among their family and friends. Mr.A.Anburaj, Youth Red Cross (YRC) Coordinator, M.A.M.B-School made the requisite arrangements and proposed vote of thanks for the programme.

Heartfulness Meditation



Mr. R. Raama Subramanian, Mr. C. Rengaraj , Mr. S. Mani Vannan
Heartfulness Trainers

Youth Red Cross & Internal Quality Assurance Cell (IQAC) organized three consecutive sessions on “Heartfulness Meditation” on 28th, 29th and 30th November, 2022. Dr. M. Hemalatha, Director, M.A.M. Business School given the felicitation address and enlighten importance of the meditation in the present business environment which highly helps to maintain the mind concentration and focus on the tasks. Mr. R. Raama Subramanian, Heartfulness Trainer was the prime resource person of the session given introduction on the meditation such fundamental meaning of meditation, how to initiate a meditation, why it is required for our life and how it significantly contribute our life in a positive way. He also stated the meditation is concentrate on any particular subject. The core idea of meditation is concentrated mind in a particular matter which enormously required in the business environment which mostly. He maintained the students to Sit in a comfortable position with the intention to remove all the impressions accumulated during the day. Mr. S. Mani Vannan, Heartfulness Trainer also participated in the session while he addresses the students he explained about the benefits of meditation and how it may improve your mind over the period of time.

Mr. C. Rengaraj Heartfulness Trainer also a resource person for the program, he actually starts the session of meditation. He given instruction to the students to start the meditation in the same place, on the basis of the instruction students started their meditation for 40 minutes with great involvement. Mr. C. Rengaraj insisted the students to maintain the mind in a concentrated subjective matter continuously, that leads to practice the mind to focus on one rather than too many matters. Day one activities is consisting of brief introduction to the meditation process and followed by a meditation session. In the second day brief introduction given on cleaning the mind. Mr. R. Raama Subramanian initiated the session with video content which pertained on cleaning the mind that makes students to understand better. The final day session initiated by Mr. S. Mani Vannan given the Heartfulness prayer teaching guideline to the students which ultimately makes the student get better result in mind. The three consecutive sessions conducted on the basis of Heartful Relaxation, Heartful meditation, Heartful cleaning and Heartfulness Prayer. MBA students enthusiastically and confidently participated in the three days sessions and got benefited on maintain the mind in peaceful state. Finally, students given their feedback on how they felt before and after the meditation sessions. Mr. A. Anburaj Youth Red Cross coordinator made the requisite arrangements for the programme.

Thanneer Club

Hygiene Alone Triumphs (தூய்மையே வெல்லும்)



Padma Shri. S.Damodaran, Founder & CEO of Gramalaya, Tiruchirappalli.

Guest lecture: “Hygiene Alone Triumphs - தூய்மையே வெல்லும்” was organized on 6th September 2022. Padma Shri. S.Damodaran, Founder & CEO of Gramalaya, Tiruchirappalli was the resource person for the programme. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and briefed the hygienic practices and its quintessentialities to the students. She also highlighted the resource person as "Social Worker who has dedicated his life to sanitation promotion in villages and slums in South India". Thiru.K.C.Neelamegam, President and Prof. K.Sathis Kumar, Secretary, Thanneer Organization, Trichy given the felicitation address and shared the various remarkable achievements and societal services undertaken by the resource person of the day. Padma Shri S.Damodaran initiated his session by giving the introduction about Gramalaya and he has been working in villages and urban slums across South India for the last 35 years, to end open defecation by building toilets and promoting sanitation etc.

Padma Shri S.Damodaran also stated the major aim of Gramalaya is to eradicate open defecation by providing eco-friendly toilets and it is an important resource centre of the Ministry of Jalshakti, Govt of India. . He also spoke about Menstrual Hygiene Management (MHM) such as importance of female hygiene, effective menstrual hygiene practices, affordable and appropriate menstrual hygiene materials etc to the students. He opined that the toilet is more than just a four-walled structure; it is a way to a healthy life and it is absolutely necessary to work on changing behaviours and developing habits through a number of IEC (Information, Education and Communication) activities. Finally, he advised all the students need to actively come forward pertinent to undertake various initiatives as part of ensuring access to Water, Sanitation and Hygiene (WASH) in villages and urban slum areas. Mr.S.Prasanna, Thanneer Club Coordinator, M.A.M.B-School made the requisite arrangements for the programme.



“வானகம்” - “வாழ்வியல் உலா” Vanagam- Vazhviyal Vuzha

Field visit entitled: “வானகம்”- “வாழ்வியல் உலா” (Vanagam- Vazhviyal Vuzha) was organized by Thanneer Club on 24th November, 2022 at Nammalvar Ecological Foundation, Kadavur, Karur. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the objective behind the arrangement of this field visit. Mr.K.C.Neelamegam, President, Thanneer Organization, Trichy given the felicitation address and stated the importance of safeguarding the environment. Prof.K.Sathis Kumar, Secretary, Thanneer Organization, Trichy discussed on ways and means of following eco-friendly practices and highlighted nature is the gift of god and it is the responsibility of every citizen to protect the nature by and large. All the students made “walking tour” at “Ponnaniyaru Dam” and Prof.K.Sathis Kumar addressed the essence of nature and how it supports for development of environment as a whole. All the students are also encouraged by practically learning the practices of organic farming and its nuances through the visit.

Mr.Karthick Raja, Vanagam Nammalvar Ecological Foundation initiated by highlighting with the words of Nammalvar's, Vanagam is motherland for the people who are discriminated by society in the name of any bifurcation and also for those came out from the mainstream due to pressure given by so called development activities. He also discussed about the overview of Vanagam by stated the vision of the organization are “Poison Free Food”, “Medication without Medicine”, “Barrier-Less Schools” and covered about organic farming practices and its advantages. He informed that the activities of Vanagam are to uplift the rain fed farmers, research on millets, pulses and other rain fed crops, proper training to farmers etc. As part of the programme, the students also visited Dr.Nammalvar's residence, Paran, Fields at Vanagam and came to know the various implications of organic farming. The field visit definitely served the purpose pertaining to preserve the nature and about following eco-friendly practices that paves the way of living sustainable life successfully. Ms.S.Devibala and Ms.F.Iris Rinaldi, Assistant Professor, M.A.M.B-School accompanied with the students for the visit. Mr.S.Prasanna, Thanneer Club Coordinator, M.A.M.B-School made the requisite arrangements for the programme.



“வானகம்” - “வாழ்வியல் உலா” (Vanagam- Vazhviyal Vuzha) on 24th November, 2022 at Nammalvar Ecological Foundation, Kadavur, Karur.

Entrepreneurship Development Cell

Workshop on Ideation



Workshop on “Ideation” Create new business opportunities and grow with strategy on 2nd November, 2022.

One day workshop on “Ideation” Create new business opportunities and grow with strategy was organized on 2nd November, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School was the resource person for the programme and delivered a session on “Ideation” Create new business opportunities and grow with strategy. She initiated the session by stating that the idea is the most important thing. The business model and product will follow by pitching the right idea. She discussed that innovative idea are essential in all ways and means corresponding to implement it in an effective manner.

The resource person practically explained the various elements which are included in preparing business plan. She actively informed the components business plan that comprises executive summary, business research and structure, market research and strategies, management of personnel and financial planning and documents etc. She has instructed students regarding the business strategy and business plan in terms of identifying the most important issues that the business needs to address, highlights the opportunities available and having a clear set of priorities for creating the business proposals. The Speaker made the students practically make their business plan and guided them about the requisite elements to be included in writing a business plan and has given key inputs to make attractive business plan.

The resource person also highlighted on how to make competitive management, analysis and organization description, products and service description, operational plan and types of business plans to the students. She pinpointed that the role played by government pertaining to successful marketability of our business proposals and given with various schemes that are available for the entrepreneurs. She informed that the importance of SWOT analysis, formulation of vision and mission statement and guidelines in formulation of financial planning to the students. She also given guidelines about minimum viable product, overview of start up, timelines, strategy formulation, investor funding and its elements during the session. The entire session definitely served the purpose in a thought-provoking manner by understanding the importance of ideation through inquisitive involvement by all students at large. Ms. S. Kiruthiga, Assistant professor made all the requisite arrangements for the programme.



Workshop on Business Plan Preparation



One day workshop on 3rd November, 2022

One day workshop on “Business Plan Preparation” Create new business opportunities and grow with strategy was organized on 3rd November, 2022. Dr. M. Hemalatha, Director, M.A.M.B-School was the resource person for the programme and she motivated the students to generate new business idea and develop the idea into next level for further improvement to end with best feasible in the business . She started the session by stating that Business plan is the most needful task to be completed at the initiating of the business.

She discussed that basic business plan contents to make the management students to understand the various business plan models. She also clarified the students quarries at the time of discussion session where idea been discussed and developed for the presentation.

First and Second year of Management studies students actively participated in the business plan workshop presentation. Students grouped as team of five members discussed and developed a business plan with a great participation of other team members in the business plan preparation activity. In the second session of workshop all the team presented their business idea with the business plan content of brand name, business model, scale of business, business nature, investment plan, marketing plan, Human resource plan, strategic plan with vision and mission. Students were facilitated and benefited to compile the list of points for each section of the business plan includes the uniqueness of the product or service, market opportunity , marketing strategy and financial plan for the proposals.

Students presented the prepared business plan such as Pet Wings- Pet Animal, Plastic Recycled Product, Ornament, Domestic Fertilizer, Food Truck, Deepthi (Cow Dung), Waste Management and Emergency Ambulance services with detailed business plan contents. Corrective intended questions were raised to make the buddy managers to scrutinize the business idea more reliable and feasible to improve better. The entire session definitely served the purpose in a thought-provoking manner.



HR CLUB

International Job Perspectives



Mr. Sridhar Ramakrishnan, Vice President, Asia View Enterprise Ltd, Hong Kong

HR club organized a session on “International Job Perspectives” on 7th November, 2022. Dr. M. Hemalatha, Director, M.A.M.Business School given the felicitation address and emphasized the scope of international job in present globalized business environment with categorical details. She highlighted the emerging trends in human resource requirement in the international jobs. Mr. Sridhar Ramakrishnan, Vice President, Asia View Enterprise Ltd, Hong Kong was the resource person for the programme. He started the session by stating that today’s job market is more versatile in nature and become global perspectives rather than narrowed domestic need. He explained the knowledge and skills that require to obtain a job in global market such as communication skills, interpersonal skills, problem solving skills, analytical skills, computing skills, intercultural management skills, innovative and creativity, collaboration and negotiation and persuasiveness, emotional intelligence and team skills.

Mr. Sridhar Ramakrishnan informed the anticipation of international organizations from a candidate who want to secure a job in abroad. He enlightened the competency master list to the students which helps them to understand their present state and enabled them to think on working plan for future. He insisted that cultural diversification is primary skill requirement of today business environment and analytical skill and he explained the various technical and non-technical certificate courses that require to obtain to go for international jobs. He listed out the key fields such as Data Science, Financial analyst, Global marketing, information security, Business development, Healthcare (Nursing), Supply chain management, tourism and hospitality, etc. Students got clear their quarries during the session, where the resource person responsibly answer the students doubts such as specific job opportunities for MBA students in international job market. Mr. S. Prasanna, Assistant professor made all the requisite arrangements for the programme.



