



MAMBS Newsletter

Issue No. 4 | 2023

March 2023 - July 2023

M. A. M. B - SCHOOL NEWSLETTER 4



AT MAMBS

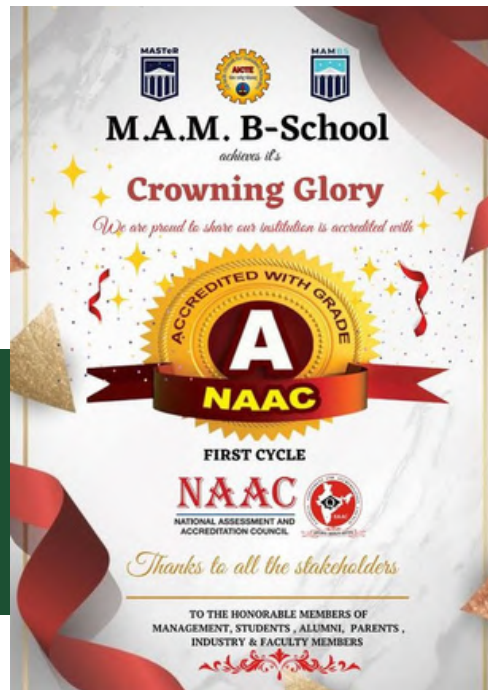


MAMBS develops global leaders with an insight into emerging economies and their unique business challenges where they can identify opportunities and contribute the success of an organisation. This two-year M.B.A. full-time programme incorporates practical industry applications with a rigorous, cutting-edge research-based curriculum that transforms students to global business leaders of tomorrow. The degree also provides a broad base of business skills in Accounting and Quantitative methods, an understanding of the Legal and Social environments of businesses and a background in Management, Organisational Behaviour, Marketing, Finance and Operations Management. At MAMBS, the M.B.A. prepares the students for careers in high-demand job oriented sectors like IT, Manufacturing, Marketing, Entrepreneurship, Supply chain or Merchandising management.

We create Global Business Leaders of Tomorrow

Education, Research, Training & Social Welfare

NAAC Accredited with 'A' Grade



The Quality Profile table for M.A.M. B-School, Sivagangai, Dist. Tiruchirappalli, Tamil Nadu, is as follows:

Criteria	Weightage (W _i)	Criterion-wise Weighted Grade Point (G _i W _i)	Criterion-wise Grade Point Average (G _i W _i /W _i)
I. Curricular Aspects	100	400	4.00
II. Teaching-Learning and Evaluation	100	175	3.41
III. Research, Innovations and Extension	110	75	2.50
IV. Infrastructure and Learning Resources	100	400	3.60
V. Student Support and Progression	140	365	2.61
VI. Governance, Leadership & Management	100	280	2.80
VII. Institutional Values and Best Practices	100	330	3.30
Total	ΣW_i = 1000	ΣG_iW_i = 3205	
Institutional CGPA = $\frac{\Sigma G_i W_i}{\Sigma W_i} = \frac{3205}{1000} = 3.20$			
Grade = A			

The date is May 18, 2023, and it is signed by the Director.



Quality Assurance happens to be a continuous process and pursuit of high quality is the hallmark of progressive educational institutions. The Internal Quality Assurance Cell (IQAC) was created in the college which formulated a temporal plan for improvement in different areas in accordance with the NAAC guidelines.

We are proud of the fact, that on volunteering for assessment at the hands of National Assessment and Accreditation Council (NAAC), M. A. M. Business School was assessed with 'A' grade by the Peer team in May, 2023.

The Peer team in its report had suggested valuable recommendations for further improvement of the quality of instructions in the college. It is hoped that MAMBS would be able to show worthwhile achievements in the above areas and march ahead on the road to quality and hoped that in years to come, our college had the potential to emerge amongst the top colleges in the country.

Green Ranking Award

Excellence Towards Practicing sustainable Education

wiranking.com

SUSTAINABLE INSTITUTIONS OF INDIA
GREEN RANKINGS 2023

Certificate of Excellence

IN PURSUIT OF EXCELLENCE TOWARDS PRACTICING
SUSTAINABLE EDUCATION, THIS CERTIFICATE IS AWARDED TO

M.A.M.B-SCHOOL

Institutional Grade : **A**

Institutional Band / Category : **Gold**

R
World Institutional
RANKING ■■■


Executive President

30 March 2023

Our Institute awarded with Grade : A as Institutional Band/Category : Gold in "GREEN RANKINGS 2023" by Sustainable Institutions of India on 30.03.2023 in pursuit of excellence towards practicing sustainable education. We are delighted to announce that MAMBS has won the award that MAMBS championed the cause of environmental protection by implementing sustainable practices on campus through water management, energy conservation, and greenery management. The primary goal of MAMBS is to groom the youth as environmentally conscious and socially responsive citizens and motivate them to becoming Green Ambassadors in their respective localities by contributing to activities aimed at ecosystem restoration.

Women Empowerment Cell, POSH Club and JCI

Women's Day Panel Discussion



Panel Members

Ms. S. Jerome Emiliana Paulin, Branch Manager, State Bank of India,
Ms. J. Pouline Sofiarani, Member, Child Welfare Committee, (Bench of 1st Class Judicial Magistrate),
Ms. P. Suganthi Joseph, Principal, Mookambigai College of Nursing

Women Empowerment Cell, POSH Club and JCI jointly organized International Women's Day Panel discussion on "Women's Value and Family Relationships" on 08th March, 2023. At the outset of program Dr. M. Hemalatha, Director, M.A.M. B-School gave a short speech on Women's Day and emphasized the importance of Women empowerment is need for the Equal Social development. Ms. S. Jerome Emiliana Paulin, Branch Manager, State Bank of India, Ms. J. Pouline Sofiarani, Member, Child Welfare Committee, (Bench of 1st Class Judicial Magistrate), Ms. P. Suganthi Joseph, Principal, Mookambigai College of Nursing are the guest speakers for the programme and delivered key insights of rationale behind the celebration of Women's Day celebration. The discussion started with the brief introduction about individual guest followed by the event moderator's questions.

**"The success of every women should be an inspiration to another.
 We should raise each other up"**

Women's Day Panel Discussion



Ms. S. Jerome Emiliana Paulin initiated the discussion with the legal protection relevant for women empowerment. She further explained the way to become successful in the life in the competitive environment.



Ms. P. Suganthi Joseph started her discussion on importance of role model in the real life environment which increase the clearance on the way to achieve aim of individual life. She further stated that women education is primary factor for women empowerment and economical contribution.

Ms. J. Pouline Sofiarani urged the importance having core income for women which gives confident for individual to move forward in the life and enable to take independent decision. She further clarified the selection of right career for the women development is essential for the betterment in growth. The entire session was interactive, discussion was meaningful and fruitful, session moderator handled the session in unified direction. Participants also raised their queries to the panel members in useful manner.

Dr. M. Hemalatha, Director, M.A.M.B-School graced the occasion and stated that it is a day on which all women come together to celebrate, and to recognize the hope, aspirations and empowerment of women. Junior Jaycee Wing students representatives of M.A.M. B-School made the requisite arrangements under the guidance of Ms. F.Irish Rinaldi, Junior Jaycee Coordinator, M.A.M. B-School for the programme.



Annual , Achievers and Sports Day



Sports club & Internal Quality Assurance Cell (IQAC) jointly organized “Annual, Achievers and Sports Day” on 1st July 2023. The Annual day starts with the Annual report of the 2022-2023 by the Dr. M. Hemalatha, Director, M.A.M. B-School along with the welcome address. She presented the detailed Annual Report of the institution which includes institutional activities and students’ activities along with the consolidated details. In the Annual day celebration, the institution provided the Best students awards, students Overall proficiency and Rotract Ryla Make trip to Singapore awards are presented to students with great appreciation for the academic year of 2022-2023.

On the occasion of sports day celebration, the winners of various indoor and outdoor sports events appreciated with appreciation certificates along with trophies. There were various sports which includes the events 400 meters, 4*100 meters relay, 100 meters, 200 meters, disc throw and short put and also cricket, volley ball and throw ball games. The various cultural events were also performed by the students that includes solo dance, group dance, solo singing, group singing, mime, ad-zap were performed by the students as part of the programme. Mr. M. Ram Chandar, Manager- PR & HR at AMMAN TRY chief guest for this programme and he encouraged the students by informed that this is an occasion of celebration, felicitation, feast and festivity when students present not only their wonderful performances but also receive honours for their curricular and extra-curricular achievements. He informed that the strong will and determination are the essential requirements to attain success. The chief guest also pinpointed that all the students were very much excited after all this was the time to enjoy beyond their studies. Mr. K. Edison Chinnadurai, Physical Director, M.A.M. B-School made the requisite arrangements for the programme.



