



M.A.M. B - SCHOOL NEWSLETTER 5

*Fly in the Plane of Ambition
Land in the Airport of Success*



*It isn't where you came from,
It is where you are going, that counts...*

ANNA UNIVERSITY RANK HOLDERS



Mr. C. K. Kumaravel, Co-Founder & CEO, Naturals

11th Graduation day on 17.12.2023 in the Newton Hall at 10.30 am. Mr. C. K. Kumaravel, Co-Founder & CEO, Naturals was the chief guest for the programme. The celebration started with the academic procession in which the dignitaries Dr. M. A. Maluk Mohamed, Chairman MASTeR Group of Institutions, Mrs. Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions, Dr. M. Hemalatha, Director MAMBS, Dr. B. Muruganantham, Registrar, MASTeR Group of Institutions Dr. S. Rajasekaran Dean, MASTeR Group of Institutions were ushered to the accompaniment of the college band into the venue of the function. Dr. M. A. Maluk Mohamed, Chairman, MASTeR Group of Institutions declared the graduation day open and in his presidential address he congratulated each and every student on their successful graduation and inspired them to put in extra effort and learn more. Additionally, he told the graduates that "hard work is the key to success" and encouraged them to keep going once they achieved their goals. In her reading of the M.A.M. B-School's annual report, Dr. M. Hemalatha, the director, mentioned the school's exceptional achievement of producing six University Rank holders, its NAAC accreditation with an A grade, its 100% placement and 100% admission rate, its many seminars, guest lectures, workshops, and outreach initiatives. The Chief Guest Mr. C. K. Kumaravel addresses the audience, including graduates, at a significant moment marking the end of their academic journey. The analogy of a caterpillar becoming a butterfly is used to symbolize the commencement of a transformative journey.

Anna University Rank Holders

**Meha Jabeen Syed (5th rank),
M. Priyanka (16th Rank),
M. Manju (23rd Rank),
A. Surya (25th Rank),
K. Abirami (26th Rank)
R. Monisha (26th Rank)**

In this ceremony, 82 students 2020-2022 batch of MBA from M.A.M.B-School received their degrees, in that 6 students were university ranks holders in the Anna University Examinations namely Meha Jabeen Syed (5th rank), M. Priyanka (16th Rank), M. Manju (23rd Rank), A. Surya (25th Rank), K. Abirami (26th Rank) and R. Monisha (26th Rank) honoured with memento and rank certificate from the Chief Guest. After the distribution of Degree certificate, the pledge oath was taken by the graduates which was recited by the Chairperson Dr. M. A. Maluk Mohamed. Dr. S. Rajasekaran, Dean of the MASTeR Group of Institutions, finally gave a vote of gratitude to end the ceremony. Dr. M. Hemalatha, Director, M.A.M. B-School read out the names of the toppers of the department who received the degree and certificates from the Chief Guest. The parents conveyed their sincere gratitude to the management and staff for shaping their children into professionals. Dr. R. Karthika, professor, convener of the Graduation day function and fellow team members handled the arrangements for this event.

Inauguration of First Year MBA'23 வெற்றியோடு விளையாடு (Play with Success)



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

Inauguration of First Year MBA'23": வெற்றியோடு விளையாடு (Play with Success) on 16th August, 2023. 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 and right attitude 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. She listed out the achievements of M.A.M. B-School such Academic Performance, Outreach Activities, Programs and Placements. 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 visualize their opportunities to get success in their challenging profession. The chief guest enlightened important aspects of leadership skills with real time example and he insisted various insights on knowledge and skills required for budding professionals by means of making 'self introspection' of themselves. He stated the overview on employability skills and its essence to the students through the activities. The students were actively involved in activity-oriented session and realized themselves to face the challenging career. The chief guest throw lights on the importance of self initiation, flashing insights into business, steps to overcome fear and face the world with courage.



He also gave lot of tips to become professionals in order to release themselves in today's ever competitive environment. The chief guest invited few student's parents to participate in the event to motivate the students, also had many activities with the students by highlighting the value of one's self, be the role model for others through our substantial activities. Students motivated to have a 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 profession, importance of time management. The session was very informative and thought-provoking session for all the MBA students and overwhelming response by and large.

VETRI PADIKATTU வெற்றிபடிக்கட்டு



**Mr. Sujith Kumar, AVP & HR Business Leader,
Infosys Ltd. Founder & Management Trustee,
Maatram Foundation, Chennai**

**Set Higher Goals
Raise your Aspirations
Make detailed Plans
Achieve them !!!**

A session on “Vetripadikattu” was organized on 12th September 2023. Mr. Sujith Kumar, AVP & HR Business Leader, Infosys Ltd. Founder & Management Trustee, Maatram Foundation, Chennai was the resource person for the programme. Dr. M. Hemalatha, Director, M.A.M.B-School welcomed the gathering and delivered her thoughts on motivational factors and interpersonal skills which greatly contribute for the professional growth. She also added that students need to be focus on their life goal to become master in certain domain. Mr. Sujith Kumar started his session with brief introduction of the topic on Vetripadikattu. He added that life is simpler for students if they select on right career path. Management is most important studies with compare with all other degree which gives opportunities to the students to solve real-time business problems. Management is most valued profession that create new knowledge to develop and betterment of day-to-day life and also the Management field is most promising filed which actually act as forefather of all other studies. The speaker emphasised the significance of setting goals for attaining objectives in life, especially for students, with the program's primary goal being to inspire the students to achieve their life goals. Setting goals, according to him, is crucial since it encourages and motivates you. Your willingness to succeed will rise if your aim is well-planned. He emphasised the value of understanding others' perspectives and opinions, the need for good teamwork, the relevance of listening and communication skills, and ways for developing these skills.

Mr. Sujith Kumar told the students that communication, self-assurance, body language, presentation, manners, and eye contact are crucial skill sets for those who want to work in management. With thorough demonstration exercises, he clearly explains the skill sets so that the students can comprehend them. He talked to the children about "business strategies and brand" and stressed the need of never losing track of your logos, icons, and music since they help people remember your products. Numerous applicable and realistic examples enhanced the session. The resource person discussed vital elements needed for a successful businessperson, emphasizing that strategies are crucial for management students in the workplace. Later in the seminar, he discussed different skill sets that may be used to have an advantage over others. During the class, students engaged in lively discussion and asked inquiries on how to pursue careers in sales. Throughout the entire lesson, the students were incredibly animated and eager.

IQAC (Internal Quality Assurance Cell)

4,3,2,1 - Take off



Mrs. Savitri in her presentation has covered areas Interpersonal skill, useful links and tools related to the communication skill. After the presentation, the participants were given a few tasks on these areas and their performance was evaluated and necessary feedback on how to improve these skills. She shown videos and presentation pictures of real-life example who have achieved from the stretch. The programme encouraged the students to improve upon their skills and competencies for their personal and professional growth. The session was very informative and thought-provoking session for all the MBA students and overwhelming response by and large.

Mr. Sivakumar & Mrs. Savitri

CEO | CFO of Trichy Plus, Startuppreneur, S & S Family First

Career Guidance session was organized on “4,3,2,1 TAKE OFF” on 18th August, 2023. Dr. M. Hemalatha, Director, M.A.M.B-School welcomed the gathering and facilitate the function with her thoughts of selecting right career which has future growth is vital step for young buddy managers. She added that career opportunities are wider and many such are narrow in life in the present technology driven business environment. Mr. Sivakumar & Mrs. Savitri CEO | CFO of Trichy Plus, Startuppreneur, S & S Family First, were the resource persons for the event. Mr. Sivakumar started communication is what you give for what you want. He also insisted the importance of selecting right path in the professional life most significant step to be taken with great understanding and that will decide individual life success. He demonstrated the team building skilling by involving students with activity that are essential for your academic and professional success.



Mr. Sivakumar further specified the basic life skills such as education, no cross lining and counselling are crucial and which makes our life more comfortable. He added further that the domains such as finance, Human Resource Management, Marketing, Systems and production are the required skills the students need to acquire. He also discussed techniques of team management, personality development and people management skills. He further suggested various books and web links to the students to get great source of knowledge. He presented few simple methods, which gave necessary tips and guidelines on to improve the basic skills.



“சிறகை விரி சிகரம் தொடு” (Siragai Viri Sigaram Thodu)”



**Mr. M. J. Rajesh Fernando,
Motivational Speaker**

“சிறகை விரி சிகரம் தொடு (Siragai Viri Sigaram Thodu)” was organized on 21st August, 2023. The coordinator welcomed the gathering and facilitate the function with her thoughts on motivational factors in the professional life. Mr. M. J. Rajesh Fernando, Motivational Speaker, was the resource person for the programme. The session starting with his introduction “Fly high with your wings” Keep reaching for the stars and never stop believing in yourself, have the ability to achieve greatness and make your dreams a reality. He insisted to spread wings, embrace the journey, and soar high above the clouds! Suffering is an inevitable part of the human experience, often viewed as an undesirable and painful ordeal, he added. He insisted the importance of motivational in life and individual life success. He demonstrated the motivational speech with students through various magical methods which helps the students to learn and remember well.

Mr. M. J. Rajesh Fernando insist capability, accountability and possibility are the three factors for the success in the professional life. Dream, design, desire, drive, direction, decision dedication and determination are motivation aspect for the aspire in the life. The resource person himself is a source of motivation to students gave encouraging examples from his own life and inspired students. He discussed about various perspective of life to change the mind set towards the goals like respect yourself, celebrate the small achievement, have some gratitude etc. He discussed the important of goals in life which brings optimism into life and such constructive changes can make once life brighter and successful. the resource person motivated the students to enrich their skills for getting into the Business environment.

He discussed the important of goals in life which brings optimism into life and such constructive changes can make once life brighter and successful. the resource person motivated the students to enrich their skills for getting into the Business environment. He extensively motivates the students with variety of activity-based methods, students inspired to the session. The students learn to adapt, problem-solve, and find inner strength. Each setback becomes an opportunity for growth, pushing us to become better versions of ourselves. The session was very informative and thought-provoking session for all the MBA students and overwhelming response by and large.



He extensively motivates the students with variety of activity-based methods, students inspired to the session. The students learn to adapt, problem-solve, and find inner strength. Each setback becomes an opportunity for growth, pushing us to become better versions of ourselves. The session was very informative and thought-provoking session for all the MBA students and overwhelming response by and large.



“CTRL ALT DEL”



**Rtn. Dr. Shanmugasundaram,
Director, Phoenix Training Academy**

Installation of Thenneer Club 2023 and a session on 23.08.2023 “CTRL ALT DEL” was conducted on 24th August 2023. Rtn. Dr. Shanmugasundaram, Director, Phoenix Training Academy was the resource person for the programme. The club coordinator welcomed the gathering and delivered her thoughts on need of advanced interpersonal skills that required in the present working environment which enable to sustain and develops individual and organization growth. Dr. Shanmugasundaram started that session that realities of the industry; the serious skills gap & shortage found in the industry, which were evident through various surveys & statistics. Information was disseminated regarding the industry specific soft skills that the ever-competitive industry demands. He further added that enterprises generally hire new employees, in particular recent graduates, taking more in consideration their Soft Skills than their Hard Skills, therefore students must develop their soft skills.

The main aim was to develop confidence in students and improve their communication skills. This session was taken for students to make them understand the importance of “How to Communicate” and develop the art of conversation. Dr. Shanmugasundaram made the students to understand through activity-based learning. He further expressed that students to understand the importance of Public Speaking and develop stage daring as well. They were taught soft skills by giving them a situation. They were given tips on how to develop confidence and improve communication skills. The resource person also stated that an individual’s professional skills are extremely important in the business world. The way that someone cooperates with others, handles their workload and acts around the office can determine their success or failure as an employee. The professional skills that can start being developed early to ensure future success in the workplace. He added that all means of communication are essential. Interpersonal skills are the skills required to effectively communicate, interact, and work with individuals and groups. Those with good interpersonal skills are strong verbal and non-verbal communicators and are often considered to be “good with people”. From a professional standpoint, all transactions result from communication. The entire session being very interactive, students took active part in understanding the topic. Students absorbed the information & shared their experiences on the issue. The session was very educational and thought-provoking session for all the MBA students and overwhelming response to a great extent.



“GO AHEAD GOLD AHEAD”



**Dr. H. Richard Raj,
International Corporate Trainer**

“GO AHEAD GOLD AHEAD” session was organized on 25th August 2023. Dr. H. Richard Raj, International Corporate Trainer was the resource person for the programme. The club coordinator welcomed the gathering and delivered her thoughts on interpersonal skills which greatly contribute for the professional growth. She also added that students need to be master in certain domain that makes us to be top in the domain. She further added that present working environment required specialist rather than a generalist. Dr. H. Richard Raj started his session with brief introduction of the topic on Go ahead Gold ahead. The objective of the program was to motivate the students to achieve goals in life, the speaker highlighted the importance of setting goals for achieving objectives in life, especially for students. He said that goal setting is important because it helps to inspire and motivate you. A well-planned goal will increase your willingness to succeed. He also insisted the students that individual life style and habits play vital role of opting accurate way in professional life.

Dr. H. Richard Raj addressed the students that Communication, Confidence, Body language, Presentation, Mannerism, eye contact are important skills sets for the management aspirants. He explains the skill sets with detailed demonstration activities in such a way that easy understanding to the students. He discussed with students about the concept of “business strategies and brand” by logos, music, icons, and never let them go, as they help customers to remember your products. He highlighted the importance of listening and communication skills and techniques to improve them, how to work effectively with a team of people, importance of understanding the perceptions and opinions of people we interact with. The session was enriched by many practical and realistic examples. The resource person explained significant aspects that are required for successful business person, the strategies are the important factor for management students in the business environment. In the later part of the session, he explained various skills set to obtain an edge over others. Students interacted in the session with keen interest and raised questions about how to make career in the field of sales. Students were very enthusiastic and energetic throughout the session.



Verbal Symphony



Ms. Navajothi

A student development program titled “Verbal Symphony” was conducted on 24th August 2023 at MAMBS. The speaker of this program was Ms. Navajothi. The purpose of conducting this program was to improve Communication Skills required for students specially to communicate in groups and inside classrooms. The resource person gave prime emphasis towards the art of communication skills. Develop effective communication skills. This program helped students to understand different ways in communication and how to implement it in day to day activities.

She has given prime importance towards embarking the journey to interplay between language learning and public speaking. She explored how linguistic proficiency serves as the conductor orchestrating the symphony of effective communication, enhancing clarity, and resonating with diverse audiences. The training program helped the students to enhance their Listening skills and learn inter personal skills. This also helps them in their inter personal skills dealing with other faculty members.



Zumba Fitness



Zumba Fitness

A session on training exercise programme “Zumba Fitness” was conducted on 25th August, 2023. The coordinator, M.A.M.B-School welcomed the gathering and highlighted the importance of physical fitness which are considered significant in order to maintain healthier life in today’s fast moving and unhealthy working environment. Mr. Sathish, CEO, Dreamers Dance Studio was the resource person for the programme and delivered a hands-on training on “Zumba Fitness”. The goal of this program is to increase the participants spirit, burst stress and make them physically active. The Fitness Instructor explained about the positive effects of Zumba and its importance. 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 stated that Zumba is a great form of aerobic exercise that trains our whole body from head to toes, and it is very fun based that incorporates various exercises along with physical workout routine.

Mr. Sathish practically explained the Zumba can be added to your weekly routine as often as you’d like, though one to three times a week is ideal if you want to do it regularly to allow time in your week for other types of workouts. He added 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 actively demonstrated the steps that are included to do Zumba exercises and doing the same in a routine manner leads to boosts confidence, energizing ourselves by and large. He determined that Zumba can be done on a daily basis, for as long as the person has tolerance for it, or it can be done on an intermittent basis along with other forms of exercise like walking or weight lifting. The workout was very much motivative and everyone participated with great enthusiasm. The entire programme definitely served the purpose energetically by understanding the importance of physical fitness through intrusive involvement by all students at large.

**Find your Rhythm and
Dance your Way
To be a Healthier you**



HR Panel Discussion



HR Panel Discussion

Internal Quality Assurance Cell (IQAC) organized a session on “HR PANEL DISCUSSION” on 28th August, 2023. Dr. M. Hemalatha, Director, M.A.M.Business School given the felicitation address and emphasized the importance to the students to 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. The resource person Dr. S. Balasubramanian, Chairman, City Union Bank stated while answering to a question that the present Human Resource Management determined by digital skills in numerous ways, the aspirants should possess skill in handling modern technologies. He insisted that basic knowledge in accounts and finance is very important aspect in banking industry which is the key attribute for employees to take of their various type of customers with great extent. He further elaborated his personal experience of career growth story at Union bank of India in short note to the audience.



Mr. Caleb Andrew, Associate General Managers, HCL Technologies 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 HCL expects from the candidates. He covered on by highlighting big data analytics and the role played by Artificial Intelligence in today’s digitalized era.



Mr. Aripirala Satyaprasad, General Manager (HR-LnD), IDFC Technologies initiated with the digital technology that the future takes with digital and HR with the students. He cited various employability skills that are expected from the candidates during the interview. 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. He highlighted the future work trends that can be observed in the field of HR and business management.

HR Panel Discussion



Mr. K. Naresh Kumar, Regional Head Corporate, HR-Vdart 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 also informed by stating excessive amount of job opportunities of a student who prefers Human Resource as a specialization.

M.A.M. Business School invited Under Graduate students by covering more than 15 colleges and totally 800 students inquisitively participated in the HR Panel Discussion and they raised the question to the Panel members and clarified their queries.



Mr. J. Jeremiah Deepan, Assistant Professor, M.A.M.B-School and Ms. Rene Sprilea, Assistant Professor 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 useful 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.

HR Panel Discussion



Talent Spotter Day 1

Three days Intra Collegiate Cultural Competition: "TALENT SPOTTER'23" programme was organized by Internal Quality Assurance Cell (IQAC) from 28.08.2023, 29.08.2023 and 30.08.2023 for I MBA students. M.A.M. B-School Director Dr. M. Hemalatha, welcomed the gathering and highlighted the rationale behind to arrange this programme, given the felicitation address. She also informed that all students essentially to exhibit and improve their unique talent through this sort of programmes.



Talent Spotter Day 1

**Students displayed
their acting skills
during Talent Spotter**



In Day I 28.08.2023, Poetry writing, Speech on Topic and Drawing and Art craft (participants made sculpture, craft by using various materials) were conducted and the students actively performed and displayed their talents. As part of various events, the theme includes "Green Environment/Social awareness" (Speech), "Social issues" (In Poetry Writing), Save Nature (Drawing and Art craft) were narrated during the event. The judges were very impressed by the quality of speeches.

They have evaluated based on the criteria included selection of topic, organization of ideas, clarity of pronunciation, and preponderance of static nouns with prepositional phrases. The talent spotter day is celebrated in an astonishing way for the students to exhibit their talents effectively. The students perform their creative ideas in the form of Dazzling dances, motivating skits, mind blowing mimes are few of the programs that entrance the audience. This provided a platform for our students to exhibit their superlative talents with zest and enthusiasm.



The team of faculty members namely Mr. S. Senthil Kumar, Mr. J. Jeromiah Deepan and Mrs. C. Subha assistant professors were acted as judges in Day I events. The judges appreciated the participants for their efforts and their curiosity in the programme and they appreciated the passion students showed during your speech. This event at MAMBS acted as a platform for students to showcase their innovative ideas, compete with their peers were held with the intention of bringing out the innate talents of the students and to inculcate the team spirit.

Talent Spotter Day 2



Corporate Walk



In Day II 29.08.2023, the list of events that includes Meme, Video Editing, and short film were actively showcased by the students. Dr. P. Balasubramanian, Associate Professor, Dr. R. Karthika, Professor M.A.M.B-School acted as judge and evaluated the participants performance during the programme.

The event comprises of Photography, Singing, Paper presentation, Dance, Corporate walk, mimicry the events conducted and Dr. R. Suganya, Dr. R. Prema, Associate Professors were acted as judge and assess the various act of the participants and highly commended the performance of the students by and large.



All the students were massively 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.



(Entrepreneurship Development Cell) - MAMBS Mercato



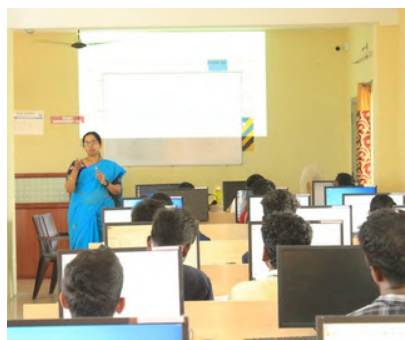
Our Students Stalls @ Mercato

Entrepreneurship Development Cell organized one day programme on “MAMBS Mercato” on 23rd September, 2023. 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. At the event, there were more than 27 stalls selling goods related to food, crafts, fashion, and lifestyle. The pupils were exposed to a wide range of things, including coffee shops, food stalls, snacks, fresh juice shops, games, and fancy items like jewelry, teddy bears, mehendi stalls, Horror film shows cosmetics.

The students were given the chance to start a business from scratch, including stalls selling goods, services, food, etc. They actively implemented numerous business strategy components, product displays, promotional campaign methods, operating plans, and their subsequent implementation as part of the program. They also knew the role they had in making their company plans marketable, including understanding what customers value, how to make them happy, and what makes products and services effective. Through their stalls, they gained exposure to the minimal viable product, profit maximization plan, productivity factors, start-up overview, deadlines, strategy consequences, investment finance, and its components. Additionally, the students received practical instruction on the value of accountability, risk-taking behaviors, how to achieve desired results, as well as suggestions on teamwork and goal-setting techniques. At the conclusion of the day, the internal committee members assessed each stall's investments, total sales, and profit gained. The winner was then declared. The program ended with a thank you to all of the students for their eager involvement and teamwork, as well as to the volunteers for their honest efforts to make the program in an ongoing manner. Dr.R.Karthika, Entrepreneurship Development Cell Coordinator, M.A.M.B-School made requisite arrangements and proposed vote of thanks.



Workshop on “DATA ANALYTICS”



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

Internal Quality Assurance Cell (IQAC) organized a workshop on “DATA ANALYTICS” on 11th September and 13th September 2023. Dr. M. Hemalatha, Director, M.A.M. B-School was the resource person for the programme. The session starting with his introduction of Data Analytics basic concept and how far it helps in present working environment. Students demonstrated an enthusiastic and active involvement in a variety of activities, with the primary focus being on case study analysis and presentation sessions.

The primary goal of the workshop was to provide students with practical insights and hands-on experience in the field of data analytics. During the workshop, students eagerly engaged in case study analysis sessions, where they were presented with real-world data sets and complex scenarios. This hands-on approach allowed them to apply their analytical skills to solve intricate problems and make data-driven decisions. The case studies covered a broad spectrum of industries and business challenges, providing students with a diverse set of experiences to draw from.



In addition to honing their analytical skills, students had the valuable opportunity to enhance their presentation abilities. They were tasked with conveying their findings and insights from the case studies to their peers and instructors, promoting effective communication of complex data and encouraging collaboration and discussion among participants. This workshop created a dynamic and interactive learning environment that facilitated the exchange of ideas and knowledge sharing among students. It not only deepened their understanding of data analysis techniques and data visualization but also underscored the critical importance of data-driven decision-making across various industries. The workshop's success was evident in how it bridged the gap between theoretical knowledge and practical application in the field of data analytics. By actively participating in these sessions, students gained practical skills and the confidence required to excel in the realm of data analytics. Overall, the workshop was a resounding success in equipping students with the expertise needed to thrive in a data-centric world.

“Market Basket Analysis”



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

A session on “Market Basket Analysis” on 14th September, 2023. Dr. M. Hemalatha, the Director of M.A.M B-School, was the resource person for this informative program. The session was attended by students specializing in business analytics. The session primarily focused on Business Applications market basket analysis finds applications in various industries, including retail, e-commerce, and marketing. It helps in optimizing product placement, cross-selling, and targeted marketing campaigns. She added that in retail, this analysis aids in optimizing store layouts, product recommendations, and inventory management by understanding which products are commonly bought together. She also stated that E-commerce platforms use market basket analysis to enhance product recommendations, thereby increasing sales and customer satisfaction.