Placement Cell

Soft Skills & Life Skills



**Mrs. K. Navajothi, Chairman,
Faculty & Center In Charge,
ICICI Foundation for Inclusive Growth**

Workshop on “Soft Skills & Life Skills” was organized on 07th September, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted that the ICICI Foundation for Inclusive Growth greatly trains the rural youth to find attractive jobs pertinent to attain the holistic development for the students. Mrs.K.Navajothi, Chairman, Faculty & Center In Charge, ICICI Foundation for Inclusive Growth was the guest speaker for the programme and delivered a session on Soft Skills & Life Skills as part of Skill Development Practices.

To meet the requirements of this globalised world every student should have a strong command in English and should be adept in Soft Skill along with hard skill. Attitude and positive energy is what the industry needs which is impossible without proper soft skill training. She highly motivated the students to identify their lucrative chances to reap the fruit of success in their ever competitive job market. She stated that life skills are abilities for adaptive and positive behaviour that enable humans to deal effectively with the demands and challenges of life. She highlighted with the knowledge of soft skills, one stand out in a crowd of job seekers with even mediocre skill and talent. She demonstrated that there is no doubt that hard skills i.e. knowledge and technical expertise are prime requirement, for employ-ability but without soft skills it becomes difficult for even highly talented people to corner a job. She highlighted the most common traits asked by every prospective employer are positive work ethics, good attitude, and desire to learn and be trained.

Mrs.K.Navajothi highlighted the various Soft Skills that includes Communication, Flexibility, Leadership, Teamwork, Time Management etc. She further explained that soft skills dealt with a wide variety of topics such as vocal and verbal communication with specific reference to corporate communication. She also discussed how to give self introduction, Do's and Don'ts in group discussion, various steps in succeeding interview to the students. She asserted that the most appropriate body language for leadership can have an indelible impact to face the corporate world.

The session was divided into the art of Public Speaking and Interview skills .She spoke on importance of expressing thoughts clearly and expressing views succinctly, overcoming stage fear and dressing up appropriately for the job interviews. She had an interactive session with the students as well wherein the students asked some questions and cleared their doubts about job interviews.

She also briefly discussed matters pertaining to interview skills, stress management, presentation and motivational skills, power of positive attitude with the students. She also emphasized the importance of flexibility and adoptability, Problem solving and Interpersonal skills. The session was very much informative by making the realization of soft skills as life skills and also instilled a lot of confidence for the students to face ever competitive challenges at large. Ms. Iris Rinaldi, F, Placement Coordinator, M.A.M.B-School made the requisite arrangements for successful completion of the programme.



Shaping Lives Through Education



Mr. Dane Reeves, Principal Consultant, EducateMe

Placement Cell organized a Career Guidance session “Shaping Lives through Education” on 15th September 2022. Dr. M. Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted about the importance of Education in this today’s challenging competitive world. Mr. Dane Reeves, Principal Consultant, EducateMe was the resource person for the programme. Mr. Dane Reeves, initiated the session by discussed the importance of education and he stated that it determines the quality of an individual's life and education improves one's knowledge, skills and develops the personality and attitude. He also said that education affects the chances of employment for people and a highly educated individual is likely to get a good job. He opined that education provides stability in life, provides financial security, gives self-dependency, make of dreams come true, gives confidence and finally it protects everyone in this competitive world. He insisted that a society without education cannot give a bright future to our world.

Mr. Dane Reeves also shared by giving a brief inputs on the employability skills with the students. He emphasized on the importance of right mix of knowledge, attitude and additional skills for a successful career advancement. His talk also focused on the recent industry trends in management field and also he listed down the roles/designation currently being practiced in the core companies, their skill set requirements, job responsibilities etc and also explained the career growth ladder. He also informed various higher education opportunities that are spread over across the world and steps to be followed by them to get enrolled with such institutions.

He highlighted about various tips on cracking interviews, financial planning, investment, business planning and resource management with the students. He also shared various sectoral specializations such as finance, marketing, HR, operations, logistics and entrepreneurship. The resource person also informed about the corporate expectations from MBA's. The entire session was much informative and thought provoking pertinent to identify the career growth opportunities for the students at large. Ms. F. Iris Rinaldi, Placement Coordinator made the necessary arrangements for successful completion for the programme.

Placement Training

Innate Talent



Placement Cell organized placement training session for II MBA students by INNATE TALENT on 06.10.2022. Dr. M Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the importance of the Placement training program. The main objective of the training program is to expose students to the Corporate Culture and explain to them the processes followed there and to make them comfortable when they are exposed to it. The trainer instilled that students are led to take the initiative to develop their attitude in the workplace, and soft skills and are given the opportunity to develop technical skills alongside analytical capabilities. The trainer has aimed to expose students to the nature of the corporate world, therefore, providing insight into their future professional careers. This training was in turn divided into 3 sessions. The First Session focused on Resume Building, followed by an introduction to Group Discussions. The Second session started with students discussing various Generic, Specific, and Abstract topics. It was followed by assessments and detailed procedures to approach different topics of GD. This was followed by a blend of live mock Personal Interviews and sharing of techniques to face interviews along with assessments. The trainers incorporated several facilitation techniques used which included question and answer, brainstorming, group discussions, and case studies. A multitude of training methodologies was utilized in order to make sure all the participants are involved and grasped the whole concepts and practice what they learn. Ms.F.Iris Rinaldi, Placement Coordinator made the necessary arrangements for successful completion for the programme.

Placement Training program for
II MBA students by INNATE TALENT on 06.10.2022

Menstrual Cafe

Menstruation Matters



Ms.Preethi Damodaran, MHM-Director-GRAMALAYA

Guest Lecture on “Menstruation Matters & Inauguration of Menstrual Cafe” was organized on 15th September, 2022. Ms.Preethi Damodaran, MHM-Director-GRAMALAYA was the resource person for the programme and delivered a session on understanding the awareness on menstrual health practices to the participants. 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. The resource person also covered PCOD and foods to eat during menstruation with the participants. The resource person also stated sensitizing the participants on various complications arising out of lack of menstrual hygiene. The resource person stated that menstruation is a normal and natural part of biological changes and all women need to handle with hygienic manner.

Ms.Preethi Damodaran focused 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 (MHM). She stated the various government schemes that promote menstrual hygiene among adolescent girls in such a way that results in ensuring hygienic health practices. The resource person also informed that the high level of stress that are faced by young women and highlighted 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 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. Ms.M.Akila, Women Empowerment Cell Coordinator, M.A.M.B-School made the requisite arrangements for the programme.



Women Empowerment Cell & Gender Club

Gender Sensitization



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

In association with Women Empowerment Cell and Gender club organized Guest Lecture on “Gender Sensitization Program” on 1st December, 2022. Dr. N. Manimekalai, Founder Director & Head, Department of Women Studies, Bharathidasan University was the resource person for the programme. 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 sensitization of gender. Dr. N. Manimekalai 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 requisites for the individual and professional working environment. The resource person stated that the need for this sensitivity has been realized through long-established times and succeeds all kinds of human existence. She also spoke about the various issues and challenges and sensitized the students about the sensitivity development particularly women’s development and the need and importance of gender sensitivity in today’s challenging world. Dr. N. Manimekalai informed that gender sensitization should to take care by educational institutions through establishing internal compliances cell and grievances cell. These cells provide prospects for the gender to sensitizes themselves and feel safe, secure environment.

Dr. N. Manimekalai informed that gender sensitization should to take care by educational institutions through establishing internal compliances cell and grievances cell. These cells provide prospects for the gender to sensitizes themselves and feel safe, secure environment. The major fundamental understanding of 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. 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. Gender club coordinator Professor R.Suganya and Women Empowerment Cell coordinator Professor M. Akila made all necessary arrangements for the programme.

Students' ExNoRa Installation and Cyber Security



**Mr.S. Anbuselvan, Inspector of Police, Cyber Crime Police Station, Trichy and
Mr.R.Thirukannan, Educationist & Hospitality Professional, Chennai .**

“Installation of students ExNoRa and Session on Cyber Safety” was organized on 16th September, 2022. Dr.M.Hemalatha, Director, M.A.M.Business School given the felicitation address and highlighted that all need to take more number of steps and come voluntarily pertinent to save the environment and to focus on eco-friendly aspects by actively becoming the member in ExNoRa Club. Mr.S.Anbuselvan, Inspector of Police, Cyber Crime Police Station, Trichy and Mr.R.Thirukannan, Educationist & Hospitality Professional, Chennai were the resource persons for the programme. Mr.R.Thirukannan installed the ExNoRa Club at M.A.M.B-School and highlighted the importance of ExNoRa and its various services for the welfare of society. Mr.S.Anbuselvan initiated the session with the principles and practices on cyber safety and it protects all categories of data from theft and damage that includes sensitive data, Personally Identifiable Information (PII), Protected Health Information (PHI), personal information, intellectual property, data, and governmental and industry information systems. As part of the programme, the students also took charge as office bearers of ExNoRa club. Mr.S.Anbuselvan also stated the Cyber Security professionals are in high demand in the industry today. He informed about keeping information safe and secure, but also about being responsible with that information, being respectful to other people online, and using good Internet etiquette.

The resource person focused on Cyber Security and told the students about the different modes of cyber crimes, virus attacks, social networking security, password protection, financial frauds and its legal scenario with relevant examples. The students also asked their queries about cyber bullying and harassments. The students listened to the lecture with rapt attention and expressed the feeling of satisfaction and they were also informed about where to file a complaint about such threats and frauds. Mrs.S.Senthilkumar, ExNoRa Coordinator, M.A.M.Business School stated that all need to maintain a healthy environment of the planet, and thereby save the environment in all ways and means by inquisitively becoming the member in ExNoRa club and made the requisite arrangements for the programme.



Heritage Walk



Students' Exnora club organized a field visit to “Heritage Walk” a reflection of the heritage we grew up on 16th November, 2022. Dr. M. Hemalatha, Director, M.A.M. B-School inaugurate the trip by given the felicitation speech and accentuated the scope of cross-cultural management in modern business environment. The MBA students went on a field visit as an activity to understand cross Cultural Management and visited various heritage sites in Trichy City. The visit included a visit to the famous Our Lady of Lourdes Church is located in the city, Rockfort, the Ucchi Pillaiyar Temple, Thayumanavar Temple, and the Manikka Vinayakar Temple. The visit started with famous Our Lady of Lourdes Church is located in the city, Ar. Jerrin Alphy Stephen was a one of the guide for trip, she given lot of socio-cultural stories behind heritage sites enlightened the students. Artist. Dharmaraj was another guide for the trip who drew and explained the basic structure of the Our Lady of Lourdes Church with its architecture designs and its applications to the students. He asked the students to draw a portion of the church designs, or structure as per their wish to understand the architectural and cultural values behind it. He encouraged the students to ask more questions and given the relevant historical, cultural information to make them comprehend. Students were asked to take photography pics as a part of the visit.