Applications of Operations Research in Management



**Dr. M. Balasubramanian,
Assistant Professor,
P.G. & Research Department of Statistics,
Periyar E.V.R. College (Autonomous),
Tiruchirappalli**

A session on “Applications of Operations Research in Management” was organized by Internal Quality Assurance Cell (IQAC) on 30th May, 2023. Welcome address was given by the organizer and facilitate the function with thoughts of applications of operations research in the recent business conditions. She added that operations research plays major role in analysis and business decision making process in complex situations. Dr. M. Balasubramanian, Assistant Professor, P.G. & Research Department of Statistics, Periyar E.V.R. College (Autonomous), Tiruchirappalli was the resource person for the programme. The resource person initiated the session by giving overview of operation research in analysis of the business situations. He further added that the fundamental principle of operations research is maximize the profit and minimize the waste and he stated that operations research is a systematic way and analytical approach to decision making and problem solving.

Dr. M. Balasubramanian explained the important methods of operations research Linear Programming, Assignment Models, Transportation Models, Decision and Game Theories, Inventory and Replacement Models, Queuing Theory and Simulation with its application in the business environment. He also described the transportation models with its wide applications in inventory control, production planning, scheduling, personal allocation and so forth. The objective is to minimize the cost of distribution a product from a number of sources or origins to a number of destinations. He explained that Queuing Theory and Simulation to determine and streamline staffing needs, scheduling, and inventory in order to improve overall customer service. The speaker stressed upon clear directions that the students must have a strong knowledge about operations research. The session was significant and beneficial thought-provoking programme for the students and they students raised their question and got clear clarification. Dr. R. Suganya, Associate Professor, M.A.M. B-School made the requisite arrangements for the programme.



Incubation Procedures & Application, Innovation Voucher Program Sensitization



**Mr.Vinoth Malaikani and Mr.Mukunthan Elangovan,
Incubation Scientist,
EDII- Anna Business Incubation Research Foundation**

ED Cell, Institute Industry Interface (III) jointly organized session on “Incubation Procedures & Application, Innovation Voucher Program Sensitization” on 22nd March, 2023. Dr. M. Hemalatha, Director, M.A.M. B-School welcomed the gathering and emphasized the importance of incubation in today’s competitive environment. Mr.Vinoth Malaikani and Mr.Mukunthan Elangovan, Incubation Scientist, EDII- Anna Business Incubation Research Foundation (Section 8 Not-for-profit company) University College of Engineering, BIT Campus, Anna University, Tiruchirappalli were the guest speakers for the programme and delivered key insights of incubation stages and various aspects of Innovation Voucher Program. Mr.Vinoth Malaikani initiated his speech with the introduction about incubation and outreach activities to promote innovation incubation and entrepreneurship. He also spoke on EDII- TN and business incubator process and its objectives that includes awareness about the process of incubation, role played by incubation centres, promoting innovations, transferring business idea into scalable/ sustainable startups and various support services and funds.

Mr. Mukunthan Elangovan briefed his session about the basics of business, understand the importance of networking activities and innovation starts with ideation and it comprises stages such as innovation, market research and intellectual property management etc. He discussed possible paths of success of business as widely ambitious, evaluation of ideas, elevation of skills, identification and develop individual thoughts into business idea. He further clarified that the objectives of innovation voucher program with various beneficial schemes, understand the voucher program that transform an idea into prototype etc. The objectives also comprises process of IVP, eligibility and steps to be followed to win IVP proposal. He also informed about the advantages of startup incubator, business growth benefits, IVP stages with real time examples. The entire session was very much interactive, meaningful and overwhelmed by the participants. The ED Cell and III Coordinators of M.A.M. B-School, Dr.R.Karthika, and Dr.R.Jeevarekha made the requisite arrangements for successful completion of the programme.



YRC

Eye Camp



**Dr.Aarthi Rajesh, Assistant Director,
Human Resources Development & Project Management, Joseph Eye Hospital**

An “Eye Camp” was organized by Youth Red Cross on 28th March, 2023. At the outset of program Dr. M. Hemalatha, Director, M.A.M. B-School given the felicitation address. Dr.Aarthi Rajesh, Assistant Director, Human Resources Development & Project Management, Joseph Eye Hospital was the chief guest for the programme and delivered key insights of organizing Eye checkup camp The discussion started with the detailed information for the eye and its function and coordination with the brain.

Dr.Aarthi Rajesh initiated the discussion with the four major eye problems that includes Refractive Error, Cataract, Retinopathy and Glaucoma. Dr.Aarthi Rajesh started her discussion on importance of protection of eyes in such a way to achieve the aim of individual life. She further stated the major symptoms of eye issues that comprises blurry vision, double vision, headaches, eye strain and eye pain etc. The guest speaker also given the solutions for the eye issues such as wearing spectacles, contact lense and surgery in the form of cataract etc. She further informed about eye donation and steps to followed for the same. The eye camp took its proceedings under the supervision of 8 experienced eye specialists and ophthalmologists. The camp arranged well equipped with all the ideal and medical equipment and the gear to conduct through the eye checkup. More than 200 participants were actively attended and checked their eyes through this eye camp programme. The entire session was interactive and helpful to all the participators at large. Mr.A.Anburaj, Youth Red Cross (YRC) Coordinator, M.A.M. B-School made the requisite arrangements for successful completion the programme.



Meditation and Self Development Series



**Prof. G. Sangeetha, Faculty in Dept. of Architecture,
National Institute of Technology (NIT), Tiruchirappalli,
Zonal Coordinator, Heartfulness Institute**

A session on “Self Management” was organized by Youth Red Cross on 23rd March, 2023. The event coordinator gave the felicitation address and enlighten the importance of self management in the present environment which highly helps to maintain the mind concentration and focus on the tasks. Prof. G. Sangeetha, Faculty in Dept. of Architecture, National Institute of Technology (NIT), Tiruchirappalli, Zonal Coordinator, Heartfulness Institute was the resource person of the session and given introduction on the meditation such fundamental meaning of meditation, how to initiate a meditation, why it is more essential for our life and how it greatly contribute our life in a positive way. She also informed that the meditation is focus and concentrate on any particular subject.

She stated that students to sit in a comfortable position with the intention to get rid of all the impressions and gets relaxed both physical and psychological aspects. She also explained about the advantages of meditation and how it eventually improves individual's body and mind in all ways and means. She insisted the students to maintain the mind in a concentrated particular matter continuously, that results in practice the mind corresponding to focus on one at a time rather than too many matters. She also informed about ways and means of self management during the programme and followed by the meditation session.



Heartfulness
Through meditation, excellence

Meditation and Self Development Series



She highlighted that meditation is concentration of mind in a particular matter that are required in the business environment which mostly considered as essential to live the life happier way. She given instructions and steps to be followed to the students to start the meditation in the same place and power of concentration that are considered paramount that results in rejuvenation of body and mind. The session initiated by Prof.G.Sangeetha given the Heartfulness prayer teaching guideline to the students which ultimately makes the student get better result in mind by and large.

The budding managers attended the session with full of enthusiasm and confidence and got benefited pertaining to enrich the mind in peaceful state. The session came to end by the feedback given by students especially on how they felt prior and post meditation sessions. Mr. A. Anburaj, Youth Red Cross (YRC) Coordinator made the requisite arrangements for successful completion of the programme.

**Mindfulness, Meditation &
Self Development**

Meditation and Yoga for Wellbeing



"Meditation and Yoga for Wellbeing" session was organized by Youth Red Cross in celebration of 9th International Yoga Day on 19th June, 2023. Mr. R. Raama Subramanian, Heartfulness Meditation Trainer, was the resource person for the programme. On a warming note, he explained that regular practise of Yoga will help the students achieve better mental and physical health. Mr. R. Raama Subramanian started the session with the brief introduction to Yoga and its basic principles, with its benefits to our healthy life.

Mr. R. Raama Subramanian further explained that how negative thoughts disturb a person, Negativity increases the hormonal imbalance in people, and thus there is a confusion of thoughts leading to stress. He emphasised the fact that purity of thought increases positivity in a person. Purity of thought increases mentally and physically strong people, which further creates a positive nation leading to positive world. He underlined that it is the responsibility of the teachers to imbibe positive thoughts among students. He conducted a 30-minute basic yoga session of warm up exercises were taken and all the students practised & performed sitting and standing asanas, their importance was explained simultaneously, and students stretched their arms, bent their legs, rolled their necks, and twisted every sinew in their body with greater dexterity, in a spectacular synchronicity. The celebration concluded with some breathing techniques, and the students were encouraged to practise regular yoga to remain fit. Overall Yoga Day was celebrated with great enthusiasm. Students observed that yoga remain active and have a balanced state of mind, the session was beneficial and energetic after the physical yoga and meditation sessions. Mr. A. Anburaj, Assistant Professor, YRC Coordinator, M.A.M. B-School made the requisite arrangements for the programme.