The students were divided into five teams, each tasked with analyzing a market basket case study within the retail industry. During the session, these teams delivered impressive presentations, demonstrating a deep understanding of the concepts involved. They articulated their findings and insights in a comprehensive and detailed manner. The event was not only a testament to the students' dedication to learning but also showcased the commitment of M.A.M B-School in promoting quality education and practical skills in the field of business analytics. She explained that with the advancement of machine learning and big data technologies, market basket analysis is expected to become even more sophisticated and valuable for businesses. A real-world example of a retail store's market basket analysis can illustrate the practical benefits and insights gained from this technique. This session on market basket analysis undoubtedly enriched the knowledge and analytical abilities of the participating students. She insisted that market basket analysis is a crucial technique that empowers businesses to leverage transactional data effectively, improve customer experiences, and drive growth. Its impact spans across various industries, making it an invaluable asset in today's data-driven world. Overall, the event served as a valuable platform for students to apply theoretical concepts to real-world scenarios, fostering a culture of excellence in business analytics education.



Student's Presentation on Real Time Analysis Tools

Financial Education for Growth



**Mr. K. Balakrishnan,
Balki & Associates**

A session on “Financial Education for Growth” was organized on 25th and 26th September 2023. Mr. K. Balakrishnan, Balki & Associates, Development Executive – CSO Projects, SEBI, NISM & IICA Empanelled Resources Faculty was the resource person for the programme. Mr. K. Balakrishnan delivered day one session on the Indian security markets and their functions. He delivered an informative session on the current state of financial literacy in India, backed by detailed statistics and a global perspective. In his presentation, he highlighted that while India has made progress in financial literacy, challenges persist. Mr. Balakrishnan also drew comparisons with other countries, noting that India lags behind economically developed nations.

Mr. K. Balakrishnan's highlighted the dual nature of these markets, explaining the roles of primary and secondary markets and how companies utilize IPOs to raise capital in day two session. He also demystified the workings of stock indices such as Nifty and Sensex, shedding light on their importance as barometers of market health. Moreover, the regulatory framework, with a special focus on SEBI, was discussed in detail. Lastly, Mr. Balakrishnan touched career opportunities in both the stock market and broader financial markets within India. He elaborated on diverse career avenues, encompassing roles like stockbrokers, equity analysts, investment bankers, and financial planners, he also discussed the relevance of professional certifications such as Chartered Financial Analyst (CFA) and NISM certifications. He emphasized the importance of comprehensive financial literacy programs and government policies aimed at improving financial education. He focused on the Indian security markets and emphasized the role of stock exchanges like BSE and NSE. He also state the importance of primary and secondary markets was discussed and explained how IPOs enable companies to raise capital. His session provided attendees with valuable insights into the vast and dynamic career opportunities available in India's stock and financial markets. In conclusion, students left the session with a comprehensive understanding of Indian security markets and their integral functions. Dr. R. Karthiga, Professor, Finance Club Coordinator made all requisite arrangements of the programme.



Unleashing the power of Data Envelopment Analysis



**Dr. G. Sivanesan, Associate Professor
Jamal Institute of Management**

“Unleashing the power of Data Envelopment Analysis” was organized on 8th November, 2023. Dr. M. Hemalatha, the Director of the M.A.M. B-School, delivered a warm and engaging welcome address at the session. In her speech, she emphasized the significance of DEA as a powerful analytical tool for organizations to enhance resource utilization and overall efficiency. She also highlighted the relevance of this session in today's data-driven business environment and its potential to empower organizations to identify and adopt best practices. Dr. G. Sivanesan, an esteemed Associate Professor from the Jamal Institute of Management in Tiruchirappalli, served as the distinguished resource person for the program. In his enlightening presentation, he elucidated the fundamental principles of Data Envelopment Analysis (DEA), describing it as a non-parametric method employed for evaluating decision-making units (DMUs). Dr. Sivanesan underlined the versatility of DEA, demonstrating its applications across various domains, including economics, operations research, and management science. He emphasized the primary objective of DEA, which is to optimize efficiency within organizations. By harnessing DEA's analytical power, decision-makers can identify best practices and resource allocation strategies that lead to enhanced efficiency and performance. Dr. Sivanesan's insights contributed significantly to the program, offering a comprehensive understanding of how DEA can be a valuable tool in today's data-driven world, enabling organizations to make informed decisions and achieve peak efficiency in their operations.

Dr. G. Sivanesan provided a comprehensive overview of various DEA models during his presentation. He delved into the key DEA models, including BCC (Banker-Charnes-Cooper) model, SBM (Slack-Based Measure) model, FDM (Free Disposal Hull) model, and the Super Efficiency model. He given explanation of these DEA models provided the audience with a deeper understanding of the versatility and applicability of DEA in assessing and improving the efficiency of decision-making units across various industries. During his presentation, Dr. G. Sivanesan provided valuable insights into the wide-ranging applications of Data Envelopment Analysis (DEA) within the business environment. His discussion emphasized the practical and strategic uses of DEA, offering attendees a clear understanding of its significance such as Performance Assessment, Quality Improvement, Cost Reduction, Strategic Decision-Making, Risk Management and Regulatory Compliance. He further added that it equips organizations with the means to analyze and enhance their operations, thereby driving efficiency, competitiveness, and overall success in a rapidly evolving business landscape. Mrs. N. Kayalvizhi, Assistant Professor made all the requisite arrangements for successful completion of the programme.



Support Vector Machine & Neural Network



Dr. P. Sridevi,
Associate Professor ,National Institute of Technology (NIT)
Tiruchirappalli

“Data Analytics Tools Support Vector Machine & Neural Network” was organized on 10th November, 2023. Dr. M. Hemalatha, the Director of M.A.M. B-School, set the tone for the session with a warm welcome address. She emphasized the crucial role of data analytical tools, underscoring their significance in the contemporary business landscape. In her engaging speech, she highlighted the profound impact that proficient use of these tools can have on decision-making processes. Dr. P. Sridevi, an Associate Professor at the National Institute of Technology (NIT), Tiruchirappalli, was the distinguished resource person for a program focused on "Support Vector Machine & Neural Network." The event aimed to delve into advanced topics within machine learning, specifically concentrating on the applications and intricacies of Support Vector Machines (SVM) and Neural Networks. Dr. Sridevi, with her extensive expertise, elucidated the fundamental principles underlying Support Vector Machines, highlighting their efficacy in classification and regression tasks. Furthermore, she delved into the realm of Neural Networks, unravelling the intricacies of this powerful machine learning paradigm.

Students gained a comprehensive understanding of how these techniques are employed in diverse domains, including pattern recognition, image processing, and data analysis. Dr. Sridevi's engaging presentation and interactive discussions fostered a conducive learning environment, enabling participants to grasp the nuances of these advanced machine learning methodologies. The program not only broadened the participants' knowledge but also equipped them with practical skills that can be applied to real-world problem-solving. Dr. P. Sridevi's expertise and engaging teaching style undoubtedly contributed to the success and educational value of the program. She added that Neural networks stand at the forefront of technological innovation, driving advancements in artificial intelligence and data analytics. The program proved highly beneficial for students, offering valuable insights into these advanced methodologies. Participants gained practical knowledge, enhancing their skills in utilizing Support Vector Machines and Neural Networks for data analysis. Overall, the event proved to be a valuable resource for those seeking a deeper understanding of Support Vector Machines and Neural Networks in the context of contemporary machine learning applications.





**Ms. Rajashree Mohan,
Founder & Director of ITechtunerz Trichy**

“Power BI” was organized on 14th November, 2023. M.A.M. B-School Directo. The club coordinator extended a warm welcome and emphasized the significance of business analytical tools in the contemporary business landscape during her address. She highlighted the crucial role these tools play in enhancing decision-making processes within the business environment, setting the tone for the event's focus on the integration of analytics in business strategies. Ms. Rajashree Mohan, the Founder & Director of ITechtunerz in Trichy, as the resource person. Ms. Rajashree Mohan commenced the session with a comprehensive overview of Power BI tools, delving into their functionalities. She elucidated the significance of Power BI in real-time business scenarios, emphasizing its applications. She conducted an in-depth session on Power BI tools, providing a comprehensive exploration of their functionalities and applications. Her presentation covered various aspects of Power BI, offering participants detailed insights into the tools' capabilities. Ms. Rajashree Mohan's session aimed to enhance the understanding of Power BI among the audience, ensuring a thorough grasp of its features and potential applications in real-world scenarios.

Ms. Rajashree Mohan delved into the intricacies of Power BI queries and datasets during her session. She provided a comprehensive overview of Power BI queries, elucidating their role and practical applications in data analysis. Additionally, explored the concept of datasets, shedding light on how to effectively manage and manipulate data within the Power BI environment. The session included a detailed exploration of the ETL (Extract, Transform, and Load) process, with Ms. Rajashree Mohan providing real-time examples to illustrate its practical implications. She highlighted the importance of visual representation in Power BI and conducted hands-on training for students on creating pivot tables in real-time settings. Additionally, Ms. Mohan covered Power BI queries, offering valuable insights into their execution. The event specifically catered to business analytical students, providing them with a deeper understanding of Business Analytical tools. The participants actively engaged with Ms. Mohan, seeking clarification for their doubts and gaining practical knowledge that would be beneficial in their future endeavours. Overall, the session facilitated a dynamic learning environment, enriching the students with valuable insights into the multifaceted world of Power BI and its applications in business analytics. Business Analytics specialization Professors made all the requisite arrangements for successful completion of the programme.



A poster presentation session on “Business Analytics Tools”



Poster presentation session was organized on “Business Analytics Tools” on 7th December, 2023. The M.A.M. Business School's director, Dr. M. Hemalatha, encouraged the students to actively engage in the event by providing them with her inputs on poster presentations and the use of business analytical tools in the current business environment. The aim of such presentation event to obtain insight and inform business strategy, business analytics refers to the knowledge, tools, and procedures for continuously iteratively exploring and analyzing historical business performance. Through this session the students can practice to use data and statistical techniques to get new insights and a better knowledge of business performance is the emphasis of business analytics. The event, featuring presentations on data visualization, logistics regression, cluster analysis, factor analysis, Power BI, Neural Network, Decision Tree, and Multiple regression, provided a platform for students to exhibit their understanding of diverse analytics topics. Students emphasized the importance of visually representing complex data through data visualization techniques and the creation of intuitive dashboards.

The session delved into the application of logistics regression, showcasing its utility in predicting binary outcomes and its relevance in decision-making processes. The intricacies of cluster analysis were explored, highlighting its role in grouping similar data points to reveal patterns and relationships. Business Analytics students at M.A.M. B-School showcased their prowess by presenting posters to their fellow I MBA students and esteemed visitors. The event not only served as a platform for sharing insights but also contributed significantly to the enhancement of presentation skills and the deepening of knowledge in the field. The I MBA students served as an engaged audience, actively participating in discussions and posing thoughtful questions. The session fostered cross-disciplinary learning and knowledge exchange. Dr. M. Hemalatha, Director of MAMBS and Mrs. N. Kayalvizhi Assistant Professor acted as judges for the student's presentation. Judges Evaluated posters based on creativity, clarity of content, and relevance to the chosen topic and they provide constructive feedback to students to encourage continuous improvement. Mrs. N. Kayalvizhi Assistant Professor made all requisite arrangement to completion of the programme successfully.



Students Presentation



Predictive Forecasting in various Industries



**Mrs. Keerthana Suresh,
Finance Manager-IT Transformation, CSPO**

Internal Quality Assurance Cell (IQAC) and Analytics Club organized a session on “Predictive Forecasting in various Industries” on 7th December, 2023. Dr. M. Hemalatha, Director, M.A.M. B-School welcomed the gathering and facilitate function with her thoughts on the importance of predictive analysis in the contemporary business landscape. She emphasized how predictive forecasting is a powerful tool that enables informed decision-making and enhances strategic planning across various industries. Mrs. Keerthana Suresh, Finance Manager-IT Transformation, CSPO, The Options Clearing Company, Chicago, USA, was the distinguished resource person for this insightful session. She brings extensive knowledge and expertise in the field of analytics, specifically focusing on Predictive Forecasting in various industries. Mrs. Keerthana Suresh delved into the specifics of predictive analysis, highlighting its role in shaping decisions within the dynamic landscape of finance and banking. She emphasis on how predictive analytics tools contribute to enhanced clarity in decision-making. By leveraging advanced algorithms and data-driven insights, businesses in the finance and banking sectors can make informed decisions, ultimately improving efficiency and mitigating risks.

Mrs. Keerthana Suresh shared real-world examples and case studies to illustrate the practical applications of predictive analysis in the finance and banking field. She underscored the role of statistical models in refining predictive outcomes. These models, she explained, provide a framework for interpreting data and making informed forecasts, adding a layer of precision to the predictive analysis process. She further stated that the incorporation of artificial intelligence was to enhance the learning capabilities of the predictive model. AI contributes to adaptive decision-making, ensuring the model evolves with changing data dynamics. Mrs. Keerthana Suresh emphasized the significance of sourcing relevant and diverse datasets, highlighting that the quality of predictions is contingent upon the richness and accuracy of the data. The session concluded with an engaging Q&A session, allowing participants to seek further clarification and delve deeper into specific aspects of predictive analysis. The session has laid a solid foundation for them to navigate the complexities of predictive forecasting in various industries. Mrs. N. Kayalvizhi Assistant Professor made all requisite arrangement to completion of the progamme successfully.



Charter Presentation Ceremony of “Rotaract Club at M.A.M. B-School”



Rotary Club organized Charter Presentation Ceremony “Rotaract Club of M.A.M. B-School” was organized on 14th November, 2023. Dr. M. Hemalatha extended a warm welcome to the gathering and underscored the importance of the Rotaract Club. In her address, she highlighted the club's role in fostering community engagement, leadership development, and social responsibility among its members. The event starts with Rotary prayer. Dr. Hemalatha's remarks emphasized the impactful contributions that the Rotaract Club can make in creating positive change and fostering a sense of civic responsibility among its members. Rtn. PHF. R. Vijayalayan, President, delivered a special welcome address, extending a heartfelt welcome to the attendees. In his remarks, he likely expressed gratitude for the presence of the gathering and highlighted the significance of the occasion. Then the significant activity of the event happened, the charter presented to the MAMBS Rotaract club president Ms. J. Preethi. Rtn. G. Gokul, CEO of Shanthi Furniture and the District RYLA Chairman for 2024-2025 from GSR Rotary Club of Tiruchirappalli Phoenix, was the distinguished guest for the ceremony. He delivered an acceptance speech, likely expressing gratitude for the honor and sharing insights into his vision for the upcoming Rotary year. As the District RYLA Chairman, Rtn. Gokul may have outlined his goals and plans for Rotary Youth Leadership Awards, emphasizing the importance of youth development and community engagement. The Rotaract Club MAMBS team was introduced to the audience, likely involving the presentation of key members and their respective roles within the club. This introduction may have included details about the team's commitment to community service, leadership development, and other relevant initiatives. Following the introduction, the audience likely participated in a pledge, expressing their commitment to the values and goals of the Rotaract Club.

The Rotaract Club MAMBS team was formally introduced to the audience, likely featuring a presentation that introduced key team members and their respective roles within the club. Following this introduction, the team members likely took an oath of office. This oath would have involved each member solemnly pledging to fulfill their responsibilities, uphold the principles of the Rotaract Club, and contribute to the community and the club's mission. The oath of office is a ceremonial commitment, symbolizing the team's dedication to service, leadership, and the values of the Rotaract movement. The programme followed by Felicitation address by Rtn. M. Raja, Youth Service Chairman, Rtn. PHF. S. Abdullah, Rotary Club Secretary and felicitation address by Rotract in charge faculty Mrs. C. Subha, Assistant professor of MAMBS. Rtn. G. Gokul, CEO of Shanthi Furniture, delivered an enlightening chief guest address during which he articulated the objectives, achievements, and global contributions of the Rotaract Club. Specifically, he highlighted the club's impactful work in addressing social issues, with a focus on the significant strides made in polio eradication efforts. Mr. Gokul likely detailed the Rotaract Club's role in supporting initiatives dedicated to eliminating polio and emphasized the broader social impact achieved by Rotaract clubs worldwide. He also wished the team to contribute more and achieve more. The event Enlighted with an audio and video presentation that contains major activities of Rotaract club in the past worldwide. Which motivate the students more to the social works. Mrs. C. Subha, Assistant professor, Rotract in charge made all requisite arrangement for the completion of the programme successfully.

An Orientation Programme for New Rotaractors



Rtn. T. Saravanaraj,
former District Rotaract Committee Chairman

Rotaract Club, conducted an Orientation Programme for New Rotaractors on 28th November, 2023, at 1:30 pm. The program commenced with a warm welcome from the Rotaract Club President Ms. J. Preethi, acknowledging the presence of the new members and expressing gratitude to the Rotary Club of Tiruchirappalli for their collaboration. The event aimed to introduce new members to the principles, activities, and goals of the Rotaract movement. Dr. M. Hemalatha, the esteemed Director of M.A.M. B-School, extended a heartfelt welcome to all participants. She added that Rotaract Club for its vital role in shaping responsible and socially conscious individuals among the students. She emphasized the significance of the club's activities in contributing to social well-being and instilling a sense of duty towards the community. She underlined the importance of inculcating a sense of social responsibility among students, noting that the Rotaract Club serves as a platform to channel their energy and enthusiasm towards meaningful community service. Distinguished resource person, Rtn. T. Saravanaraj, the former District Rotaract Committee Chairman (2014-2015) was the resource person for the programme.

Rtn. T. Saravanaraj commenced his address by expressing his pleasure to be part of an event that focuses on the development and empowerment of young leaders through Rotaract. Drawing from his tenure as the District Rotaract Committee Chairman, he shared anecdotes and experiences that underscored the transformative impact of Rotaract initiatives. He highlighted the core values of Rotaract, emphasizing the importance of leadership, fellowship, and service in creating positive change within communities. Rtn. Saravanaraj encouraged the new Rotaractors to embrace the spirit of service above self, a principle that lies at the heart of Rotary International. He underscored the role of Rotaract in shaping individuals into responsible global citizens. He urged the members to actively participate in the diverse range of activities offered by the club, emphasizing that each project and initiative contributes to personal growth and community development. The former District Rotaract Committee Chairman shared valuable insights on effective leadership within the Rotaract context. He concluded with two things that one must enjoy the journey as a rotaractor and give their best. The second important duty is to save the mother earth and give it to the next generation. His guidance on fostering collaboration, communication, and innovation resonated with the aspiring leaders present. His words left an indelible impression on the Rotaractor, inspiring them to embark on their Rotaract journey with enthusiasm and a deeper understanding of the profound impact they can make. The orientation also featured interactive sessions, allowing new Rotaractors to engage with current members, fostering a sense of camaraderie and shared purpose. Information about upcoming projects, events, and community service initiatives was presented to inspire active participation. The event concluded with a vote of thanks, expressing appreciation to all attendees, Mrs. C. Subha, Assistant Professor, Rotaract Club Coordinator made all the requisite arrangements and supported to the Orientation Programme a success.



Be the Boss



**Rtn. L. Ramanathan,
CEO of SRI VINAYAGA SCREENS**

Entrepreneur Development Programme titled "Be the Boss" was conducted by Rotaract Club on 28th November, 2023, at 11:00 am. Dr. M. Hemalatha, the Director of M.A.M. B-School, extended a warm welcome during the event and delivered an insightful welcome address. She shared her thoughts on entrepreneurship in the context of the modern business landscape. Rtn. L. Ramanathan, the CEO of SRI VINAYAGA SCREENS, was the esteemed resource person for the program. He commenced the session with a succinct overview of the current industry conditions, setting the context for the "Be the Boss" Entrepreneur Development Programme. His introductory remarks provided participants with valuable insights into the contemporary business environment, creating a foundation for understanding the challenges and opportunities awaiting aspiring entrepreneurs. His session emphasized the pivotal role of self-confidence in entrepreneurship, citing it as the most valuable aspect. Stressing the need to confront challenges in the business environment, he identified a lack of confidence as a primary cause of entrepreneurial failures. Ramanathan highlighted the influence of core inner thoughts on driving individuals towards achievement.



Rtn. L. Ramanathan emphasized the core principles of entrepreneurship, encapsulated in the 4Ps mantra: Patience, Passion, Persistence, and Practice. He highlighted these as indispensable success factors for aspiring entrepreneurs, underscoring the significance of patiently navigating challenges, maintaining a fervent passion for one's pursuits, exhibiting persistent determination, and consistently practicing and refining skills. This mantra likely served as a guiding framework for individuals looking to establish and thrive in their entrepreneurial endeavors.

The guest reiterated the importance of cultivating an entrepreneurial attitude among the buddy managers, ensuring that students gained valuable insights on the topic. His emphasis on instilling an entrepreneurial mindset likely provided attendees with practical and effective strategies for approaching challenges, fostering innovation, and embracing opportunities. The event successfully fulfilled its objective of imparting impactful insights and fostering an entrepreneurial mind set among the students. Mrs. C. Subha, Assistant Professor, Rotaract Club Coordinator made all requisite arrangement to completion of the programme successfully.



**Mr. Ananth Sivagnanam,
CEO of Diverse Brains Life Solutions LLP**

"AI and IT Industry" session was organized by Rotaract Club on 6th December, 2023, at 11.00 am. The club coordinator delivered a captivating welcome address and shared valuable insights on the role of Artificial Intelligence (AI) in the business environment. The programme enriched by the invaluable presence of Mr. Ananth Sivagnanam, the distinguished CEO of Diverse Brains Life Solutions LLP, serving as the resource person. His profound knowledge and extensive experience in the realm of artificial intelligence (AI) with a focus on business applications greatly enhanced the learning experience for all attendees. Mr. Sivagnanam provided a comprehensive overview of essential AI tools developed by Google, elucidating their diverse applications across industries. His insightful discussion covered key tools, such as TensorFlow and Google Cloud AI, shedding light on how these technologies are instrumental in solving complex business challenges and driving innovation. His articulate complex concepts ensured that students gained a nuanced understanding of the evolving trends in this rapidly advancing field. He elucidate the applications of advanced AI tools, prominently featuring BERT.

Mr. Sivagnanam highlighted the role of AI in automating and optimizing the resume building process for job seekers, elucidating how these tools can analyze skills and experiences to create personalized, high-quality resumes. Moving to the screening phase, he underscored the efficiency gains achieved through AI-powered tools that rapidly analyze large volumes of resumes, ensuring a more objective and data-driven initial candidate evaluation. He also share the application area of AI in Business domain such as Strategic Decision-Making, Customer Experience Enhancement, Operational Efficiency, Data Security and Fraud Detection, Customization and Personalization. Additionally, Mr. Sivagnanam delved into the innovative use of predictive analytics in candidate selection, where AI algorithms leverage historical hiring data to inform and enhance decision-making. Throughout his the session engaged the students with real-world examples, case studies, and practical applications of AI in the business environment. The session provided students with a deeper understanding of the applications of artificial intelligence in the business world. His expertise, coupled with a focused exploration of Google's AI tools and current industry trends, left a lasting impression on the Students, equipping them with valuable knowledge for navigating the dynamic landscape of AI in business. Mrs, C. Subha, Assistant Professor, Rotaract Club Coordinator made all requisite arrangement to completion of the programme successfully.



Installation and a session on Legal Aspects of Business



**Mrs. G. Vijila Jasmine,
NHRD Trichy Chapter President,
Cluster Head HR, TVS Mobility Pvt. Ltd**

Legal Aspects of Business on 15th September, 2023. Mrs. G. Vijila Jasmine, NHRD Trichy Chapter President, Cluster Head HR, TVS Mobility Pvt. Ltd was the resource person for the programme. Dr. M. Hemalatha, Director, M.A.M. B-School, who welcomed the gathering and explained reason behind the establishment of National Human Resource Development (NHRD) in MAMBS and several benefits to both the institution and its students. She further added that NHRD initiatives often focus on improving the skills and competencies of students. This can include soft skills, leadership development, and industry-specific training, making students more job-ready.

