



# M.A.M. B - SCHOOL NEWSLETTER 6

MAMBS develops global leaders with insights on emerging economies and their unique business challenges. This two-year MBA full-time programme incorporates practical industry applications with a rigorous, cutting-edge research-based curriculum that transforms professionals to global business leaders. MAM B-School is also a leader in research and innovation. Focus is given to activities beyond academics at MAM B-School, which is evident from its infrastructure, extracurricular activities and national & international collaborations. The placement at MAM B-School is varied, with recruitment options both in corporates and public sector as well as entrepreneurship.



*At MAMBS,  
we Dream ...we Believe ...we Build*





# Achieve

## Learning



## Skills



## Knowledge



## Growth



## Culturals

## Holistic Development



## B - FEST 2024

**“B-Fest 2024: A Mega Management-Cultural Meet for U.G. Students”  
on 1st March, 2024.**



Dr. M. Hemalatha, Director, M.A.M.B-School, B-Fest-2024 applauded the gathering as part of the inaugural function and highly cheered the participants to carry out their laudable performances. She gave extensive information in her address about B-Fest, a yearly program of cultural exuberance hosted by M.A.M.B-School, which has 14 years of excellence under the banner of the MASTeR Group of Institutions and she conveyed her wishes to all participants from different institutes display their inherent skills and potentials in a variety of events. Dr. M. Hemalatha expressed her happiness at having everyone together and said that all students should always update and upskill. She also mentioned that ongoing learning is the best investment in a future wealthy and flourishing profession. She gave the participants heartfelt congratulations and encouragement, emphasizing that they should give these kinds of extracurricular activities more consideration in addition to their academic pursuits.



B-Fest 2024 comprises the total of 7 events that includes Ad-zap, Paper Presentation, Group Singing, Corporate Walk, Short Film Contest, Mime and Group Dance. All the event conducted with the well-defined time schedule, rules and regulation. Dr. B. Muruganantham, Registrar, MASTeR Group of Institutions encouraged the participants during his presidential address, and Dr. S. Rajasekaran, Dean, MASTeR Group of Institutions delivered keynote address.



# B-Fest 2024



Dr. R. Karthika, Professor, MAMBS announced the event's winners and overall championship Trophy. The winners received their awards and participation certificates for showcasing their cultural talents in a variety of competition activities during the valedictory session. This fantastic B-Fest event lasted the entire day, eagerly registered and 1028 students attended this event, representing 38 colleges spread over 10 different districts of Tamilnadu. The overall "M.A.M. B-Fest-2024" champion trophy bagged by Bishop Heber College, Trichy. This grand B-Fest event was entirely enjoyed by all the participants and expressed their happiness and dispersed with sincere hope that such mega events need to organize every year. Ms. M. Surya, Convener, MAMBS: B-Fest 2024 proposed the vote of thanks and also expressed gratitude to the Management, Director, Faculty members, students and participants from other colleges for their performance, which helped to make the major event a huge success.

## M.A.M. B-Fest-2024 Champion - Bishop Heber College, Trichy





## Voter Awareness Campaign through “Sand Sculpture”



### Thiru. M. Pradeep Kumar, I.A.S., District Collector of Tiruchirappalli

Tiruchirappalli District Corporation, M.A.M. B-School, Trichy and Yi Club Trichy Chapter jointly organized a “Voter Awareness Campaign through sand Sculpture” at Trichy Cauvery River Bed on 13.04.2025. The main objective of the campaign was to achieve 100% (hundred percent) polling across the district and to create a sense of responsibility and awareness among students and public. Dr. M. Hemalatha, Director, M.A.M. B-School welcomed the gathering and facilitate the function with her thoughts on voting. She emphasis on the democratic duty of voting is crucial, as voting is indeed a fundamental right and responsibility of every citizen. Thiru. M. Pradeep Kumar, I.A.S., District Collector of Tiruchirappalli, brought great significance to the event as the special guest. He reiterated the importance of exercising one's voting rights and stressed the significance of each individual's contribution to the democratic process. His encouragement to the students to vote fairly and conscientiously reflects the commitment to democratic values. His vision of achieving a 100 % polling rate in the district demonstrates a strong dedication to ensuring maximum participation in the electoral process, fostering a vibrant and inclusive democracy.