The whole team walked to the Rock Fort is a historic fort and temple complex situated in Trichy. Ar. Jerrin Alphy Stephen given architecture and the socio-cultural stories behind heritage sites enlightened the students. She also explained the methods and techniques of rock carving. Students were visited the various temples which located in the rock fort like Ucchi Pillaiyar Temple, Thayumanavar Temple, and the Manikka Vinayakar Temple. The Ucchi Pillayar Temple is a 7th-century Hindu temple, dedicated to Lord Ganesh located on top of Rock Fort at an altitude of 273 feet. The Ganesh temple is a smaller shrine with access through steep steps carved on the rock and provides a stunning view of Trichy. Students were taken photography from the place. Artist. Dharmaraj drew structure of rockfort from the point of middle and explained the structure. The Thayumanavar Temple, the biggest of the three temples, is a rock-cut temple situated in the middle of Rock Fort Hill. The Manikka Vinayakar Temple is located at the foot of the hill, dedicated to Lord Ganesha. Students were enjoying the trip by knowing many historical and cultural information on the sites and enriched their understanding our heritage culture. Mr. S. Senthilkumar, Assistant professor made all the requisite arrangements for the programme.



Sustainable Living



**Mrs. Rajavalli Rajiv, Founder, THOZHI'S Gaganam
Social Entrepreneur, Speaker & Educationist**

Students' ExNoRa Club organized Guest Lecture on "Sustainable Living" on 22nd November, 2022. Dr. M. Hemalatha, Director, M.A.M. Business School given the felicitation address and highlighted the need and importance of eco-friendly practices and how it supports a lot for sustainable development at large. Mrs. Rajavalli Rajiv, Founder, THOZHI'S Gaganam, Social Entrepreneur, Speaker & Educationist was the guest speaker for the programme. She initiated the session by covering the "Responsibility Living" and objectives of responsibility living such as minimum lifestyle, managing waste, being energy efficient, conserving water and also being informed about the environment etc. She highlighted the concept of waste and how to convert waste into useful products thereby ensuring of safeguarding environment by taking fullest efforts for attaining sustainable living by and large.

Mrs. Rajavalli Rajiv stated on types of R's that are considered quintessential for sustainable living that comprises of Refuse, Reduce, Reuse, Recycle, Repair, Rot, Rethink, Repurpose, Rally that paves the way of protection of environment that results in "Happier Earth" in all ways and means. She also categorized four types of wastes such as recyclable waste, organic waste, bio-medical waste and e-waste that eventually results in affecting the sustainable living of humans and non-humans. She stated essence of ecofriendly implications with real time examples. She informed the overview of "Less is more" and highlighted that "Sustainable fashion" and its necessities in today's challenging scenario. She covered modules that covers Upcycling, Eco-warriors of nature, importance of trust, takes responsibility and have confidence is important backbone for an individual to achieve success in life. She stated that sustainable fashion is not a trend but the it predominantly supports for future. She also discussed on various types of trees and its ecological advantages, steps to be followed for prevention of soil erosion and safeguarding the environment etc. Mr. S. Senthilkumar, Students' ExNoRa Club Coordinator made the requisite arrangements for successful completion of the programme.



Electoral Literacy Club

Voter Awareness

Slogan and Poster Making and Electoral Literacy Quiz Competition 2022



Internal Quality Assurance Cell (IQAC) and Electoral Literacy Club (ELC) jointly organized programme “Voter Awareness-Slogan and Poster Making and Electoral Literacy Quiz Competition 2022” on 20.12.2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the importance of organizing this programme. She informed that the young generations are the backbone of our country and the role played by students occupies important role for the development of our country. She further stated that every citizen needs to understand the importance of voting and she briefed about the process of registering name in the voter list. As part of the programme, more than 35 students created slogans in the form of making awareness on voter’s rights and obligations. They also made poster presentations by stating the importance of creating awareness by emphasizing on “MY VOTE IS MY FUTURE” – POWER OF ONE VOTE” in this programme.

The Electoral Literacy Quiz Competition also organized pertinent to create and make more awareness on Electoral Literacy information to the students. Ms.M.Akila and Ms.S.Devibala, Programme Coordinators, Electoral Literacy Club (ELC), M.A.M. B-School stated that the government undertakes various measures and supporting initiatives corresponding to create the awareness on citizen’s rights and responsibilities. Ms.S. Devibala informed that voting is a responsibility of all the citizens and the law does not require citizens to vote, but voting is a very important part of any democracy. She motivated students to cast vote and fulfill the role in the democracy.

All the slogans and poster presentations were evaluated by panel of judges and appreciated with prizes and certificates. The team of winners in Electoral Literacy Quiz Competition were also applauded with certificates. Ms.M.Akila and Ms.S.Devibala made the requisite arrangements for successful completion of the programme.

13th National Voter's Day

Voter's Day Pledge

National Voters' Day 2023 Theme

‘Nothing Like Voting, I Vote for Sure’

It is dedicated to voters and conveys individuals' feelings and aspirations toward participation in the electoral process through the power of their vote.



13th National Voter's Day and took Voters' Day Pledge was conducted on 25th January, 2023. The main purpose of the celebration is to encourage, facilitate and maximize enrolment, especially for the new voters. Dedicated to the voters of the country, the day is utilized to spread awareness among voters and for promoting informed participation in the electoral process.

The pledge was held in the front lawn of the college at 4.30 pm, and Dr. R. Karthika, Associate Professor administered the oath. Students pledged to uphold democratic traditions of our country and the dignity of free, fair and peaceful elections without being influenced by considerations of religion, race, caste, community, language or any other inducement. The Voters' Day Pledge is a healthy reminder to the students of an institution to cast their vote positively in every election. The Pledge is an important medium to communicate the essence of a healthy democracy. The pledge was undertaken to motivate young voters to exercise their privilege to cast a vote in free and fair elections in a free democratic country. The outcome of the program was Students and staff understood the importance of right to vote and Students and staff were took constitution day oath.

It not only encouraged the students to participate in the electoral process but also to focus on the fact that the right to vote is a basic right. The students participated in the event with enthusiasm and in full spirit. Ms.M.Akila and Ms.S.Devibala made the requisite arrangements for successful completion of the programme.



I MBA Students and Staff members took pledge on 25.1.2023

Institute Innovation Cell

Memorandum of Understanding (MoU) Signing Ceremony

Institute Innovation Cell(IIC) & Internal Quality Assurance cell(IQAC) made a Memorandum of Understanding signing Ceremony on 28th November 2022. Dr. A.P.Aruna, Chief Executive Officer, Periyar Technology Business Incubator, Thanjavur was the chief guest for this programme. Dr. M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and opined that signing of MoU focuses on encouraging and supporting startups, innovators, and the development of innovation-led business ideas to achieve sustainable development goals. She also highlighted Co-incubation is a programme of incubating a startup company simultaneously in two or more business incubators in the country or abroad so that the incubates can have access to each other's expertise, business networks, resources and tools needed to make their ventures successful. She also pinpointed that the main objectives of signing MoU is Creation of new cohorts for providing the incubation support M.A.M B- School, Mentorship and advisory services, Access to industry experts and mentors, Capacity Building to the staff and other services. She also informed that a Co-incubation network will help to ensure that in future the incubators will generate more successful companies and the Co-incubation will cover all of the facilities available in both the host Incubator and the co-incubators.

Dr. A.P.Aruna, explained the importance of signing Memorandum of Understanding. She further stated that process of getting a finalized MoU is initiated by the involved parties preparing their own MOU, following their ideal expectations and desired outcomes, the key outcomes they are not willing to compromise on, and what the respective party believes. She also highlighted some of merits in signing of MoU are, An MoU allows for the establishment of a mutual intention, it enables each party's goals and objectives to be clear, finalization of an MoU allows for having a paper trail or records of the terms that have been in the negotiations leading towards finalization, MoUs reduce the levels of uncertainty between the involved parties because the document usually highlights the expectations and objectives and prevents possible future disagreements, and the MoU already outlines objectives and terms, the document can serve as the foundation for a possible future contract. She also said that drafting an MoU can help solve any disputes before each party enters into a legally binding contract. Dr. R.Jeevarekha, IIC Coordinator, M.A.M.B-School made the requisite arrangements for the programme.



Dr. A.P.Aruna, Chief Executive Officer, Periyar Technology Business Incubator, Thanjavur

Fresher's Fiesta'22



The most remarkable event of our institution “FRESHER’S Fiesta” was organized on 23.11.2022. It was as a memorable day in the life of every fresher. The fresher’s day was filled with excitement, joy, music, enthusiasm, laughter, and happiness. I MBA Students were welcomed with so much enthusiasm that seniors and juniors finally bonded and unite to celebrate being part of the college. The event was structured into various categories based on Dancing, Singing, Ad zap, Ramp Walk, and Debate. Students have performed couple dances, solo dance, dance battles, and group dances. The students eagerly participated in all the events and exhibited their cultural skills. The singing competition was categorized between group impromptu, and solo singing, and the crowd was mesmerized by the amount of talent the students portrayed with their melodious voice. The students portrayed their talent exclusively on the debate show which has been applauded heavily by the students. It has displayed the act of experiencing a well-crafted joke couples entertainment with instruction in a unique way. The event further entered into its main joyous stage stating the various types of fashion styles. Fresher’s Fiesta happened in a terrific way to have fun and let off steam during the first few weeks of college. It was a great a way to get out turned out as a method of stepping outside of the comfort zone. The fashion show was focused majorly, confidence, chemistry with their partners, ability to carry themselves and followed by Q&A. MAMBS Freshers’ Fiesta has been carved as an amazing event that was successfully organized by the Cultural Coordinator Ms. Surya, Assistant Professor. The event was ended with Dance, DJ music, where all the students dance to the beats removing all the stress and enjoying pure bliss moments.



Talent Spotter



Intra Collegiate Cultural Competition: "TALENT SPOTTER" programme was conducted during 20.09.22, 21.09.22 and 23.09.22 for I MBA students. Mrs.M.Surya, Programme Coordinator, M.A.M.B-School welcomed the gathering and highlighted the rationale behind to convene this programme. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address. She also informed that all students need to unleash their unique talent through this sort of programmes. In Day I, Poetry writing, Speech English and Tamil Drawing and Art were conducted and the students actively performed and displayed their talents. As part of various events, the theme includes "Your Favourite Scientist" (Speech), "KAVERI" (In Poetry Writing), Save Nature (Drawing) and The team of faculty members namely Mr.S.Senthil Kumar, Ms. S. Devibala, Ms.M.Akila and Mrs.C.Subha were acted as judges in Day I events. The judges were actively appreciated the participants for their efforts and their inquisitiveness in the programme.

In Day II, the list of events that includes Video Editing, Logo Creation and Short film were actively showcased by the students. Dr.S.Kanchana, Associate Professor, M.A.M.B-School acted as judge and evaluated the participants performance during the programme. In Day III, the event comprises of Corporate Walk, Adzap, Singing, Mime, Dance, Art Making (participants were allowed to make sculpture, craft by using various materials) were the events and Dr. R. Jeevarekha, Associate Professor were acted as judge and assess the various performance of the participants and highly congratulated the performance of the students by and large. All the students were immensely appreciated pertinent to given the platform in order to exhibit their innate talents and capabilities through "Talent Spotter". Mrs. M. Surya, Programme Coordinator, M.A.M.B-School proposed vote of thanks and made the requisite arrangements for successful completion of the programme.