Citizens of Trichy Reception



Dr. G. Aghila, Director, NIT, Tiruchirappalli

M.A.M B-School, I MBA students attended the Yuva Sangam Program “Citizens of Trichy Reception” on 8th May 2023. The students have participated for receiving Students from Bihar in the cross cultural connect of Yi Club. This program was addressed by Dr. G. Aghila, Director who addressed and welcomed the students from Bihar, and narrated about the significance of cross cultural connectivity for the students. This program has been the flagship program for understanding and promoting connectivity for the students across states in India. Students have benefitted by networking with the students to enhance the cross cultural connectivity. The event has been the great platform to enhance the cross cultural connectivity. Students are expecting to conduct more programs on various facets to increase networking with more students across India.



Smile with Confidence : Dental Awareness



**Dr. Praveen Krishnakumar, MDS, MCOI,
Managing Director, Thillai Dental Care**

A session entitled “Smile with Confidence Dental awareness Session” was organized by Yi Club on 3rd April, 2023. The coordinator welcomed the gathering and emphasized the importance of Dental Awareness in today’s environment to the students. Dr. Praveen Krishnakumar, MDS, MCOI, Managing Director, Thillai Dental Care, was the resource person for the session. He started the session with the dental health is important for the body health. He further stated that dental health makes big contribution for the overall body health by Saliva washes away food and neutralizes acids produced by bacteria in the mouth, helping to protect you from microbes that multiply and lead to disease. He makes audience keener on the content by stating that recent research shows that poor oral health can be a sign of heart disease, stroke, diabetes, premature births, and osteoporosis.

Dr. Praveen Krishnakumar also specified the various issues with dental such as Bad breath, Tooth decay, Gum disease, Mouth cancer, Mouth ulcers, Dental erosion, Sensitive teeth, Dental traumas, Malocclusion, Staining etc. He explained the modern treatment methods which is available for dental like Teeth Cleanings, Teeth Whitening, Extractions, Veneers, Fillings, Crowns, Root Canal, Braces/Invisalign, Bonding, Dentures and with treatment methods and cost associated with the treatment with clear visual aids, which leads to audience to understand the treatment methods better. He further insists all the audience to concentrate on the dental health, which makes individual more confident and healthier by its nature. The entire session was interactive where students raised their doubts and got clear by the resource person. Students got better in awareness of the dental health. Ms. S. Kiruthiga Yi Coordinator, M.A.M. B-School made the requisite arrangements for the programme.

Go Global Strategies for Exporting



Mr. S. Vijayakumar Sathayian, Entrepreneur, Ajas Export Pvt. Ltd, Central Government Registered Valuer, Gold & Gold Jewellery, Tiruchirappalli

“GO GLOBAL STRATEGIES FOR EXPORTING” session was organized by Yi Club on 19th May, 2023. The event organizer, M.A.M. B-School given welcome address and facilitate the function with her thoughts on export opportunities in the present globalized environment. Mr. S. Vijayakumar Sathayian, Entrepreneur, Ajas Export Pvt. Ltd, Central Government Registered Valuer, Gold & Gold Jewellery, Tiruchirappalli, India was the resource person for the session. He initiated the session with brief introduction of exporting opportunities in the present global business environment. He further stated the export is the vital opportunities in the recent economic situation where the global is open to accept for various changes and development with greater extend.

Mr. S. Vijayakumar insisted that all foreign countries not specialized with required resources with needed level, in those potential countries are need of our product and services. He further added that export procedure to be follow for export from our countries with details and he explained the getting license for exports with detailed explanation. He elaborated the government schemes available for the encouraging export to foreign countries with regional wise data of required products and services. He specified the country wise required/demanded product and services for the better understanding. He explained the required skill sets for successful export business such as statistical knowledge, Market research, perseverance, courage to take decision and risks. The entire session was useful to the students really benefited from the session and got cleared their doubt with the resource person. Finally, he mentioned special schemes for women in global business. Ms. S. Kiruthiga, Assistant Professor, Yi Club Coordinator, M.A.M. B-School made the requisite arrangements for the programme.



Happy Streets



“Happy Streets” on 23th July, 2023

Yi Club organized a program “Happy Streets” on 23th July, 2023. The programme, aimed at giving a platform to the latent talents of youth and children in the area, was planned on the arterial road so as to attract people to come out of their houses and participate in large numbers on a holiday, focused by the organizing committee. The programme was planned within a short span of time. A stage was set up on one side of the road for the people to display their talents. There were at least a dozen partners from different spheres in the city. This is very good initiative to create awareness about physical activities. Yi Club organized this Happy Streets for having fun on the street. This offered the people, whatever we want in the street such as basket ball, Cricket, Tennis and whatever they wanted. Happy Street initiative by various private organization along with Smart City Limited came up with idea to provide various activities to Public to create awareness about importance of Physical health and to lead happy life. Our MAMBS students actively participated and volunteered to manage the huge crowd along with Yi Club.



Go Green Campus Initiative



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

Tree Plantation program was organized by ExNoRa on “Go Green Campus Initiative” on 20th May, 2023. Trees being an important part of our ecosystem and with them being regularly cut down, a tree plantation program was organized with the aim of create awareness among the students on environment. On a welcoming note, the event organizer expressed his thoughts on environmental aspects in a brief way. Students ExNoRa club member actively participated in the event arrangement with great involvement. This tree planting program is a learning opportunity to get students involved in the environment and conservation of our natural resources. These Tree Plantation program connect students to the benefits of trees and foster environmental stewardship. Tree planting is a great way to increase student interest in their local environment and achieve academic goals. ExNoRa Students Club members guided on how to plant a sapling properly. Students also made some posters and banners on the importance of tree plantations.

Mr. S. Senthilkumar, Assistant Professor, ExNoRa Coordinator, M.A.M. B-School gave a passionate speech on the topic of Environment. The Programme was appreciated by the management and created enthusiasm among the students to participate more in the relevant of environment. The location for the tree plantation was inside the campus premises where the students planted more than twenty saplings in the designated area. Neem Tree, Indian beech (milletia pinnata), Pipal tree, Flowering tree are the variety of trees planted in the programme. Thirty plus tree sapling planted in the tree plantation programme. Mr. S. Senthilkumar, Assistant Professor, ExNoRa Coordinator made the requisite arrangements for the programme.

World Environment Day 2023

“Green Pledge”

MAMBS Newsletter



Green Pledge “ With a Vision to preserve nature”

World environment day is celebrated every year on 5th June, to raise global awareness to take positive environmental action to protect nature and the planet earth. It is a day that reminds everyone on the planet to get involved in environment friendly activities. Students come together to pledge towards building a greener planet. Keeping this aim in view, MAMBS celebrated World Environment Day on 5th of June 2023. The celebration of this day provides us with an opportunity to broaden the basis for an enlightened opinion and responsible conduct by individuals, enterprises, and communities in preserving and enhancing the environment. Students participated and celebrated world environmental day enthusiastically. They were asked to plant a sapling to create a green corner. A lot of enthusiasm was seen in the students. The event was conducted successfully with whole hearted participation and awareness about plants.



A Traditional Tamil Food Festival



“A TRADITIONAL TAMIL FOOD FESTIVAL PERFECT FOR SUMMER” was organized by Thanneer club on 1st April, 2023. The students displayed with the detailed chart presentation on variety of traditional foods for sale and the visitors also get a taste of so many nutritious products as part of the programme. The traditional food products that include Buttermilk, lemon juice, ragi pudding, Ragi Koozh (Finger Millet), Kambu koozh (Pearl millet), Keppai Koozh, multi fruit juice, etc that were some of the displayed food items by the students. Hence it is necessary to bring back the younger generations as well as the children to their roots by consuming traditional summer food products.

The students also focused unusual variety of dishes that were displayed during the programme. The visitors also learned the importance of traditional summer food items through the stall made by the students. The students also provided the details about the dishes that they prepared by using the millets as well as the procedures and also stated the benefits of consuming the traditional food products to the visitors. The entire programme which lured many visitors who sampled the interesting food that was made out of traditional sources to live the life as healthier and happy in all ways and means. Mr. S. Prasanna, Thanneer Club Coordinator, M.A.M. B-School made the requisite arrangements for the programme.



Trees for Future

Thanneer club organized a Tree Plantation session on “Trees for Future” on 20th May, 2023. Trees being an important part of our ecosystem and with them being regularly cut down, a tree plantation program was organized with the aim of create awareness among the students on environment. At the outset of program the event coordinator facilitate the function with her thoughts on environmental aspects in a brief way. Thanneer club member actively participated in the event arrangement with great involvement. This tree planting program is a learning opportunity to get students involved in the environment and conservation of our natural resources.

These Tree Plantation program connect students to the benefits of trees and foster environmental stewardship. Tree planting is a great way to increase student interest in their local environment and achieve academic goals. Thanneer Club members guided on how to plant a sapling properly. Students also made some posters and banners on the importance of tree plantations.