Press Interview - Polimer News Channel



Birds's Eye View





## Voter Awareness Campaign through “Sand Sculpture”

Ms. Fathima Bathool Maluk, CEO of MASTeR Group of Institutions, appreciated and encouraged students to participate in such initiatives not only helps them develop a sense of social responsibility but also fosters a deeper connection to the community. Thiru. M. Pradeep Kumar's appreciated M.A.M. B-School underscores the significance of their role in the conduct of this awareness campaign and driving positive change and fostering a culture of active citizenship within the community. The sculpturing of icons such as a voting machine, a finger marked with ink after voting, and symbols representing the SVEEP (Systematic Voters' Education and Electoral Participation) campaign by students is a creative and impactful way to visually represent key elements of the electoral process. The pledge-taking session provided first-time voters with an opportunity to commit to democratic values and express their dedication to making informed choices in upcoming elections.



பாராளுமன்ற தேர்தல் 2024-ஐ முன்னிட்டு 100 சதவீத வாக்குப்பதிவை வலியுறுத்தும் வகையில் திருச்சிராப்பள்ளி காவேரி ஆற்றில் எம்.ஏ.எம் மேலாண்மை கல்லூரி மாணவ, மாணவிகள் உருவாக்கியுள்ள மணற் சிற்பத்தையும், தேர்தல் விழிப்புணர்வு கலை நிகழ்ச்சிகளையும் மாவட்ட தேர்தல் அலுவலர் / மாவட்ட ஆட்சித்தலைவர் திரு.ம.யாதீப் குமார்.இ.ஆ.ப., அவர்கள் இன்று (13.04.2024) பார்வையிட்டு, மாணவ, மாணவிகளுக்கு தேர்தல் விழிப்புணர்வு உறுதிமொழி எடுத்து கொண்டார். இந்நிகழ்வில், துணைஆட்சியர் திருமதி வேலுமணி, ஸ்ரீரங்கம் வருவாய் கோட்டாட்சியர் திரு.தட்சிணாமூர்த்தியோசிரியர்கள், மாணவ, மாணவிகள் உள்ளிட்ட பலர் கலந்து கொண்டனர்.

Dance performances, MIME acts, and skits provide opportunities for students to creatively depict various aspects of the electoral process, such as voter registration, the significance of casting a vote, and the impact of voting on society. The awareness campaign held at the Cauvery River bed in Trichy likely had a significant impact on commuters and passersby. The location itself, being a popular spot, would have attracted a considerable number of people, thereby maximizing the reach of the campaign. Mrs. Velumani, Deputy Collector for Election, Rajesh Natrajan, Chair, Yi Trichy, Praveen Krishnakumar, Co-chair, Yi Trichy, Mohamed Haris, Yuva Chair, Yi Trichy, Pradeep Chenthilkumar, National Co-chair for Entrepreneurship, Yi, were also participated in the grand campaign. Ms. Kiruthiga, Assistant Professor, Yi Club coordinator made all the requisite arrangement for the successful completion of the programme.