Christmas and New Year 2023 Celebration



Celebration of "Christmas and New year 2023" on 22nd December, 2022.

A celebration function of "Christmas and New year 2023" was celebrated on 22nd December, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and conveyed her wishes of Christmas and New year with greetings notes. She also added that Christmas is celebrated to remember the birth of Jesus Christ, who Christians believe is the Son of God. The name 'Christmas' comes from the Mass of Christ (or Jesus) with the message of Christmas is all about the love of god for you and for me. She wishes all to have prosperous new year wishing health, wealth, and new blessings to count each day in 2023. The celebration starts with bible reading of "For God so loved the world, that He gave His only Son, that whoever believes in Him should not perish but have eternal life." Followed by the chorus Christmas song. On the view of celebration various competitions conducted such Crib and Tree Decorations, mime and singing for the students. Students were actively participated in the respective competition with great interest and involvement.

Christmas tree decoration attracts more attention with the students creativity. Senior professors invited to the competitions to evaluate and judge the performance. Top notched performers encouraged with distribution of prizes. Students prepared themselves in a great extend along with lot of effort to show their skills and abilities. The celebration spreads positive vibe to the participants and faculties and also perceived as joyful with lot of happiness. The sparkling eyes enjoyed the grand entry of the Santa with his guitar moving to the beat. As Santa got into stage with this energetic dance movement, dancers followed suit waving and distributing candies to everyone's delight. There was the jingle bells song done with a jig and got the entire audience singing along. The programme concluded with sweet and cake distribution and along with the finale dance which was fun and lively. On the whole, the show was superb and fabulous and had the audience asking for more. Ms. M. Surya assistant professor made the requisite arrangements for successful completion of the programme.



Industrial Visit

“Reliance Mart”



II MBA Marketing specialization students.

Industrial Visit was organized at “Reliance Mart”, Kattur on 20th September, 2022 arranged for II MBA Marketing specialization students. The students assembled at MAMBS in the morning and departed for the visit at around 9:30 AM. As soon as they reached, they were warmly welcomed and were given a brief about the rules they have to follow during the visit. An orientation session was given by Mr.Selvam, Stock In charge, Reliance Mart by providing very useful information which comprises historical background, number of products and its quality standards and every possible detail was shared in a detailed manner with the students. He also informed that every student need to acquire the practical exposures by observing the implications which are quintessential to face the competitive world with courage.

The main objective of the visit was to get the first hand inputs to students about benefits of retailing practices and its factors influencing retail formats. After the brief session, the students were taken inside the mart wherein the stock in charge briefed about the processes and operations undertaken by the same. The students were also observed various types of services that they practice, the overview of retail aspects etc. The students got practical aspects of different brands and segmentation of products, competitors and price fixation corresponding to the products as well as its services. They also informed unique selling proposition aspects, digital marketing platform and its importance, layout of the mart, material flow, employees job aspects etc through the visit.

The students inquisitively interacted with the officials and got to know about various operations and its implications. They also came to know about assortment of products, displaying items, customer friendly approaches in the mart. The stock in charge also stated about ways and means of satisfying customers which are considered predominant as part of marketing of products and services. The curiosity of the students was finally satisfied when the question-answer session by the representatives at the mart. The students were provided with deep insights about the working of the mart and each and every question was patiently answered by them. Dr.M.Hemalatha, Director, M.A.M.B-School informed that the students need to get practical exposure through such sort of initiatives that are arranged by the institution for the benefit of students development at large. Mr.A.Anburaj, Assistant Professor accompanied with the students during the visit.



Industrial Visit

“Tulya Beverages Pvt Ltd”



I MBA students

Industrial Visit was organized at “Tulya Beverages Pvt Ltd”, Kunnam on 18th October, 2022 arranged for I MBA students. The students assembled at MAMBS in the morning and departed for the visit at around 9:30 AM. The total of 180 students were accompanied by the faculty members. The main objective of this visit is to supplement theoretical knowledge with exposure to practical operation of an organization or industry. As soon as they reached, they were given a brief about the rules they have to follow during the visit. An orientation session was given by providing very useful information about the industry which comprises historical background, number of products and its quality standards and every possible detail was shared in a detailed manner with the students. The plant manager also informed that every student needs to acquire the practical exposures by observing the industrial implications through industrial visits which are prerequisite to face the competitive world with courage. The main objective of the visit was to get the first hand industrial exposure to students as to how a brand like Tulya Dairy carries out its manufacturing activities.

After the brief session, the students were taken to the manufacturing line and briefed about the processes and operations undertaken by the plant. The site in charge explained about the manufacturing process of Tulya Beverages. They pinpointed that they are the exporter of milk and milk products like flavoured milk, butter oil, yoghurt, butter and peda as well as the fruit drink. They also informed that they provide private labeling and aluminium/ tin coated metal can.

The visit has provided a thorough understanding of the industrial modus to supplement theoretical knowledge with exposure to practical operation of an organization or industry. The students were inquisitively interacted with industry officials and got to know about various industry operations and its implications. The students were provided with deep insights about the working of the plant. This Industrial visit covered the fundamental procedures in manufacturing and service operations. Students have gained a solid understanding of the role of manufacturing, administration and sales with an entire overview of supply chain and organizational infrastructure. This educational venture has educated and prepared the students to be effective in entry-level and supervisory roles in manufacturing and service operations.

The curiosity of the students was finally satisfied when the question-answer session by the industry representatives at the industry. The students were provided with deep insights about the working of the Plant and each and every question was patiently answered by them. Mr. A. Anburaj, Industrial Visit Coordinator, M.A.M.B-School made the requisite arrangements for the visit.

Industrial Visit

Kerala Electrical & Allied Engineering Co. Ltd



II MBA students

Industrial Visit was organized at “KERALA ELECTRICAL & ALLIED ENGINEERING CO. LTD on 26th November, 2022 arranged for II MBA students.

The students assembled at MAMBS on 23.11.2022 in the evening and departed for the visit at around 9:30 PM. The total of 85 students were accompanied by the six faculty members. As soon as they reached, Faculties were given a brief about the rules they have to follow during the visit. A direction session was specified by providing very useful information about the industry which comprises past background, the kind of business they are in engaged and variety of business they dealing with and every possible detail was shared in a detailed method to the students. The Industrial visit in charges also informed that every student needs to obtain the real-world experiences by perceiving the industrial implications through industrial visits which are prerequisite to face the competitive world with courage. The main objective of the visit to gain a knowledge on the manufacturing sector activities which we usually plan and execute in the real time at KERALA ELECTRICAL & ALLIED ENGINEERING CO. LTD. After the short-lived meeting, the students were taken to the manufacturing line and briefed about the processes and operations undertaken by the production house.

The engineering plant industrial visit supplementary in charges explained about manufacturing process of Kerala Electrical & Allied Engineering Co. Ltd. They explained their different division of Train Lighting Alternator Division, Transformer Division, Structural Engineering, LT Switchgear and Cast Resin Transformer. Company manufactures and markets products like general purpose brushless alternators, brushless alternators for lighting and air-conditioning of rail coaches, medium power and distribution transformers as well as structural steel fabrications. The product categories for defence applications include high frequency alternators, frequency convertors, special alternators and power packs for missile projects. The power packs designed and supplied by the company for missile projects like Falcon, Prithvi, Trishul and Akash have been pioneering efforts. The company has also supplied special alternators to the Army (Military Power Cars) and Air Force (Radar Applications).

The company's all-India marketing network with regional offices in all metro cities cater to major institutional clients like the State Electricity Boards, Indian Railways and various defence establishments besides the general market clients.

We at Press

M.A.M. Business School: Session on 'Professional Ethics and Human Values' by R. Indhumathi, Executive Director, SCOPE, Tiruchi, 3 p.m.

எம்.ஏ.எம். மேலாண்மைக் கல்லூரி: கிறிஸ்துமஸ் கொண்டாட்டம், கல்லூரி வளாகம், சிறுகனூர், பிற்பகல் 2.

M.A.M. B-School: Career Guidance Programme on 'Shaping Lives through Education', talk by Dane Reeves, Principal Consultant, EducateMe, 3 p.m.; inauguration of Menstrual Cafe, talk by Preethi Damodharan, Director, Gramalaya, 11 a.m.

M.A.M.B-School: "Be a stock bee," - talk by M.Chockalingam of Sharekhan BNP Paribas, Tiruchi, 10 a.m.

M.A.M.B-School: Workshop on Personality development, 10 a.m.

M.A.M.B-School: Workshop on seed ball making, 3 p.m.

M.A.M. Business School: HR Panel Discussion, 9.30 a.m.

M.A.M B-School: Gender sensitisation programme, N.Manimekalai, Head, Centre for Women's Studies, Bharathidasan University, speaks, 9.30 a.m.

M.A.M. B-School: Zumba fitness session by Sathish, CEO, Dreamers Dance Studio, 2 p.m.

எம்.ஏ.எம். மேலாண்மைக் கல்லூரி: மாணவர்கள் சங்கம், மனித வள மேலாளர்கள் கலந்தாய்வு, பங்கேற்பு - டிசிஎஸ் நிறுவன மனிதவள மேலாளர் பி. விக்னேஷ், கல்லூரி வளாகம், சிறுகனூர், காலை 9.30.

M.A.M.B-School: Poster presentation on Business analytical tools, 9.30 a.m.

ENGAGEMENTS

GENERAL

M.A.M.B-School: Workshop on Business plan preparation, 1.30 p.m.

TIRUCHI TODAY

GENERAL

M.A.M. B-School: Session on 'Anti-Drug-Say No to Drug', talk by J. Nirmala Devi, Psychiatric Counsellor, Athma Hospital, 3 p.m.; session on 'Heartfulness Meditation' by R. Raama Subramanian, Trainer, 10.30 a.m.

M.A.M. B- School: Programme on Enlightening future CEOs, V. Ramachandran Senior General Manager – Technical, Kothari Sugars and Chemicals Ltd, speaks, 11 a.m.

M.A.M.B-School: Programme on 'Hygiene alone triumphs,' S.Damodaran, Founder, Gramalaya, speaks, 10 a.m.

எம்.ஏ.எம். மேலாண்மைக் கல்லூரி: போதைபொருள் எதிர்ப்பு விழிப்புணர்வு நிகழ்ச்சி, ஆத்மா மருத்துவமனை மனநல ஆலோசகர் ஜெ.நிர்மலாதேவி பங்கேற்பு, கல்லூரி வளாகம், சிறுகனூர், பிற்பகல் 3.

எம்.ஏ.எம். மேலாண்மைக் கல்லூரி: திறன் மேம்பாட்டுப் பயிற்சி முகாம், பங்கேற்பு ஐசிஐசிஐ பயிற்சி மைய நிர்வாகி கே. நவஜோதி, கல்லூரி வளாகம், காலை 10.30.