Mrs. B. Gayathri, Assistant Professor, Thanneer Club Coordinator, M.A.M. B-School gave a passionate speech on the topic of Environment. The Programme was appreciated by the management and created enthusiasm among the students to participate more in the relevant of environment. The location for the tree plantation was inside the campus premises where the students planted more than twenty saplings in the designated area. Neem Tree, Indian beech (milletia pinnata), Pipal tree, Flowering tree are the variety of trees planted in the programme. Thirty plus tree sapling planted in the tree plantation programme. Mrs. B. Gayathri, Assistant Professor, Thanneer Club Coordinator made the requisite arrangements for the programme.



**TREES
FOR THE
FUTURE**



Policy on Prevention of Sexual Harassment



Ms. R. Gokila, B.A, L.L.B Advocate

A session on “POLICY ON PREVENTION OF SEXUAL HARASSMENT” was organized by POSH Cell on 20th May, 2023. The program started with the welcoming note addressed by the organizer with her thoughts of workplace in the present scenario of globalized business environment. She added that workplace become more challenging through diversified employees. Ms. R. Gokila, B.A, L.L.B Advocate was the resource person for the programme. The resource person initiated the session by giving information about POSH (Prevention of Sexual Harassment) under IPC Act 354 and 503. She said that in recent times the contribution of women at workplace has increased and achieved in many fields.



The Constitution of India plays a major role in protecting the women from discrimination and ensuring gender justice in the present times. However, they are vulnerable to harassment in the workplace. The guest speaker explained about Vishakha guidelines, what constitutes a sexual harassment, method of lodging complaint and the conduct of investigation. She pinpointed on the various circumstances leading to abuse, women’s rights at the work place, the relevant laws and the officials they should report to in case of any adverse situation.

Mrs. R. Sridevi, also insisted that in order to curb this problem, the Government of India enacted a law on ‘The Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act, 2013 to ensure safe working place for women and to build enabling work environment. She added the students to remain alert and fight against the crime. She briefly explained about various provisions related to punishments that can be awarded was highlighted. She also mentioned the laws which supports the female gender. She opined that sexual harassment is a form of violence and discriminatory treatment against women. The session was significant and beneficial thought-provoking programme for the students. The students raised their question and got clear clarification. Dr. R. Suganya, Associate Professor, POSH Club Coordinator, M.A.M. B-School made the requisite arrangements for the programme.

Eco- friendly Surgical Napkins Making



Mrs. Kuili Sivakumar
Entrepreneur

On 21st April 2023, our college organized its Surgical Napkins Making program that was held in the Seminar Hall 3 at M.A.M B-School. The Event began with warm greetings and introduction of the participants and Chief Guest of the Event Mrs. Kuili Sivakumar, founder of the creation of eco – friendly surgical napkins for the betterment of the girl children and women. The program was so informative with the additional information regarding the making of the surgical napkins and complete explanation of the surgical napkins how it was initiated.

The process of creation and ingredients which were included for the better understanding of the girl students which helps them to be aware of the making process and also the usage of it. To increase the absorbancy, almond gum is sandwiched between natural fibres such as cotton, viscose, and banana fibre which is the absorbent core. The uses were to explained crystal clear and their faced obstacles were too shared since it isn't easy task for the surgical napkins since which is the essential need in the society which has to be very cautious enough and protection for the users. The sessiona helped the students to look for the challenge to the environment, could prove to be a potential alternative for production of value-added products. Students had the overview and its income potential, for achieving economic sustainability, the development of alternative means for generating income and wealth, which do not cause hazards to the environment, is essential. The guest has explained the potential usages of various hygiene products could be undertaken successfully at the commercial level. Finally, the session winded up with the interactive ideas and other wide range of knowledge of the surgical napkins.

Banana Fibre Products Making



**Mrs. S. Anjukam,
Entrepreneur**

On 21st April 2023, our college organized its Banana Fibre product Making program that was held in the Seminar Hall 4 at M.A.M B-School. The Event began with warm greetings and introduction of the participants and Chief Guest of the Event Mrs. S. Anjukam, founder of the creation of eco – friend Banana Fibre Products making handmade products which helps for the improvement of the environment as well as handcraft industry. Finally, students has done their assigned activity so well with the great interest and the output of the program is the below picture tells us how the session of very practically used and improves the students interest to own their self with these known self made crafts which can we spark of the future too. The session winded up with the huge participation and creation of crafts was explored.

The program was so informative with the additional information regarding the making of the banana fibre products and complete explanation of making of the handmade fibre products. However, began with the making of the banana fibre products with the banana fibre. This helps the students to know the handcraft along with the new hobby with the attachment of the business thought since these products has high rage of value in the market.



B FEST '23



“B-Fest 2023: Management-Cultural Meet for U.G. Students” on 30th March, 2023. Dr.M.Hemalatha, Director, M.A.M.B-School, Convenor, B-Fest-2023 welcomed the gathering as part of the inaugural function and highly encouraged the participants to carry out their laudable performances. She immensely informed that B-Fest is cultural exuberance programme organized every year by M.A.M.B-School that has 13 years of excellence under the flagship of MASTeR Group of Institutions in which participants from various institutes showcase their innate potentialities and talents in all ways and means. She also stated that every student need to constantly update and upskill and also shared that consistent learning is the best investment in future prosperous flourishing career and delighted to meet all under one roof. She congratulated and also applauded the participants with her inspirational words by stating that participants need to pay more attention for these sorts of extra- curricular activities besides their academia.

The “M.A.M.B-School Newsletter (Issue No.2, 2022 & Issue No.3, 2023)” also released by the dignitaries during the programme. B-Fest 2023 comprises the total of 7 events that includes Ad-zap, Mime, Group Singing, Group Dance, Paper Presentation, Corporate Walk, Short Film Contest.



B FEST '23



In the valedictory function, the winners were given away the prizes, along with the participation certificates for exhibiting their cultural talents across various events. Dr.B.Muruganantham, Registrar, and Dr.S.Rajasekaran, Dean, MASTeR Group of Institutions took part and congratulated the winners and participants and distributed the certificates. This tremendous B-Fest programme was whole day long and 862 participants from 32 colleges from 10 different districts inquisitively registered and took part in this programme.

The overall “M.A.M.B-Fest-2023” champion trophy bagged by M.I.E.T Arts and Science College. This grand B-Fest event was entirely enjoyed by all the participants and expressed their happiness and dispersed with sincere hope that such mega events need to organize every year. Mr.A.Anburaj, Co-Convenor, MAMBS: B-Fest 2023 proposed the vote of thanks and appreciated the enthusiastic performance of one and all present corresponding to complete the mega event a great success.



B- FEST '23 CHAMPION
M.I.E.T Arts and Science College, Trichy





Activities

MAMBS Sports club play a vital role students' involvement in Sports on Campus is inevitable for highly potential benefits. MAMBS Sports Clubs exist for the general interest in physical activity through voluntary competition, formal competition, instruction, participation, or performance by students. Through sports activities, students are making their lives as pleasant as they like as well as they are moving ahead in their future career in sports and out of sports. To encourage students our college always conduct various events for the students as well as staff members. Our college has good sports facilities for all students. It is Coordinated by Physical Education Director and Sports Department.

We conduct Outdoor games like cricket Volley Ball which stimulates the sense of coordination, team spirit etc. as well as indoor games like carrom, chess etc. improves mind mapping, strategies and concentration level. So, the sports committee of our college put on efforts to develop the students with the help of sports events. College Sports club conduct various tournaments within the college and sent students to represent the college in various intercollegiate and other competitions. The sports and games achievements have been spectacular and help the students to shine in sports career.

Considering the concept of "SPORTS FOR ALL" throughout the entire session we organized Inter-department tournaments for students as well as some sports activities for students. It is one of the largest co-curricular activity programs that offer an extensive opportunity to all the students and staff. This venture shall enable the students and staff to have fun, learn new sports, enhance social interaction and tests one's physical capability. These competition also offer a break from the daily routine tasks and recreate or re-energetic them.

**"Champions aren't made in the gyms.
Champions are made from something they have
deep inside them ---**

a Desire, a Dream, a Vision."



Yoga and Fitness

Fitness Training Session



MAMBS Sports club organized Yoga and Fitness Program on 11.3.2023 to provide a healthy sporting habit among the students, . It helps to learn teamwork at work, coordination among diverse cultural & ethnic groups and mainly infuses discipline & instills the value system in one individual. Value of time, precision & competitiveness are the major learning points apart from communication, coordination & teamwork. It is Coordinated by Physical Education Director and Sports Department. They organized Yoga and Fitness session for the students and faculty members. Warm up exercises were taken and all the students practiced & performed sitting and standing asanas, importance of these were explained simultaneously. The Physical Education Director encouraged students to practice regular yoga to remain fit and improve concentration. The importance of Yoga in life and how to maintain the harmony between body and mind. The students discussed the importance of yoga and also exhibited yoga postures and promised to introduce this activity in their daily lives.