## National level Conference 2024

### Business opportunities and challenges to Entrepreneurship



A National level Conference was organized on “Business opportunities and challenges to Entrepreneurship” on 16th April 2024. The conference served as a unique platform for professionals and students to present their research findings and gain valuable insights from colleagues in their respective streams. This conference was designed to provide researchers across the nation with an opportunity to showcase their research potentials and disseminate exciting and cutting-edge findings from their field of study. The programme was inaugurated by lighting the lamp by the dignitaries. C. Subha, welcome address encapsulated the spirit of camaraderie and collaboration that characterized the conference. Dr. S. Devasakthi, Assistant Professor and Convener commenced the event with a comprehensive overview of the conference, outlining its objectives and highlighting its significance in the realm of entrepreneurship. Dr. M. Hemalatha, Director of M.A.M. B-School, extended a warm welcome to the esteemed chief guest and the gathered audience, marking the beginning of a momentous occasion. With grace and reverence, Dr. Hemalatha honoured the chief guest, acknowledging their invaluable presence and contribution to the conference. In her keynote address, emphasized the pivotal role of research in academia and its profound impact on enhancing human life. She underscored the responsibility of academicians in leveraging research to drive innovation and address societal challenges effectively.



### Total No. of Papers

### Total Research Papers - 250

### Total Research Papers from Tamil Nadu - 160

### Total Research Papers from Various States - 90



## National level Conference 2024

### Business opportunities and challenges to Entrepreneurship



Dr.R.Devasakthi, Assistant Professor, Convenors has introduced the Chief guests Dr.Francis Philip Barclay, Ph,D, Assistant Professor, Department of Media and Communication, School of Communication, Central University of Tamil Nadu (CUTN), India, Dr. P. Baba Gnanakumar, Professor, Director of Consultancy & Corporate Training, Kristu Jayanti College, Bangaluru, Kartnataka, Dr. R. Saraswathy, Academic Director, Department of Management Studies, Srimati Indira Gandhi College, Tiruchirappalli, Dr. P. Aranganathan, Associate Professor, Gnanam School of Business, Thanjavur, Tamilnadu, Dr. J. Tamilselvi, Professor and Head, Department of business administration, Cauvery College for Women (Autonomous), Trichy. The technical session was around 10.00 am to 1.30 pm and coordinated by faculty members. The conference conducted through online and offline mode which consist of eight different tracks with respective guest. He further stated that received above 250 Research Papers from across India. To brief received above 90 research papers from various parts of India and 160 above papers from Tamil Nadu. The best paper presentation was awarded by the dignitaries to the participants. The Conference Report Presentation was given by Dr.P.Balasubramanian. Finally, the Dr.R.Devasakthi, Asst.Prof, Convenors was given Express of gratitude.





**National level Conference 2024****Business opportunities and challenges to Entrepreneurship****Total Papers Received**

Total no of Authors benefited - 394  
Total no of papers Received - 237  
No of papers Received from other  
Colleges-130  
MAM BS-107

**Papers Received from  
Various States**

1. Tamilnadu
2. Bihar
3. Haryana
4. Karnataka
5. Kerala
6. Nagaland
7. Puducherry

**No of Universities participated**

1. Mother Theresa womens University
2. Christ University
3. Bharathiyar University
4. Mohanlal sukaya University
5. Manonmaniamm sund.University
6. Dumkur University
7. IMS Deemed University
8. IIS Deemed University
9. St. Joseph University
10. Indira Gandhi University
11. Anna University

**No of Colleges participated**

1. Bannari Amman College
2. Manakula vinayagar
3. KMEA college
4. Srimuthukumar Institute of Technology
5. Auxliam College
6. Guru Gobind Singh College
7. DMI college of Engineering
8. Srikrishna college
9. Justice Basheer Ahamad college
10. Government College for women Attingal
11. M.A.M B-School, Trichy.



# HR Panel Discussion



## HR PANEL DISCUSSION” on 26th July, 2024

M.A.M. Business School, a standalone Business School in Trichy, its Student Association Club and Internal Quality Assurance Cell (IQAC) jointly organized a session of “HR PANEL DISCUSSION” on 26th July, 2024. The event was marked by Dr. M. Hemalatha, Director of M.A.M. Business School, who delivered a fascinating felicitation address. Mr. P. Charles Godwin, HR leader & Public Speaker, ZOHO Corporation, Ms. G. Vijila Jasmine, Lead Employee Engagement, TVS Mobility, Moderator, Mr. Aruli Thanigachalam, Strategic HR Leader, RIBO Industries and Mr. Antony Eapen, Director of HRBP, Omega Health Care participated as resource persons for the programme. The session commenced with a brief introduction of each guest panelist, setting the stage for an engaging and informative discussion. The event moderator Ms. G. Vijila Jasmine then guided the conversation with a series of questions designed to explore various facets of human resource management.