Placement Drive

The Training and Placement Cell of our institution is headed by a Placement Coordinator and the cell has student representatives from all classes. The Cell coordinates not only the hiring activities of the students but organizes various developmental activities that help in personality grooming and also gives them platforms to express themselves and enhance their soft skills and serves as a link between students and industry. It organizes seminars, Technical Workshops, Personality Development Programs and other Training Programs.

ESAF BANK

Mr.S. MANOJ(Regional HR, ESAF Small Finance Bank)and Mr.R.ARUN of Senior HR Officer , GramPro business services from ESAF BANK visited MAMBS and conducted ON Campus Recruitment drive on 17/09/2022 for 155 graduates. Students underwent 5 Rounds of interview Round:1 Pre placement talk, Round:2 Online Aptitude test - Out of 61 students 31 students got shortlisted , Round:3 Group Discussion(GD) from this round Out of 31 students , 20 students have shortlisted, Round :4 HR level interview 20 students have Attended Round :5 Robotics and Telephonic interview Out of 20 students 7 students have shortlisted for final round and Round :5 Certificate verification Process with the Top management From the 7 students , 5 students got placed in ESAF Small Finance Bank as an Finance Executive Trainee . Career Development Team Coordinate Ms Iris Rinaldi and Mrs Chitra . Finally 4 students got selected with package of 3 Lakhs CTC IN ESAF Small Finance Bank as an Finance Executive Trainee .

Mahindra Home Finance

A.Priyadharshini, S.Gokulnath of HR from Mahindra Home Finance visited MAMBS and conducted on campus drive for 155 graduates. Students underwent 4 rounds of interview pre placement talk, (GD)Group Discussion, Online Aptitude test, face to face interview and final virtual interview with the Top management. Career Development team coordinate Mrs Sasi , Ms Iris and Mrs Chitra . Finally 4 students got selected with package of 4 LPA on roll of Mahindra Finance .

Techvolt Software Pvt. Ltd

Mr.P Vinayaga, HR Manager from Techvolt Software Pvt. Ltd addressed M.A.M BUSINESS SCHOOL Students for Campus Placement Drive on 2/12/2022 (Friday) .Overall 50 students participated in this Placement Drive with three Rounds .All the 50 students attend the written test of Round 1.After the evaluation of Written test 16 students level up for Round 2(Group Discussion) And from Out of 16 students 6 students are shortlisted for Round :3(face to face interview).Finally,4 students are placed for the Techvolt software Private limited as an HR EXECUTIVE with an package of 3LPA.

Muthoot Finance Pvt. Ltd.

MR.S.Vignesh Deputy Manager –Zonal HR, HR Department in MUTHOOT FINANCE PRIVATE LIMITED visited MAMBS for the Campus Recruitment Drive Overall 67 students attend the drive. Round :1(Pre placement talk), Round : 2 (Written test) .All the 67 students Participated the Pre placement talk and written test .After the completion of written test 28 students are shortlisted for the Round :3& 4 (Panel interview & online Assessment test). From the 28 students 13 students have placed in MUTHOOT FINANCE PRIVATE LIMITED as an Probationary Officer with the Package of 2.82 CTC. Career Development Team Ms Iris Rinaldi and Mrs Chitra Coordinate Entire Process.

BANDHAN BANK

Mr. HEMANT KUMAR HR EXECUTIVE connect with MAMBS for Pooled campus Drive on 13/12/2022(Tuesday) 20 students Participated in First Round (Pre placement talk) and Second Round (Group Discussion) Mr. D. Edwin is cleared her first round as well as second round of interview and selected for the Third Round of interview (personal interview). Finally, He cleared the Third round at BANDHAN BANK, Chennai for AREA MANAGER-SBAL with the package of 4.42LPA .

HCL

Mr. S.SENTHIL KUMAR, HR Manager from HCL Street services Pvt. Ltd addressed M.A.M. BUSINESS SCHOOL Students for pool Campus Placement Drive on 13/12/2022 (Tuesday). Overall 47 students participated in this Placement Drive with three Rounds .All the 47 students attend the interview.Finally,1 student got placed for the HCL STREET SERVICES Private limited as an FINANCIAL ANALYST with an package of 3.24LPA

TWIN DIGITAL

Mr. Pradeep Jagadeesan HR EXECUTIVE IN TWIN DIGITAL connect with MAMBS for campus Recruitment Drive on 25/11/2022 (Friday) 6 students Participated in First Round (Written evaluation) and Second Round (Group Discussion). Ms Meenakshi is cleared her first round as well as second round of interview and selected for the Third Round of interview (Tele calling) Finally, she cleared the Third round at Twin digital company, Chennai for finance internship with the package of 2LPA .

INDIAMART Pvt. Ltd

Mr. Suresh kumar, HR Manager from INDIAMART Pvt. Ltd addressed M.A.M BUSINESS SCHOOL Students for Campus Placement Drive on 24/12/2022 .Overall 68 students participated in this Placement Drive with three Rounds Finally,2 students got placed as an CLIENT ACQUISITION EXECUTIVE with an package of 3.32 LPA

Skolar Ed Tech PVT Ltd

Skolar Ed Tech PVT Ltd conducted Placement drive at MAMBS . Around 88 students participated in the drive .They have attend the telephonic interview.finally 15 students got Placed as Business Development Executive with the package of 3 LPA .

EDRED India Pvt Ltd

HANNATH, Sr. Campus Hiring Associate from EDRED India Pvt Ltd addressed M.A.M BUSINESS SCHOOL Students for Campus Placement Drive on 24/02/2022 through online. Overall 61 students participated in this Placement Drive with one round. The evaluation of aptitude test 6 students were selected as Digital Marketing Professional with package of 3 LPA

EQUITAS SMALL FINANCE BANK

Campus Placement Drive with EQUITAS SMALL FINANCE BANK conducted on 11/11/2022. Overall 68 students participated on that placement drive with two rounds. Mr. Gunasekar has given pre placement talk followed by HR round. 21 students were shortlisted as Sales Executive withpackage of 3 LPA.

YAANTRA

Ms.Pooja HR Manager from yaantra Flipkart group of company addressed M.A.M BUSINESS SCHOOL Students for Campus Placement Drive on 19/12/2022 (Monday) .Overall students participated in this Placement Drive with three Rounds .All the 50 students attend the preplacement talk of Round 1.After the evaluation of students level up for Round 2(Group Discussion)And from Out of 8 students 1student are shortlisted for Round :3(face to face interview). Finally,1student are placed for the yaantra Flipkart group of company as an MARKETING EXECUTIVE with an package of 4LPA

Placement Drive

WE GIVE WINGS TO YOUR DREAMS

Bandhan Bank
Business Development Executive
CTC: 4.4 CTC

Edwin.D

Yaantra
Marketing Executive
CTC : 4 LPA

R.Thivin Kumar

Mahindra Home Finance
Executive Trainee
CTC :4 LPA.

1. P.E.E.Ragunahth,
2. A Nandhini,
3. G.Kowsalya,
4. N.Suriya Prakash,

Techvolt Software Private Ltd
HR Executive
CTC : 3 LPA.

1. M.Iswarya,
2. P. Madhumitha,
3. S. Poornima,
4. R. Guruprasanna,

Indiamart
Executive Client Acquisition
CTC: 3.32 LPA

S.P. Prem Kumar

HCL
Financial Analyst
CTC: 3.24 LPA.

Supriya.R

Twin Digital
Financial Intern
CTC: 2 LPA.

Meenakshi. K



Placement Drive

Finding, Connecting, Building Success

ESAF Marketing Executive CTC :4 LPA.

1. R.Sivapriya
2. K.Meenakshi
3. R. Thivin Kumar
4. R.Madhumathi
5. S.Haseena Begam.

Techvolt Software Private Ltd HR Executive CTC : 3 LPA.

1. M.Iswarya,
2. P. Madhumitha,
3. S. Poornima,
4. R. Guruprasanna,

Edred Digital Marketing Professional CTC: 4 LPA

- A. Akash
R.Saravanan
S. Naufal Sajit
V. Nivetha
Z, Irfana Begam
P. Mathumitha

Muthoot Finance Probationary Officer CTC: 2.82 LPA.

- S.Muthupandi,
T. Chandru,
N.Barath,
C. Sanjaikrishnan,
T Periyasamy,
P Nandhakumar,
P.E.E.Raghunath,
R.Saravanan,
K. Manikandan,
S.Sivasoorya,
Surya Prakash,
K.R.Prasanth,
S.Rasavikram,

SKOLAR Business Development Executive CTC: 3 LPA.

- Mathumathi. R
Infanteena Lourdes Mary. D
A.Hemamalini
Manjubashini. M
Bavan. P
Sathiya Seelan. M
Guruprasanna. R
Aravindhasamy. P
Barath. N
Nandhini. A
Prasanth. K. R
Karthikeyan. M
S. Dheetchana
P.Janarthanan
Bebina. S

ICICI Relationship Manager CTC: 4 LPA

- N. Bharath
T. Shamsharma
S. Bebina
C. Sanjaykrishnan
R. Guruprasanna
P. Aravindhasamy
S. Vaidegi
S. Manoj
S. Thinakaran



**Hearty Congratulations on your placements and
best wishes for your next adventure!**

Placement Drive

Our proven track record

M.A.M B-SCHOOL
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Siruganur, Trichy - 621105. www.mambs.com

Career Development and Placement Cell

ESAF

CONGRATULATIONS

JOB ROLE: MARKETING EXECUTIVE
CTC: 4LPA

R.SIVAPRIYA MBA
K.MEENAKSHI MBA
R.THIVIN KUMAR MBA
R.MADHUMATHI MBA
S.HASEENA BEGAM MBA

Sincere thanks to our esteemed recruiter.

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Career Development and Placement Cell

yoantra

CONGRATULATIONS

JOB ROLE: MARKETING EXECUTIVE
CTC : 4 LPA

R. THIVIN KUMAR II MBA

SINCERE THANKS TO OUR ESTEEMED RECRUITER

M.A.M B-SCHOOL
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Career Development and Placement Cell

CONGRATULATIONS

A. NANDHINI II MBA
P.E.E. RAGUNATH II MBA
G. KOWSALYA II MBA
N. SURIYA PRAKASH II MBA

Mahindra HOME FINANCE

Job Role: Executive Trainee
CTC : 4 LPA

Sincere thanks to our esteemed recruiter

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Career Development and Placement Cell

CONGRATULATIONS

Techvolt Software Private Ltd

M.ISWARYA MBA
P.MADHUMITHA MBA
S.SPOORNIMA MBA
R.GURUPRASANNA MBA

JOB ROLE: HR EXECUTIVE
CTC : 3 LPA

Sincere thanks to our esteemed recruiter.