**Yoga is the journey
of the Self,
through the Self,
to the Self**

May the road ahead be filled with adventure and success



The farewell ceremony for the MBA students happened on 27th May, 2023, marked the culmination of the students' academic journey and provided an opportunity for the institute, faculty, and fellow students to bid them a heartfelt goodbye and wish them success in their future endeavors. The farewell ceremony was a delightful amalgamation of nostalgia, gratitude, and celebration. It encompassed a range of activities and speeches that honored the achievements and memories of the graduating MBA students.

The event commenced with a warm welcome by the director extended to the MBA students, who were dressed in colourful attire for the occasion followed by cake cutting. The faculty members, staff, and fellow students expressed their heartfelt appreciation for the graduating batch's contributions to MAMBS. The highlight of the event was the heartfelt farewell given by the MBA junior students and touched the hearts of everyone present, strengthening the bond among the MBA students and leaving a lasting impact. The farewell ceremony concluded with heartfelt goodbyes, best wishes, and a shared belief in the MBA students' potential to become future leaders and bring about positive change in the business community. The event marked the end of a significant chapter in their lives and the beginning of a new journey filled with opportunities and challenges. The farewell ceremony was a celebration of achievements, friendships, and the promising future that awaits the MBA students of MAMBS.



PLACEMENT TRAINING

Rebooting the Interview skills & Human Resource Aspects



Mr. Selvakumar Periyasamy

Career Development and Placement Cell organized a session on “Rebooting the Interview skills & Human Resource Aspects” on 27th March, 2023. CDP Coordinator M.A.M. B-School gave a short speech on Interview skill which ultimately make huge impact on individual career starting. Mrs. K. Nagajothi, HR & Operations Manager, Qserve ITS, Mr. Selvakumar Periyasamy, M.Tech., (Ph.D.), Placement Officer, CARE Group of Institutions, Trichy, are the guest speakers for the programme and delivered key insights of rational aspects of Interview Skills and Human Resource Aspects. Mr. Selvakumar Periyasamy started the session with key notes of dream job which makes us to work hard and drive from core to improve further in the knowledge and skills. He further stated that dream job makes us capable of analyze job description and the organization. In his session he further stated that the important to know your resume, practice for interviews and salary search are the key elements to land with the dream job.



Mrs. K. Navajothi

Mrs. K. Navajothi in her session given the resume preparation guideline which majorly contribute the selection of a candidate profile. She further stated that present ourself in front interview panel members is what the most critical factor for the interview selection. She further explained that the interview is a place to select most appropriate person for the defined job and we perform accord to the requirements. Self-preparation, Personal grooming, positive attitude, Body language, communication skills, presents of mind, Analytical thinking, emotional balance, time management, punctuality, are the key factors of the successful completion of interviews. She also given inputs on present trends in the HR field with real time illustration. The whole session was useful for the students to understand the Human Resource management terms and practices, students interestingly participated and got cleared their quaries. Career Development and Placement Cell of M.A.M. B-School made the requisite arrangements for the programme.

PLACEMENT TRAINING

MAMBS Career Guidance and Placement Cell help students to prepare for suitable careers and created a lot of job opportunities for the final year students. The cell conducts workshops and training programmes on career orientation, higher study options, Self-employment, and entrepreneurship management to make the students aware of educational and career choices. Experienced resource persons gave career counselling to students. Career counseling sessions are provided to students to help them identify their career path and also ensure that they are focused in the right direction with regards to their career based on their caliber, scores, interest areas and long term forecasting. To facilitate the students in recognizing and nurturing their talents, various soft skill training programmes were arranged on communication skills, personality development, stress management and preparation of Curriculum Vitae. To bring about voluntary commitment and involvement among students performance motivation classes were conducted. Being a professional with global outlook and updated knowledge he was able to address the career related doubts of students effectively.

PLACEMENT DRIVE

M.A.M.B-School Career Development and Placement Cell organizes On Campus Placement Drive : City Union Bank for the role of Relationship Manager - I & II, Branch Development Manager on 13.03.2023.

M.A.M.B-School organizes On Campus Placement Drive: "Sundaram Finance Ltd" for the job role of Investment Officer on 27.03.2023.

M.A.M.B-School organized On Campus Placement Drive: "City Union Bank" interview for the job role of Branch Manager and Relationship Manager (29.03.2023)



PLACEMENT ACHIEVEMENTS

City Union Bank
Relationship Manager

6.8 LPA

C.Hemavathy, II MBA.
V.Nandhakumar, II MBA.
R.Surya, II MBA.
R.Guruprasanna, II MBA.
P.Aravindhasamy, II MBA.
M.Murugalakshmi, II MBA.
K.Meenakshi, II MBA.
D.Thivin Kumar, II MBA.

Datalogics
Business Development Executive

5.4 LPA

S.Muthupandi, II MBA.
V.Vaidhegi, II MBA.
G.Vignesh, II MBA.

Sundaram Finance
Investment Officer

Rs 3 LPA

M.Arun, II MBA.
T.Shamsharma, II MBA.
M.Sathyaseelan, II MBA.
V.Ramesh, II MBA.
M.Murali, II MBA.
R Surya, II MBA



Omega Healthcare
AR Caller

2.28 LPA

B.Haseena Begum, II MBA

GTT
Soft Skills Trainer

2.4 LPA

D. Infanteena, II MBA

Q GROUP OF COMPANIES
Sales Executive

2.4 LPA

T.Sham Sharma, II MBA.
M.Arun, II MBA.
V.Ramesh, II MBA.
C.Varatharajan, II MBA.
N.Sathyaseelan, II MBA.
S.Ijaz Ahamed, II MBA.

**We wish our students for the endeavors
and continue with your excellence**

NAAC VISIT



NAAC peer team got rousing welcome by M.A.M. Business School in traditional way. The NAAC peer team visited on 5th May , 2023, to assess the performance of the institution. The team was offered a traditional welcome by the Heads and Administrators of the institute with a traditional 'Poorna Khumbha' besides honoring them with the traditional harthi.

The team comprised of its **Chairperson, Dr. Pandit Palande, Former Vice Chancellor i/c, Babasaheb Bhimrao Ambedkar Bihar University, Maharashtra; Member Coordinator Dr, Arka Kumar Das Mohapatra, Vice - Chancellor, Odisha State Open University, and Committee Member, Dr. Ramesh Agadi, Professor, Gulbarga University, Gulbarga.** The three member team were taken from Institute gate to administrative block in a procession. Students of the Institute stood on either side along the path.

The process of assessment began with an in-depth interaction with the Director of the Institute after he presented a bird's eye view of the institute's performance. The NAAC Coordinator, the IQAC Coordinator, a few of the governing body members and academic committee members were present during the process. The Peer Team during its visit assessed and evaluated curricular, teaching and learning activities, research work, extension, infrastructure and learning facilities, and other aspects of the institute. They held interactions with IQAC, all departments, teaching staff, non-teaching staff, students, alumni, governing body and parents and visited all academic facilities, administrative and support services. Students displayed various cultural forms to make the huge audience spell bound. They checked documentary evidence, prepared their report and held an exit meeting with faculty members. They handed over its report to the Director in its exit meeting on 5th May 2023.

The Governing Body, Director, NAAC coordinators, the entire teaching and nonteaching staff, students, parents, alumni and everyone cooperated for smooth sailing during the visit. This entire process has enabled that M.A.M. Business School to assess its capabilities as an institution. M.A.M. Business School was accredited by the National Assessment and Accreditation Council (NAAC). With 'A' grade in the First cycle of academic evaluation on 5th May, 2023 for a period of five years with a CGPA score of 3.20.

PLACEMENTS

M.A.M B-SCHOOL
(Approved by AICTE, Affiliated to Anna University)
SIRUGANUR, TRICHY - 621105. WWW.MAMBS.COM

Career Development & Placement Cell, MAMBS

Congratulations

CITY UNION BANK

C.HEMAVATHY V.NANDHAKUMAR R.SURYA R.GURUPRASANN
P.ARAVINDHASAMY M.MURUGALAKSHMI K.MEENAKSHI D.THIVIN KUMAR

6.8 LPA

**ROLE:
RELATIONSHIP
MANAGER I & II**

OUR RECORDS

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

3LPA | **INVESTMENT OFFICER**

MARUN T.SHAMSHARMA M.SATHYASEELAN
V.RAMESH M.MURALI R.SURYA

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

Datalogics

S.MUTHUPANDI V.VAIDHEGI G.VIGNESH

**JOB ROLE:
BUSINESS DEVELOPMENT
EXECUTIVE-SALES**

CTC:5.4LPA

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

Q GROUP OF COMPANIES

**JOB ROLE : SALES
EXECUTIVE**

CTC : 2.4LPA

T.SHAMSHARMA II-MBA
MARUN II-MBA
V.RAMESH II-MBA
C.VARATHARAJAN II-MBA
M.SATHYASEELAN II-MBA
S.IJAZ AHAMED 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 & Placement Cell