**Mr. P. Charles Godwin,  
HR Leader and Public Speaker  
ZOHO Corporation**

Mr. P. Charles Godwin, HR Leader and Public Speaker at ZOHO Corporation, provided a particularly inspiring contribution. He shared his personal journey from being a low-scoring student to becoming a successful professional in the human resource field. Mr. Godwin urged students not to compare themselves with others, highlighting that everyone is unique and has different paths to success. He also emphasized the importance of celebrating small victories along the way, encouraging students to recognize and appreciate their progress. Mr. Aruli Thanigachalam, Strategic HR Leader at RIBO Industries, also contributed as a resource person. He highlighted the significance of self-management and time management in the context of social media. He encouraged students to explore valuable information on social media and to use it constructively, while also remaining vigilant about the potential for social media to distort facts into misleading narratives.



## HR Panel Discussion



Mr. Antony Eapen, Director of HRBP at Omega Health Care, shared his extensive experiences in the human resource field. He offered valuable insights into HR practices and strategies and encouraged students to consider career opportunities in smaller, emerging cities. Mr. Eapen highlighted that such locations often present unique opportunities for growth and development that can be overshadowed by the high competition in metropolitan areas. Ms. G. Vijila Jasmine, Lead Employee Engagement at TVS Mobility, served as both a resource person and moderator for the panel. She shared her personal journey in the human resource field, detailing her experiences of starting with a low salary and gradually progressing to a more fulfilling role. Ms. Jasmine emphasized the importance of self-determination and perseverance in achieving career satisfaction.

M.A.M. Business School invited Under Graduate students by covering more than 23 colleges and totally 800 plus students from 6 different districts of Tamilnadu inquisitively participated in the event. The entire session was extremely useful to all the participants and given thought provoking inputs in the realm of Human Resource practices at large. Mr. S. Senthilkumar, convenor, Assistant Professor made all the requisite arrangements for successful completion of the programme.





# Strategic Leadership in the Digital Revolution

## “Navigating Technologies & Transformations”



### Technologies

Artificial intelligence (AI)  
Blockchain,  
Internet of Things (IoT)

**Thiru. K. Parthiban,**

**Public Relations Officer of TNPL (Tamil Nadu Newsprint and Papers Limited), Chennai**

A session on Strategic Leadership in the Digital Revolution “Navigating Technologies & Transformations” was conducted on 05th April 2024. Thiru. K. Parthiban, the distinguished Public Relations Officer of TNPL (Tamil Nadu Newsprint and Papers Limited), Chennai, graced the event as the keynote speaker. Dr. M. Hemalatha, the esteemed Director of M.A.M. B-School, extended a warm welcome to all participants at the event and emphasizing the significance of embracing digital transformation in today's rapidly evolving business landscape. She underscored the transformative impact of digital technologies on industries, economies, and societies worldwide, emphasizing the need for organizations to adapt and evolve in response to these changes. Thiru. K. Parthiban shared that profound insights into future trends in key technologies, including artificial intelligence (AI), blockchain, and the Internet of Things (IoT). His expertise shed light on the transformative potential of these technologies and their implications for strategic leadership in the digital age. He also shared that AI's capacity to revolutionize business operations, enhance decision-making processes, and drive innovation. Furthermore, he explored the potential ethical considerations and societal impacts associated with AI adoption, urging leaders to navigate these complexities responsibly.