Mrs. G. Vijila Jasmine started her session that NHRD will perform Enhanced Skill Development, Industry-Academia Collaboration, Career Opportunities, Professional Development, Networking Opportunities, Research and Innovation, Institutional Reputation, Alignment with Industry Needs, Leadership Development. She further added that implementing NHRD programs can enhance the reputation of M.A.M. B School. A strong focus on HRD and producing industry-ready graduates can attract more students and faculty. She shared her invaluable personal working experiences during her presentation. She delivered a comprehensive and detailed explanation of the fundamental content related to Legal Aspects of Business. Her presentation not only covered the theoretical aspects but also delved into practical insights, offering a well-rounded understanding. She emphasized the crucial significance of understanding and applying legal aspects in the real working environment.

Mrs. G. Vijila Jasmine's presentation underscored how legal knowledge is not only a theoretical concept but a practical necessity in today's business world. Furthermore, her insights served as a valuable resource for the audience, highlighting the vital role of legal expertise in navigating the complexities of the professional realm. Mrs. B. Gayathri, Assistant Professor, NHRD coordinator made the requisite arrangements and also guided the students for successful completion for the programme.





Ms. L. Shalini Augusta
Senior HR Executive , Vee Healthtek

NHRD Club conducted a session on "Gaslighting" on 30th November, 2023, at 11:00 am. NHRD Coordinator , extended a warm welcome during the event and delivered an insightful welcome address. She emphasized the importance of such sessions in fostering a healthy and supportive learning and working environment. Ms. L. Shalini Augusta, a Senior HR Executive from Vee Healthtek, as the resource person for the program adds practical insight to the discussion. Gaslighting refers to a form of psychological manipulation where a person seeks to sow seeds of doubt in a targeted individual, making them question their own memory, perception, or sanity. In the workplace, it can manifest in various ways, such as undermining someone's confidence, denying facts, or manipulating situations to make the victim doubt their abilities. Real-time examples and experiences shared by a professional in the field can provide a deeper understanding of how gaslighting operates in the corporate environment. She explaining the gaslighting effect and its impact in real life would likely include discussions on the emotional toll.

Ms. L. Shalini Augusta shared some common signs during the session such as Denying Reality, Withholding Information, Contradicting Statements, Undermining Confidence, Shifting Blame, Isolation, Projecting Insecurities, Twisting Facts and Creating Confusion. She further added that Gaslighters thrive on creating confusion and uncertainty. They may change their stance or viewpoint frequently, leaving the victim unsure about what is true or real. She further added that being aware of these signs, individuals can better identify gaslighting behaviors and take steps to protect their mental and emotional well-being.

To encapsulate, She provided a comprehensive explanation of the concept of gaslighting and its real-time impact during the session. Breaking down the different types of gaslighting further enhances the understanding of this complex psychological manipulation such as Outright Lying, Manipulation of Reality, Scapegoating and Coercion. Understanding these types of gaslighting is crucial for individuals to recognize when they are being manipulated and to develop strategies to cope with or confront such behavior. The fact that students acquired great insight suggests that the session effectively conveyed important information about gaslighting, its various forms, and the impact it can have on individuals in real-life situations. Mrs. B. Gayathri, Assistant Professor, NHRD Club Coordinator made all requisite arrangement to completion of the programme successfully.



Indian Labor Laws from a Practical Perspective



**Mr. I. Noel Antony,
Senior HR Executive, Vee Healthtek**

Indian Labor Laws from a Practical Perspective" was conducted by NHRD on 30th November, 2023, at 11:00 am. The club Coordinator gave a warm welcome and delivered an insightful address during the event. Emphasizing the importance of labor laws in ensuring the health, wealth, and safety of workers is a crucial aspect, and it sets a strong foundation for understanding the significance of the topic. She specified that Labor laws indeed play a pivotal role in safeguarding the rights and well-being of workers, contributing to a fair and just work environment. Mr. I. Noel Antony, Senior HR Executive, Vee Healthtek was the resource person for the programme. He delivered a wonderful session on such crucial aspects of labor laws. Covering topics like provident fund, Employee State Insurance, gratuity, and maternity benefits is essential as these are integral components of ensuring the well-being and rights of workers. He described that Provident fund contributions, both from employees and employers, create a savings fund that employees can tap into during retirement or in times of need.

He listed out the benefits of PF such as Retirement Savings, Financial Security, Employee Loyalty and Satisfaction, Tax Benefits and Discipline in Savings. He made points on Employee State Insurance (ESI), Healthcare Coverage, Financial Protection, and Applicability which greatly benefits to the labors. It's excellent that Mr. I. Noel Antony covered key factors of Employee State Insurance (ESI), gratuity, and maternity benefits during the session. These are crucial aspects of labor laws that contribute significantly to the welfare and rights of employees.



Overall, He clearly described the Maternity Benefits of Protection for Pregnant Employees, Job Security and Healthcare Support. The students gained meaningful insights from the session, especially insights that are directly relevant to their current academic pursuits. Connecting theoretical knowledge with real-world applications is a valuable aspect of education, and it sounds like the session successfully achieved that. Mrs. B. Gayathri, Assistant Professor, NHRD Club Coordinator made all requisite arrangement to completion of the programme successfully.

Let's take metal vessel! Let's eat safe food!!



Mr. R. Manoharan,
Proprietor, Banana Leaf A/C Restaurants

Thanneer Club organized Installation of Thanneer Club 2023 and conducted a session on 22.08.2023 “பாத்திரம் எடுப்போம்! பாதுகாப்பான உணவு உண்போம்!!” (Let's take metal vessel! Let's eat safe food!!). Mr. R. Manoharan, Proprietor, Banana Leaf A/C Restaurants was the chief guest for the program. Thiru. K. C. Neelamegam, President, Thanneer Organization, Prof. K. Sathis Kumar, Secretary Thanneer Organization, Tiruchirappalli were also guest for the programme. Dr. M. Hemalatha, Director, M.A.M.B-School welcomed the gathering with her thoughts on environmental aspects, and highlighted the various initiatives of MAMBS to environmental awareness and protection. Prof. K. Sathis Kumar stated the importance of environment awareness among the people is inevitable in the present industrialized environment. He further added that water is the primary resource among all natural resources, and water is the originated source for all biological creation, diversity and sustainability. He also enlightens the harm of plastics usage in food industry. Plastic in the food industry fills many needs because it is so good at protecting food products from contamination.

In addition to increasing product shelf life, plastic packaging can prevent bacteria from entering food it reduces the risk of food-borne illness. But tiny plastic particles from such uses may create health issues for the individual, Plastics affect the environment, waste can take hundreds of years to degrade, causing pollution and harming wildlife. K. C. Neelamegam applauded the contribution of MAMBS to the environment awareness programs association with Thanneer club and also encouraged the students to take part of environmental initiatives in the future. He added that water management practices among people will reduce the wastage of water and enhance the beneficial uses of water. Mr. R. Manoharan delivered the special address in the session, He also pointed out the challenges of water management such as water availability, variability and increasing withdrawals, environment and quality, project construction, water sharing disputes, water governance and climate change. He asserted the importance of social values for a human being, which makes individual to be motivated to take a part of water conservation, management and environmental protection. He further explained the management concept one minute manager, the three techniques of an effective manager: one-minute goals, one minute praising, and one-minute reprimands. He highlighted that recognition and appreciation are the two factors which reflect positive result and improvement in the work place. He also answered the questions raised by participants students. The programme encouraged the students to take a part of environmental initiatives and created awareness on the water conservation and water management. The session was very educational and thought-provoking session for all the MBA students and overwhelming response to a great extent. Mrs. B. Gayathri, Thanneer Club Coordinator, Assistant Professor, M.A.M. B-School made the requisite arrangements for the programme.





Dr. S. Senthil Kumar,
Principal Invigilator of Govt. of India,
(Funded Research Projects), Scientist In-Charge,
Geobiotechnology Laboratory,
National College (Autonomous) Tiruchirappalli

“THE FUTURE OF WATER IN INDIA” was organized on 20th September, 2023. Dr. S. Senthil Kumar, Principal Invigilator of Govt. of India, (Funded Research Projects), Scientist In-Charge, Geobiotechnology Laboratory, National College (Autonomous) Tiruchirappalli, was the resource person for the programme. Dr. M. Hemalatha, Director, M.A.M. B-School, who welcomed the gathering and explained reason behind the conduct of such social and environment awareness programmes. She also state that water is the base source of nature hence, we should be act more responsibly to use water and related resources. Dr. S. Senthil Kumar emphasized the pivotal role of the urban water management system in fostering India's development. He highlighted that efficient urban water management is essential not only for the well-being of citizens but also for sustainable urban growth and economic progress. Furthermore, he delved into the various government initiatives geared towards water resource management. These initiatives encompassed policy measures, infrastructure development, and regulatory frameworks aimed at optimizing water usage and conserving this invaluable resource.

Dr. S. Senthil Kumar underlined the urgent need to identify renewable sources of water to mitigate the impending water scarcity challenges. He stressed the importance of sustainable practices, such as rainwater harvesting, wastewater treatment, and desalination, to augment the available water resources, several renewable water resource technologies were outlined. These included advanced water purification techniques, the promotion of water-efficient appliances, and innovative approaches like aquifer recharge and the utilization of solar energy for water treatment. He also stated that over the past 50 years, policies have allowed what amounts to a free-for-all in groundwater development and as the crisis has grown it has been met with continued neglect, mismanagement and overall indifference. Dr. S. Senthil Kumar's presentation provided a holistic perspective on India's water-related concerns and solutions. The session served as a platform to address the water challenges facing the nation and laid the foundation for informed, sustainable, and responsible water management practices in India's journey towards development. Overall, the session was very useful and created an awareness on water resources among the students. Mrs. B. Gayathri, Assistant Professor, Thanneer Club coordinator made the requisite arrangements to successful completion for the programme.



Eco friendly Ganesha Making Contest



Students' ExNoRa & Thanneer Club jointly organized "Eco-friendly Ganesha Making contest 15th September, 2023. Ganesh Chaturthi is a celebration that is observed on the birthday of Lord Ganesha, who is the son of Lord Shiva and Goddess Parvathi. Dr. M. Hemalatha, Director, M.A.M. B-School, welcomed the crowd and explained what the holiday entailed. She also stated that everyone must embrace and adhere to environmentally beneficial activities in order to protect the environment from negative repercussions. It is our duty to adopt eco-friendly festivals more extensively so that there would be no pollution wherever and we may rejoice without endangering the ecosystem. She added that the intention behind doing this workshop was to raise awareness of environmental sustainability through the production of the Ganesha idol using clay and other environmentally friendly materials. The students were able to celebrate the holiday together, and it was a wonderful occasion.



The students were separated into numerous teams and instructed to create Ganesha idols as part of this session. In celebration of the momentous event, a unique type of dessert called modak is cooked. During the session, a group of students created a variety of Eco-Friendly Ganesh Idols using "Mud/Clay" or "Turmeric" or "Flour," "Wheat," "Ganesh Idol by Leafs," and other materials. The entire program was quite creative and all of the kids learned the fundamental techniques for creating idols from environment friendly materials and generally preserving the environment. Mrs. B. Gayathri, Assistant Professor, Thanneer Club Coordinator and Mr. S. Senthilkumar, Assistant Professor, Student's ExNoRa Coordinator, explained that this festival honors the birth of the Hindu deity Lord Ganesha, who is revered for removing barriers from people's lives and made the requisite arrangements and also guided the students for successful completion for the programme.



Eco Friendly Ganesha Making Contest Winners

Vigilance Awareness Week



Vigilance Awareness Pledge

Vigilance Awareness Week was observed at MAMBS from 30th October to 5th November, 2023 with the statement of 'Say No to Corruption: Commit to the Nation' as the focus theme was observed with due diligence. A brief description of the various activities carried out at MAMBS as part of Observance of Vigilance Awareness week. Dr. R. Karthika inaugurated the Vigilance Awareness Week Programme with a Welcome address and administered the Integrity Pledge with the students. She said that every citizen should be vigilant and commit to the highest standards of honesty and integrity at all times and supports the fight against corruption. This will lead to aware the students to work towards instituting corruption free philosophy/ bring in transparency, maintain absolute integrity and devotion to duty at all times. She also pinpointed that role of vigilance is to protect the organization from internal dangers which are more serious than external threats.

Vigilance in any organization is an integral function like any other function of administration/management, such as finance, personnel, purchase, and contracts. It inspires the system to implement preventive measures effectively so that transparency and accountability can be maintained in the governance. The basic motto of this program is to create a corruption free society. She further added that the need of the hour is to remain vigilant about this awareness and after it gets ingrained, it is automatically reflected in day to day life thereby bringing improvement in the society. She also added that transparency in the public procurement which encompasses procurement of goods, works and services by organization shall go a long way in curbing corruption. Observance of Vigilance Awareness Week is taken up to encourage all students to collectively participate in the prevention of, and the fight against corruption and to raise public awareness regarding the existence, causes and gravity of and the threat posed by corruption. The observance aimed at encouraging all citizens to collectively participate in the preventive vigilance measures and fight against corruption, raise public awareness regarding the existence, gravity of and the threat posed by corruption.



Primordial Reference and Contemporary Leadership



Dr. B. Aarthy

**Assistant Director – HR Institute of Ophthalmology
Joseph Eye Hospital – Trichy**

A programme: “The event titled "Exploring Primordial References and Contemporary Leadership" primordial reference and contemporary leadership” was organized by Youth red Cross at 10.00 am to 1.20 pm on 18th August, 2023 at M.A.M. Business School, Trichy. The event was successfully hosted by the chief guest Dr. B. Aarthy Assistant Director – HR Institute of Ophthalmology Joseph Eye Hospital – Trichy. Who has graciously accepted our invitation to join us. It was organized exclusively for MBA students, aiming to bridge the gap between traditional leadership concepts and their relevance in today's rapidly evolving business landscape. The event aimed to delve into the historical roots of leadership and connect them with modern leadership theories and practices. The club coordinator welcomed the gathering and emphasized that leadership is an ever-evolving journey that required a fusion of historical wisdom and modern insights. By embracing the lessons of the past forward that not only drives success but also embodies the values that have stood the test of time. Dr. M. Hemalatha, Director, Overall speech was provoking framework for leaders to draw inspiration from both ancient wisdom and present-day challenges. The event commenced with an insightful session on "Primordial References in Leadership" delivered by Dr. B. Aarthy a renowned leadership scholar. Dr. B. Aarthy discussed Kathai Neram the narratives of "Soldiers and the Trench," "Stone Soup," and "Hot Metal Drink" provide invaluable leadership insights that resonate across contexts. She also made us to understand the prevailing notion of exclusively importing Western leadership theories for application in the Indian context is being revaluated in light of the rich indigenous wisdom that India possesses.

Following a break, the event transitioned into the second session focusing on “The convergence of Western leadership theories and Indian wisdom highlights”, the universality of certain leadership concepts across cultural boundaries. The emphasis on personal growth, guidance, unity, and the pursuit of common objectives resonates in both traditions. Leadership is not bound by geography but finds its essence in qualities, behaviours, and actions that transcend cultural differences. By amalgamating Western theories and Indian wisdom, leaders can develop a holistic understanding that reflects the richness of human thought and experience. The synthesis of these insights can guide effective leadership practices that honour diverse perspectives while promoting shared values. She shared her experiences and insights into navigating the complex challenges of modern leadership. She discussed topics such as leading in a diverse and inclusive environment, addressing rapid technological advancements, and managing remote teams.

The Guest lecture fostered critical thinking and creative problem-solving skills among the students. On behalf of concluding the "Exploring Primordial References and Contemporary Leadership" event provided MBA students with a unique opportunity to connect historical leadership principles with the demands of modern business. The event's diverse range of sessions, speakers, workshops, and panel discussions contributed to a holistic understanding of leadership that combines timeless wisdom with cutting-edge strategies. Students left the event equipped with insights and tools to navigate the complexities of leadership in today's ever-changing world.



Blood Donation Camp



Youth Red Cross Blood Donation Camp

Youth Red Cross associated with Uyir Thuli Blood Bank, Trichy organised a “Blood Donation Camp” on 04.11.2023. The camp began at 1.30. p.m. with a short inaugural function where in Dr. M. Hemalatha, Director, M.A.M.B-School welcome the gathering and facilitate the function with her thoughts of blood donation and its benefits for the society and individual health. She insisted the need to raise awareness of blood donation and its importance in preventing death in emergency situations, especially those involving severe accidents and obstetric emergencies. One of the most important things an individual can do for society is to donate blood. The camp was organized to help the noble cause of Blood Donation. The Staff and Students were notified in advance and names of the interested donors were taken by the Event – Co-ordinators. The main goal of setting up blood donation camps is to promote voluntary blood donation among the general public, particularly among youth. A team of eleven member which consist of Counselors, Lab technicians and nursing assistance and a doctor from Uyir Thuli Blood Bank and Research Centre, taken part of the programme

The team of MAMBS Youth Red Cross Students Members and Uyirthuli Blood bank team members arranged all the requirements that are necessary for this event. This program was conducted to service to the society in the field of human health. All the volunteers’ participated in the Blood donation camp willingly and donated blood. Some of the professors, Assoc. Professors & Asst. Professors also participated in this camp and donated their blood. The volunteer donors are gone through procedure to examine the donors' blood type, hemoglobin, weight, and blood pressure was followed. The donors received drinks and snacks to help them refuel after giving blood. At the camp, 100 units of blood were donated. This may help to the blood scarcity and guarantees that safe, high-quality blood is available. This will result in a reduction of human suffering, even in the nation's most remote and farthest regions. All the volunteers in the blood donation camp were worked tirelessly for making the blood donation camp successful. Mr. A. Anburaj, Assistant Professor, YRC coordinator and students made all the arrangements to completion of the programme.



YRC Club

Yoga Session Series



Mr. Raama Subramanian

In association with YRC, MAMBS has organized the series of Meditation sessions to discover the inner potentials of the students. The resource persons were Mr. Raama Subramanian & Mr. Rengarajan, they trained the students on various Yoga and Meditation Sessions to discover in a wider perspective. The overarching objective of the yoga session series was to provide participants with a comprehensive toolkit for self-discovery, empowerment, and personal growth through the ancient wisdom of yoga.

Discover 13 – Live Right

Our trainer has narrated about a series of asanas (yoga poses) carefully curated to alleviate stress and tension were introduced. Huge Emphasis was placed on postures targeting areas prone to storing stress, such as the shoulders, neck, and lower back. He explained about each pose was accompanied by mindful breathing, allowing participants to cultivate a sense of awareness and release. Subsequent sessions delved into the art of stress management and relaxation, offering practical strategies for alleviating tension and fostering inner peace. Techniques such as gentle stretching, restorative yoga, and guided meditation were explored to cultivate a sense of calm amidst the chaos of daily life.



Discover 1 - Introduction and Overview of HELM

Discover 2 - Discovering the Personality

Discover 3 – Healthy Lifestyle

Discover 4 – Time Management- I

Discover 5 – Time Management - II

Discover 6 – Befriending Stress

Discover 7 – Peak Performance

Discover 8 – Situational Awareness

Discover 9 – Heartful Communication

Discover 10 – Heartfull Relations

Discover 11 -Live Light and Live Right

Discover 12 – Art of Meditation

Discover 13 – Live Right

Discover 14– Designing Destiny

Discover 15 – Designing Destiny

Key Takeaways of 15 Days Session

- Students reported feeling empowered to take ownership of their well-being and make positive lifestyle changes.
- The sense of community fostered within the group nurtured deep connections and mutual support, enhancing the overall experience.
- Our students noted significant transformations in both their physical and mental well-being, experiencing increased vitality, clarity, and resilience.

As the journey progressed, emphasis was placed on cultivating mindfulness and awareness both on and off the mat. Participants engaged in mindful movement practices, meditation exercises, and reflective journaling to deepen their connection with the present moment and enhance self-awareness. The final sessions served as a culmination of the journey, inviting participants to explore themes of self-discovery, empowerment, and self-expression through yoga. Creative exploration, partner yoga, and group discussions facilitated meaningful insights and profound personal growth. The sessions were filled with a brief centering exercise, encouraging participants to ground themselves in the present moment through conscious breathing and gentle movements. This facilitated a collective shift from the external world to the internal landscape. The session culminated in a guided meditation aimed at inducing a state of deep relaxation and inner stillness. Participants were encouraged to let go of racing thoughts and surrender to the present moment, allowing stress to dissipate effortlessly. The yoga session series served as a catalyst for profound personal growth and transformation, empowering participants to cultivate holistic well-being and inner harmony. As individuals continue to integrate the principles of yoga into their lives, they embark on a journey of self-discovery, empowerment, and awakening, embracing each moment with presence, grace, and gratitude.



Marketing and Sales of Banking Services



Mr. J. Senthil,
Regional Credit Manager, Equitas Small Finance Bank

JCI Club organised a session on "MARKETING AND SALES OF BANKING SERVICES" on 29.11.2023 @ 10.30 am. Mr. J. SENTHIL, Regional Credit Manager, Equitas Small Finance Bank was the resource person for the programme. The Club Coordinator took the initiative to welcome the gathering and deliver a valuable introduction speech on the topic of "Marketing and Sales of Banking Services." An engaging and insightful introduction sets the tone for the entire session and helps participants understand the significance of the topic. Mr. J. Senthil starting the session with the basic concepts of banking services is a thoughtful approach. It helps to ensure that all participants, regardless of their prior knowledge, have a solid foundation before delving into more complex aspects of marketing and sales in the banking sector. The resource person expanded the session to cover marketing operations in the banking sector, providing valuable insights into various job opportunities. Discussing roles ranging from sales executive to credit manager and branch manager helps participants understand the diverse career paths available in the banking industry. This information can be particularly beneficial for students or individuals looking to enter the field or explore career advancement opportunities.

The resource person provided a detailed session on various types of banking operations and services tailored to both individual customers and industrial requirements. This comprehensive exploration would have offered participants valuable insights into the diverse offerings within the banking sector. He elaborated on mutual fund services in the present environment would have provided participants with valuable insights into the investment landscape. Mutual funds play a crucial role in wealth management and investment planning. Mrs. S.Yogapriya, Assistant Professor, JCI Club Coordinator made all requisite arrangement to completion of the programme successfully.



Yi & Yuva Club Installation and Business Models & Styles



**Mr. P. Gowri Sankar,
Managing Director,
Sri Saraswathi Cafe, Tiruchirappalli**

Mr. P. Gowri Sankar, taken the session and has given the significance of the business model and styles. He instructed the students to sketch their dreams and mottos in life and motivated the students to define their goals into focus and direction. He gave guidelines for the students with a vast spectrum of mental and physical traits make up their personality. And he stated the transformation leads to a distinctive personality to assure success and growth in any field. He enumerated how to analyze the trends and competition in the industry while creating the business models that could be encouraged and push for change.

Yi & Yuva Club organized programme entitled “Yi & Yuva Club Installation and Business Models & Styles” on 31st August 2023. Mr. Santhosh Saravana kumar, Yuva Chair, Tiruchirappalli, Tamil Nadu, Mr. A. Syed Haris, Yuva Co-Chair were the chief guests and Mr. P. Gowri Sankar, Managing Director, Sri Saraswathi Cafe, Tiruchirappalli was the resource person for the Session on Business Models & Styles. The club coordinator addressed the gathering with a welcoming note. Mr. Santhosh Saravana kumar has briefed about Yi Club as the voice of young Indians globally and the functionalities of Yi Club in varied streams and actions taken on the core aspects of Yi Club and Student Wing Yuva. He also highlighted that Yi Club is actively performing to hone the leadership skills of its members with several learning programs throughout the year, from interactive sessions with talks with national and global leaders to company and industry visits. Next to that, Mr. A. Syed Haris, Yuva Co-Chair, Trichy has given the motto of Yi’s student wing ‘Yuva’ and explained about the actions which are required from students to emerge the leadership qualities that leads to the best outcomes. He has also explained 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, the new office bearers took-in-charges during the programme and have shown the strong interest and commitment towards the verticals.