Congratulations

GTI

D.INFANTENALOURDES MARY
MBA-II

**CTC:
2.4LPA**

Sincere Thanks to Our Esteemed Recruiter

**ROLE: SOFT SKILL
TRAINER**

M.A.M B-SCHOOL
(Approved by AICTE, Affiliated to Anna University)
SIRUGANUR, TRICHY - 621105. WWW.MAMBS.COM

Career Guidance & Placement Cell, MAMBS

Congratulations

Omega Healthcare

B.HASEENA BEGUM
II-MBA

JOB ROLE: AR CALLER. / CTC:2.28LPA

Sincere thanks to Our Esteemed Recruiter

Congratulations

ANNA UNIVERISTY EXAM TOPPERS




M.A.M. B-School

(Approved by AICTE and Affiliated to Anna University)
Siruganur, Tiruchirappalli www.mambs.com





Toppers

Nov-Dec 2022 Anna University Examinations

The exceedingly brilliant toppers of MAMBS







K. Meenakshi - CGPA 9.68



S. Ramya - CGPA 9.57





R. Sivapriya - CGPA 9.57





R. Supriya - CGPA 9.57





C. Hemavathy - CGPA 9.46







S. Poornima - CGPA 9.46



Hearty Congratulations

RYLA

Our Student J. Preethi attended Entrepreneurship Training Program on “Fly to Singapore”

Entrepreneurship Development Training RYLA

RC of Tiruchirappalli Butterflies and RC of Tiruchirappalli Sakthi conducted an Entrepreneurship Development Training RYLA on 28th, 29th and 30th April 2023 in Trichy. Almost 23 aspiring entrepreneurs between the ages of 18 and 20 years participated in the event. Our District Governor Rtn. I. Jerald was the Chief Guest of the program. The resource persons were Mr. Ramesh (Founder, Veda Pal), Rtn. Surender (PTC Perungayam) and Mr. Muthuchelvan, (Founder, Lord Mineral Water).

Two outstanding participants Preethi (MAM B School) and Madhusuthan Raj were selected to go on a free trip to Singapore. Both of them will be taken to Singapore in the month of July. Rtn. Dr. Sundarajan (Subham Logistics) presided over the Valedictory function. Shields and certificates were given to the winners. All the participants were given participation certificates. The event was a great success.



Students Bring Laurels : Quality Speaks

FLY TO SINGAPORE

"Sakthi Rotaract Club" organized "Become An Entrepreneur FLY TO SINGAPORE" programme. Out of 32 participants only 2 participation got fly to Singapore. Our M.A.M.B-School student **J. Preethi, I MBA- B Sec** got selected to fly to Singapore and Outstanding Participants Award , Rs.2000 Cash Prize & Team Performer Gold Medal. Our student Karthick Raja, received Gold Medal. She has gone to Singapore from 7th August to 11th August 2023.



J. Preethi, I MBA
I MBA B sec got Gold Medal

Congrats!



Mr. Karthick Raja,
I MBA B sec got Gold Medal.

**GOT TICKET
TO FLY SINGAPORE**



MAMBS

congratulates for their

Meritorious achievement

OUTREACH PROGRAMS

CONFERENCE AT GNANAM SCHOOL OF BUSINESS



Our students participated and presented papers in "A Two-Day National Level Conference" on "Innovative and Sustainable Management Practices in the Post Covid Business Scenario" on 27th & 28th April, 2023 organized by Gnanam School of Business (GSB) Sengipatti, Thanjavur.

MANAGEMENT MEET AT ANNA UNIVERSITY



Our students participated in BB (Business Boss) 2K23 "ONE DAY MANAGEMENT FEST" organized by University College of Engineering (UCE), Anna University, Trichy today (28.04.2023).

IPL AUCTION:

- 1) R. Shalini & K. Venkatesh.
- 2) P. Sanjuvu & S. Raghupathi.

BUSINESS QUIZ:

- 1) V. Priyanka, S. Srikrishna & R. Santhoshkumar

INPLANT TRAINING AT LENOVO



Our students M. Ajay, R. Sakthi and R. Santhosh Kumar underwent Inplant Training at Lenovo India Private Limited, Puducherry from 05.06.2023 to 30.06.2023.

OUTREACH PROGRAMS

STATE LEVEL YOUTH SEMINAR ON MEDITATION AND YOGA



Our first year students Aathish.V and Bhuvaneshwari.G, I MBA attended "State Level Youth Seminar on Meditation and Yoga" at Heartfulness Meditation Centre, KK Nagar, Trichy(25.03.2023).

TNSI BOOTCAMP at Anna University, BIT Campus Trichy



C.Sanjai krishnan, II MBA attended TNSI BOOTCAMP at Anna University, BIT Campus Trichy from 08.03.23 to 10.03.2023. The programme includes series of events like awareness and ideation programmes, boot camps and final pitch. Innovative ideas are selected by a panel of Jury from the Startup Ecosystem for further development of their prototype and also to commercialise the product. Our student participated and displayed his idea in the Boot Camp.



Congratulations



Dr. M. Hemalatha, Director, M.A.M. B-School received the “Patronage Award” on 8th May 2023 for the unwavering support to push boundaries and achieve greatness from “Trichy Plus” a Training, Development and Management Education Institution in Trichy.



Dr. M. Hemalatha, Director, M.A.M. B-School received “Distinguished Alumni Award” on 11th April 2023 for admirable contributions and pioneering initiatives in Education, Public Service, Corporate Leadership and contributing towards the betterment of Education from SASTRA University, Tanjore.

PROMINENT ACHIEVEMENTS



Dr. M. Hemalatha, Director, M.A.M. B-School has been the Editorial Board Member for the Two Day National Level Conference on "Innovative and Sustainable Management Practices in the Post Covid Business Scenario" held at Gnanam School of Business, Thanjavur, on 27th & 28th April 2023.

Dr. M. Hemalatha, Director, M.A.M. B-School has been the resource person for Management Development Program "Recent Trends in Management" organized by Department of Business Administration & Institution Innovation Council at Cauvery College for Women (Autonomous), Tiruchirappalli. She has delivered the lecture on the topic on "Data Analytics in Day to Day Life" on 27th June 2023.

FACULTY PUBLICATIONS



University Grants Commission
Consortium for Academic and Research Ethics (UGC-CARE)



SHODHAK
A Journal of Historical Research

ISSN 0902-9832
Vol. 41 Pt A Sr 121 / Issue 2007 / January-April 2011



Dr. M. Hemalatha, Dr.R.Karthika “The Antecedents Of Out shopping Behaviour In Hospital Industry” in SHODHAK A Journal of Historical research, 2023

Dr.M.Hemalatha, Dr.R.Karthika, “Structural Equation Modelling For Measuring The Success Of Outcome Based Education In Higher Education Institutions” in SHODHAK A Journal of Historical research, 2023

Dr.M.Hemalatha, Mr. S.Senthilkumar “The Marketing Of Religious Tourism In Navagraha Temples At Kumbakonam”, in SHODHAK A Journal of Historical research, 2023

Dr.M.Hemalatha, M.Surya, “A Business Model To Measure The Quality Of Higher Education Institutions”, in SHODHAK A Journal of Historical research, 2023

Dr. R. Karthika, S. Prasanna, “A Study On Investors Attitude Towards An Investment Avenues In Perambalur District”, in SHODHAK A Journal of Historical research, 2023

Dr.R. Karthika, M.Surya, “A Scenic analysis of Neuro marketing”, in South India Journal Of Social Sciences, UGC Care Approved, Group I, Bi-Annual Journal, 2023

Dr.R.Jeevarekha, “Recent Trends in Retaining People”, Humanities & Social Science Studies UGC CARE Approved, 2023

C.Subha, “A Study On Working Capital Management In Tamilnadu Cement Corporation”, in SHODHAK A Journal of Historical research, 2023

N. Kayalvizhi, “A Study on Human Rights & WTO law”, in SHODHAK A Journal of Historical research, 2023

INTERNATIONAL CONFERENCE PAPERS

BISHOP HEBER COLLEGE (13.3.2023)

- Dr.M.Hemalatha, “A National Structure Using The Factors Determining The Performance Appraisal System In Higher Education Institution” ISBN 978-93-92995-43-9
- Dr.M.Hemalatha, “Measuring The Quality Of Higher Education Institution” ISBN 978-93-92995-43-9
- Dr.M.Hemalatha, Dr. R. Karthika, “A Study On Measuring The Success Of Outcome Based Education In Education Industry”, ISBN 978-93-92995-43-9
- Dr.M.Hemalatha, S. Senthilkumar, “A Conceptual Framework Using The Factors Determining Success Of Goat Farming In Tamilnadu” ISBN 978-93-92995-43-9
- Dr. R. Karthika, “Challenges & Issues In Health Insurance In India” ISBN 978-93-92995-43-9
- Dr.R.Jeevarekha, “A Comprehensive Study On The Challenges Faced By Women In The Private Sector Work Force” ISBN 978-93-92995-43-9
- Dr.R.Jeevarekha, “Talent & Competency Management In Public Sector”, ISBN 978-93-92995-43-9