In his presentation, Thiru. Parthiban delved into the transformative potential of blockchain technology beyond its association with cryptocurrencies. He elucidated how blockchain's decentralized and immutable nature could streamline transactions, enhance security, and facilitate trust in diverse domains such as supply chain management, finance, and healthcare. Thiru. Parthiban highlighted the growing interconnectedness enabled by the Internet of Things (IoT), where devices communicate and collaborate seamlessly to optimize processes and improve efficiency. He discussed IoT's role in enabling smart infrastructure, predictive maintenance, and personalized customer experiences. Moreover, he emphasized the need for robust cybersecurity measures to safeguard IoT ecosystems against potential vulnerabilities and cyber threats. Thiru. Parthiban offered forward-looking predictions on their future trajectory and impact. He envisaged blockchain evolving into a foundational technology driving transparent and decentralized ecosystems across industries. The session left a lasting impression on the students, equipping them with valuable knowledge, insights, and inspiration to navigate the complexities of strategic leadership in the digital age. Ms. S. Kiruthiga, Assistant Professor at M.A.M. B-School, made all the requisite arrangement for the programme.





# Marketing Creates Value



**Dr. S. Sundar,**

**Former Director of Gnanam School of Business, Tanjore**

**A session on “Marketing Creates Value” on 25th April 2024. Dr. S. Sundar, the Former Director of Gnanam School of Business, Tanjore, as the resource person for the program must have been enriching for the students. Dr. M. Hemalatha, the esteemed Director of M.A.M. B-School, extended a warm welcome to all participants at the event and emphasizing marketing is creating value for customers by offering better products and services encapsulates a core principle of marketing philosophy. She further stated that the importance of delivering value to customers, she underscored the significance of customer-centric approaches in today's competitive business landscape. Dr. Sundar's focus on the connection between marketing values and their impact on sales and customer satisfaction is crucial for understanding the broader implications of marketing efforts. By highlighting this connection, he underlined the importance of aligning marketing strategies with the needs and preferences of customers to drive sales and enhance satisfaction levels.**

Dr. Sundar's mention of creative advertisements, particularly citing examples like Fevicol and Colgate, likely served to illustrate how innovative marketing campaigns can capture audience attention and resonate with consumers. Both Fevicol and Colgate are known for their memorable and impactful advertisements that have left a lasting impression on audiences. His advice aligns perfectly with a customer-centric approach to business. Prioritizing understanding the needs and preferences of customers lays the foundation for building successful and sustainable businesses. He underscored the importance of creativity and storytelling in marketing, as well as the ability of such campaigns to effectively communicate brand messages and generate consumer interest. Dr. Sundar's emphasis on identifying the customer pulse is a critical aspect of effective marketing. Understanding what resonates with customers, their needs, preferences, and emotions, is essential for developing marketing strategies that genuinely connect with them. He advised to be a pioneer in the field, especially in the context of present competitive market conditions, underscores the importance of innovation and differentiation for businesses. In today's rapidly evolving market landscape, where competition is fierce and consumer preferences constantly change, staying ahead of the curve is crucial for long-term success. Dr. S. Sundar with his experience and expertise, provided valuable insights and real-world examples to illustrate how marketing creates value in various business contexts. Students gained a clear understanding from session.





## Family First 36.0



Rotaract Club of M.A.M. B-School (RID 3000) & Rotary Club of Virudhnagar (RID 3000) jointly organized a session on “Family First 36.0” A masterclass for families, Tips on Health & Good Parenting Sponsored by Idhayam (V.V.V & Sons Edible Oils Limited) a comprehensive program aimed at promoting the well-being of families, covering aspects like health and parenting on 12th May 2024. Rtn. Shivakumar & Rtn. Savitri, Family Success Coaches graced the event as the resource persons for the program. The students’ parents and faculty members’ invited to participate in the event. Dr. M. Hemalatha, Director of M.A.M. B-School, delivered a welcome address and stated that we (MAMBS) believe in nurturing not just academic excellence but also holistic growth, and there's no better example of this than our commitment to family values and well-being. Rtn. Shivakumar commenced the session by imparting essential health tips, focusing on five fundamental aspects crucial for daily well-being: water, food, sleep, mind, and work. In his insightful discussion, he underscored the significance of these elements in fostering a healthy lifestyle. Rtn. Shivakumar shared personal anecdotes about his weight management journey, recounting challenges with weight gain and how he tackled them through diet and exercise. He emphasized the importance of self-awareness and discipline in adopting healthier eating habits, focusing on nutrient-rich foods and reducing processed options.