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CONGRATULATIONS

ICICI Bank

N.Bharath T.Shamsharma S.Bebina C.Sanjaikrishnan R.Guruprasanna
P.Arvindhasamy S.Vaidhegi S.Manoj S.Thinakaran

RELATIONSHIP MANAGER
4LPA

M.A.M B-SCHOOL
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Career Development and Placement Cell

CONGRATULATIONS

edred

A.Akash R.Saravanan S.Navfal sajit
V.Nivetha Z.Irfana Begam P.Mathumitha

DIGITAL MARKETING PROFESSIONAL
2.5 TO 8LPA

M.A.M BUSINESS SCHOOL
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CONGRATULATIONS

S.MUTHUPANDI T.CHANDRU N.BARATH C.BANJAKESHSINAN T.PERIASAMY P.NANDHAKUMAR
P.E.E.RAGUNATH R.SARAVANAN K.MANIKANDAN R.SIVASOORTY S.SURYA PRAKASH K.P.PRASANTH S.SARAVIKRAM

Muthoot Finance

JOB ROLE: PROBATIONARY OFFICER
CTC:2.82 LPA

Sincere thanks to our esteemed recruiter

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Siruganur, Trichy - 621105. www.mambs.com

Career Development and Placement Cell

CONGRATULATIONS

HCL

JOB ROLE: FINANCIAL ANALYST
CTC : 3.24 LPA

R.SUPRIYA II MBA

Sincere thanks to our esteemed recruiter

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Siruganur, Trichy - 621105. www.mambs.com

Career Development and Placement Cell

CONGRATULATIONS

Bandhan Bank

JOB ROLE: AREA MANAGER
CTC : 4.42 LPA

D.EDWIN II MBA

SINCERE THANKS TO OUR ESTEEMED RECRUITER

M.A.M B-SCHOOL
(Approved by AICTE, Affiliated to Anna University)
Siruganur, Trichy - 621105. www.mambs.com

Career Development and Placement Cell

CONGRATULATIONS

JOB ROLE: FINANCIAL INTERN
CTC : 3.24 LPA

MEENAKSHI K II MBA

SINCERE THANKS TO OUR ESTEEMED RECRUITER

“Pride, Honor, Tradition”

Triumphant Moments



II MBA students participated and won I prize in the event "ADMAd" (Bring it back) organized by St. Joseph's Institute of Management (JIM), Trichy (15.10.2022).

I MBA students participated and won "FIRST PRIZE" in State Level Management Meet organized by Nehru Memorial College (Autonomous), Trichy (21.10.2022)



R.Madhumathi, (II MBA) A.Jagadish and J.Preethi (I MBA) successfully participated "RYLA 2022" (District Rotary International District 3000) programme organized by Rotary Club of Trichy (PHOENIX 2022) from 09.09.2022 to 11.09.2022 at Hotel JAI, Kodaikanal.

Students actively participated in "MORAIS CITY MARATHON 1st Edition: RUN FOR DRUG FREE TRICHY" : A Joint Initiative By Trichy City Police on 04.12.2022.



Nafees.V, Logeswari.S and Kaviya (I MBA) participated in A.D.Shroff Memorial Inter- Collegiate Elocution Contest conducted by Tiruchirappalli District Chamber of Commerce on 07.10.2022.

M.SELVA PRAVEENA-I MBA and J.PREETHI- I MBA attended 24 Hrs Non-Stop "IR SUMMIT'22" : HR- The Life Blood of any Organisation organised by Hallmark Business School from 27.11.2022 to 28.11.22.



Knowledge Forum



Branding - Paper to Persona



"STARTUPTN BRANDLABS" &
"STARTUPTN LAUNCHPAD"
in Anna University

II MBA Students attended the panel discussion on "Branding - Paper to Persona " STARTUPTN, in association with "STARTUPTN BRANDLABS" and "STARTUPTN LAUNCHPAD" in Anna University, Trichy at 31st January, 2023.

The discussion was moderated by Mr. Prative Chend, CEO , Care Group of Institutions. And , Mr. Chollin Selvan , Founder & CEO of E-Sandhai Private Limited, Mr. Danyi Sagayam, Managing Director, D Media Branding Solution s Private Limited and Mr. Pradeep Chenthilkumar, Director, CPATECSTRAT Private Limited were the panelists.

The discussion covered various topics such as role of students in the Start up and Innovation journey, how it will be beneficial to build up students ideas into reality. Various questions were then asked by the attendees which were then answered by the panelists. Finally, the moderator asked each of the panelists to give their concluding statements. He then concluded the discussion by mentioning the points about the importance of discipline, practice and innovation, and attitude towards quality.

"Capital Markets - Trading and Technology for the Future" organized by City Union Bank- Dr. A.P.J. Abdul Kalam Center for Development Studies, School of Management - SASTRA Deemed to be University on 1.3.2023 at SASTRA Deemed to be University, Thanjavur Campus. Ms. S. Lokeshwari. (I MBA) participated in the session which provided detailed explanation regarding Capital Markets on real-time market intelligence and advice to help clients optimize strategic goals through differentiated capital solutions for both primary and secondary markets. It has also examined the changes in technology driving the trading desk, the data explosion and for future workflows. Overall the session was very informative and it will create impact in the future.

Capital Markets -

Trading and Technology For the Future"



SASTRA Deemed to be University



Role of Entrepreneurship in Indian Economic Development

Ms. K. Meenakshi & Ms. R. Supriya attended National Conference on " Role of Entrepreneurship in Indian Economic Development " organized by Department of Business Administration, on 1.3.2023 at Sengamala Thayaar Educational Trust, Women's Coellge, Thiruvavur, TamilNadu. In most of the underdeveloped and developing countries the need of self employment for economic development is identified and the governments are providing necessary support for entrepreneurial activities. The conference instilled the students that India can generate additional economic growth by fostering entrepreneurial activity within its borders and acted as stimulating factor for the growth in the sector.

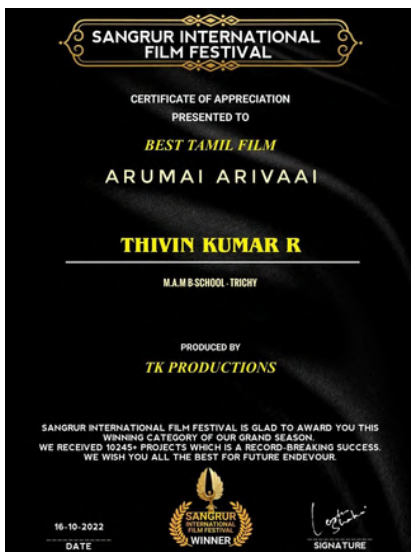


Environmental and Social Impact Assessment

Department of Environmental Science organized one day seminar on Environmental and Social Impact Assessment on 2.3.2023 at Bishop Heber College, Trichy . Our I MBA students participated in the session. The session started with key introductory note on the Social and Environmental Impact Assessment (S&EA) process which is a way to identify, predict and assess the type and scale of potential biodiversity impacts, and opportunities to benefit conservation, associated with any business activities or projects. In addition the rudimentary concepts of environmental aspects and their major diversity in natural habitats for humans and animals. The major environmental functions were discussed in terms of providing the supply of resources for a sustainable life . Most importantly the key elements of assimilating waste to improve the quality of life were focused on in the session. The Key highlight assessment process was elaborately discussed which is the inclusive of screening, scoping , baseline studies, impact prediction and evaluation, mitigation, Social Environmental Management Plan and Environmental Impact Statement. The session aimed at early attention to be given at biodiversity issues and potential impacts can be identified and avoided or mitigated in the earliest stages of planning. Overall, the session enlighten the key idea of framing the projects and business activities to effectively address and propose solutions to the biodiversity issues.



Student's Credentials



Congratulations

Faculty Achievements

Distinguished Alumni Award'23, Silver Jubilee Alumni Meet



Dr. M. Hemalatha, Director, MAMBS & MAMSA received Distinguished Alumni Award

Dr. M. Hemalatha, Director, MAMBS & MAMSA received a distinguished alumni award for her outstanding performance in the academic career. She was awarded in the Silver Jubilee Alumni Meet on 26 February 2023 in Chanakya Auditorium, SASTRA University, Thanjavur. Dr. M. Hemalatha has been the one who significantly contributed to her professional domain in corporate world and academics towards fulfilling the society at large and made their alma mater proud. It honors a highly distinguished alumnus over the course of a decade, she has exemplified an outstanding, significant professional achievement. The award is intended to recognize her excellence in teaching field and has made phenomenal contribution and service to students. We congratulate our Director Madam for her outstanding accomplishments and wish her continued success in all her future endeavors.

Ms. F. Iris Rinaldi received the Beacon of Life Award from JCI club is a worldwide federation of young leaders and entrepreneurs. Ms. F. Iris Rinaldi, Assistant Professor, Department of Business Administration, M.A.M B-School, Siruganur, has received the prestigious Beacon of Life Award for the exemplary performance inspiring the student community through teaching profession on 15th September, 2022. She has been awarded for the active involvement for conducting multiple programs enriching the professional skills of the students. She performed well in arranging events and guiding the students for their supreme involvement and exploring more on the professional platform. She has given inspiring support for the students and delivered an extended effort. At the outset, she has been an extraordinary mentor for the upliftment of the students.

JCI - Beacon of Life Award



Ms. F. Iris Rinaldi, received Beacon of Life Award

"Congratulations on your incredible success!"

Presentations

Business Plan Preparation Intra Institutional Idea Competition-2022



Dr.M.Hemalatha, Director, MAMBS & MAMSA delivered the session on (22.12.2022)

Workshop on preparation for Intra Institutional Idea Competition was organized on 22.12.22 at M.A.M. School of Engineering. The guest speaker has delivered the session with the creative notion of ideas and its impact, following that the strategies to be incorporated for the proposals. She has given the detailed structure for the planning inclusive of the structural pattern, financial plan, production, budgeting strategy, pricing for the preparation. The guest speaker keenly focused on the marketing plan which includes the fixation of pricing, promotion and the appropriate place for the product manufacturing and distribution. The students raised multiple queries related to idea generation and scaling up into the competitive factor. She has clarified the doubts had been raised by the students and provided the systematic pattern for designing the project. Overall the session provided an insightful understanding for the students for preparing the novel ideas and implementing in the real time scenario.

Supply Chain Management at Bonsecours College of Arts & Science

Bonsecours College of Arts & Science organized Guest lecture on Supply Chain Management on 16.11.2022 Mrs. L. Noorul Ayisha emphasized that a good Supply Chain design is all about a balance between level of customer service/response and the cost incurred to provide that level of service. She further explained about The optimal balance varies between companies, and each company has to find its own optimal balance. In continuing that, Ms. S. Kiruthiga, talked about outsourcing of logistics. She talked in particular about the decisions to outsource the management of supply chain, she stated that the real challenge is the issue of trust – client companies find it very difficult to trust the service providers with such a critical aspect of their business.

Impact of Human Resource Development on Organizational Performance at Swami Dayananda College of Arts & Science

Swami Dayananda College of Arts & Science organized a Guest Lecture on Impact of Human Resource Development on Organizational Performance on 17.2.2023 The main objective of the Guest Lecture was to provide the students with insight and knowledge of Human Resource Management in practical business functioning. The Resource Person, Mr. S. Prasanna, elucidated on concepts like Motivation, Leadership and Participation in the HR Dept. Ms. S. Kiruthiga explained about employee participation in the organization ensures democratic decision-making and also creates a cordial environment. She highlighted the importance of Human Touch in a contemporary technology driven industry which is undergoing restructuring and demographic changes and demands keen analytical skills.