Yi Club MAMBS Office Bearers for 2023-2024



Finally, The coordinator explained about the Yi Initiatives and encouraged the students to progress further to achieve new heights and she congratulated the newly elected Yi Club Student members and thanked the resource person for enlightening students by narrating the business models and styles. Ms. Kiruthiga Yi Coordinator, M.A.M.B-School, made the requisite arrangements and proposed vote of thanks for the programme.

Understanding POSH



**Ms. Savitha. K. Jagadeesan ,
CO- LEAD , Policy Advocacy Vertical, IWN SR & Senior Resident Partner,
Kochhar & Co**

Ms. Savitha. K. Jagadeesan , CO- LEAD , Policy , Advocacy Vertical, IWN SR & Senior Resident Partner, Kochhar & Co was the guest speaker of the session. MAMBS staff members have attended the session on 12th October 2023 at 3.30 Pm. The resource person has given a brief information about the preventive measures of sexual harassment in the workplace. She narrated about the key elements and significance of POSH. She explained in detail about the act which holds the organization and the employer responsible for taking measures to prevent incidents of sexual harassment at workplace. She elucidated about the acts which safeguard and providing every woman (irrespective of her age or employment status) a safe, secure and dignified working environment, free from all forms of harassment, proper implementation of the provisions of the statute remains a challenge. The objective of this session is to create more awareness on the issue and simultaneously equip employers in providing women a safe and secure working environment. She explained the certain section of the employees has a team to manage and is obligated to provide a safe environment to their team members. The session was very informative and has given huge awareness about workplace sexual harassment and its measures to be taken and implemented for the welfare of women. Many of students and faculty member of M.A.M B-School participated in this webinar



Ethics in Business



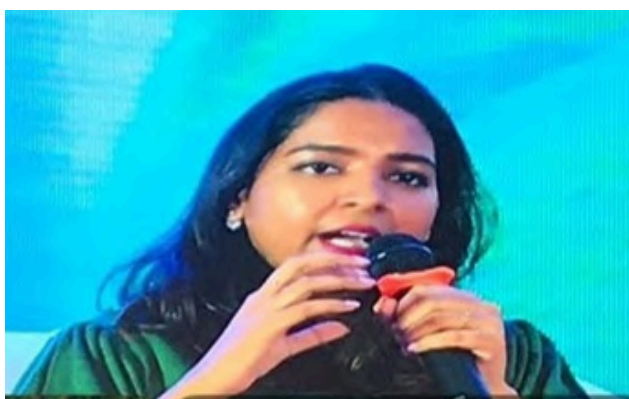
**Mr. Manikandan,
Managing Director of Kalyani Covering Pvt. Ltd.,
Maalyaa Fashion Jewelry in Trichy & Chennai**

"Ethics in Business" was conducted by Yi Yuva Club on 27th November, 2023. The Club Coordinator welcomed the gathering and shared the thoughts on ethics in business likely provided a strong foundation for the gathering, initiating a meaningful conversation on the integration of ethical principles into the business education imparted at M.A.M. B-School. Her insights were likely aimed at fostering a mindset that values ethical conduct in the professional realm. The featured resource person for this enlightening program was Mr. Manikandan, the Managing Director of Kalyani Covering Pvt. Ltd., Maalyaa Fashion Jewelry in Trichy & Chennai. The event aimed to provide valuable insights into the ethical dimensions of business practices. Mr. Manikandan commenced the session by expressing gratitude for the opportunity to share his expertise. He underscored the paramount importance of moral values in the business domain and delved into the various components of ethics relevant to the business landscape. During his presentation, Mr. Manikandan elucidated the basic principles of business ethics, emphasizing key virtues such as honesty, fairness, leadership, integrity, compassion, respect, responsibility, loyalty, law-abiding, transparency, and environmental concerns.

Drawing from his professional experience, he provided real-world examples that illustrated the practical application of ethical principles in business scenarios. Furthermore, he delineated the long-term benefits associated with embracing business ethics. By emphasizing the positive outcomes that ethical practices can yield over time, he aimed to inspire a commitment to principled conduct among the audience. In his closing remarks, Mr. Manikandan issued a compelling call to action. He urged the young and aspiring managers present to prioritize societal welfare within the business context and emphasized the critical role of integrity in building and sustaining successful enterprises. His words resonated as a guiding beacon for the future leaders, encouraging them to integrate ethical considerations into their managerial responsibilities. Overall, the session appears to have been successful in not only imparting knowledge but also in ensuring that the students gained practical insights, enabling them to navigate ethical challenges with a clear understanding of the foundational principles. The combination of theoretical understanding and practical application is likely to empower these students to make ethically sound decisions as future business leaders. Ms. S. Kiruthiga, Assistant Professor, Yi Coordinator made all requisite arrangement to completion of the programme.



Xcelerate - Learning Conclave



Xcelerate - Learning Conclave

Yi Club organized Xcelerate entrepreneurial event on 2.12.2023 at Courtyard by Marriott, Trichy. Our MAMBS I MBA Students have attended the learning conclave where the industrial experts, entrepreneurs and renowned persons from various fields, in Courtyard by Marriott. The primary goal of learning conclave to exchange knowledge, insights, and advancements in the various fields of business and management. This event united industry experts, singers, movie critics, bloggers, researchers, founders, executive directors and enthusiasts in order to engage in discussions and delve into various business topics, trends, and innovations. By facilitating these interactions, the conclave aims to foster learning, collaboration, and exploration of emerging trends in business. The session provided an opportunity for students to engage with the panellists by asking questions and clarifying doubts. Additionally, students had the chance to connect with the panellists personally after the session. The event consisted of panel discussions, with two focusing on leadership and communication and one centered on entrepreneurship. As an added feature, the guests were given an exclusive campus tour as part of the event. A key highlight of the conclave was the opportunity for students to personally interact with the guests. This created a platform for students to network with professionals from various firms and facilitated discussions on different aspects of the industry. Such interactions fostered valuable connections and knowledge exchange between students and industry. During the conclave, the panellists shared their personal entrepreneurial journeys, providing valuable insights into the workings of start-ups. They emphasized that despite the challenges and difficulties faced along the way, it is crucial not to lose hope. The panellists highlighted the importance of perseverance and resilience in the entrepreneurial journey.

The panelists also shared a rule of thumb: dedicating three years to working on a startup and then spending the next two years testing and evaluating its sustainability. They emphasized that after five years of experience, one can gain a realistic understanding of whether the startup has the potential to sustain and grow further. Furthermore, the panelists discussed the significance of having clarity about one's career path, particularly in the second year of college. The insights from the panelists offered students valuable advice on entrepreneurial pursuits, encouraging them to stay resilient, make informed career choices, and consider the long-term sustainability of their startups. The program widens a great way to emphasize that students should reflect on whether they aspire to become entrepreneurs or work in different industry. This clarity can help them make informed decisions and focus their efforts accordingly.





**Mr. Logendran, Ms. Mithra, Ms. Sundharavalli and Mr. Raju,
Trainers & Developers Technology Carage**

"Tech-Empowered MBA" was conducted by Yi Club on 4th December, 2023, at 11.00 am. Dr. M. Hemalatha, the Director of M.A.M. B-School, extended a warm welcome during the event and delivered an insightful welcome address. She created a positive and engaging atmosphere for the participants with her thoughts on technological aspect with respect to Management. Mr. Logendran and Ms. Mithra, Trainers from Technology Carage, as well as Ms. Sundharavalli and Mr. Raju, Developers from Technology Carage, participated as resource persons for the program. It was clear that the session on "Tech-Empowered MBA" comprehensive and aims to unleash the potential of technology in business education. The session explored how technology is being integrated into MBA programs to enhance the learning experience, promote innovation, and prepare students for the evolving business landscape. The discussion on agile methodology emphasized the need for adaptability in project management. The Agile overview provided insights into the principles governing flexible project execution.

The significance of data-driven decision-making was underscored during the session. Resource persons elucidated on the role of technology tools in supporting decision processes, fostering a culture of informed decision-making within the business context. Participants were enlightened about the diverse applications of artificial intelligence in the business domain. Real-world examples were discussed, ranging from automation to predictive analytics. The session also delved into the ethical considerations surrounding AI, providing participants with a holistic understanding of its impact. The integration of technology to optimize and automate business processes formed a crucial part of the discussions. The benefits of automation, including increased efficiency and reduced operational costs, were explored. The "Tech-Empowered MBA" session successfully unfolded a comprehensive narrative on the role of technology in shaping the future of business education. Participants gained valuable insights into software development, agile methodologies, decision-making, artificial intelligence, business process optimization, and the tools essential for effective business analysis. Ms. S. Kiruthiga, Assistant Professor, Yi Club Coordinator made all requisite arrangement to completion of the programme successfully.



CII (Confederation of Indian Industry)

Center of excellence COE's Manufacturing Industries



On 23.9.2023 in association with Confederation of Indian Industry, M.A.M B-School students visited “TANSAM Centre of Excellence” center for spurring innovation at the grass root level. The Industrial Visit was organized to give practical exposure as proof for the industries and career progression training needs in the emerging technologies and best practices in par with international standards. The main objectives of the industrial visit helped to familiarize students with the manufacturing processes and digital technologies used by TANSAM and to know how products are being used, and feed data back from product utilization into product ideation and development in order to anticipate trends and to observe the safety protocols followed by the company to ensure a safe working environment. Additionally, the CoE will be an ideal R&D facility for industries, to adapt to future technologies with cost saving advantages. They started the visit with a detailed presentation about the company's history, mission, and vision. The presentation also covered the key milestones, achievements, and the company's market position. The students were then taken on a comprehensive tour of the manufacturing facility.

Students observed various stages of the production process, from raw material intake to the final product assembly. The team explained the cutting-edge technologies and machinery used for production. The resource person clearly explained about the AR and VR technologies using UNITY software and also explained about Android Application development using MENDIX software. The students had the opportunity to interact with employees from different departments, including production, research and development, marketing, and human resources. These interactions provided valuable insights into the company's work culture and the diverse roles of its workforce. During the industrial visit, students gained several valuable learnings and observations. The importance of technology and automation in enhancing productivity and product quality. They understood about the relevance of continuous research and development to stay competitive in the market. The significance of teamwork and coordination across different departments for efficient operations.



Ready For Change , Ready To Lead



Mrs. Geetha Elayaraja
Village Panchayat, Konalai

Electoral Literacy Club conducted a session titled "Ready to Change & Ready to Lead, 1st September, 2023, at 11:00 am. Electoral Literacy Club at MAMBS acting is a platform to engage school students through interesting activities and hands-on experience to sensitise them on their electoral rights and familiarise them with the electoral process of registration and voting. The distinguished guest speaker, Mrs. Geetha Elayaraja, President, Village Panchayat, Konalai, Trichy, shared valuable insights on the functionality of Village Panchayat and Voters contribution for the welfare of the society.

The officials at federal, state and local levels are elected by way of a systematic, free and fair election process. The Election Commission of India is the nodal authority, established under the Constitution of India, responsible for conducting elections in India. The voter strength in India accounts to almost a glaring 900 million voters, which is way more than the other democracies around the world. Every year the voter strength increases in India, by a significant number of youth crossing the age limit of 18 years and becoming eligible to vote. In light of the above, she explained about the Election Commission of India (ECI) and its importance of electoral participation and literacy to these young prospective voters of our country. With this vision in mind, the youngsters should focus on voter awareness and information and motivation of voters for enhancing electoral participation of the voters in India. She also explained about the roles and responsibilities of the President of Village Panchayat. She narrated about how the president serves as a chief executive in charge of daily administrative services for the people and oversees that the system is working well. He has power to delegate chores to other members and is the primary consultant for solving small problems. For larger problems, he would organize the Panchayat council for deliberation. It was highly inspirational talk. The speaker created political consciousness among students. It inculcates the feelings that they are the future king makers and develop a culture of electoral participation. At the end of the talk they promised that they will take a role to transform our country. The session was interactive and he familiarized the students the concept of voting and voting procedures. The session was productive as it gave the students an insight into the structure of Indian Constitution.



Preamble to the Constitution for the New Generation



**Mrs. S. Sneha,
Municipal Councilor from Thuvakudi, Trichy**

Electoral Literacy Club conducted a session titled "Preamble to the Constitution for the New Generation" on the view of National Constitution Day 2023, 27th November, 2023, at 10:00 am. The Coordinator set the tone for the event by delivering a warm welcome address. In her remarks, she not only extended a gracious welcome to the participants but also took the opportunity to share her insightful thoughts on the Indian Constitution. She emphasized the evolving nature of society and the imperative for corresponding changes in the constitution to align with the present scenario. She also highlighting the dynamic nature of the Indian society, she underscored the importance of adapting constitutional principles to meet the evolving needs and challenges of contemporary times. The distinguished guest speaker, Mrs. S. Sneha, Municipal Councilor from Thuvakudi, Trichy, shared valuable insights on the Indian Constitution, aiming to simplify its complexities for the new generation.

Mrs. Sneha delivered an enlightening session tailored for the new generation, simplifying the intricacies of the Indian Constitution for common understanding. Mrs. Sneha shared that the Preamble begins with the iconic phrase "We, the people of India," emphasizing the collective nature of the nation's identity. For the new generation, this signifies inclusivity, diversity, and a shared responsibility in shaping the country's destiny. In her presentation, Mrs. Sneha addressed the need for reforms in the present situation, emphasizing the importance of being cognizant of Indian Constitution amendments. She highlighted fundamental rights, including the right to live, right to education, freedom of speech, right to equality, and the right to vote. Underlining the constitution as the cornerstone for all Indian citizens, Mrs. Sneha stressed its significance in providing a foundation for everyone. Drawing attention to contemporary concerns, she insisted on the improvement of cyber security laws and the necessity for regulations in social media and content. The event witnessed active student participation, reflecting their eagerness to gain insights into the constitution. Ms. Devibala, Assistant Professor and Coordinator of the Electoral Club, played a crucial role in orchestrating the program, ensuring its seamless execution. The occasion not only celebrated National Constitution Day but also served as a platform for students to deepen their understanding of constitutional rights, with Mrs. Sneha's expertise providing invaluable perspectives for the new generation.

Women Rights



**Dr. S. Anitha,
Department of Mathematics,
M.A.M. College of Engineering and Technology**

Women Empowerment cell organized a session on “Women Rights” on 2th September 2023. Dr. S. Anitha, from the Department of Mathematics at M.A.M. College of Engineering and Technology, played a pivotal role as the resource person for the program. Her session began with a brief yet impactful introduction focusing on the critical themes of women's rights and empowerment. In her presentation, Dr. Anitha shed light on the importance of women's rights in society and discussed various aspects of gender equality and empowerment. Her insights and knowledge undoubtedly enriched the audience's understanding of these crucial topics. Discussing women's rights is a critical aspect of promoting gender equality and empowerment. These talks likely touched upon various facets of women's rights, such as equal opportunities, freedom from discrimination, access to education and healthcare, and the importance of empowering women in all spheres of life. Such discussions are vital in raising awareness and inspiring positive change in society, and they reflect the commitment of both the participants and the institution to these important issues.

Dr. S. Anitha, hailing from the Department of Mathematics at M.A.M. College of Engineering and Technology, orchestrated a remarkable speech competition centered on the theme of women's rights. The event witnessed enthusiastic participation from students, who not only engaged fervently but also exhibited a profound understanding of the topic, highlighting their inner values. The competition served as a platform for students to express their perspectives and insights on the crucial subject of women's rights. Dr. Anitha's efforts in organizing such an event underscore the institution's commitment to promoting awareness and dialogue on vital societal issues. The genuine enthusiasm displayed by the participants reflects their dedication to advocating for gender equality and women's empowerment. Such initiatives play a vital role in fostering a socially conscious and informed student community, contributing to a brighter and more equitable future. She added that it's important to note that challenges persist. Gender-based violence, unequal access to resources, and traditional norms and stereotypes continue to hinder women's empowerment. Achieving true gender equality requires sustained efforts at all levels of society, from individuals to governments and international organizations. It involves not only legal and economic changes but also cultural shifts that recognize and value women's contributions and rights. Women's empowerment is a journey that is ongoing, and progress in the present environment is promising but still needs dedication and commitment. Ms. M. Akila, Assistant professor, Coordinator of women empowerment cell made all arrangement and completion of the programme.



Our Student Presenters

Combating Gender based Violence through Gender Equality



**Dr. N. Manimekalai,
Director, Centre for Women's Development Studies,
An ICSSR supported Autonomous Research Institute, New Delhi**

Gender Club conducted a session on "Combating Gender based Violence through Gender Equality" on 5th December, 2023, at 11.00 am. Dr. M. Hemalatha, the esteemed Director of M.A. M. B-School, welcomed the gathering with warmth and enthusiasm and expressed her heartfelt welcome to all attendees, acknowledging the significance of addressing issues related to gender-based violence. She highlighted the importance of creating a platform for discourse on such critical matters of gender equality. Dr. N. Manimekalai, Director, Centre for Women's Development Studies, An ICSSR supported Autonomous Research Institute, New Delhi was the resource person for the programme. The resource person has immense experience in the women's rights and gender equality served many years in the field. Dr. N. Manimekalai, initiated the session by delving into the contemporary landscape of women's empowerment. She eloquently highlighted the strides made in recent times, emphasizing the significant contributions of women towards fostering social equity.

The resource person emphasized the fundamental principle that men and women are inherently equal, stressing the importance of mutual respect. She articulated a compelling argument for gender equity, urging the audience to recognize and appreciate the diverse talents and capabilities of individuals irrespective of gender. She shed light on the crucial role of women in advancing social equity, showcasing how their contributions have been transformative across various spheres. She underlined the need for a collective effort in breaking down gender stereotypes and fostering an environment where everyone is valued for their unique abilities. Moreover, she emphasized the imperative of gender equity within the workplace, advocating for fair opportunities and equal treatment for both men and women. She shared insights on the positive impact of diverse and inclusive workplaces, where individuals are valued based on their skills and merit rather than gender. She stressed the need for organizations to actively work towards eliminating gender-based biases, promoting fair practices in hiring, promotions, and compensation. She suggested practical steps, such as mentorship programs, awareness campaigns, and policies that address the unique challenges faced by women in professional settings. The program has undoubtedly benefited students by providing them with knowledge, insights, and inspiration to advocate for and contribute to a more gender-equitable society. Dr. R. Suganya, an Associate Professor and Gender Club Coordinator made all requisite arrangement to completion of the programme successfully.

Live Jam - It's not over Tour 2023



Gender Club organized a session on “Live jam it's not over tour 2023” on 23rd November, 2023. The club coordinator delivered a thoughtful welcome address sets a positive tone for the event, helps attendees understand its purpose, and creates an atmosphere of appreciation for the arts and music. She emphasized the relaxing and psychological benefits of the live jam session. It's excellent to hear that the jam activity was designed with specific goals in mind, focusing on various aspects of well-being and community engagement. A vibrant atmosphere where musicians of all abilities are encouraged to participate and explore their improvisational skills. The live jam session featured a diverse group of music players, contributing to a rich and varied musical landscape. The inclusion of various instruments and genres added depth to the experience, catering to a wide audience.

A supportive and inclusive environment that fosters collaboration and experimentation. Freedom to create unique and spontaneous musical pieces, without boundaries or predefined rules. Opportunities to connect with like-minded individuals and form impromptu bands or collaborations. It was a chance to discover new musical styles, learn from others, and broaden your horizons. The session was relatively helps to Stress Reduction, Mood Enhancement, Mindfulness, Community Connection, Creative Expression, and Psychological Resonance. It's wonderful to hear that the session had a positive impact on music lovers, enhancing their ability to concentrate on the music and maintain a balanced temperament of the mind. This aligns with the idea that music, especially in a live and immersive setting like a jam session, can have several cognitive and emotional benefits. The incorporation of dance into the session added a visual and kinetic dimension, encouraging audience participation. Students actively engaged with the session by dancing alongside the performers, creating a lively and interactive atmosphere. Dr. R. Suganya, an Associate Professor and Gender Club Coordinator, took the initiative to make all the arrangements for the program. Her role as a coordinator likely involved a range of responsibilities to ensure the success of the event.



Evolving Face of Sexual Harassment in Changing Workplaces



Prevention of Sexual Harassment Club organized a session on “Evolving Face of Sexual Harassment in Changing Workplaces” on 7th December, 2023. The club coordinator welcomed the gathering and facilitate the function with her commitment to addressing this critical issue in the contemporary professional landscape. Dr. S. Suba, Associate Professor, Department of Women's Studies Bharathidasan University, Trichy was the resource person for the programme. The resource person has well experience in the gender equality and delivered a session with detailed explanation. She shared the typicall work place environment in the present scenario and its impact. She also shared that the main intention of the session was to provide a platform for redressal and grievance mechanisms against workplace sexual harassment.

**Dr. S. Suba, Associate Professor,
Department of Women's Studies Bharathidasan University, Trichy**

Dr. Suba emphasized the importance of guidelines as a crucial tool for addressing workplace sexual harassment. She highlighted that the main intention behind such guidelines is to establish a platform for redressal and grievance mechanisms, creating a safer and more inclusive work environment. She underscored the significance of laws designed to ensure women's security in the workplace. Recognizing the advancements in legal frameworks, she stressed the collective responsibility to ensure the effective use of these laws for the well-being of everyone in the workplace. She discussed the various instances of sexual harassment and how a woman can complain against this kind of behaviour. During the session, she discussed various instances of sexual harassment, shedding light on the different forms it can take in the workplace. She elucidated the process by which individuals, particularly women, can register complaints against such behavior, empowering them to take a stand against harassment. The event served as a crucial step towards fostering awareness and creating a workplace culture that prioritizes safety and respect for all. The session was very informative and thought-provoking session for all the MBA students and overwhelming response by and large. Dr. R. Suganya, an Associate Professor and POSH Club Coordinator made all requisite arrangement to completion of the progamme successfully.



SPORTS Activities

MAMBS Sports Club plays a major role in Physical Education which act as an integral part of the total education system. The Department of Physical Education and Sports marks itself as one amongst the most efficacious Department of MAMBS . It strives to excel at all levels and bring laurels to the college. With the help of college faculty we are continuously improving in sports field. We believe that in the attainment of the ultimate aim of education i.e. the achievement of holistic development. Internal Quality Assurance Cell (IQAC) & Sports Club organises an "Intramural Tournament 2023" from 29.11.2023 to 01.12.2023. Games and Sports play a vital role in the student's life. We focus on that all the students should study hard to be successful in competitive examinations and also they should also play games and sports to enjoy the health and vigour of life. Along with bookish learning, a student should spend his time on games and sports also. Either study or work alone makes us exhaust. MAMBS sports committee organises various sports activities to provide opportunity to the student to showcase their talent in sports field. Sports committee also encourages students to participate in intra-college and inter- college sports events. The College provides facilities for Sports and Games activities for students both indoor and outdoor. On 01.12.2023 Outdoor Games Volleyball and Football conducted On 29th November Indoor games were conducted. and on 30th November Outdoor Games Cricket, Throw Ball and Kho Kho conducted.



The objective is to create awareness for sports by creating a platform to discover exceptional talents which will then be groomed and nurtured by professional federation coaches to become professional sports men and women. MAMBS aim to develop an understanding of the importance of sport in the pursuit of a healthy and active lifestyle at the College and beyond and also to provides opportunities for students to excel at sport and ensure that every student can maximise their sporting potential.



FRESHERS FIESTA '23



Students displayed the talents to embrace their chapter at MAMBS wholeheartedly

MAMBS celebrated Freshers Day function at college auditorium on 20.10.2023 for the joined MBA Students. The purpose of fresher's Party is to welcome new students in a friendly atmosphere and to encourage their creative impulses to boost their confidence. It is the day where seniors and juniors finally bond and unite to celebrate being part of the college. Students of First Year (Batch:2023-25). First Year MBA students were welcomed with the red rose to this party which was organized by II MBA Students. The program started with lamp lightening and inaugural speech by Dr. M. Hemalatha, Director, M.A.M. Business School. Fresher's party is all about creating everlasting relationships with each other. The event is an indication of union among the students. Pulsating ambience, flashing lights and foot-tapping music, set the excitement among students. The excitement augmented to a joyful high as performances graced the stage. The dance floor was left open for some unbridled energy. Joy and happiness could be seen among students of each and every course at the college.