During her session, Rtn. Savitri provided invaluable family tips aimed at overcoming common issues within family dynamics. She emphasized that the family is an integral part of our consciousness, stressing the significance of understanding and supporting each other to lead meaningful lives. Rtn. Savitri urged attendees to foster clear communication and empathy within their families, recognizing the importance of mutual support in navigating personal challenges. She augmented her insights with a matrix designed to help attendees understand their family's condition.

Through this matrix, Parents were invited to provide feedback, and many willingly stepped forward to share their own experiences and insights on family aspects. The session concluded with a serene meditation session, offering attendees a peaceful opportunity to reflect and integrate the insights gained throughout the event. The session proved to be immensely beneficial for participants, equipping them with valuable insights and practical strategies in both health and family aspects. Ms. C. Subha Assistant Professor, Rotaract Club coordinator M.A.M. B-School, made all the requisite arrangement for the programme.

### FAMILY FIRST





## ExNoRa

## Cleanliness Campaign



Students' ExNoRa organized a Clean India Green India a Cleanliness Campaign at Siruganur Village 18th April 2024. The session intention to "Clean India, Green India" is a powerful motto that emphasizes not just cleanliness but also environmental sustainability. Initiating a cleanliness campaign in Siruganur, Village is a commendable step towards promoting hygiene, health, and environmental consciousness within the community. The campaign starts around at Siruganur Village was initiated with the aim of promoting cleanliness, environmental sustainability, and community engagement. The campaign saw active participation from students, ExNoRa volunteers, and other members of the community, with a focus on cleaning a specific area near the village temple. The cleaning activities, targeting the removal of unwanted plants, dust, waste, and stones in the vicinity of the temple. During the cleanliness campaign in Siruganur Village, students played a pivotal role in the initiative. To facilitate their participation, the students were organized into groups, and each group was provided with gloves and bio-degradable bags to collect garbage effectively.

A transformative cleanliness drive was conducted by students at the front portion of the temple in Siruganur Village. Using broomsticks, the students diligently cleared unwanted plants and weeds, removed debris, and contributed to a significant improvement in the physical cleanliness of the area. The students along with a Committee member interacted with the community people and visitors. They created awareness about 'NO USE OF PLASTIC'. The students learnt a great deal of reducing use of plastic and preserving the environment. Dr. M. Hemalatha, Director M.A.M. B-School expressed gratitude to those involved in carrying out the responsibility of guiding the students in making the cleanliness drive successful. The Director's acknowledgment of the college's contribution to the community's glory reinforces the importance of collaborative efforts in creating a better and cleaner environment for all. As a beacon of education and enlightenment, the college continues to inspire its students and faculty to actively engage in initiatives that promote social, environmental, and cultural advancement. Earlier, Mr. Indrani Kannaiyan, President of Trichy Siruganur Panchayat Union, gave his help and cooperation to make this event a success. Mr. S. Senthilkumar, Assistant Professor, Students' ExNoRa club coordinator M.A.M. B-School made all the requisite arrangement for the completion of the campaign.