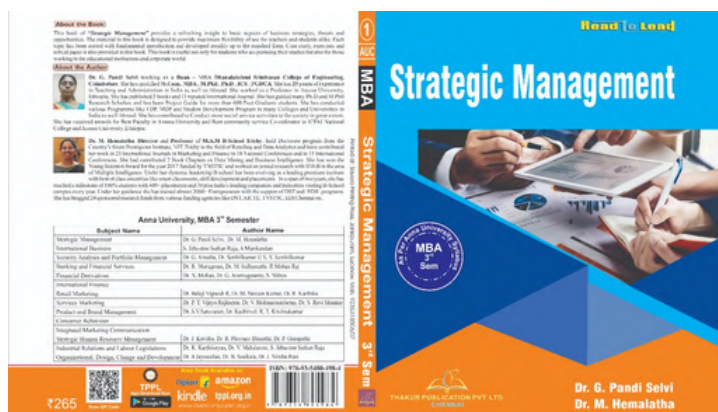
Commendable Achievements

AICTE SPICES Project



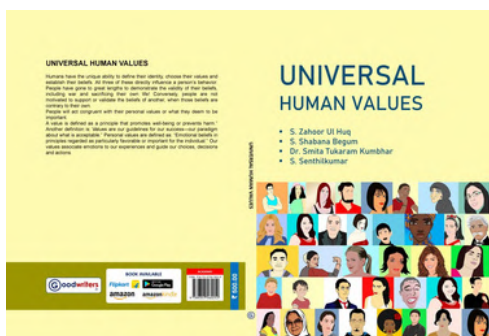
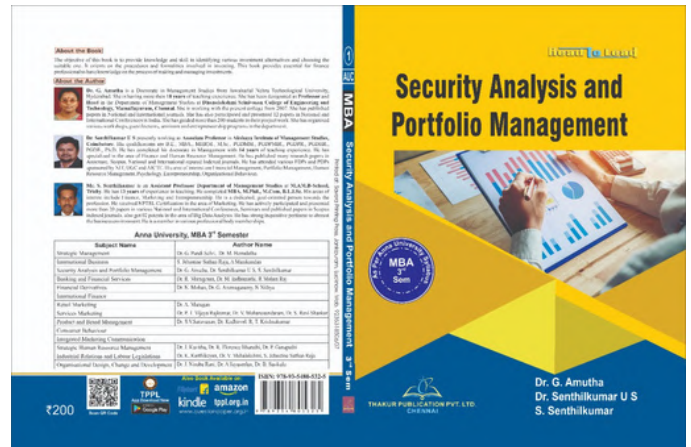
On 25th May 2022, M.A.M. Business School has received the offer for **SPICES Project** for the development of proposed student club. **SPICES Project** was headed by **Dr. M. Hemalatha, Director, MAMBS & MAMSA** and received the contribution of **Rs 1,00,000 Lakh** from Institutional Innovation Cell, All India Council For Technical Education, New Delhi.

Books Published



Dr. M. Hemalatha, Director MAMBS & MAMSA has published a book on "Strategic Management" Second Edition, Thakur Publications.

Prof. S. Senthilkumar has published a book on "Security Analysis and Portfolio Management" Second Edition in Thakur Publications.



Author Biography

1. Name: S. ZAHOO UL HUQ Designation: Professor Department: Computer Science & Engineering Institute: G. PULLA REDDY ENGINEERING COLLEGE(Autonomous) District: KURNOOL City: KURNOOL State: ANDHRA PRADESH	2. Name: S. SHABANA BEGUM Designation: Assistant Professor Department: Computer Science & Engineering (Data Science) Institute: G. PULLA REDDY ENGINEERING COLLEGE(Autonomous) District: KURNOOL City: KURNOOL State: ANDHRA PRADESH
3. Dr. Smita Tukaram Kumbhar Designation: Assistant Professor, Department of Pharmaceutical Analysis, D. S. T. S. Mandali's College of Pharmacy, Solapur, Maharashtra India	4. Name: S. SENTHIKUMAR Designation: ASSISTANT PROFESSOR Department: MBA Institute: M.A.M.B-SCHOOL District: TIRUCHIRAPPALLI City: TIRUCHIRAPPALLI State: TAMIL NADU

Prof. S. Senthilkumar has published a book on "Universal Human Values" in GOOD WRITERS PUBLISHING

"Your work really inspires us."

"We appreciate the dedication you made to do this."

"Wish well for future endeavors."

Meritorious Achievements

Patent

Karthika. R (2022). *Consumer perception and behavior towards managing chain liability in e-commerce* (Application No. 202211068069). IP India. <http://ipindia.nic.in/index.htm>.

Journal

Dr. R. Suganya, "On Computative Property of μ -Anti-Fuzzy Subgroups" in *Applied Mathematical Modelling* 2022, 114-(2): 1-12 ELSEVIER.

Conference Paper

Dr. R. Karthika, Prof. M. Surya, (2022), "A Panoramic Study on Neuro Marketing" on 5th International Conference on Entrepreneurship, Innovation & Startup – ICEIS'22, Periyar University on 6th & 7th September 2022 .



IPR Certification

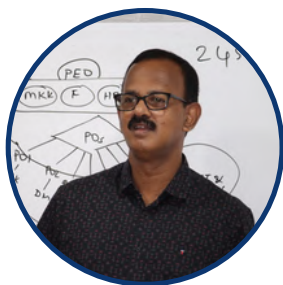
Mr. Senthil Kumar, successfully participated in IP Awareness Training Program under National Intellectual Property Awareness Mission (NIPAM) on January 25, 2023, organized by Intellectual Property Office, India.

National Level Workshop on Revised NAAC Accreditation Process

Dr. R. Karthika, Associate Professor & Prof. S.Senthilkumar, M.A.M Business School have attended Two – Day National Level Workshop on Revised NAAC Accreditation Process – Acing Quantitative and Qualitative Metrics Organized by Internal Quality Assurance Cell on 12th and 13th October, 2022 at Kumaraguru College of Technology, Coimbatore.



FDP Series : Outcome Based Education



Prof. Dr. S. Bhaskar

Faculty Development Programme (FDP) on NAAC Framework was organized on 17.09.2022. Prof.Dr.S.Bhaskar delivered session on overview of NAAC and its various key elements in NAAC. The resource person discussed by covering on each and every criteria and its relevant weightage with the faculty members. He informed about qualitative and quantitative metrics and the role of the institute in order to achieve the NAAC and NBA accreditation. The session was more informative and given in depth understanding to all faculty members on NAAC.

FDP Series : Outcome Based Education CO & PO MAPPING (OBE)

Prof.Dr.S.Bhaskar gave an elaborative and hands on explanation of Course Articulation Matrix (CO-PO Mapping) and covered the stages in designing the syllabus for a course and discussed the framing of Course Outcome and its description and its association with RBT – Revised Blooms Taxonomy Knowledge level (K1 to K6).

Key Concepts

(CO-PO Mapping)

**RBT – Revised Blooms Taxonomy
Knowledge level (K1 to K6).**

Faculty Development Programme (FDP) series was organized on “CO & PO MAPPING (OBE)” from 24.09.22 to 25.09.22. 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. Prof.Dr.S.Bhaskar, Trainer, Outcome Based Education, NAAC & NBA Support Systems was the resource person for the programme and delivered a session on NAAC and NBA procedures CO & PO MAPPING (OBE). 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 his speech focusing on each and every criteria and its weightage with the faculty members and the importance of systematic form of documenting all the records which are quintessential for NAAC and NBA. The resource person discussed about qualitative and quantitative metrics and the role of the institute in order to achieve the NAAC and NBA accreditation. ements for the programme.

Prof.Dr.S.Bhaskar informed by stating work plan preparation, basics of CO-PO Mapping, key elements in PO, and the specific key elements and the number of key elements of a PO satisfied by the CO and also discussed the various strategies to enhance the possibilities of mapping Cos with predominantly domain independent POs. He also pinpointed that quality enhancement initiatives of IQAC and proper documentation process. He 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. All the faculty members inquisitively attended and were enlightened through the informative session on CO & PO Mapping in Outcome Based Education. The entire 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 made requisite arrangements.



Two days Faculty Development Program (FDP) series on “CO & PO MAPPING (OBE)” from 24.09.22 to 25.09.22.

Corporate Social Responsibility



Government Arts College for Women, Veppur. organized Career Guidance Program delivered by Mrs. S.Sasikala , Training & Placement Officer, Ms. S. Kiruthiga , Assistant Professor



St.Joseph's College (Autonomous), Tiruchirappalli organized "Career Guidance Programme" on 28.1.2023 to the Under Graduate students delivered by Mr.S.Prasanna and Ms. S. Kiruthiga



Session delivered by Mrs. C. Subha, Ms. M. Akila Assistant Professor at St. Joseph's College, Tiruchirappalli, on 9.1.2023.

"Career Guidance Programme" was conducted on 7.1.2023 at Government Arts College for Women, Veppur. Mrs. S.Sasikala , Training & Placement Officer, Ms. S. Kiruthiga Assistant Professor delivered a session by highlighting the various opportunities after their graduation. Mrs. S. Sasikala informed that all the students need to acquire soft skills which are quintessential pertinent to face the competitive world with courage. She also explained the tools and techniques that are to be updated in the new age digital era. Ms. S.Kiruthiga informed that the students need to have clear idea regarding domain wise categorization of career/jobs such as health care, science, engineering, entrepreneurship and business management etc. She explained about the various openings available and preparing for higher education and the steps to be proceeded for the career progression. The entire session definitely served the purpose of understanding the career opportunities.

St.Joseph's College (Autonomous), Tiruchirappalli organized "Career Guidance Programme" on 28.1.2023 to the Under Graduate students. Mr.S.Prasanna and Ms. S. Kiruthiga, Assistant Professor were invited as guest of honour for the programme. Mr. S. Prasanna delivered a session on tremendous opportunities after their graduation and steps to be followed by them corresponding to get ready of oneself to face corporate world. Ms. S. Kiruthiga 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. She also covered various career avenues in the form of data scientist, event management, online instructor, social entrepreneurship etc for the students. The programme comes to an end with an interactive session of the students with the guest speakers.

"Career Guidance Program" was organized at St. Joseph's College, Tiruchirappalli, on 28.1.2023 . Mrs. C. Subha, Ms. M. Akila Assistant Professor were invited as resource persons for the program. Ms. Akila has explained the career opportunities for the under graduate students in multiple domains. She has instructed the students the booming fields in the current scenario and she has motivated the students to upskill themselves to meet the demands of the organization. Later on, Mrs. C. Subha has demonstrated about the higher education platforms and the pathway which opens the doors for the students to reach greater heights. Overall, the session was very informative and beneficial for the students to look on and exploring the career on the right direction.

EVR College of Arts and Science, Trichy organized “Career Guidance Program” on 4.1.2023 . Mrs. A. Sasikala and Ms. F. Iris Rinaldi, Assistant Professor were invited as resource persons for the program. Mrs. A. Sasikala delivered a session by stating many career options which all Arts, Science and Commerce can appear and also the separate courses for each stream. She also informed about various elements in employability skills and the career avenues in the corporate world. All the students inquisitively participated and gained much knowledge regarding career prospects, and resolving the queries patiently by the resource persons.