GNANAM SCHOOL OF BUSINESS (27.4.2023 & 28.4.2023)

- Dr. M. Hemalatha, Infantena Lourdes Mary Devadass, “A Study on the factors determining the performance appraisal system in Higher Education Institutions” ISBN 978-93-80430-51-5
- Dr. M. Hemalatha, M. Sathyaseelan, “A Study on Employee’s Gratification towards HR Practices” ISBN 978-93-80430-51-5
- Dr. M. Hemalatha, S. Bebina, “Impact of Islamic Finance in India” ISBN 978-93-80430-51-5
- Dr. M. Hemalatha, “Location Selection Model for Veterinary Clinic with Conceptual Design” ISBN 978-93-80430-51-5
- Dr. M. Hemalatha, P.Keerthika, “A conceptual design for determining success of Goat Farming” ISBN 978-93-80430-51-5
- Dr.R.Prema, Meenakshi. K, “A study on employee satisfaction towards occupational health and safety measures provided in manufacturing companies with special reference to Anand Engineering Products Private Limited, Trichy” ISBN 978-93-80430-51-5.
- Akila. M, Supriya. R “A study on Employee Morale with reference to Shri Amman Steel and Allied Industries (P) Ltd, Trichy” ISBN 978-93-80430-51-5.

SRI KRISHNASAMY COLLEGE FOR WOMEN (10.4.2023)

- M. Surya, A. Anburaj, B. Gayathri, “A Conceptual Study On Factors Influencing Employee Engagement In Educational Institution” ISBN 978-935-891-050-6
- S. Devibala, “A Study On Green Entrepreneurship” ISBN 978-935-891-050-6
- S. Kiruthiga, “A Conceptual Framework On Challenges And Nurturing Opportunities Of Women & Rural Entrepreneurship In India” ISBN 978-935-891-050-6

FDP ATTENDED BY FACULTY MEMBERS

March to July

Faculty Members

27th March - 31st March 2023

**“TEACHING PEDAGOGY AND LIFE SKILL
MANAGEMENT”
HINDUSTAN COLLEGE OF ARTS AND SCIENCE**

**Dr. Karthika
Mr. Senthil Kumar
Ms.Subha
Ms.Devibala
Ms.Gayathri
Dr. Suganya
Mr. Anburaj
Ms. Surya**

18th April 2023 - 22nd April 2023

**“AI APPLICATION AND ITS IMPACT ON
BUSINESS PRACTICES”
SRI KRISHNA COLLEGE OF ARTS AND SCIENCE**

**Dr. Karthika
Mr. Senthil Kumar
Ms.Subha
Ms.Devibala
Ms.Gayathri**

24th July 2023 - 26th July 2023

**“TECHNOLOGY AND DIGITAL TRANSFORMATION”
SRI KRISHNA COLLEGE OF ARTS AND SCIENCE**

**Dr. Karthika
Ms. Akila**

FACULTY OUTREACH PROGRAMS

Visit of Super Computer @ NITT



Dr. B. Muruganantham, Registrar, **Dr. S. Rajasekeran**, Dean, **Dr. M. Hemalatha**, Director, MAMBS visited Super Computer at NITT on 18th July 2023 to work on projects involving high-end computing for carrying out various research and sponsored projects.

Business Model Canvas



Mr A. Anburaj, Assistant Professor, MAMBS

The guest of honor was Mr A. Anburaj, Assistant Professor, MAMBS for the session on Business Model Canvas on 10.4.2023 at M.A.M. School of Engineering. The speaker Mr A. Anburaj gave a brief introduction about entrepreneurial skills and talked about different aspects of entrepreneurship. Mr. A. Anburaj explained various aspects that can be considered before starting the company. He discussed various factors such as target audience and also explained how to identify them etc. He gave examples of various big products in the market. Various tactics to solve a business problem were discussed too. Mr. A. Anburaj facilitated the students gain useful insights for all upcoming entrepreneurs. Not only the students but the faculty members participated in the discussion as well. The session was followed by a question-answer session where students participated actively. It ended with a vote of thanks and the students appreciated the thought provoking session.

Data Analysis using SPSS Tools

Mr. Rahul Prakash Bingi,
Statistician, SPSS South Asia Pvt. Ltd



Data Analysis using SPSS Tools

Workshop was organized on 5th April 2023 and Mr. Rahul Prakash Bingi, Statistician, SPSS South Asia Pvt. Ltd was resource person for the event. The use of statistical and econometric tools and techniques for research in economics, commerce and management is found to be enormous in recent times. A clear understanding of the theoretical issues and the skill of operating the software are two significant requirements for proper use of such tools and techniques. With this backdrop, the aim of the workshop is to provide a proper understanding of some of the important statistical and econometric tools and techniques and for enhancing the skill in handling of software. The objective of the workshop was to provide intensive training on the everyday use of SPSS software for data analysis. The need for such training workshop was felt after successful procurement of this licensed software by the Library and Information Centre. The direct beneficiaries of this workshop were the researchers using empirical research, final year students writing their dissertation, students studying econometrics and statistics, students doing internally or externally funded-projects along with a number of faculty members and staff of the varsity. The workshop received an overwhelming response in terms of student and faculty participation. The faculty members lauded MAMBS for organizing the capacity building workshop using SPSS software and urged MAMBS to organize similar workshops for faculty members in order to enhance their research abilities.

SIGNING OF MOU WITH HEARTFULNESS MEDITATION



Heartfulness Institute makes a landmark partnership by signing a MoU with MAMBS on 23rd March, 2023. Heartfulness offers a simple set of meditative practices and lifestyle changes, formalized into teaching with a goal to bring peace, happiness and wisdom to one heart at a time. The purpose of the agreement between the parties is to make Heartfulness meditation and relaxation techniques specifically related to Health and Medicine and to put to best use and apply each party's infrastructure and capabilities to conduct research, education at universities, institutions, corporate houses, schools and colleges in collaboration. The aim of education and research activities is to bring meditation and sciences in the day-to-day life and impacting various aspects of human health and wellbeing.

SIGNING OF MOU WITH JOSEPH EYE HOSPITAL



Joseph Eye Hospitals has signed a Memorandum of Understanding (MoU) with MAMBS on 28th March, 2023. This will open wide opportunities through this partnership to enhance eye care services and make a positive impact on the health and lives of people. In line with its vision of providing quality Eye care at affordable costs, deploying the best in class technologies and highly skilled Ophthalmologists and para medical professionals to offer the most reliable eye care. We look forward to the successful execution of this initiative and to setting new benchmarks in eye care excellence.



**Mr. M. Ram Chandar,
Manager- PR & HR at AMMAN TRY.**

Alumni Association & Internal Quality Assurance Cell (IQAC) jointly organized an "Alumni Meet 2K23" Reliving Nostalgia on 1st July 2023. The alumni meet is to reconnect with the Alumni and celebrate their success and various achievements. The event organizer gave a facilitating address to the function that being associated beyond the academic period make our life more meaningful with past joyful memories. The Alumni Meet started with a welcome address by the alumni association president. Mr. M. Ram Chandar, Manager- PR & HR at AMMAN TRY.



Alumni also interacted with the students and gave motivational talk regarding preparing for higher studies and placements. Students asked many questions regarding placements and the alumni shared their views. In his session he started the interaction with the MBA specialization. He insisted that taking specialization makes us to get more knowledge on the specific domain and insisted to utilize all the opportunities given in the institution which significantly contribute for the self-development. He further stated that rather than specialized in particular domain being versatile knowledge makes more employable in the present market condition. The market demand MBA Graduate who ready to work with challenging working environment and requires dynamic knowledge to explore in the field. He further explained that the marketing and sales are the only fields may provide more opportunities to learn the require knowledge for improve the business insights. He finally urged the present students to focus on trends in the respective fields which unanimously makes you to be top in the fields. Alumni also insisted and requested to have this type of Alumni Meet every year without fail. The event was stimulating and enjoyable and simultaneously profitable as all members shared their views ideate and good numbers of new ideas, information and insights came up. The students sincerely expressed their gratitude. 52 Alumni members participated in the Alumni meet and Students raised question with the Alumni members and got clear their doubts. Mrs. M. Surya, Assistant Professor, Alumni Association Coordinator, M.A.M. B-School made the requisite arrangements for the programme.