Freshers along with their seniors are involve in various Dance performances like solo, Duo, Group dances. The fresher's day was filled with excitement, joy, music, enthusiasm, laughter and happiness. The event creates many memories for the first year students and their seniors alike, with a spellbinding array of cultural programs and social activities. A little music, new smiling faces, enjoying the event provided moments to chill out in the form of orientation day, fresher's day. Fresher's Day is a platform where the juniors display their hidden talents. This has been a regular event in almost every college. The most important thing in a freshers' party is to enjoy moments of togetherness and make them feel good about being a part of the college. MAMBS organized such party at the college campus and college management extends their utmost cooperation in this.

The beginning of an exciting journey filled with new experiences & opportunities



Independence Day



On August 15, 2023, MAMBS celebrated India's 77th Independence Day, is a remarkable day when we honor and respect all our freedom fighters who fought for India's freedom. The celebrations began with a flag-hoisting ceremony by the principal, following that, the National Anthem was sung by the students and faculty members with great pride. The chief guest paid tribute to the freedom fighters who sacrificed their lives for the independence of our country. And also urged the students to be proud of their heritage and to contribute towards building a strong and prosperous India. The program was well-received by the audience.

The event concluded with the distribution of prizes to the winners of the various competitions that were held as part of the celebrations. The Independence Day celebrations at the college was a great success. They helped to instill a sense of patriotism and pride in the students and faculty members. The event also served as a reminder of the sacrifices that were made by our freedom fighters to secure our independence. The event was well organised by the MAMBS staff coordinators. The program concluded with a vote of thanks, and sweets were distributed to all the students and staff members.



Crackers Free Diwali



ExNoRa Club, Youth Red Cross and Thanneer Club jointly organized a awareness programme on “Crackers Free Diwali” on 10th November, 2023 at Konali Village near Siruganur, Trichy. In a commendable effort to promote eco-friendly Diwali celebrations and discourage the use of firecrackers, MAMBS College organized an awareness program at Konalai village in Trichy. The event witnessed enthusiastic participation from students who showcased a myriad of cultural activities to convey the importance of a green and pollution-free festival. The students' performances included vibrant dances, impactful skits, expressive mime acts, melodious songs, and socially relevant comedy, all aimed at sensitizing the local community about the environmental consequences of fireworks. The presence of the village president Ms. Geeth added significant weight to the event, underlining the importance of community leaders endorsing and participating in initiatives promoting environmental consciousness. Information on eco-friendly decorations, energy-efficient lighting, and the significance of traditional practices formed a crucial part of the awareness campaign, empowering the villagers to make informed choices. As a result of this impactful initiative, the villagers expressed appreciation for the effort to create awareness about the environmental impact of Diwali celebrations. The students, through their creative performances, successfully conveyed the message of celebrating festivals in a manner that respects nature and contributes to a cleaner and healthier environment. Overall, the eco-friendly Diwali awareness program organized by MAMBS College at Konalai village in Trichy emerged as a successful endeavor in fostering environmental consciousness, with the hope that such initiatives will inspire a positive shift in festive celebrations towards sustainability.

Students took the initiative to prepare vibrant banners adorned with quotes advocating for an eco-friendly Diwali. These banners served as powerful visual tools, delivering messages that resonated with the essence of a cracker-free Diwali celebration. The quotes, thoughtfully crafted by the students, highlighted the importance of protecting the environment during festive seasons. The collective effort in raising these banners not only showcased the students' artistic talents but also demonstrated their dedication to fostering positive change in their community. The program, enriched by the students' creative expressions, not only heightened awareness about eco-friendly Diwali celebrations but also inspired a sense of collective responsibility. Through their artistic endeavors, the students effectively conveyed the message that small individual actions, when multiplied, can lead to significant positive change. The Eco-Friendly Diwali Awareness Program, with its focus on student-driven initiatives like the creation of impactful banners, successfully instilled a sense of environmental responsibility among the participants. The event stands as a testament to the power of youth-led efforts in advocating for sustainable and eco-conscious practices during festive occasions. Ms. B Gayathri, Assistant professor, Thanneer Club coordinator, and Mr. S. Senthilkumar, Exnora coordinator, Assistant professor made required arrangement for the programme.

Eco Friendly Diwali



Thanneer Club at MAMBS organized Go Green Eco Friendly Diwali programme on 10.11.2023. Thanneer club organises this event that embodies joy and happiness but at the same time it has created an awareness with excessive bursting of crackers which contributes significantly towards the rising levels of noise and air pollution. The poster making competition was held at the MAMBS Annexure and the participants depicted their ideas of Diwali in a colourful way. Students have transformed into artists and took the responsibilities to create awareness through the medium of their art. Bearing the same in mind, a poster making was organised and the students are required to showcase their creativity on the social issues. The intent behind this was to make the students aware about the social issues prevailing in the society. One could see and feel the enthusiasm that the students had in their presentation. The activity kept the students engaged and gave them the platform to explore their creativity and to showcase their skills. The creative strokes and the ignited minds of these young environmentalists painted and collated beautiful and thought provoking posters which were later displayed in and created a perfect setting for the forthcoming festival season and reinforced the idea of celebrating a safe, green and pollution free Diwali. Various new ideas of environment free Diwali were displayed by the students. The activity saw colourful posters from the students depicting the pictures on social issues that prevail in the society. The event overall marked huge success which fun feedbacks from all participants and volunteers.



“Christmas Day ” Celebration



Christmas Day Celebration

Student Association Club organized a celebration function of “Merry Christmas” on 23rd December, 2023. Dr. M. Hemalatha, the director of the M.A.M.B. School, greeted everyone and conveyed Christmas greetings. She stated that Christmas is observed to commemorate the birth of Jesus Christ, who is revered by Christians as the Son of God, the speaker continued. The event conducted to exchange joy, love, and giving. The Mass of Christ (or Jesus) is where the word "Christmas" originates, and the central theme of Christmas is God's love for us, including you and me. Reading from the Bible, "Lift up your heads and see; your redemption is near at hand Your ways, O LORD, make known to me; teach me your paths, Guide me in your truth and teach me, for you are God my savior.," opens the festivities. The Christmas song in the chorus comes next.



A number of events were held with the intention of celebrating, including singing for the pupils and performing songs, dances, crib and tree decorations. The Christmas tree decoration competition attracted greater attention due to the kids' creative participation, as they engaged with great interest and involvement. 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. In addition to being viewed as joyful and happy, the celebration gives students and faculty a pleasant feeling. The Santa's magnificent entrance with his guitar strumming along to the music was admired by the sparkling eyes. To everyone's joy, dancers waved and gave out candy as Santa entered the stage in an exuberant dance motion. The audience joined in on the jig version of the classic song "Jingle Bells." The program came to an end with the distribution of sweets and cakes as well as a vibrant and enjoyable conclusion dance. Overall, the presentation was amazing and fantastic, leaving the crowd wanting more. Ms. M. Surya assistant professor made the requisite arrangements for successful completion of the programme.

“Pongalo Pongal” Celebration 2024

Student's ExNoRa Club and Thanneer Club jointly organized a “Pongalo Pongal” Pongal celebration 2024 on 12th January, 2024, at 10:30 AM. Pongal is a harvest festival celebrated by the Tamil people. It is a celebration to thank the Sun, Mother Nature and the various farm animals that help to contribute to a bountiful harvest. The students and faculties arrived in traditional dhotis and sarees to mark the occasion. The celebration started around 10:30 a.m. The ceremony was inaugurated by lighting the firewood, by Dr. M. Hemalatha, Director of M.A.M. B-School. The college campus was adorned with vibrant Rangoli decorations. Together with their own college faculties, the college came together to celebrate Pongal. It was an ambience filled revelry, music, dance and the joyful faces reverberated with big smiles. Each participants of a particular event was allocated a spot for their celebration inside the college campus. Pongal was prepared by the students.



The gathering cooed "pongalo pongal" in unison as boiling rice and milk overflowed the saucepan to overflowing levels. The milk and boiling water were combined with the soaked rice and dhal. Meanwhile there were other activities conducted such as Rangoli, Singing, Pongal Making and traditional food festival competition for the students to celebrate the traditional art forms. The traditional game of Silambam, Uriyadi and Tug of war conducted. Sweet Pongal and sugarcanes were distributed to all the students.. The 'Uri adithal' 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 done by the students. Everybody left home with memories as it was yet another joyous celebration in M.A.M. B-School. The events not only provide a platform for cultural expression but also foster a sense of community and unity among students and faculty. Mr. S. Senthil Kumar, Assistant Professor, ExNoRa Coordinator and Mrs. B. Gayathri, Assistant Professor, Thanneer Club Coordinator made the requisite arrangements for successful completion of the programme.



“Republic Day” Celebration



Republic Day 2024:

The theme of this year's Republic Day is 'Viksit Bharat' and 'Bharat: Loktantra ki Matraka', symbolizing India's aspirations and its role as a nurturer of democracy.

On the vibrant morning of January 26th, 2024, MAMBS reverberated with patriotic fervor as it celebrated the Republic Day of India. Our premises were adorned with the tricolor, echoing the spirit of unity and diversity that defines our great nation. The students, faculties and staff members participated in the programme. The festivities commenced with the solemn ceremony of flag hoisting at 9 am, symbolizing the values of freedom, equality, and justice that our constitution upholds. As the national flag soared high, every heart swelled with pride, honoring the sacrifices of our forefathers and envisioning a brighter future for our beloved country.

Following the flag hoisting, Mrs. Fathima Bathool Maluk delivered an inspiring speech, drawing parallels between the principles enshrined in the Indian Constitution and emphasizing the importance of discipline, equality, and respect for diversity, he urged the students to become responsible citizens and contribute positively to society. The extravaganza that ensued was a testament to the rich tapestry of Indian heritage. Students showcased their talents through soul-stirring songs, and a colorful parade was showcased. Each performance radiated energy and enthusiasm, captivating the audience and fostering a sense of unity among all present. As the festivities drew to a close, the air was filled with jubilation and camaraderie. Sweets were distributed among the students, symbolizing the sweetness of freedom and the joy of celebrating our nation's unity in diversity.

Republic Day celebrations serve as a reminder of our collective commitment to upholding the values of democracy, liberty, and fraternity, ensuring that the flame of patriotism continues to burn bright in the hearts of every Indian. Republic Day at Divine Happy School was not just a celebration; it was a reaffirmation of our allegiance to the ideals that make India truly great. As we move forward, MAMBS always carry the spirit of unity and patriotism in our hearts, striving to build a nation that is strong, inclusive, and prosperous for all.

Tulya Beverages Pvt Limited, Perambalur



Industrial Visit was organized to Tulya Beverages Pvt Limited, Perambalur, Tamil Nadu on 29th and 30th September, 2023 arranged for I MBA students.

The primary goal of the industrial visit was to give students direct industrial experience so they could comprehend how well-known brand Tulya Dairy handles its manufacturing processes. Around 9:30 AM, the students left for the visit after meeting at M.A.M. B-School early in the morning. Students were briefed about the policies and procedures to be adhered to throughout their visit at Tulya Beverages upon their arrival. Important details regarding the industry, such as its history, product line, and quality requirements, were covered at an orientation session by the plant Human Resource Management Executive Ms. Monika. In order to prepare students for the competitive world, the Human Resource Management Executive stressed the value of providing them with practical experience through industrial trips. Students were given an overview of the numerous procedures and activities involved in creating Tulya Beverages' products during a tour of the manufacturing line.

First off, the homogenization process breaks up the larger fat globules so that they stay suspended rather than separating into a cream layer at the top. It does this by forcing pressurized hot milk through small holes, which causes turbulence and reduces the size of fat globules. The development of diabetes, milk allergies, coronary heart disease, and atherosclerosis is impacted by homogenization. The site supervisors gave information on Tulya Beverages' production process while showcasing their offerings, which included fruit drinks, yoghurt, and flavored milk, in addition to their packaging and private labeling services. The students visited the milk process such as Milk is taken, Heated at 85 degree for $\frac{1}{2}$ min, Homogenized, Cooked, Add sugar color and essence, Bottled, Sterilized, Labelled, Marketed. Students and representatives from the business interacted actively, giving the students the opportunity to ask questions about a range of topics related to the operations of the sector. During a Q&A session, industry personnel patiently answered every question, giving students a deeper understanding of the plant's operations. The visit was organized and executed flawlessly by Mr. A. Anburaj, the M.A.M. B-School's Industrial Visit Coordinator.



AMMAN TRY Steels, Tiruchirappalli

Two Days Industrial Visit to AMMAN-TRY Steels, Trichy on 04.10.2023 & 05.10.2023 arranged for II MBA students. Starting the visit with prior instructions is a good practice to ensure that students are aware of the expectations and guidelines for their behavior during the visit. This include instructions on safety protocols, appropriate conduct, and any specific areas of focus or objectives for the visit. It helps set a professional tone and ensures that students are prepared to make the most of the learning opportunity.

Starting with an orientation session led by Mr. Ibrahim, the Manager of Quality Control, was an excellent way to kick off the visit. This session provided valuable background information about the company, its operations, and its quality control processes. Providing a historical overview of the company's inception and milestones is a great way to contextualize the visit and help students understand the company's journey and achievements. Learning about the company's history can offer insights into its growth, evolution, and key successes over time. Mr. Ibrahim's emphasis on caution is crucial, especially considering the nature of the materials being handled at the plant.



Beginning with the observation of raw billets being cut into precise sizes, students learned about the initial stages of preparation crucial for downstream operations. They then witnessed the fascinating transformation of molten hot billets into elongated shapes using looping machines, assisted by pusher machines. This hands-on experience offered a vivid understanding of the intricate shaping processes involved in steel production. As the tour progressed, students were escorted to witness the conversion of these elongated billets into TMT bars, essential components in construction and various industries. They observed the meticulous cooling and packaging of these bars into bundles, ensuring their quality and integrity for further use in steel units. AMMAN-TRY Steels, the process of transforming billets into TMT (Thermo-Mechanically Treated) bars involves re-rolling, where the received billets are melted and reshaped. This re-rolling process optimizes material usage and reduces waste, with an impressive minimum wastage rate of only 5%. The visit to AMMAN-TRY Steels provided students with a foundational understanding of TMT (Thermo-Mechanically Treated) bar production processes through real-time executions. Witnessing the various stages of production, from the initial processing of raw billets to the final packaging of TMT bars, offered students a firsthand insight into the intricacies of steel manufacturing.



Vijay Dairy & Farm Products Pvt Ltd, Tiruchirappalli



Vijay Dairy & Farm Products Pvt Ltd

M.A.M. B-School, a standalone Business School in Trichy organized one day Industrial Visit to Vijay Dairy & Farm Products Pvt Ltd in Peramangalam, Trichy on 19th October, 2023 arranged for I MBA students. The students assembled at MAMBS in the morning and departed for the visit at around 9:40 AM. They were greeted with warmth as soon as they arrived and given a briefing on the guidelines they would need to follow while there. The students received an orientation from Mrs. Ezhil Arasi's assistant, Vijay Dairy & Form goods. She provided them with a wealth of important information, including the goods' number, quality standards, and historical data. She also went into great depth with each student. She also said that in order for students to tackle the competitive world with courage, they must gain actual exposure through observation of the ramifications. The primary goal of the visit was to gather firsthand information from students regarding the planning, execution, and processes involved in the making of dairy products. After the brief session, the students were taken inside the production plant wherein the procurement in charge briefed about the processes and operations undertaken by the same.

The students also witnessed a variety of procedures and practices, an overview of the aspects involved in the manufacturing of dairy products, etc. After that the students visited 4 different sections of Vijay Dairy Plant: 1) Butter plant, where the students were informed of butter production in Vijay. 2) Milk powder plant, where the students visited manufacturing as well as packing and dispatching functions 3) Refrigeration Unit, where student were getting a knowledge about refrigeration system. 4) Milk process unit, where the students were informed of pasteurized milk production Process In Overall observed the factory where one can see machineries at work and how vijay products are processed and packed. On the way to the factory, you are captivated by the sight of huge milk silo units which quickly become the best feature of our entire visit. The students were inquisitively interacted with the officials and got to know about various operations and its implications. The curiosity of the students was finally satisfied when the question-answer session by the representatives at the mart. The students were provided with deep insights about the working of the plant 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 student's development at large. Dr. M. Vijay , Ms. T. Akila Priyadharshini, Ms. S. Kiruthiga, Assistant Professors accompanied with the students during the visit.



Career Development and Placement Cell (CDP)

MAMBS Career Development and Placement Cell focus on the most important virtue of any institution, where students can learn about the industry connect and understand the nitty-gritties of the corporate world. Group discussions and aptitude tests were conducted at regular intervals to enable the students to improve their performance during placements. Placement cell organized job description explanation sessions, resume writing, mock group discussion and mock interviews to enhance the confidence of the students to face the placement process of various companies. MAMBS also have provided internship to students who aspire to become entrepreneurs and also an opportunity to meet various managers to get a first hand understanding about the corporate world/Start-up.



Placement Training - Industry Readiness Program

M.A.M. B-School Career Development and Placement Cell (CDP) organises a sixteen days placement training programme "Industry Readiness Program" from 07.08.23 to 24.08.23. Resource persons for Industry Readiness Program focused on soft skills and effective tools that are required to develop that skill. The trainers gave various activities to enhance their speaking skills and presentation skills and also encouraged students to come up on stage and present or discuss in a group for a topic and speak against the same topic by changing the decisions.

Dr. R. Suganya
Mrs. G. Kalaivani
Mrs. C. Sushmitha

Aptitude Trainers

Mrs. A. Sasikala
Mrs. W. Rene Sprilea
Mr. Melky Sedak

Soft Skills Trainers

Competitive Exam Preparation



In a proactive step towards enhancing the academic prospects of the students, Internal Quality Assurance Cell (IQAC) & CDP organized a one-day workshop focused on "Competitive Exams Preparation" on 13.09.2023, 10.30 am. The workshop, aimed at equipping students with effective strategies to excel in competitive examinations. The Chief Guest addressed the students to embrace diligence and perseverance in their academic pursuits.

The resource person, delivered insights into the significance of competitive exam preparation and shared valuable tactics for skill development. The workshop garnered enthusiastic participation and elucidated the intricacies of navigating competitive exams, emphasizing the importance of focused studies and thorough preparation. He underscored the role of social media and online learning tools as valuable aids in the preparation procedure. Furthermore, He stressed the need for students to establish clear goals and objectives while aligning their exam choices with their individual priorities and preparation levels. His guidance resonated strongly with the attendees, fostering a sense of purpose and direction. The workshop proved to be a highly productive and enlightening experience for all attendees, equipping them with essential tools and perspectives to excel in their academic journey. The program concluded on a note of gratitude, the coordinator delivered the vote of thanks, expressing appreciation to all those who contributed to the success of the workshop



Crack The Interview Code



**Mr. J. Caleb Andrews,
Associate General Manager, HCL Technologies**

A session on "Crack the Interview Code" was organized by Career Development and Placement Development Cell on 26th October 2023 @ 10.30 am. Mr. J. Caleb Andrews, Associate General Manager, HCL Technologies, was the resource person for the program. The resource person expressed his views about the expectations from company's representative. He shared his experience of interviewing candidates which provided insight to students on how to be prepared while appearing for an interview and what are the key points they can prepare on and also that resume building is a crucial as it communicates qualifications and brand that showcases one skills, experience and expertise in the field. The session was intended to give the students a fair idea about the current hiring trends and the basic interview skills one must have to secure his/her dream job. This provided students an opportunity to provide input to and exchange ideas, share relevant resources, and give individual feedback on issues of importance to this topic. The speaker encouraged the students to actively participate in order to establish a 2 – way communication as he touched the nuances related to the topic. Various mobile platforms that helps in learning English and other workplace related skills for freshers and the new age digital economy workers were discussed during the session. Students get to learn and practice English Grammar, Vocabulary, Business English, Interview prep and much more with the help of experts in Live classrooms or with intelligent multilingual chatbots .

Highlights

- Interview Etiquettes
- Dress Code
- Body Language
- Usage of Chatbots
- Common interview questions

Using cutting edge artificial intelligence techniques that can personalize a student's course package through deep learning and NLP. Few templates, guides and resources for creating effective resumes and preparing interviews were also showcased in the presentation given by industry person, also recommended reputable online resources for same. Session was concluded with question answer round with students. Participants raised many questions and provided comments regarding the Interview Preparation and how it connects with the broader picture with the companies expectations. Some students even clarified their doubts in a one on one conversation. The distinguished speaker ensured that and patiently answered to all the questions elaborately. These questions and perspectives were taken into consideration by the Training & Placement Department too for much better curriculum modification regarding placement activities.



Mastering The Interview



Mastering The Interview - Panel Members

A session on "Mastering the Interview" was organized by Career Development and Placement Cell on 18th October 2023 @ 9.30 am to 4.30 pm. Career and Placement Cell organized Mastering the Interview Session for students who are aiming to take jobs in various sectors. The purpose of organizing the session was to prepare the students for their placements. It was a two-hour session. Mock interviews are simply practice sessions to teach people about the look, sound, and feel of actual interviews. Mock interview provides an opportunity to student's actually practicing going through an interview, answering and asking questions, and hopefully learning about the rhythm and possible interview questions they will face in real life. The interview questions were related to their field of study and their scope of improvement in respective field. It was an interactive session and was well received by the students.

I MBA students actively participated and got fruitful inputs for the further improvements. During the mock interview the panel members had asked some common interview questions which includes, Tell me about yourself, Why are you interested in this position?, What are your strengths and weaknesses?, What is your salary history?, Do you have any questions for me. Lastly, the Mock Interview session helps in training and teaching you how to craft a thank-you note, maintain communication, and utilize networking opportunities to enhance the chances of success. It has helped the Students' got tips to increase their employability skills. and their confidence level increased. And also Students were aware about their shortcomings, so that they can improve it. Finally student's interview strategy was enhanced.

Mock Interview Session Panel Members

Dr. M. Mahendran,
HoD & Director,
(Training and Placement)
St.Joseph's College, Trichy.

Dr. Senthil K Nathan,
Associate Professor & Associate Dean
SRM Group of Institutions,
Trichy.

Dr. Anita Priya Raja,
Training & Placement Officer
Bishop Heber College,
Trichy.

Mr. P. Selvakumar,
HoD, Training & Placement officer at CARE College ,
Trichy & Nodal Placement In-charge
Trichy Region.



Pervasive People Strategy



Dr. K. Sivakumar,
Director, Jamal Institute of Management,
Tiruchirapalli

He emphasized People Strategy Pillars and focused on people strategy, that should unite the business and HR strategies. It should determine the organization's values about the treatment of employees to ensure they feel engaged and motivated to further accomplishing the goals. HR's role is to uphold the people strategy by implementing what it takes to create a culture that spurs employees to function at their full potential.

People Strategy Pillars



M. A. M. B-School Career Development and Placement Cell organised a session on "PERSUASIVE PEOPLE STRATEGY (PPS)" on 07.11.2023 @ 11.00 am. Dr. K. Sivakumar, Director, Jamal Institute of Management, Tiruchirapalli was the resource person for the program. The speaker has expressed his view points that Persuasive is an important tool for implementing the ideas, building a supportive network and achieving goals. It provides others with reasons to agree with you and advocate for your suggestions. In the workplace, that we can use persuasion to promote your ideas with coworkers, gain promotions and convince clients to purchase your products and services. We can use persuasion in meetings, contract negotiations and even casual conversations. He also explained the importance of Networking abilities that provide opportunities for individuals from all backgrounds across the firm to drive impact through the power of diverse perspectives.

He also highlighted the digital revolution is reshaping the way we live our lives and the way we work. As business strategies undergo a fundamental re-think, so must organisations' people strategies. A wholesale re-design of work is now required. The speed of change makes it almost impossible to predict the future with any degree of certainty. In such a climate, organisations need a credible and forward-looking leader; a role that has never been more critical.