# Individual Environmental Responsibility



**Dr. P. Rajasekhar,**  
**Environment Adviser, Founder Chairman**  
**Sustainable Enviro Promoters,**  
**District Environment Engineer (VRS), Tamilnadu Pollution Control Board**

Students' ExNoRa Club organized a session on "Individual Environmental Responsibility" on 2nd May 2024. Dr. P. Rajasekhar, Environment Adviser, Founder Chairman Sustainable Enviro Promoters, District Environment Engineer (VRS), Tamilnadu Pollution Control Board as the resource person for the program. The aim of the programme is to Encouraging students to take ownership of their environmental impact can lead to positive changes both within the college community and to give emphasis on students being aware of the present environment imbalance and encouraging students to adopt responsible behaviors such as reducing waste, conserving energy, minimizing water usage, and choosing sustainable alternatives can have a significant positive impact on the environment.

Dr. Rajasekhar's underscoring the interdependence between the environment and human well-being, he aimed to inspire students to recognize their responsibility towards preserving and protecting the environment. Dr. Rajasekhar's point about human activities posing threats to the environment in the name of development is an important one. Practices such as deforestation, industrial pollution, habitat destruction, and over-exploitation of natural resources can have severe consequences for ecosystems and biodiversity. Dr. Rajasekhar's emphasis on the importance of the environment in human life is fundamental. Highlighting this connection can help individuals understand the critical role that the environment plays in sustaining life on Earth and how our actions impact it. The loss of forests can disrupt natural cycles, lead to soil erosion, exacerbate climate change, and threaten the survival of countless plant and animal species he added. Trees play a vital role in mitigating climate change by absorbing carbon dioxide, stabilizing soil, and providing habitat for wildlife. He suggested to renewable energy sources like solar power, both on and off the grid, is a sustainable alternative to fossil fuels, reducing greenhouse gas emissions and dependence on finite resources.

The current average water usage of 135 liters per day is substantial, and reducing it can have significant benefits for both the environment and society. Encouraging individuals to adopt water-saving practices such as fixing leaks, using water-efficient appliances, and practicing mindful consumption can help conserve water and reduce strain on freshwater sources. He call to reduce carbon footprint aligns with global efforts to mitigate climate change and promote sustainability He enlighten that water auditing involves systematically evaluating water consumption patterns. Mr. S. Senthilkumar, Assistant Professor, Student's ExNoRa club coordinator M.A.M. B-School, made all the requisite arrangement for the programme.





## YRC

## Heartfulness Meditation Center Trip at Hyderabad

Our MAMBS students went 3 days Heartfulness Meditation Center, Hyderabad on the successful completion of 15 days Meditation sessions along with two faculty members Mr. A. Anburaj, Assistant Professor & Mrs. Gayathri, Assistant Professor from 1st March 2024 to 3rd March 2024. It was directed and guided by Heartfulness Meditation Trainer Mr. R. Raama Subramanian. The motto of the trip is to know about Heartfulness meditation is a simple, yet effective, form of meditation that focuses on the heart. The practice aims to help individuals connect with their inner self, experience a sense of peace, and cultivate qualities like compassion, love, and harmony.



The "Heartfulness meditation trip" offered our students a journey or retreat focused on practicing Heartfulness meditation in a serene and conducive environment. This has given our students an opportunity to deepen their meditation practice, learn new techniques, and immerse themselves in a supportive community of fellow practitioners. Three days trip was completely filled with guided meditation sessions, talks by experienced instructors, and interactive workshops aimed at helping participants understand and deepen their meditation practice. Being part of a group meditation students could amplify the meditative experience and provide a sense of collective energy and support. This consistent and regular meditation practice can help individuals cultivate a greater sense of emotional balance, resilience, and inner peace, leading to improved overall emotional well-being. By visiting various locations during the trip, participants may get the opportunity to engage in cultural activities, explore local traditions, and connect with the community. Overall, a Heartfulness meditation trip offered our students chance to step away from their daily routine, immerse themselves in the practice of meditation, and cultivate a deeper sense of inner peace, harmony, and connection with themselves and the world around them.