On 9.2.2023 “Career Guidance Programme” was conducted at Sri Sankara College Ms. S. Devibala and Ms. M. Akila, Assistant Professor delivered a session by pinpointing the plethora of opportunities after their graduation. Ms. S. Devibala stated that focusing on career plays a very important role in the lives of all individuals, as it helps in setting future goals and chooses suitable careers for holistic development. Ms. M. Akila spoke about different career opportunities, procedure to appear those careers, overview of different competitive exams and also how one need to plan to make them to understand the importance of having goal and passion and hard work to achieve the desired goal. The entire session was quite informative and thought provoking as felt by the students by and large.

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

On 28.2.2023, St. Joseph's College Trichy arranged the Placement opportunities session for the under graduate students. Mrs. C. Subha and Mrs. B. Gayathri were the resource persons. They have explained about the job openings in varied fields for the under graduate students and informed that all students need to meticulously plan for their future at an early stage. In addition to that, the students had been given the tools and techniques to scale up their skills through multiple platforms available through online which is the requisite element for the today's competitive world. Students acquired greater perspective towards the career and placement opportunities in the event.

National College of Arts and Science, Trichy organized “Career Guidance Program” on 4.1.2023 . Mrs. A. Sasikala and Ms. F. Iris Rinaldi, Assistant Professor were invited as resource persons for the program. Mrs. A. Sasikala delivered a session with the key elements of the preparation for the interview skills , personality developments for the work place. She also provided various tools and techniques to enhance the skills which are required by the corporate. She also informed about various elements in employability skills and the career avenues in the corporate world. Students have actively participated in the session and clarified the doubts regarding the placements and career upliftment on respective domains.



Session delivered by Ms. S. Devibala and Ms. M. Akila on 9.2.2023 at Sri Sankara College.



Rajah Serfoji Government College, Thanjavur. organized the session on career guidance program delivered by Mr.S.Prasanna and Mrs.L.Noorul Ayisha, Assistant Professor.



St. Joseph College, Trichy. organized career guidance program and the session was delivered by Mrs. C. Subha and Mrs. B. Gayathri, Assistant Professor.

Signing of Memorandum of Understanding



MoU between M.A.M Business School and Government Arts and Science College, Kumulur on 30.1.2023

On 30th January, M.A.M B-School, Trichy has organised the Corporate Social Responsibility CSR activity on Career Guidance Program for the Final year under graduate students and signed the MoU between M.A.M Business School and Government Arts and Science College, Kumulur. The objective of the MoU agreement is furtherance of academic cooperation and implementation of academic activities such as courses, lectures, symposia or seminar in the field Business Administration. The program has been started with the welcome address and Dr. N. Sulaiman addressed the gathering with the importance of the career guidance program, followed by that Dr. K. Mariyammal, gave the presidential address and sparked the informative session which is the need of the hour for final year students. The resource person Dr. R. Jeeva Rekha explained about entrepreneurial skills, platforms and ignited the entrepreneurial spirit to be bloomed among the graduates. Then Ms. M. Akila has clearly demonstrated the job opportunities available for the commerce graduates and presented the tools and techniques to be utilised for scale up the Career progression. Later on, Ms. S. Kiruthiga, presented the pathway for higher education opportunities and entrance exam preparation to the students. Finally, Ms. Divya Bharathi, Assistant professor has delivered the vote of thanks. Overall, the program was highly beneficial for the students in terms of career planning, exploring job opportunities in multiple streams for the students.

MoU signing ceremony and Career Guidance Program was organized on 13.2.2023 at Government Arts and Science College, Srirangam. The MoU is intended to recognize the general basis for a cooperative and a collaborative working relationship between M.A.M Business School and Government Arts and Science College, Kumulur. The purpose of MoU is to have mutual intentions to jointly work on Interaction with industry experts and projects required for industries and research needs, with learned students of good industrial experience and promising students, jointly agreeing to exchange their expertise for mutual benefit and growth, an implementing body of CSR activity on the areas like Placement of Trained Students, Mini Projects and Main Project Work, Faculty Development Programs, Research & Skill Development Programs, Problem Solving, Studies & Survey, to make the students industry-ready. M.A.M Business School and Government Arts and Science College are united by common interests and objectives, and they shall establish channels of communication and cooperation that will promote and advance their respective operations within the Institution and its related wings.

MoU between M.A.M Business School and Government Arts and Science College, Srirangam on 13.2.2023





MoU between Syed Hameedha Arts and Science College, Ramanathapuram. and M.A.M Business School , Siruganur

M.A.M. Business School organized MoU signing ceremony and Career Guidance Program on 21.2.2023 at Syed Hameedha Arts and Science College, Ramanathapuram. The MoU signing ceremony was held between M.A.M Business School, Siruganur and Syed Hameedha Arts and Science College, Ramanathapuram. Mr. S. Prasanna, presented the MoU. Dr. A.A. Sathakathulla, Principal, gave his remarks and congratulated the team and thanked Mr. S. Prasanna and Mrs. L. Noorul Ayisha for the collaboration

Dr. A.A. Sathakathulla, Principal also spoke about the vision of the college and how the college focuses on the courses that make the young graduates industry ready and future development in their respective fields. It will give the participants the skills and knowledge to provide high quality functional value and scale up to a new level. Dr. S. Vimali, Head of the Department -BBA, Mr. M . Ajmalkhan , Student Coordinator, the key opinion leader were present. In continuing that, Mr. S. Prasanna delivered the session on Career guidance and addressed the gathering. He provided a elaborative note on the job opportunities available for the final year students in varied disciplines. He also mentioned about the mandatory skills for the students to attract the employers in this digitalized world. Additionally, Mrs. L. Noorul Ayisha delivered a lecture on higher educational platforms for the students with regard to the preparation strategy and the multifaceted options for the students. Finally the students had questioned about the preparation techniques and the guest speakers gave detailed explanation for the respective questions. The event was truly an informative and successful program for the students.

MoU between M.A.M Business School and A. Veeriyar Vandayar Memorial Sri Pushpam College (Autonomous), was signed on 3.3.2023. The objective of this MoU is to express the willingness of both parties to engage in an effort to promote collaborative activities. This MoU focus on its purpose to successfully achieve the goals outlined to oversee the implementation of related activities. It will strenuously focus on to cooperate in educational projects in areas of mutual interest with exchange of students for study, exchange of faculty members for study, research and participation in educational program, exchange of scholars for lectures, talk and sharing of experience, exchange of publications in the fields of interest of both institutions, collaborative professional development and joint educational program.

A. Veeriyar Vandayar Memorial Sri Pushpam College (Autonomous)



MOU Signed on 3.3.2023

Collaborative activities

- a) Faculty Exchange
- b) Collaborative Seminars/Workshops
- c) Sharing of Resources
- d) Collaborative Research
- e) Entrepreneurship and Placement Activity
- f) Joint Extension Activities

International Skill Development Corporation (ISDC)



MoU signed between M.A.M Business School, Siruganur and International Skill Development Corporation (ISDC), Bangalore

Collaborative activities

- Education Abroad with Scholarship opportunity
- Short term Summer Program
- Semester Exchange Options
- Short Term Master Classes
- Articulations & Credit Exchange with International Universities
- Faculty & Student Exchanges
- Faculty Development & Training
- Joint Research Collaboration
- International Seminars & Conferences

ISDC AGE(Access Global Exposure) is a division of ISDC Global (International Skill Development Corporation) headquartered in London, UK with a registered office in Bangalore, India is a leading Education and Skill Development company with a vision of bridging the Global Skill Gap. The MoU was signed with Access Global Exposure Program which offers Global Reach possible based at the campus. The primarily focus to provide students additional opportunities to interact with International Faculties towards expert guidance and networking opportunities with Leading Global Intuitions; this also helps enhance the brand profile, and help to attain the growth that stand out from the crowd in the domestic market. It will widely open the door for creating a 'knowledge society' which can be beneficial for Indian students to have education of 'global standards' has encouraged to join hands with the Indian Institutions to explore various Global opportunities.

This collaboration with ISDC AGE, a strong association and network with various universities in the UK, this joint effort will provide immense exposure to the students and faculties towards expert guidance and networking opportunities with Leading Global Intuitions; Additionally, students will have access to joint research collaborations, Master Classes, and International Conferences & Seminars/Events.

Alumni Meet



Alumni Meet was organized on 12.11.2022 in order to reconnect with the Alumni and celebrate their success and various achievements. The Alumni were received by the registration team and were taken on a campus tour where they revisited the familiar place where they had studied and were shown the various developments that had taken place since then. Dr. R. Karthika, Associate Professor welcomed all the dignitaries and all the alumni for responding to the invitation from the college and being present for the alumni meet in spite of their busy schedule. proceeded with presenting the college report highlighting the various milestones reached in the past year. The session moved forward with our students and the alumni interacting with the guests and their teachers. During the meeting, the alumni shared their experience in the outside world, which they faced after stepping out of the institution with our students. The meeting also creates a platform to identify the college's most distinguished alumni. Mrs. M. Surya, Assistant professor, sincerely expressed her gratitude to the honorable Director Dr. M. Hemalatha for her guidance and thanked the Alumni for taking the time to come for the Alumni Meet has made it a very special and memorable one and making this event a grand success.

Alumni Meet on 12.11.2022



Nodal Officers Forum

Training & Placement Officers Connect



Mrs. B. Gayathri , Training & Placement Officer attended WIPRO WILP (Work Integrated Learning Program) TPO's Connect

Training and Placement Officers Meet was organized at Bishop Heber College, Tiruchirappalli . WIPRO WILP (Work Integrated Learning Program) TPO's Connect Meeting was hosted by Mr. Anandhakrishnan Devaraj, Regional Lead, Tamil Nadu & Pondicherry on (15.02.2023). During the meet, collaborative workshops, training, personality development sessions were discussed and given prime importance to upskill the students as per industry standards. Mr. Anandhakrishnan Devaraj acquainted the Training and Placement Officers with the features of E-Platforms to connect the students with corporate which leads to the better understanding of the students with respect to the corporate expectations. Mrs. B. Gayathri, Assistant Professor and TPO, M.A.M.B-School took part and received valuable inputs from the program.

One Day POSH AWARENESS



One Day POSH Awareness Programme (10.02.2023) was organized at Anna University, Trichy. Ms. M. Akila, Assistant Professor, attended the session. The purpose of training was to acquaint all the staff with POSH rules and increase awareness about harassment at the workplace in order to build a culture of mutual respect and equal opportunity.

Ms. M. Akila, Assistant Professor attended One Day POSH Awareness Program (10.02.2023) at Anna University, Trichy.

The key elements of POSH activities were discussed and fostered to maintain work environment in which all employees are treated with decency and respect. It is insisted to have a zero-tolerance policy towards sexual harassment and unlawful discrimination against any staff, officers, contractor, part time employees or any other person, irrespective of the fact whether they are at the head office or on the field. The discussion has created an awareness on young minds successfully.