PLACEMENT DRIVE



M.A.M. B-School Career Development and Placement Cell organised a placement drive of AXIS Bank Ltd for the role of Officer-Sales on 07.12.2023.



M.A.M. B-School Career Development and Placement Cell organised a placement drive of ESAF Small Finance Bank Ltd for the post of Executive Trainee-Sales on 15.11.2023.

PLACEMENT DRIVE

M.A.M. B-School Career Development and Placement Cell organised a placement drive of from Shriram Groups on 10.1.2024.

M.A.M. B-School Career Development and Placement Cell organised a placement drive of from Muthoot Finance on 12.1.2024.

M.A.M. B-School Career Development and Placement Cell organised a placement drive of from Ultimate Power Source on 11.1.2024.

M.A.M. B-School Career Development and Placement Cell organised a placement drive of from Om Logistics on 20.1.2024.

M.A.M. B-School Career Development and Placement Cell organised a placement drive of from Sundaram Finance on 21.1.2024.

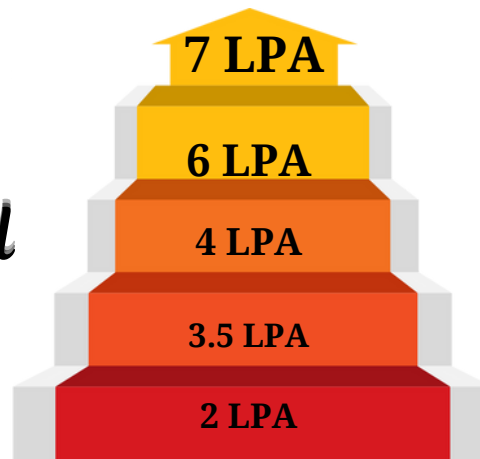


Ultimate Power Source

PLACEMENTS

MAMBS
Moving Forward

To scale up
High



7 LPA	Business Analyst Pie Info Comm	7 LPA	Business Development Executive Skolar
6 LPA	Relationship Manager Home First	4.93 LPA	Finance Manager Bajaj Finance Limited
4.25 LPA	Executive Trainee Sales ESAF	3.4 LPA	Executive Client Acquisition Indiamart
3 LPA	Branch Sales & Service Executive Karur Vysya Bank	2.4 LPA	Sales Officer Axis Bank
2.5 LPA	Relationship Manager Equitas Small Finance Bank	2.4 LPA	Marketing Ultimate Power Source

PLACEMENTS POSTERS

M. A. M. Business School
NAAC Accredited with 'A' Grade
(Approved by AICTE and Affiliated to Anna University)
Siruganur, Tiruchirappalli - 621 105.
www.mambs.com, director@mambs.com

Career Development and Placement Cell

We are glad to inform you all that our college 2024 Batch MBA Students got selected in

skolar
BE A STEP AHEAD

Job Role : Business Development Executive - Sales
Salary : 7 LPA

Shiny
Batch of 2024
MBA

Abdul hakkim
Batch of 2024
MBA

Vinothini
Batch of 2024
MBA

Congratulations!

M. A. M. Business School
NAAC Accredited with 'A' Grade
(Approved by AICTE and Affiliated to Anna University)
Siruganur, Tiruchirappalli - 621 105.
www.mambs.com, director@mambs.com

Career Development and Placement Cell

We are glad to inform you all that our college 2024 Batch MBA Student got selected in

PTE INFOCOMM

Job Role : Business Analyst
Salary : 7 LPA

Congratulations!

Ramya Jennifer V
Batch of 2024
MBA

Valtheeswari C
Batch of 2024
MBA

Mohammed Sameer
Batch of 2024
MBA

Renukettilda
Batch of 2024
MBA

Yoga Lakshmi
Batch of 2024
MBA

M. A. M. Business School
NAAC Accredited with 'A' Grade
(Approved by AICTE and Affiliated to Anna University)
Siruganur, Tiruchirappalli - 621 105.
www.mambs.com, director@mambs.com

Career Development and Placement Cell

We are glad to inform you all that our college 2024 Batch MBA Student got selected in

Congratulations!

Job Role : Executive Trainee Sales
Salary : 4.25 LPA

R. Priya Shree
Batch of 2024
MBA

Divyadharshini
Batch of 2024
MBA

Rahim Khan
Batch of 2024
MBA

Prabhu
Batch of 2024
MBA

For being placed in **ESAF**
ESAF SMALL FINANCE BANK

M.A.M. Business School
NAAC Accredited with 'A' Grade
(Approved by AICTE and Affiliated to Anna University)
Siruganur, Tiruchirappalli - 621 105.
www.mambs.com, director@mambs.com

Career Development and Placement Cell

We are glad to inform you all that our college 2024 Batch MBA Student got selected in

homefirst
We'll take you home

Job Role : Relationship Manager
Salary : 6 LPA

M.Hariharan
Batch of 2024
MBA

Congratulation

M. A. M. Business School
NAAC Accredited with 'A' Grade
(Approved by AICTE and Affiliated to Anna University)
Siruganur, Tiruchirappalli - 621 105.
www.mambs.com, director@mambs.com

Career Development and Placement Cell

We are glad to inform you all that our college 2024 Batch MBA Students got selected in

indiamart

Job Role : Executive - Client Acquisition (FSF)
Salary : 3.6 LPA

R. Navar
Batch of 2024
MBA

P. Potharaj
Batch of 2024
MBA

M. Ajay
Batch of 2024
MBA

N. Sravathra
Batch of 2024
MBA

K. R. Kalyanaraj
Batch of 2024
MBA

Congratulations

M.A.M. B-SCHOOL
NAAC ACCREDITED WITH 'A' GRADE
(APPROVED BY AICTE, NEW DELHI & AFFILIATED TO ANNA UNIVERSITY)
SIRUGANUR, TIRUCHIRAPPALLI - 62105.
www.mambs.com, director@mambs.com

CAREER DEVELOPMENT AND PLACEMENT CELL

CONGRATULATIONS

BAJAJ FINANCE LIMITED

AAFRIN BANU B
II MBA

ANJALI S
II MBA

ROLE : FINANCE /MARKETING | SALARY: 4.93 LPA

M.A.M. B-SCHOOL
NAAC ACCREDITED WITH 'A' GRADE
(Approved by AICTE and Affiliated to Anna University)
Siruganur, Tiruchirappalli - 62105.
www.mambs.com, director@mambs.com

CAREER DEVELOPMENT AND PLACEMENT CELL

CONGRATULATIONS

MBA 2024 BATCH
ROLE : OFFICER SALES
SALARY : 2.25 LPA

AXIS BANK

K JANANI
S SUBALAKSHMI
A HARINI
K SRIVIDHYA
S DHANASRI
VS VINODHINI
N DEEPIKA
G DHANUSHYA
M AJAY
M MADHAN KUMAR
S ARUN

PLACEMENTS POSTERS

M. A. M. Business School
NAAC Accredited with 'A' Grade
(Approved by AICTE and Affiliated to Anna University)
Siruganur, Tiruchirappalli - 621 105.
www.mambs.com, director@mambs.com

Career Development and Placement Cell

We are glad to inform you all that our college 2024 Batch MBA Student got selected in

HCL TECHNOLOGIES

Job Role : HR Intern

S.KAVIYA
Batch of 2024 MBA

Congratulations

M. A. M. Business School
NAAC Accredited with 'A' Grade
(Approved by AICTE and Affiliated to Anna University)
Siruganur, Tiruchirappalli - 621 105.
www.mambs.com, director@mambs.com

Career Development and Placement Cell

We are glad to inform you all that our college 2024 Batch MBA Students got selected in

SRI ENERGY
EXCELLENCE IN EXTREMES®

Job Role : HR Intern

S.Vaishnavi
Batch of 2024 MBA

Shiny
Batch of 2024 MBA

Congratulations

M. A. M. Business School
NAAC Accredited with 'A' Grade
(Approved by AICTE and Affiliated to Anna University)
Siruganur, Tiruchirappalli - 621 105.
www.mambs.com, director@mambs.com

Career Development and Placement Cell

We are glad to inform you all that our college 2024 Batch MBA Student got selected in

KVB Karur Vysya Bank
Smart way to bank

Job Role : Branch Sales & Service Executive
Salary : 3 LPA

Congratulations

H.V.Kailash
Batch of 2024 MBA

M. A. M. Business School
NAAC Accredited with 'A' Grade
(Approved by AICTE and Affiliated to Anna University)
Siruganur, Tiruchirappalli - 621 105.
www.mambs.com, director@mambs.com

Career Development and Placement Cell

We are glad to inform you all that our college 2024 Batch MBA Students got selected in

equitas Small Finance Bank Job Role : Relationship Manager / Relationship Officer / Business Development Officer
Salary : 2.5 LPA

N. Basheer Ali Batch of 2024 MBA	M. Kesavan Batch of 2024 MBA	M. Madhan Kumar Batch of 2024 MBA	R. Bhaskiyalakshmi Batch of 2024 MBA	N. Deepika Batch of 2024 MBA
P. Sanjivn Batch of 2024 MBA	A. Praveen Kumar Batch of 2024 MBA	A. Gokulakrishnan Batch of 2024 MBA	M. Manoj Batch of 2024 MBA	V. Kesavan Batch of 2024 MBA
V. Venkatesh Kumar Batch of 2024 MBA	S. Uganthan Batch of 2024 MBA	D. Praveen Kumar Batch of 2024 MBA	N. Abdul Hakim Batch of 2024 MBA	R. Aravind Raj Batch of 2024 MBA
A. Ja. Christhnee Batch of 2024 MBA	S. Arun Batch of 2024 MBA	A. Venkatesh Batch of 2024 MBA	S. Gunaseelan Batch of 2024 MBA	Saravanan Selvaraj Batch of 2024 MBA
P. Perumanselvan Batch of 2024 MBA	C. Pooja Batch of 2024 MBA	N. Seralathan Batch of 2024 MBA	S. Sivaraman Batch of 2024 MBA	K. Abbas Ali Batch of 2024 MBA
S. Mahendran Batch of 2024 MBA	A. Naveen Prakash Batch of 2024 MBA			

Congratulations

M. A. M. Business School
NAAC Accredited with 'A' Grade
(Approved by AICTE and Affiliated to Anna University)
Siruganur, Tiruchirappalli - 621 105.
www.mambs.com, director@mambs.com

Career Development and Placement Cell

We are glad to inform you all that our college 2024 Batch MBA Students got selected in

UPS ULTIMATE POWER SOURCE Job Role : Marketing
Authorised Kirloskar Care Center Salary : 2.4 LPA

S. Abhishek Batch of 2024 MBA	M. Kesavan Batch of 2024 MBA	R. Kirubanithi Batch of 2024 MBA	V. Madhavan Batch of 2024 MBA
L. Sugilan Batch of 2024 MBA	Aathish Batch of 2024 MBA	M. Kavin Kumar Batch of 2024 MBA	M. Manoj Batch of 2024 MBA
P. Prasath Batch of 2024 MBA	S. Uganthan Batch of 2024 MBA	S. Gunaseelan Batch of 2024 MBA	Peramaiyan Batch of 2024 MBA

Congratulations

CERTIFICATES



PRESS RELEASES

TIRUCHI TODAY

RELIGION
Sri Ranganathaswamy Temple, Srirangam: Sri Ranga Nachiar Navarathri Utsavam, Sri Thayar purappadu from sanctum sanctorum, 5.30 p.m.; reaching Kolu Mandapam, 6 p.m.; purappadu from the mandapam, 9.30 p.m.; reaching sanctum sanctorum, 10 p.m.
Sri Kamalavalli Nachiyar Temple, Woraiyur: Navarathri utsavam, Sri Thayar purappadu from sanctum sanctorum, 5 p.m.; reaching Navarathri Mandapam, 5.30 p.m.; purappadu from the mandapam, 8.30 p.m.; reaching sanctum sanctorum, 8.45 p.m.
Sri Ramakrishna Sarada Samithi: Navarathri festival, pooja, Sri Ramakrishna Temple, Golden Rock, 10 a.m.; Durga Saptasati parayanam, 10.30 a.m.; discourse by R. Madhu, 11 a.m.; Sri Lalitha Sahasranama parayanam, 5.15 p.m.; Ratha vedhi ula, 6 p.m.; arathi, 6.15 p.m.
Sri Ramakrishna Kudil,

CULTURE
Thiruparathurai: Ramasamy Adilagar 113th guru pooja, 5 p.m.

GENERAL
Tamil Sangam: R. Varadharajan speaks on Namakkal Kavignar, W.B. Road, 6.30 p.m.
District Central Library: Talk to a doctor programme for senior citizens; Siddha medicine practitioner S. Kamaraj speaks; 4 p.m.
M.A.M. Business School: "Mastering the interview" - session with experts, 9.30 a.m.

TIRUCHI TODAY

GENERAL
M.A.M.B-School: A talk on data analytics tools by P. Sridevi, associate professor, National Institute of Technology, Tiruchi, 10 a.m.; "Go green - eco-friendly Deepavali drawing contest," 10 a.m.; awareness programme on cracker-free Deepavali, Konalai village, 11 a.m.

TIRUCHI TODAY

GENERAL
National College and Tamil Nadu State Council for Higher Education: Workshop on Research methodology and publication ethics, M. Selvam, Vice Chancellor, Bharathidasan University, inaugurates, 9.30 a.m.
M.A.M. College of Engineering: Awareness programme on Basics of start-up, 2.30 p.m.
Seethalakshmi Ramaswami College: Cultural festival, 10 a.m.
Cauvery College for Women: Valediction of Anti-ragging Week, 1.30 p.m.
M.A.M.B-School: Career guidance programme, 10 a.m.
Kongunadu College of Engineering and Technology, Tholurpatti: Inaugural function of BME Department Association, 10.30 a.m.
Jamal Mohamed College: Annual sports meet, 9 a.m.

TIRUCHI TODAY

RELIGION
Sri Ranganathaswamy Temple, Srirangam: Sri Nampurumal Unjal Thirunal, purappadu with Ubhaya Nachiyars, 6 p.m.; Nel Alavu and Thiruvanthi Kappu kandarula at Thayar Sannidhi, 6.45 p.m.; reaching Unjal Mandapam, 7.15 p.m.; Unjal, 8.15 p.m.; purappadu, 9.45 p.m.; reaching sanctum sanctorum, 10.15 p.m.
Thiruchi District Pensioners Association: Monthly meeting, V.N. Venkatchalam presides, office premises, Nachiyar Kovil Main Road, 10.30 a.m.
Sharon: Deepavali celebration and distribution of dresses to visually challenged and hearing/speech

GENERAL
impaired persons, St. Therese Church, Crawford, 4.15 p.m.
K. Ramakrishnan College of Engineering: Apex 2023 - inter collegiate technical colloquium, 9 a.m.
CARE College of Engineering: Demystifying AI Business Solutions, 2 p.m.
Shrimati Indira Gandhi College: A talk on "ABCs to ace an interview," by Yamini Rajendran, Senior Manager-HR, Velumrugan Heavy Engineering and Industries Pvt. Ltd., 10 a.m.
M.A.M. School of Engineering: National Education Day celebration, 2 a.m.
M.A.M. Business School: A talk on "Persuasive people strategy" by K. Sivakumar, Director, Jamal Institute of Management, 11 a.m.

TIRUCHI TODAY

RELIGION
Sri Ranganathaswamy Temple: Sri Nampurumal Unjal Thirunal, Sri Nampurumal purappadu from sanctum sanctorum, 5.30 p.m.; reaching Unjal Mandapam, 6 p.m.; Unjal, 7.15 p.m.; purappadu, 9 p.m.; reaching sanctum sanctorum, 9.15 p.m.
Organising Committee: Thiruvona mahotsavam, Hariatha by Sriridhi Aditya, Sriraman Rangachar Swamy Thirumaligal, Keezha Chithirai Street, Srirangam, 7.15 p.m.
Chinnmaya Mission: Discourse on "Sivapuranam", Tamil Sangam building, W.B. Road, 6.30 p.m.

GENERAL
District Administration: Health Walk, near Science Park, Anna Nagar, 6 a.m.
Shrimati Indira Gandhi College: Motivational talk and prize distribution of Ignite - inter-school competitions by K. Sumathi, advocate, 4 p.m.
CARE College of Engineering: General Engineering Students Association meet, 3.30 p.m.
Manavai Tamil Mandram: Literary meet, Sowma Public School, Manapparai, 10 a.m.
SRM Group of Institutions: Trichi SRM Run to mark World Heart Day and Pink October, SRM Auditorium, 6 a.m.
M.A.M.B-School: Blood donation camp, 1.30 p.m.

TIRUCHI TODAY

GENERAL
Periyar College of Pharmaceutical Sciences: Seminar on 'Deciphering the avenues of intellectual property rights and pharmacovigilance,' 9 a.m.
Bishop Heber College: Inauguration of Communication Club, 10.30 a.m.
Jamal Institute of Management: Intellect 2023 - business quiz and other events, 10 a.m.
CARE College of Engineering: Short term training programme on 'Breaking barriers in health care: Futuristic Antenna Design for Telemedicine and Biomedical Intelligence,' 10 a.m.
M.A.M.B-School Thaneer Club: Programme on food safety, 10 a.m.
Kongunadu College of Engineering and Technology, Tholurpatti: Seminar on Guidelines for writing good scientific articles, 4.45 p.m.

TIRUCHI TODAY

RELIGION
Kamalavalli Nachiyar Temple, Woraiyur: Unjal Thirunal, Thayar purappadu from sanctum sanctorum, 6 p.m.; reaching Unjal Mandapam, 6.15 a.m.; Unjal, 7.15 p.m.; purappadu, 9 p.m.; reaching sanctum sanctorum, 8.45 p.m.

GENERAL
Mad Andavan Arts and Science College: International conference on Emerging trends in chemistry, 10 a.m.
M.A.M. District Fencing Association: Under-17 Cadet state championship, Anna Stadium, 2.30 p.m.

CULTURE
Nehru Memorial College: Skill training programme for students, 10 a.m.
M.A.M.B-School: A talk on 'So of IT industry,' by Ananth Sivagnanam, 11 a.m.
M.I.E.T. Engineering College: Lecture on fundamentals of fluid mechanics and its applications, R.B. Anand, Professor, National Institute of Technology, 11.15 a.m.

ESS READ



11th Graduation Day at biz school
Tiruchy: MAM Business School conducted its 11th graduation ceremony on Sunday at Newton Hall on its campus. C K Kumaravel, CEO of Naturals, was the chief guest. M A Maluk Mohamed, chairman of MASTeR Group of Institutions, its CEO Fathima Bathool Maluk, Dean S Rajasekaran, and M Hemalatha, Director of MAM B-School, participated.

Mon, 18 December 2023
<https://epaper.newindia>

TIRUCHI TODAY

CULTURE
Tamil Sangam: Rasu Nachimuthu speaks on Kanchi Thalaivan, W.B. Road, 6.30 p.m.

GENERAL
The Institution of Engineers, Tiruchi Local Centre: Engineers Day, N. Gopalaswamy, former Director, Dalmia Cement Bharat Limited, chief guest, institution building, BHEL campus, 6.30 p.m.
Santhanam Vidhyalaya Senior Secondary School: Engineers Day, Satyanarayanan R. Chakravarthy, Professor, Indian Institute of Technology, Madras, and Co-founder, The ePlane Company, speaks on 'The Future is in the air,' 10 a.m.
Periyar College of Pharmaceutical Sciences: Thanthai Periyar birth anniversary celebration, medical camp, tree plantation, 9.30 a.m.
Saranathan College of Engineering: Engineers Day, 3 p.m.
M.A.M. School of Engineering: Engineers Day, 9.30 a.m.
Bishop Heber College English Literary Association: Inter departmental competitions, 8.30 a.m.; Department of Environmental Sciences: 'No Drive Day,' 8 a.m.
Seethalakshmi Ramaswami College: Seminar on Tech skills 2.0, 1.30 p.m.
M.A.M.B-School: Eco-friendly Ganesha making contest, 2 p.m.
Sharon: Teachers Day celebrations, Senthil Kumar Nallusamy, Chief Cardiologist, RANA Hospital, chief guest, Panchayat Union Primary School, Edamalaipattipudur, 4 p.m.
Bharathidasan University Department of Social Work: Valediction of rural camp, Don Bosco Media College, Manikandam, 6 p.m.



திருச்சி எம்.ஏ.எம். மேலாண்மை கல்லூரியின் 11வது பட்டமளிப்பு விழா நடந்தது. நேச்சரல் பியூட்டி கேர் நிறுவனங்களின் இணை தலைவர் குமாரசேவல் பட்டங்களை வழங்கினார்.

GENERAL
M.A.M. B School: Session on water resources in India, 10 a.m.

GENERAL
M.A.M. Group of Institutions: Graduation Day, C.K. Kumaravel, Co-founder and CEO, Naturals, chief guest, 10.30 a.m.

PRESS RELEASES

எம்.ஏ.எம். மேலாண்மை கல்லூரி மாணவர்கள் சங்கம், தண்ணீர் சங்கம்: இந்தியாவில் தண்ணீரின் வருங்காலம் என்ற தலைப்பில் விழிப்புணர்வு நிகழ்ச்சி, பங்கேற்பு - பேராசிரியர் எஸ். செந்தில்குமார், கல்லூரி வளாகம், காலை 10.

TIRUCHI TODAY	GENERAL
RELIGION	District Central Library, Readers Forum and Tamil Nadu Child Writers and Artists Association-Tiruchi City Branch: Art and literary workshop for children, library, 10.30 a.m.
Sri Ranganathaswamy Temple: Thirupavithrothasavam - Angobanga Seval, yaga sala thiruvardhanam, 7 a.m.; moolasthan thiruvardhanam, 10 a.m.; Sri Namperumal purappadu from sanctum sanctorum, 8 p.m.; reaching Thirupavithrothasava Mandapam, 8.15 p.m.; purappadu, 9.45 p.m.; reaching sanctum sanctorum, 10.15 p.m.	Seethalakshmi Ramaswami College: Youth Forum Study Circle meeting, 2 p.m.
	Shrimati Indira Gandhi College: Onam celebration, 9.30 a.m.
	SHARON: Programme on education and lifestyle, Government HSS, Somarasampettai, 3 p.m.
	M.A.M.B-School: HR panel discussion, 10 a.m.
	Design School: Art exhibition, Hotel Ramyas, 10 a.m.; award

Tiruchirappalli Weather max min

இன்றைய நிகழ்ச்சிகள்

தந்தை பெரியார் அரசு கலை மற்றும் அறிவியல் கல்லூரி: உலகபுகைப்பட தினத்தை முன்னிட்டு கலை மற்றும் புகைப்பட கண்காட்சி தொடக்க விழா, கல்லூரி வளாகம், காலை 10.30.

ஜமால் முகமது கல்லூரி: 72-ஆவது ஆண்டு விளையாட்டு விழா, காவல் துணைக் கண்காணிப்பாளர் வல்லவன் பங்கேற்பு, கல்லூரி வளாகம், காலை 9.

தேசியக் கல்லூரி மேல்நிலைப் பள்ளி: 2023-ஆம் ஆண்டு விளையாட்டு விழா, தேசிய கபடி வீரர் ஆர். சரேந்திரராஜா பங்கேற்பு, சிந்தாமணி வடகாணம், காலை 9.30.

எம்.ஏ.எம். மேலாண்மை பள்ளி: வேலைவாய்ப்பு உருவாக்கும் சுருத்தரங்க நிகழ்வு, தொழில்முனைவோர் சிவக்குமார், சாவித்

திரி பங்கேற்பு, நிறுவன வளாகம், காலை 10.

எம்.ஜி.டி. கலை மற்றும் அறிவியல் கல்லூரி: வணிக நிர்வாகவியல் துறை சார்பில், தலைமைத் துவம் குறித்த பயிலரங்கு, கல்லூரி வளாகம், காலை 10.30.

திருச்சிமாவட்ட ஒய்வுதியர்கள் சங்கம்: செயற்குழு கூட்டம், தலைவர் வி.என். வெங்கடாசலம் பங்கேற்பு, சங்க வளாகம், உறையூர், காலை 10.30.