“As an alum, I am proud to carry on the legacy of the excellence that the institution represents”

City Union Bank Magazine

“2070”

2070

Thivin Kumar R
Junior Associate
Dindigul

ஒரு நள்ளிரவு வேளையில் ஒரு விஞ்ஞானி ஒருவன் மது அருந்திகொண்டே “நான் இங்கு வந்த நோக்கம் வெகு சிறப்பாக முடிந்தது” என்று மகிழ்ச்சியோடு புலம்பி கொண்டிருக்கிறான். அப்போது அந்த ஆய்வறையிலிருந்து மது போதையில் அங்கு அவன் கண்டுபிடித்த ஒரு வட்டு (CD) போன்ற ஒரு சாதனத்தை தனது பையில் வைத்து அந்த பையினை முடாமல் தனது இரு சக்கர வாகனத்தில் செல்கிறான். மதுபோதையில் கல், மேடு தெரியாமல் வாகனத்தை ஓட்ட ஒரு கிராம மண் வழி சாலையில் சென்று கொண்டு இருக்கிறான். அப்போது சாலையின் பள்ளங்களினால் அவன் கண்டுபிடித்த வட்டு (CD) வடிவிலான சாதனம் அங்கு விழுந்தது. அதனை கண்டு கொள்ளாமல் அந்த விஞ்ஞானி சென்று கொண்டு இருக்கிறான்.

மறுநாள் அதிகாலை,

25 வயது மதிக்கத்தக்க இளைஞன் மாரிமுத்து. அவன் கையில் ஒரு சொம்பினை எடுத்துக் கொண்டு நடந்து சென்று கொண்டிருக்கும்போது வழியில் ஒரு சிடி இருப்பதை கண்கிறான். அதனை மறைத்து வைக்கிறான். மறுநாள் நண்பகல் மாரிமுத்து அந்த CD ஐ DVD பிளேயர் இல் நுழைக்கும்போது, அந்த விஞ்ஞானி அந்த (CD) ஐ Track செய்து அவனது வீட்டு வாசலின் முன்பு வந்து நிற்கிறான். அவ்வப்போது விஞ்ஞானி சிடி ஐ கொடுக்குமாறு அதனை அவன் கொடுக்க மறுக்கிறான். அது நீ நினைப்பது போல் சிடி இல்லை. அது ஒரு காலச்சக்கரம். உன்னை காலத்தில் முன்னோக்கி பின்னோக்கி நகர்த்தும் என்று விஞ்ஞானி ஸ்றியதும் மாரிமுத்து சிரிப்பலையில் முழுகினான். கோபமடைந்த விஞ்ஞானி, அந்த சிடி ஐ DVD இல் செலுத்த ... அதன் remote இல் 1992 என்று அழுத்துகிறான். அப்போது அவ்வருவரும் சற்று வேறு இடம் செல்கின்றனர்.

இருவரும் 1992 ஆம் ஆண்டு சென்றனர்.

அங்கு, பசியை தீர்க்கும் பத்து பைசா நாணயமும், பழதாகி நிற்கும் மட்டு வண்டியும், பக்கத்து வீட்டு மீன் குழம்பு வாசமும், அதை பகிர்ந்து உண்ணும் பச்சிளம் நேசமும், கர்மவீரர் ஆட்சியும், கதை சொல்லும் பேச்சியும், முதல் காதலுக்கு வாங்கிய கண்ணாடி வளையளும், பண்பங்களாக மாறும் முந்திரி கொட்டைகளும், விளையாட்டு பொருளாக மாறிய தந்தையின் மதிவண்டி சக்கரமும் பனை ஓடும்.

வீதிக்கு ஒரு மின்விளக்கு, மருத்துவமனை இருப்பது ஏதோ ஒரு கிழக்கு, இருப்பதோ மண்ணை. உறக்கம் கிடைக்கும் இனிமையான மாலை. அதிக வேலை வாப்ப்பு, தேசக் குளிக்க கோபி குட்டி சோம்பு இல்லவே இல்ல Wine Shop, எப்பவும் முடி கொட்டாத மரகட சீப்பு.

பெள்ளியி நிலா சோறு டெண்டுகொட்டா நடபகம் பாரு, உடறவங்கும் விவசாயிகளின் கால் சேறு. ஆனால் நிலைத்து நிற்கும் தமிழனின் பேரு. வெள்ளிக்கிழமை பாட்டு ஜோரு, பசியாற பழைய கஞ்சிமோரு இவை அனைத்தையும் பார்க்குவிட்டு இருவரும் மகிழ்வுடன் 2023 திரும்புகின்றனர். அப்போது அந்த விஞ்ஞானி மிக்க நன்றி. நான் 2070-இல் இருந்து வந்தேன். பழைய காலம் பற்றி அறிந்து கொள்ள, நான் பசி பஞ்சம் இருந்து விடுமோ என்ற அச்சத்தில் நான் 2000க்கு மேல் செல்லவில்லை. ஆனால் நீ அங்கு என்னை அழைத்து சென்று காட்டி எனது அறிக்கையை மேலும் வலுசேர்த்து விட்டாய். நன்றி என்று சொல்லி அங்கிருந்து செல்ல முயல்கிறார். அப்போது என்னையும் அங்கு அழைத்து செல் என்று மாரிமுத்து கேட்க மறுக்கிறான். மாரிமுத்து கெஞ்சி கேட்க... இருவரும் 2070க்கு செல்கின்றனர்.

அங்கு தாகம் தீர்க்கும் மாத்திரையும், காகம் இல்லாத ஊர்களும்தான். அதிகபட்ச வாழும் வயது 40, தெருவெங்கும் மருத்துவமனையும், ஐடி நிறுவனமும், அருங்காட்சியகத்தில் வைக்கப்பட்ட ஆலைமும், எப்பவும் அணைந்திருக்கும் முககவசம், நிம்மதியற்ற உறக்கம், பசியை தீர்க்கும் மாத்திரை, ரூபாய் 5899 மதிப்பு கொண்ட ஒரு விட்டர் குடி நீரும், ரூபாய் 25,000 மதிப்பு கொண்ட ஒரு கின்னம் பழைய சோறும், மரமே இல்லாத ஊரும், கல்லறையில் பெருசி நிற்கும் இறுதி ஊர்வலமும், காக்கப்படும் கடைசி விவசாயி, முற்றிலும் ஒழிந்த மலைவாசி, மலையை கண்ணாற மாளிகர்கள், என்றும் ஒழிக்கப்படாத ஜாதிகள், குறைந்த விலையில் விற்கப்படும் செல்பேசிகளும் தலைமுறையே இல்லாத மனிதர்களும் எங்குமே காணப்படாத புறவைகளும், காப்பீடு நிறுவனத்தின் நடபகம் ரோபோ மீது சிறிது நாட்டமும் பனமே கண்ணாற பரிவர்த்தனையும், உயிருக்காக போராடினாலும் மதிக்காமல் செல்லும் மண்டபமிகு மனிதர்களும்.

இவை அனைத்தையும் பார்த்ததில் சிறு மயக்கம் அடைகிறான் மாரிமுத்து. அப்போது அவன் முகத்தில் தண்ணீர் அடிக்கப்படுகிறது. அவனிடம் கடைக்காரர் ஒருவர்.. முகத்தில் தண்ணீர் அடித்து உன்னை எழுப்பியதற்கு நீர் விலை 6500 கொடு என்று கேட்கிறான். அப்போது மாரிமுத்து மேல் என்னை கொண்டு போய் எங்கு காலத்துல விடுபா, முடியலடா... என்று கெஞ்சுகிறான்.

அப்போது மீண்டும் அவன் முகத்தில் தண்ணீர் ஊற்றப்படுகிறது. விழித்து பார்த்தால் அவன் தாய். என்னபா பொலம்பிட்டு இருக்க போய் பால் வாங்கிட்டு வாபா என எழுப்ப... தான் கண்டவை கனவு என உணர்கிறான் மாரிமுத்து. அப்போது அவன் தனது தாயிடம், எழுப்புணா ஏந்திரிக்க போறேன், அதுக்கு ஏன் தண்ணி Waste பண்ணுற. அப்பறம் 2070ல் எல்லாருக்கும் மாத்திரை தான் பாத்துக்கோ என்று சொல்ல அவன் தாய் அவனை குழப்பத்துடன் பார்த்துக்கொண்டே.

Don't Waste Water, Save Trees, Save Forest, Save People, Save Agriculture.

Our student Thivin Kumar placed at CUB, as a Junior Associate in Dindigul. His Article was published on 15th August, 2023 in CUB Magazine “2070”

At MAMBS

Our M.A.M. Business school provides a quality curriculum with suitable infrastructure to learn & grow. We focus on the motivational environment, career growth, Personality Development, Interpersonal Relationships, and entrepreneur skills. We offer a rich curriculum that is on par with the top-ranked Indian, Institutes of management in terms of the breadth of its offerings, the pedagogy used, and the blended curriculum of core and soft-skills courses. We hit the ground running, and start becoming productive employees from the very beginning, in the organizations where they are placed.



EDITORIAL BOARD



Dr. M. Hemalatha,
Director, MAMBS



Mr. A. Anburaj,
Assistant Professor, MAMBS



Ms. S. Kiruthiga,
Assistant Professor, MAMBS

Event Coordinators , MAMBS