திருச்சிராப்பள்ளி தமிழ்ச் சங்கம்: திருமுலரின் இரு கோயில்கள் எனும் தலைப்பில் சொற்பொழிவு, முனைவர் கலையரசி பங்கேற்பு, சங்க வளாகம், மேலரண்சாலை, காலை 6.30.

லால்குடி. சிறப்பு மருத்துவ முகாம்: டி.இ. எல்.சி.உயர்நிலைப் பள்ளி, கே.வி. பேட்டை பிரதான சாலை, காலை 9.

இன்றைய நிகழ்ச்சிகள்

திருச்சி மாவட்ட சித்த மருத்துவத் துறை: 8-ஆவது தேசிய ஆயுர்வேத தினத்தை முன்னிட்டு, சிறப்பு ஆயுர்வேத மருத்துவ முகாம், புத்தூர் அரசு மருத்துவமனை வளாகம், காலை 9.

ஸ்ரீமதி இந்திராகாந்தி கல்லூரி: மேலாண் படிப்புகள் துறையின் சார்பில், தேர்காணல் எதிர்கொள்வது குறித்து சிறப்பு பயிலரங்கு, பங்கேற்பு- மணிதவன் மேம்பாட்டு அலுவலர் யாமினி ராஜேந்திரன், கல்லூரி வளாகம், காலை 10.

எம்.ஏ.எம். மேலாண்மை பள்ளி: மக்கள் யுத்தி குறித்த கருத்தரங்கு, பங்கேற்பு- ஜமால் மேலாண்மை கல்வி நிறுவன இயக்குநர் கே. சிவக்குமார், கல்வி நிறுவன வளாகம், காலை 11.

திருச்சி மாவட்ட ஒய்வுதியர்கள் சங்கம்: ஆலோசனைக் கூட்டம், பங்கேற்பு- தலைவர் வி.என். வெங்கடாசலம், சங்க அலுவலகம், உறையூர், காலை 10.30.

திருச்சி மாவட்ட பிற்பட்டோர் நலத் துறை: சிரமபிளர் நலத் துறை மாவட்ட வேலைவாய்ப்பு மற்றும் பயிற்சி துறை சார்பில் மாணவர்களுக்கான வாழ்க்கை வழிகாட்டி சுருத்தரங்கு, ஆட்சியர் மா. பிரதிபுஷ்பா பங்கேற்பு, கலைவரங்கம், மத்தியப் பேருந்து நிலையம், அருகில், காலை 10.

எம்.ஏ.எம். மேலாண்மை கல்லூரி: தேர்காணலை எதிர்கொள்ளும் முறைகள் குறித்த வழிகாட்டி சுருத்தரங்கு, பேராசிரியர்கள் மகேந்திரன், செல்வகுமார், செந்தில் கே. நாதன், அனீதா பிரியா ராஜா ஆகியோர் பங்கேற்பு, கல்லூரி வளாகம், காலை 9.30 மணி முதல் காலை 4.30 மணி வரை.

ஸ்ரீ ராமகிருஷ்ண குடில்: இராமசுவாமி அபிஷேகாரின் 113-ஆவது குரு பூஜை ஜெயந்தி விழா, திருப்பராயத்தூறை, காலை 9 மணிக்கு தொடங்கி, 11.15 மணிக்கு நாமச்சித்தனம், 3.30 மணிக்கு

இன்றைய நிகழ்ச்சிகள்

திருச்சி மாவட்ட நிர்வாகம்: தமிழக அரசின் மகளிர் உரிமைத் திட்டத்தில் இரண்டாம் கட்டமாக பயன்பெறும் பயனாளிகளுக்கு உரிமைத் தொகை வழங்கும் விழா, பங்கேற்பு- அமைச்சர் கே.என். நேரு, கலையரங்கம், காலை 10.30.

எம்.ஏ.எம். மேலாண்மை பள்ளி: பசுமைவழி மாற்றம் குறித்த தீபாவளி ஓவியப் போட்டி, பள்ளி வளாகம், காலை 10, கொண்டாட்டம் கிராமத்தில் பட்டாசு இல்லா தீபாவளி கொண்டாட்டம் குறித்த விழிப்புணர்வு நிகழ்வு, காலை 11 மணி.

இன்றைய நிகழ்ச்சிகள்

எம்.ஏ.எம். மேலாண்மை கல்லூரி: பாலின சமத்துவம் குறித்த கலந்தாய்வு, பங்கேற்பு - மகளிர் மேம்பாட்டு கல்வி மைய இயக்குநர் என். மணிமேகலை, கல்லூரி வளாகம், காலை 10.30.

ஜமால் முகமது கல்லூரி, தண்ணீர் சுற்றுச்சூழல் மாணவர் மன்றம்: உலக மண்வள நாள் தினம், மண்வளம் காப்பதில் மாணிடரின் பங்களிப்பு என்ற தலைப்பில் உரை - தேசிய கல்லூரி புவியியல் பேராசிரியர் வி. வசந்தமோகன், கல்லூரி வளாகம், முற்பகல் 11.45.

ரசிக ரஞ்சன சபா: டிசம்பர் மாத நாடக விழா, பிரம்மா பைன் ஆர்ட்ஸ் வழங்கும் யார் அது நாடகம், ஆர்.ஆர். சபா, மேலரண் சாலை, மாலை 6.30.

இன்றைய நிகழ்ச்சிகள்

மத்திய அரசின் இளைஞர் நலன் மற்றும் விளையாட்டுத் துறை: தென் மண்டல அளவிலான நாட்டு நலப்பணித்திட்ட மாணவர்களுக்கு கான குடியரசு தின அணிவகுப்பு முகாம் நிறைவு விழா, பங்கேற்பு- கல்லூரிக் கல்வி இயக்குநர் ஜி. கீதா, காவேரி மகளிர் கல்லூரி வளாகம், காலை 11.

எம்.ஏ.எம். மேலாண்மை பள்ளி: டிஜிட்டல் தரவுகள் குறித்த சுருத்தரங்கு, பங்கேற்பு- இணைப் பேராசிரியர் ஜி. சிவசேகன், பள்ளி சுருத்தரங்க கூடம், சிறுகனூர், காலை 11.

இன்றைய நிகழ்ச்சிகள்

திருச்சி எஸ்.ஆர்.எம். பொறியியல் கல்லூரி: உலக இயல்பு நாளை பொட்டி திருச்சி எஸ்.ஆர்.எம். ஒட்டம், பங்கேற்பு - டி.எஸ்.பி அஜய் தங்கம், எஸ்.ஆர்.எம். கல்லூரி வளாகம், காலை 6.

எம்.ஏ.எம். மேலாண்மை கல்லூரி: ரத்த தான முகாம், கல்லூரி வளாகம், பிற்பகல் 1.30.

ஆன்மீகம் சின்மயா மிஷன்: மாணிக்கவாசகர் அருளிய சிவபுராணம்

என்ற தலைப்பில் உரை - சுவாமினி சம்பந்திஷ்டாந்தா, திருச்சிராப்பள்ளித் தமிழ்ச் சங்க வளாகம், மேலரண்சாலை, காலை 6.30.

ஸ்ரீ நிவாஸ பக்தர்கள்: 59-ஆம் ஆண்டு திருவோண மஹோத்ஸவ நிகழ்ச்சிகள், ஹரி கதை - ஸ்ரீநிதி ஆதித்யா உரை, ஸ்ரீமான் ரெங்காச்சார் சுவாமி திருமாளிகை முன், ஸ்ரீரங்கம், இரவு 7.15.

எம்.ஏ.எம். கல்லூரி பட்டமளிப்பு விழா

திருச்சி, ௨௪. 10- திருச்சி சிறுகனூர் எம்.ஏ.எம். மேலாண்மை கல்லூரியின் 11வது பட்டமளிப்பு விழா நடந்தது.

கல்வி நிறுவனங்களின் தலைவர் மாஜிக் முகமது தலைமை வகித்தார். செயலாளர் பக்திமா பத்தூல் வரவேற்றார். கல்லூரி பதிவாளர் முருகானந்தம் முன்னிலை வகித்தார்.

எம்.ஏ.எம். மேலாண்மை கல்லூரி இயக்குனர் தோழை வத்சா பேசுகையில், 'கல்லூரி மாணவர்கள் அண்ணா பல்கலைக்கழக தரவரிசை பட்டியலில் 6 இடங்களை பெற்றுள்ளனர். கல்லூரி மாணவ மாணவிகள் பல் வேறு துறைகளில் சாதனை படைத்து வருகின்றனர்' என்றார்.

சிறப்பு விருந்தினர் நேசுரல் பிழட்டி கேர்

எம்.ஏ.எம். மேலாண்மை பள்ளி: தலைமைப் பண்புகள் குறித்த பயிலரங்கு, பங்கேற்பு- மணிதவன் அலுவலர் பி. ஆர்த்தி, கல்லூரி கூட்டரங்கு, காலை 10.

இன்றைய நிகழ்ச்சிகள்

எம்.ஏ.எம். மேலாண்மை கல்லூரி: கய மேம்பாடு என்ற தலைப் பிலான விழிப்புணர்வு நிகழ்ச்சி, கல்லூரி வளாகம், காலை 10.30.

திருவித்யலா, கோயில் வளாகம், மலைக்கோட்டை, மாலை 6. சமயபுரம் மாரியம்மன் கோயில்: சித்திரைப் பெருவிழா, 12-

PRESS RELEASES



உரிமை குரல்

பொருள் மட்டுமே குறிக்கோளாக கொள்ளாமல் எதிர்வரும் சவால்களை எதிர்கொள்ள வேண்டும் திருச்சி எம்.ஏ.எம் பொறியியல் தொழில்நுட்பவியல் ஸ்லூரியில் பட்டமளிப்பு விழாவில் சிறப்பு விருந்தினர் குமரவேல் பேச்சு

திருச்சி, டிச.18
திருச்சி சிறுகளூரில்
எம்.ஏ.எம் பொறியியல்
தொழில்நுட்பவியல்
கல்லூரியில்
பதினொன்றாவது
பட்டமளிப்பு விழா
நடைபெற்றது. இதில்
எம்.ஏ.எம் வணிகப் பள்ளி
மாணவர்களும் கலந்து
கொண்டு பட்டங்களைப்
பெற்றுக் கொண்டனர்.
பட்டமளிப்பு விழாவானது,
மாஸ்டர் கல்விக் குழுமத்
தலைவர் முனைவர் எம்.ஏ.
மாலுக் முகமது அவர்களின்
வரவேற்புரையுடன்
தொடங்கியது. இக் குழுமத்தின்
செயலாளர் மற்றும்
முதன்மை கல்வி அலுவலர்
திருமதி பாத்திமா
பதூல் மாலுக் தலைமை
வகித்தார். எம்.ஏ.எம்.
வணிகப் பள்ளியின்
இயக்குனர் முனைவர்
ஹேமலதா கடந்த
கல்வியாண்டில் நடந்த
கல்லூரியின் முக்கிய
நிகழ்வுகளையும்
செயல்பாடுகளையும்
பட்டியலிட்டார். மேலும்
எம்.ஏ.எம் பொறியியல்
தொழில்நுட்பக்
கல்லூரியின் முதல்வர்

முனைவர் கச்சன்
கிறிஸ்டினா கல்லூரியின்
முக்கிய நிகழ்வுகளையும்
செயல்பாடுகளையும்
பட்டியலிட்டார். சிறப்பு
விருந்தினராக சென்னை
நேச்சுரல்ஸ் இணை
நிறுவனர் மற்றும் தலைமை
நிருவாக அலுவலர்
சி.கே. குமரவேல்
கலந்துகொண்டு நிகழ்த்திய
பட்டமளிப்பு விழா
பேருரையில், கூட்டுப்புழு
பருவத்திலிருந்து
வண்ணத்துப் பூச்சிகளாக
கதந்திரமாக இப்புவியில்
துறை சார்ந்த பணி
யிடங்களுக்கு செல்லும்
பட்டதாரிகளே பொருள்
மட்டுமே குறிக்கோளாக
கொள்ளாமல் எதிர்வரும்
சவால்களை சமாளித்தும்,
மானிட மாண்புகளுடன்
கனிவாகவும் நன்றியுடனும்
செயல்பட்டு வாழ்க்கையில்
ஏற்றம் பெற்று உங்கள்
வாழ்க்கைக் குறிக்கோளை
அடைய எல்லாம் வல்ல
இறைவனின் ஆசியோடு
வாழ்த்துகிறேன் என
உரையாற்றி இருநூற்று
ஐம்பது முதுநிலை
மற்றும் இளநிலை
பட்டதாரிகளுக்கு துறை
வாரியாக பட்டங்களை

வழங்கி சிறப்பு செய்தார்.
மேலும் பல்கலைக் கழக
தரவரிசையில் இடம்பெற்ற
பட்டதாரிகளுக்கும்
கல்லூரி அளவில்
முதல்மதிப்பெண் பெற்ற
சிறப்பாளர்களுக்கும்
மாஸ்டர் கல்விக்
குழுமத்தின் சார்பாக
பதிவாளர் முனைவர்
முருகானந்தம்
பெயர் பட்டியலிட,
சிறப்பு விருந்தினர்
கேடயங்களையும்
பதக்கங்களையும் வழங்கி
வாழ்த்து தெரிவித்தார்.
மேலும் துறைத்தலைவர்கள்
துறைவாரியாக பெயர்
பட்டியலிட அனைத்து
பட்டதாரிகளுக்கும்
பட்டம் வழங்கப்பட்டது.
கல்லூரியின் புலத்தலைவர்
முனைவர் ராஜசேகரன்
நன்றியுரை நல்கினார்.
முனைவர் ஆர். கார்த்திகா
ஒருங்கிணைப்பில்
பேராசிரியர்கள் மற்றும்
அலுவலகப் பணியாளர்கள்
விழாவிற் கான
ஏற்பாடுகளை
செய்திருந்தனர்.
பட்டதாரிகள் தங்கள்
பெற்றோர்களுடன் கலந்து
கொண்டு பட்டங்களை
பெற்று சென்றனர்.



திருச்சி எம்.ஏ.எம். மேலாண்மை கல்லூரியின் 11வது பட்டமளிப்பு விழா நடந்தது. நேச்சுரல் பீயூட்டி கேர் நிறுவனங்களின் இணை தலைவர் குமரவேல் பட்டங்களை வழங்கினார்.

எம்ஏஎம் கல்லூரி பட்டமளிப்பு விழா

திருச்சி, டிச. 18-
திருச்சி சிறுகளூர்
எம்.ஏ.எம். மேலாண்மை
கல்லூரியின் 11வது பட்
டமளிப்பு விழா நடந்தது.
கல்வி நிறுவனங்களின்
தலைவர் மாலுக் முகமது
தலைமை வகித்தார். பொ
லான் பர்திமா பத்தல்
வரவேற்றார். கல்லூரி
பதிவாளர் முருகானந்தம்
முன்னிமை வகித்தார்.

எம்.ஏ.எம். மேலாண்மை
கல்லூரி இயக்குனர் ஹேம
லதா பேசுகையில், 'கல்
வி மாணவர்களுடைய
பல்கலைக்கற்றை தரவரிசை
பட்டியலில் 6 இடங்களை
பெற்றுள்ளனர். கல்லூரி
மாணவ மாணவிகள் பல
மேது துறைகளில் கருவை
படைத்து வருகிறார்கள்'
என்றார்.
சிறப்பு விருந்தினர்
நேச்சுரல் பீயூட்டி கேர்

நிறுவனங்களின் இணை
தலைவர் குமரவேல் பேசு
கையில், 'ஒரு கம்பனிப்
பூச்சி ஒரு பட்டமட்டும்
யாக மாறுவதற்கான
ஒப்பந்தமையே குறிப்பிட்டு,
வாழ்க்கை பயணத்தின்
தொடக்கம் மற்றும் விடமு
யற்சியில் முக்கியத்
துவத்தை குறிப்பிட்டார்.
81 மாணவர்களுக்கு பட்
டங்கள் வழங்கப்பட்டது.

Dignitaries Prestigious Awards & Presentations



Transformative Leadership Award

Our heartfelt congratulations to our respected Secretary & CEO, Mrs. Fathima Bathool Maluk, , MASTeR Group of Institutions for receiving the Transformation Leadership Award - 2024 on 8th February, 2024 from the International Coral Reef Society (ICRS) for her well earned success and her achievements that speaks volumes about the determination in the education sector.



On 14th September 2023, Mrs. Fathima Bathool Maluk, has given a the thought provoking session to the young women entrepreneurs in “ பெண் தொழில் முனைவோர் மேம்பாட்டுக் கருத்தரங்கம் : வணிகத் தலைமை கொள்” conducted by Rotary Club of Dindigul Queen City.

Prestigious Awards



A Great Academic Leader

**Dr. M. Hemalatha,
Director - MAMBS**

MAM B School is offering skill development-related programs with new ideologies to train students how to build a brand or business on their own. Our M.A.M. Business School helps students to stay up-to-date with the latest market scenarios to build their own companies or brands and can be pioneers.



Prominent Alumni Award



Our heartfelt congratulations to our Dr. M. Hemalatha, Director - MAMBS has been awarded as Prominent Alumni in Shrimati Indira Gandhi College, Tiruchirappalli, on 12th December 2023 for her work towards continuing to cultivate a culture of collaboration to meet the goals of her wide-reaching programs sparking the interest of many students with industrial sector and for better research and teaching will lead to faculty success and student success.



SHRIMATI INDIRA GANDHI COLLEGE

Nationally Accredited at 'A' Grade (3rd Cycle) by NAAC | An ISO 9001 : 2015 Certified Institution

Tiruchirappalli - 620 002

Department of Business Administration Prominent Aluminae



Smt. S. Aparna M.B.A., M.Phil.,
MBA in Memphis University, USA
Ex- FedEx USA
Director,
Shrimati Indira Gandhi College
Batch : 2005 - 2008



Dr. L. Kalai Bharathi
Principal
SVGC
Batch : 1997 - 2000



Dr. M. Hemalatha
Director
M.A.M Business School
Batch : 1996 - 1999



Ms. J. Neetha
Sr. Executive
International Logistics
Switzerland
Batch : 2007 - 2010



Ms. Jashy Jeganathan
JMJ Recruitment Ltd
England
Batch : 2001 - 2004



Ms. Sonali Singh
HR
In Future Focus
Infotech, Bengaluru
Batch : 2007 - 2010



Ms. S. Kamalini
Deputy Manager
Axis Bank Ltd
Tirupur
Batch : 2015 - 2018



Ms. V. Ramya
Entrepreneur
Almas Power Tools
Kerala
Batch : 2001 - 2004



Ms. Sahaya Axiline Praveena
Asst.Prof
Annai Fathima College of
Arts and Science, Madurai
Batch : 2001 - 2004

Students Awards

"First Prize " in Short Film Competition in MAMARIA 2K23



M.A.M. B-School is extremely happy and proud to share that our I MBA students (G. Udayamoorthi, S. Srinivasan, S. Sampath Kumar, N. Surendar , S. Sriram, P.Siranjeevi) won "First prize " in short film competition in MAMARIA 2K23 conducted at M.A.M. College of Engineering, Trichy on 09.09.2023.

CAPTOFEST 2K23 Management Meet



M.A.M.B-School glad to share that our I MBA students participated in "CAPTOFEST 2K23 Management Meet" an Inter Collegiate Cultural Events at Bon Secours College for Women, Thanjavur on (04.09.2023) and won 3rd prize in Corporate Walk Show.

Students Awards

Dhanalakshmi Srinivasan Engineering college, Perambalur



M.A.M.B-School immense pleasure to inform that our first year MBA students won 1st prize in Adzap and 2nd prize Corporate walk show and received participation certificates for paper presentation at National level management meet organised by Dhanalakshmi Srinivasan Engineering college, Perambalur on 04.10.2023.



ADZAP Winners: (Hemnath K, Meena M, Seshan S, Vishnu K, Vinciya A)
Corporate walk Winners: (Meena M, Seshan S, Vishnu K, Vinciya A, Kabilan N)

Chettinadu College of Engineering and Technology, Karur



M.A.M B-School happy to inform you that our first year MBA students Won III Prize in stock war event at National Level Management Meet organised by Chettinadu College of Engineering and Technology, Karur on 30.11.2023.

Winners : D. N. Rajesh , D. Meera Mydeen



Academic Excellence

JOURNALS AND CONFERENCES

Dr. R. Karthika, A. Anburaj published paper on Artificial Intelligence in Investment Management in International Conference in BODHI G2023 Vol 1 Issue 1 (2023)

Dr. R. Suganya published paper on Role of Teacher Collaboration in Improving Student Outcomes in Private Institutions Samdarshi- UGC CARE ISSN: 2581-3986 Vol 16 Issue 4 (2023)

Dr. R. Suganya published paper on Mathematical analysis of a Prey-Predator system using new approach to Homotopy Perturbation Method Scopus: SKYBOLD Vol 18, No 9 (2023)

Mrs. Subha published Paper on Strategic SHRM- In IT Sector in Scopus Journal in European Chemical Bulletin Journal (ECB), Vol 12 (S2), 2410 – 2421 (2023)



JUNI KHYAT JOURNAL

Mr. S. Senthil Kumar, Assistant Professor, M.A.M. Business School, received the publication certificate for the Research paper Titled “A study on the significance of Women’s participation in Higher Education in India” in Juni Khyat Journal ISSN : 2278-4632

Impact Factor - 6.625

PATENT

Dr. R. Suganya, Novel Algorithm for Rapid Prime Number Factorization using Quantum Computing Published - 202341080268 - 319, Journal No. 51/2023 Dated 22/12/2023

PUBLICATIONS

BOOK CHAPTER - Springer - January 2024

In book: Artificial Intelligence-Augmented Digital Twins

Dr. R. Karthika published a book chapter on A Journey Towards Restfulness or Restlessness: An Inquiry into the Impact of Online Education in Working Women Parents. DOI: [10.1007/978-3-031-43490-7_48](https://doi.org/10.1007/978-3-031-43490-7_48)

Dr. P. Balasubramanian, International online Multi Disciplinary Journal UGC NO:48514 in Lakshmi Book Publications.

Ph.D Registration

Mr. S. Senthil Kumar, Assistant Professor, MAMBS registered Ph.d Program at Anna University in August 2023

Faculty Academic Excellence



Swayam Online Course Certification

- Mr. S. Senthil Kumar, Assistant Professor, M.A.M. Business School has successfully completed the four credit course on Continuous Quality Improvement : Tools and Techniques in July 2023 offered by Quality Council of India.
- Mr. S. Senthil Kumar, Assistant Professor, M.A.M. Business School has successfully completed the four credit course on BES 123 : Teaching and Learning offered by Indira Gandhi National Open University, New Delhi.

OFFICIAL CHARTER ROTARACT



MAMBS was certified by Rotaract Club for the partnership between MAMBS and Rotaract, highlighting collaborative initiatives, achievements, and impact on community service and youth development on 10th October, 2023. It is profound that they will engage in a diverse range of volunteers and stakeholders, including Rotaract members, community partners, and beneficiaries, in collaborative service projects and initiatives. MAMBS and Rotaract has been instrumental in driving positive change and empowering young leaders to make a difference in their communities.

FDP (August 2023 - February 2024)



16th August 2023

**“Structural Equation Modeling Using AMOS & SMART PLS” -
Srimathi Indra Gandhi College**



9th -16th September 2023

**“NAAC Accreditation Framework”
Guru Shree shantivijai Jain College for women**



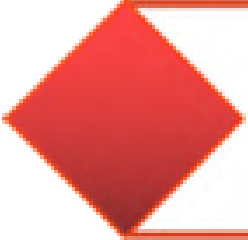
11th -19th September 2023

15 hours live training programme on ChatGPT and Generative AI



25th Sep to 14th Oct 2023

**“National Faculty Development Program on Cyber Security”
Chaitanya Bharathi Institute of Technology (CBIT) in
Collaboration with ExcelR Edtech Pvt. Ltd.**



26th Sep 2023 to 4th Oct 2023

**“Research Methodology”
Dr.MGR Educational and Research Institute**



22nd - 26th January 2024

**“Research Methodology, AI Tools in Research and Intellectual Property Rights”
Sri Venkateswara College of Computer Applications and Management, Coimbatore**



21st February 2024

**““Winning In Digital Age -
New Product Development and Marketing in E-commerce Platform”**

FDP (August 2023 - February 2024)

9th -16th September 2023

**“NAAC Accreditation Framework”
Guru Shree shantivijai Jain College for women**

**Dr. M.Hemalatha
Dr. Karthika
Dr.Suganya
Dr. Devesakthi
Mr. Senthil Kumar
Mr. A. Anburaj
Mrs.C. Subha
Ms. Akila
Mrs. Banumeena
Mrs. Gayathri
Ms. Judith
Mrs. G.Kalaivani
Mrs. L.Noorul Ayisha
Ms. Devibala
Ms. Yogapriya
Mr. Melkey**

16th August 2023

**“Structural Equation Modeling
Using AMOS & SMART PLS”
Srimathi Indra Gandhi College**


**Dr. M.Hemalatha
Dr.R.Prema
Dr. M.Vijay
Dr. Balasubramanian
Dr. Devesakthi
Mr. Senthil Kumar
Mr. A. Anburaj
Mrs.C. Subha
Mrs. A.Sasikala
Mrs. G.Kalaivani
Mrs. Judith Matharasi
Ms.S.Kiruthiga
Mrs. L.Noorul Ayisha
Mr. Jeremiah Deepan
N.Kayalvizhi
Mrs. Sagunthala Devi
Mrs. Rene
Mr. Melkey**

11th -19th September 2023

**15 hours live training programme on
ChatGPT and Generative AI**

**Mrs.C. Subha
Ms. Akila**

FDP (August 2023 - February 2024)



25th Sep to 14th Oct 2023

**Dr. Karthika
Mr. Senthil Kumar
Mrs.C. Subha
Ms. Akila**

**“National Faculty Development Program on Cyber Security”
Chaitanya Bharathi Institute of Technology (CBIT) in
Collaboration with ExcelR Edtech Pvt. Ltd.**



26th Sep 2023 to 4th Oct 2023

**“Research Methodology”
Dr.MGR Educational and Research Institute**

**Dr. M.Hemalatha
Dr. Karthika
Dr. Devasakthi
Mrs.C. Subha
Mr. Senthil Kumar
Mrs. Surya
Mr. A. Anburaj
Mrs. Banu Meena
Mrs. Yoga Priya
Ms. Akila
Ms. Judith
Mrs. Kayal
Mrs. L.Noorul Ayisha
Mr. Melkey**



22nd - 26th January 2024

Mrs.C. Subha

**“Research Methodology, AI Tools in Research and Intellectual Property Rights”
Sri Venkateswara College of Computer Applications and Management, Coimbatore**



21st February 2024

Mrs.C. Subha

““Winning In Digital Age - New Product Development and Marketing in E-commerce Platform”

Staff Welfare

Team Lunch



MAMBS has conducted Team Lunch 10.11.2023 and MAMBS has been doing team lunch activity among staff members to build stronger teams, there are some great opportunities that often go untapped. The sumptuous lunch buffet was a delightful spread of dishes, including classic favorites and new recipes. Staff members had a choice of vegetarian and non-vegetarian options. The lunch was not just about the food; it was more of an opportunity for the staff members to catch up with each other and to explore a harmonious relationships. Team lunch was happily experienced by the staff members by sharing recipes and experiences, and there was a sense of joy in the air.



In addition to the more formal team-building activities, having daily traditions in the workplace can be a great way to bring employees closer. This has been conducted to help new team members get to know their colleagues and create a daily time for everyone to come together. Staff members have come up with variety of Dishes inclusive of Vegetarian and Non- Vegetarian home cooked Recipes and shared among each other. Turning lunch breaks into moments for socializing and relaxing ensures that everyone can enjoy a healthy, balanced meal without any cost. Even better, in today's remote work world, these activities can be done from anywhere and shared online to help everyone stay connected.



Kodaikanal Trip



MAMBS staff members have gone for Kodaikanal Trip on 31st August, 2024 to Kodaikanal. The Staff members have enjoyed the trip in a well suited spot to enjoy and cherish the team outing, as they had a great trip with almost 20 members team. They enjoyed the trip with great hospitality, delicious food, premium rooms, highly qualified staffs, nice ambience as it is located amidst forest. In addition to the more formal team-building activities, having a team outing traditions in the workplace can be a great way to bring employees closer.

MAMBS Staff members trip to Kodaikanal was nothing short of memorable. Situated amidst the serene hills of Tamil Nadu, Kodaikanal offered us a perfect blend of nature, adventure, and relaxation. The primary objective of our trip was to rejuvenate and bond as a team outside of the work environment. Additionally, we aimed to explore the natural beauty and cultural heritage of Kodaikanal. Our MAMBS team enjoyed mesmerizing sunrise and sunset views from various vantage points and Interacted with the local community and learned about their culture and traditions. We engaged in meaningful conversations and laughter, strengthening our bonds as colleagues and friends. We experienced the thrill of adventure activities while supporting and encouraging each other. This trip has bonded as a team through shared experiences and adventures and captured unforgettable moments that will be cherished for a lifetime. Our trip to Kodaikanal was not just a getaway; it was an enriching experience that strengthened our bonds as colleagues and created lasting memories. Mr. Melky, Assistant professor has done the prerequisite arrangements for the trip to plan ahead and stay organized to make the most of time in this beautiful hill station inclusive of accomodation, food, transportaion and other requirements to ensure a smooth and enjoyable trip to Kodaikanal.

Kodaikanal Trip



Team Lunch

Team Lunch was conducted on 15.9.2023 and MAMBS has been doing team lunch activity among staff members to build stronger teams, there are some great opportunities that often go untapped. The team lunch was organized to strengthen team cohesion, and foster a relaxed environment for informal discussions. The team gathered at Charles Correa Hall at 1.30 pm. The ambiance was extremely arranged well for the serving. We opted for buffet/plated meals which included vegetarian and non-vegetarian meals. We opted for a buffet-style meal, offering a variety of dishes that catered to different preferences.

Laughter and lively conversations filled the air, with discussions ranging from updates to personal anecdotes, creating a positive and inclusive environment. The lunch provided an opportunity to acknowledge and celebrate recent successes collectively. Informal interactions enhanced team camaraderie and deepened mutual understanding. The meal was served promptly, allowing ample time for conversations and networking. The staff members enjoyed a delicious meal featuring variety of dishes, which catered to various dietary preferences. The atmosphere was lively with laughter and engaging discussions, ranging from hobbies and interests. Team members expressed genuine enjoyment, appreciating the opportunity to unwind and socialize outside of work. The lunch strengthened relationships among colleagues, fostering a sense of camaraderie and mutual support. Informal conversations led to new ideas and perspectives, contributing to a collaborative spirit. Team members expressed genuine enjoyment and appreciation for the opportunity to socialize and relax together. Feedback from staff members highlighted the event's success in promoting team spirit and providing a refreshing break from daily responsibilities. Overall, Staff members enjoyed and understood the importance of such gatherings in maintaining morale and enhancing workplace culture. The team lunch was highly enjoyable, achieving its goal of enhancing team dynamics, fostering friendships, and rejuvenating team members for future challenges.



Team Lunch

Time For Grooming



MAMBS staff members have attended Grooming session on 8th December, 2023. MAMBS staff welfare committee has organized a saree draping and grooming session for staff members for an engaging activity that promotes cultural appreciation and team bonding. Mrs. L. Noorul Ayisha , Entrepreneur, A professional saree draping expert led the session, demonstrating different saree draping styles and techniques. She has given Step-by-step instructions were provided to ensure participants could replicate the draping process effectively. MAMBS staff members brought different varieties of sarees , considering different fabrics, colors, and designs. She incorporated a grooming session alongside saree draping to enhance the overall appearance of staff members. She has demonstrated the importance of pleasing appearances and covered topics such as skincare, makeup application, hairstyle options, and accessorizing to complement the saree look. MAMBS women faculty members expressed enthusiasm and appreciation for the saree draping and grooming session. They found the session informative, engaging, and enjoyable. After the event many felt more confident in draping a saree and appreciated the cultural insights shared during the session. Mrs. Shakunthala made prerequisite arrangements for the event to organize a saree draping and grooming session for its staff members to promote team bonding, and enhance grooming skills among participants.



Staff Welfare - A Financial Instrument for Borrowing and Saving

MAMBS Staff welfare committee organized the session to educate the staff members about various financial products available for borrowing and saving, empowering them to make informed financial decisions. MAMBS staff members have attended A Financial Instrument for Borrowing and Saving on 03.02.2024.

The resource persons from Chit Funds commenced the session workshops covering topics such as loans, credit cards, savings accounts, and investment options. They have demonstrated about financial planning tools and resources were provided to help participants manage their finances effectively. MAMBS staff members expressed appreciation for the event, stating that it was informative, insightful, and practical. Many noted that they gained valuable knowledge about financial products and services, which would help them make more informed decisions regarding borrowing and saving. MAMBS Staff members learned about the features, benefits, and risks associated with different financial instruments, enabling them to understand their financial needs and goals better. Additionally, real-life examples were presented to illustrate the practical application of various financial schemes for short term and long term planning. The Financial Instrument for Borrowing and Saving event was a success, achieving its objective of empowering participants with the knowledge and tools needed to navigate the world of finance effectively. By providing valuable insights and resources, the event contributed to the financial well-being and empowerment of attendees. Mrs. Shakunthala, Assistant Professor made prerequisite arrangements for the event.

STUDENT OUTREACH PROGRAMS



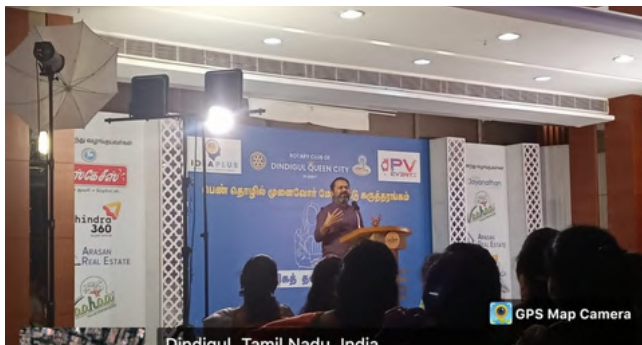
M.A.M.B-school I year students attended two days Hands on Training on "R programming" organised by K.Ramakrishnan College of Engineering and Technology , Trichy today (05.12.2023).



M.A.M. B-School glad to inform you that our I MBA students participated in the awareness program of ""Say no to Corruption; Commit to the nation" which was organised by the Vigilance and Anti corruption Department of Tamilnadu Police Service on 31st October 2023 at No. 1 Tollgate Trichy.



M. A. M. B-School glad to inform that our I MBA students participated in "HR Conclave 2023" organised by Jansons School of Business, Coimbatore on 28.10.2023.



M.A.M. B-School glad to share that our I year students participated in a seminar on "பெண் தொழில் முனைவோர் மேம்பாட்டுக் கருத்தரங்கம் (Women Entrepreneurs Development)" organized by the Rotary club of Dindigul Queen City on 14.09.2023

STUDENT OUTREACH PROGRAMS

தண்ணீர் தேசம்"
(தண்ணீரின் முக்கியத்துவம் மற்றும் பாதுகாப்பு குறித்த மாநாடு)



M.A.M B-School glade to share that our Prof S. Senthilkumar and I year MBA students attended a session on "தண்ணீர் தேசம்" - (தண்ணீரின் முக்கியத்துவம் மற்றும் பாதுகாப்பு குறித்த மாநாடு) which was organized by OASYS Institute of Technology, Thuraiyur and Student's ExNoRa International Trichy on 09th and 10th September 2023.

"Be the Boss" organized by Phoenix Rotary Club at M.A.M. School of Engineering



M.A.M. B -School glad to share that our MAMBS students participated in an Entrepreneurship Development Programme "Be the Boss" organized by Phoenix Rotary Club at M.A.M. School of Engineering on 24.08.2023.



World Disability Day

M.A.M. B-School students participated in "World Disability Day" Celebration at PRAVAAG Special School, KK Nagar, Trichy on 03.12.2023. Our students have performed diversified art forms for the children to uplift the people with various means in life.

Staff Attended Programs

World Disability Day



"Our respected Secretary & CEO MASTeR Group of Institutions Mrs. Fathima Bathool Maluk madam and our respected Dr. M.Hemalatha, Director MAMBS encouraged the students with the aim of observing this day to increase awareness, and understanding, of disability issues, and the gains to be derived from the integration of people with a disability in every aspect of life. M.A.M. B-School students participated in "World Disability Day" Celebration at PRAVAAG Special School, KK Nagar, Trichy on 03.12.2023.

Investment Conclave for Global Investors Meet 2024



The Government of Tamil Nadu brought the Investment Conclave for Global Investors Meet 2024 to Tiruchirappalli on 28th November 2023. Our respected Registrar MASTeR Group of Institutions Dr. B. Muruganantham sir and our respected Director of MAMBS Dr. M. Hemalatha madam participated in the conclave. Hon'ble Minister for Municipal Administration, Urban and Water Supply, Govt of Tamil Nadu, Thiru. K. N. Nehru delivered the chief guest's address. Hon'ble Minister for Industries, Govt of Tamil Nadu, Thiru. Dr. T.R.B. Rajaa and Hon'ble Minister for School Education, Govt of Tamil Nadu, Thiru. Anbil Mahesh Poyyamozhi presented the special address. Secretary to Government, Industries, Investment Promotion & Commerce Department, Thiru V. Arun Roy, I.A.S., presented the keynote address. District Collector, Tiruchirappalli, Govt of Tamil Nadu, Thiru M. Pradeep Kumar, I.A.S, welcomed the gathering. Chairman CII Trichy Zone, Thiru. Karthikeyan Manoharan delivered a vote of thanks.

Role of Health and Safety in the Manufacturing Industry



M.A.M B-School glad to share that Mrs. B. Gayathri, Assistant Professor has attended a session on "Role of Health and Safety in the Manufacturing Industry" which was organized by the NHRD Trichy Chapter on 29th August 2023. The guest speaker Mr. R. Siddharthan, Additional Director of Industrial Safety and Health, Trichy has delivered the importance of Industrial safety and detailed about the Factories Act.

Staff Attended Programs

Tamil Nadu Entrepreneurship Development and Innovation Institute (EDII) and Tamil Nadu Skill Development Corporation (TNSDC)



Tamil Nadu Entrepreneurship Development and Innovation Institute (EDII) and Tamil Nadu Skill Development Corporation (TNSDC) jointly organised "Niral Thiruvizha Mentors" under Tamil Nadu Government's Naan Mudhalvan Scheme on 13.12.2023 at Trichy collectorate. M.A.M. B-School Entrepreneurship Development Cell Coordinators participated in the event.

Legal Aspects of Business



M.A.M. B-School faculty members had an interactive session on Legal Aspects of Business with Mrs. Kanthi is a leading Lawyer from chennai at conference hall annexure building at 12.45 pm today (21.11.2023).

Census Data Research Work Station



M.A.M.B-School glad to inform our faculty members Mr. S. Senthilkumar, Assistant Professor, Dr. R. Deva Sakthi, Assistant Professor, Mrs. S. Yogapriya, Assistant Professor, Ms. S. Kiruthiga, Assistant Professor and Mr. V. Jayan, Librarian attended the Inauguration of Census Data Research Work Station programme at National Institute of Technology (NIT) Tiruchirapalli (13.10.2023).

STAFF PRESENTATION



Achieving Problem-Solution Fit and Product-Market Fit

M.A.M. B-School pleased to inform that Prof. S. Yogapriya, Assistant Professor, M.A.M. B- School delivering a session on "Achieving Problem-Solution Fit and Product-Market Fit" on 08.01.2024 at M.A.M. School of Engineering, Trichy. She has explained about Product-market fit that can matter more to the future of the business than creative ideas, masterful teams, or any other factor, and is critical to take into consideration when we build the product. She has clarified the doubts asked by the students during the session.

"The art of Negotiation" and "Cognitive Flexibility"

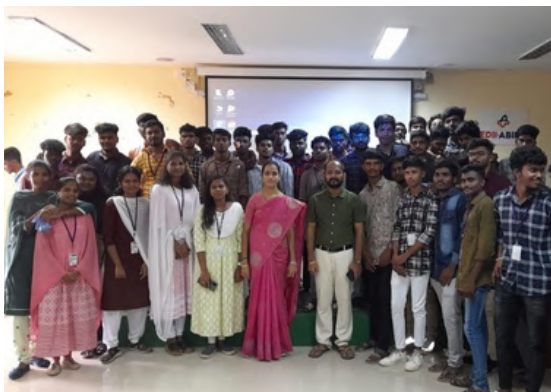
M.A.M. B-School Prof. S. Senthil Kumar delivered a session titled "The art of Negotiation" and "Cognitive Flexibility" in Anna University Regional campus, Tirunelveli, for the Skill development of students under the scheme of RUSA 2.0. on 27.12.2023 by Centre for University - Industry collaboration (CUIC), Anna University. He has narrated about the readiness of cognition with which one can selectively switch between mental processes to generate appropriate behavioral responses that develops in a protracted manner.

Time Management

M.A.M. B-School Training and Placement Officer Mrs. Sasikala, delivered a session titled "Time Management" in Anna University Trichy campus, for the Skill development of students under the scheme of RUSA 2.0 on 28th Dec 2023 by the Centre for University - Industry collaboration (CUIC), Anna University. The workshop was conducted by presentation, experience sharing, storytelling and examples to make the students realize the value of time and understand its significance. She has explained about the tool as questionnaire was shared with them to rate and gauge their own level of time management. It was a learning experience for the students.

Domain Independent PO Calculation

M. A. M. B-School Internal Quality Assurance Cell (IQAC) organised a Faculty Empowerment session on "Domain Independent PO Calculation" on 06.11.2023 @ 10.00 am. Mr. A. Anburaj, Assistant Professor-MAMBS was resource person for the program. He explained about the Program Outcomes (POs) and its calculation along with PO/PSO assessment from the CO attainment of all curriculum components. He elucidated about the framework based on the guidelines of Learning outcomes.



Memorandum of Understanding (MoU)



MoU signed between MAMBS and Konarc Services, Dubai

The MoU is intended to recognize the general basis for a cooperative and a collaborative working relationship between the MAMBS and Konarc Services, Dubai on 30th September 2023. The vision of this collaboration is to address the career opportunities for student community in Dubai and also to help them gain a head start in their career through various streams exclusively in HR, Administration & Finance. The purpose of an International MOU is to indicate the university's intent to collaborate with an institution abroad, and to provide a framework for a range of academic activities, often under further specific agreements. The MoU was signed by Dr. M. Hemalatha, Director, MAMBS and Konarc Services, Dubai. It can be extended by further periods, as agreed to by both the Parties from time to time.

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 agree to exchange their expertise for mutual benefit and growth, 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, Establishing Advanced Labs, In-plant Training & special Technical Training to make the students industry-ready. The MAMBS and Konarc Services, Dubai are united by common interests and objectives, and they shall establish channels of communication and co-operation that will promote and advance their respective operations within the Institution and its related wings.

MoU Memorandum of Understanding (MoU)



MoU Memorandum of Understanding (MoU) was signed between M.A.M. Business School and Kunthavai Naachiyaar Government Arts College for Women (Autonomous) , Thanjavur

MAMBS recognizes the importance of collaboration and mutual support in advancing education and fostering growth within the field of business administration, the undersigned colleges enter into this Memorandum of Understanding (MoU) with the shared objective of promoting academic excellence, research collaboration, and professional development in the realm of MBA education. The MoU Memorandum of Understanding (MoU) was signed between M.A.M. Business School and Kunthavai Naachiyaar Government Arts College for Women (Autonomous) , Thanjavur on 11th September, 2023. We parties agreed to collaborate on academic initiatives, including but not limited to joint seminars, workshops, and guest lectures featuring prominent scholars and industry experts. And they have agreed to build opportunities for faculty exchange and cross-institutional research collaboration shall be explored to enhance the academic rigor and relevance of MBA programs.

Both parties commit to fostering a culture of research excellence by facilitating collaborative research projects, joint publications, and knowledge dissemination initiatives. In addition to that, resources and infrastructure necessary for research endeavors, such as access to databases, libraries, and research funding opportunities, shall be made available to faculty members and researchers from both institutions. In continuing that, Mrs. A. Sasikala delivered Online Platforms for courses and Resume Building and Mrs. W. Rene Sprilea delivered Personal Branding and Communication. They have briefly explained about the personal Branding and Communication to equip students with essential skills and strategies to develop and enhance their personal brand, effectively communicate their value proposition, and cultivate a strong professional presence.

Alumni Meet



The Alumni Association of MAMBS organized "ALUMNI MEET 2023"- a programme to facilitate, consolidate and coordinate Alumni Activities. The alumni meet is to reconnect with the Alumni and celebrate their success and various achievements. The Alumni started arriving in college by 8.00 a.m. and they were received by the registration team and they have been asked to fill the registration form.

The Alumni Meet started with a welcome address by the alumni association president Ms. Surya. All other staff members addressed the students and follow with the students batch wise were sharing their thoughts and experiences. They discussed about their beautiful college days at MAMBS and interacted with the staff members and with their friends. They 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. Our Alumni Ms. Haseena Begum shared her college memories with junior students and she also explained the benefits of different technical events held by college for placement. The students sincerely expressed their gratitude to the Head of the department for his guidance and support during their tenure course and the event was a grand success.

MAMBS Alumni association is moving ahead, with selfless intentions for the growth and development of our students and society around. The association will continuously work towards its vision for a better tomorrow.



Alumni Contributions



On 16th November, 2023 , MAMBS Alumni Association members from the members from the batch 2021-2023 sponsored Canon EOS R10 24.2 MP Mirrorless Digital Camera with RF S18-45 mm Kit Lens Worth Rs. 100000. The students done this Camera Contribution initiative aimed to gather photographic contributions to enrich the visual content library of the association, foster community engagement, and showcase the diverse talents and perspectives of its members to take vibrant photographs from alumni events, reunions, and celebrations, highlighting the spirit of camaraderie. The photographic contributions received generated significant engagement and excitement among alumni members, fostering a sense of pride and community spirit. Through this initiative, the association not only enriched its visual content library but also strengthened its sense of community and connection among members. MAMBS encourages the initiative continues to evolve, the association looks forward to further harnessing the creative potential of its alumni network and showcasing their contributions to the wider community.

Aravindhasamy. P

Gunavathy. C

Hemavathy. C

Nandhakumar. V

Surya. R

Corporate Social Responsibility



On 11th January, 2023 our faculty members have given Career guidance CSR Activity at Kunthavai Nachiyar College.

On 11th January, 2023 our faculty members have given Career guidance CSR Activity at St. Joseph's College, Trichy.



On 21st January, 2023 our faculty members have given Career guidance CSR Activity at Rajah Serfoji Government College, Thanjavur. They conducted for B.Com CA Students. Our Staff members Dr. Devasakthi, Dr. M. Vijay and Ms. Akila presented the session to the students.



On 23rd January, 2023 our faculty members have given Career guidance CSR Activity at Annai Ayesha Arts and Science College. They conducted for B.Com CA Students

On 31st January, 2023 our faculty members have given Career guidance CSR Activity at Government Arts & Science College, Thuvakudi. They conducted for B.Com Students



On 31st January, 2023 our faculty members have given Career guidance CSR Activity at Government Arts & Science College, Veppanthattai. They conducted for B.Com & BBA Students

On 1st February 2024, our faculty members Mrs. Sasikala & Mr. A. Anburaj have given Career guidance CSR Activity at Veppanthattai Government Arts and Science College.



On 19th February 2024, our faculty members Dr. Balasubramanian & Mrs. Banu Meena have given Career guidance CSR Activity at KKG College, Pudukkootai. They conducted for B.Com department

Editorial Board

Chief Editor



Name: Dr. M. HEMALATHA

Designation: Director

Editors



Name: Mr. A. ANBURAJ

Designation: Assistant Professor



Name: Ms. KIRUTHIGA.S

Designation: Assistant Professor