# Operation Management in Service Sector



**Dr. Akilan Arunkumar. A, Assistant Director, Operations & Quality, Joseph Eye Hospitals, Trichy**

Youth Red Cross organized a session on “Operation Management in Service Sector” on 6th May 2024. Dr. Akilan Arunkumar. A, Assistant Director, Operations & Quality, Joseph Eye Hospitals, Trichy as the resource person for the program. The club coordinator delivered a welcome address and emphasis the pivotal role of operations management in driving efficiency, productivity, and quality within service-oriented organizations. She further highlighted the unique challenges and opportunities inherent in managing operations within service-based industries. Dr. Akilan Arunkumar commenced with a thorough introduction to fundamental operations management concepts, laying the groundwork for students understanding. He underscored the significance of input design, emphasizing the strategic planning required for selecting and optimizing resources essential for service delivery.

Dr. Akilan Arunkumar delved into the essential departments vital for the seamless functioning of hospitals, underlining their critical roles in ensuring efficient operations and quality patient care. He likely highlighted departments such as Emergency Services, emphasizing their pivotal role in providing immediate medical attention and stabilizing patients in critical conditions. Additionally, he might have underscored the significance of departments like Nursing, stressing their role in delivering continuous care and monitoring patients' well-being throughout their hospital stay. Furthermore, Dr. Arunkumar provided participants with a comprehensive framework for interpreting and implementing operations management strategies tailored to the service sector, ultimately facilitating organizational effectiveness and customer satisfaction. Dr. Arunkumar emphasized the importance of Support Services departments such as Housekeeping and Maintenance, highlighting their contributions to maintaining cleanliness, safety, and functionality within the hospital environment. Dr. Akilan Arunkumar expertise and experience in the healthcare sector, he provided valuable insights into operational management principles that applied in the service sector. He emphasized the crucial significance of patient time and cost in conjunction with ensuring customer satisfaction within the healthcare service sector. Dr. Akilan Arunkumar's inclusion of a case study as a practical exercise undoubtedly enriched the participants' understanding of operations management. Through the case study exercise, students gained valuable insights into the complexities of managing operations in healthcare settings, as well as the importance of implementing efficient and customer-centric strategies to optimize service delivery. Students genuinely enjoyed the session and found it beneficial for clearing their doubts. Mr. A. Anburaj, Assistant Professor, YRC coordinator M.A.M. B-School, made all the requisite arrangement for the programme.





## Personal Grooming



**Mrs. N Seetha Lakshmi,**  
**CEO, Beauty Friendly Salon and Academy,**  
**Chairman – JCOML Trichy, President – JCI Trichy Sakthi**

A session on “Personal Grooming” was organized by JCI on 18th April 2024. Mrs. N Seetha Lakshmi, CEO, Beauty Friendly Salon and Academy, Chairman – JCOML Trichy, President – JCI Trichy Sakthi, graced the event as the keynote speaker. The Club coordinator’s warm welcome and emphasis on the importance of grooming in professional life must have set a positive tone for the event. By highlighting the significance of grooming, she underscored the notion that personal presentation is an integral part of professional success. Dr. M. Hemalatha's emphasis on the importance of personal grooming in a diversified working environment is particularly noteworthy. In today's globalized and multicultural workplaces, understanding and respecting diverse perspectives, cultures, and norms are essential for effective collaboration and success. Mrs. N Seetha Lakshmi, with her extensive experience and leadership roles, as the keynote speaker undoubtedly added immense value to the event. Her multifaceted background as the CEO of Beauty Friendly Salon and Academy, Chairman of JCOML Trichy, and President of JCI Trichy Sakthi provided a unique perspective on personal grooming and its relevance in various professional settings.

Mrs. N Seetha Lakshmi stressing the significance of making a positive first impression, she encouraged students to prioritize personal grooming as a means of effectively communicating their competence and confidence to colleagues, clients, and employers. Mrs. N Seetha Lakshmi provided attendees with essential beauty tips to maintain a good skin tone and appearance, particularly in the face of diverse working conditions. Stressing the importance of personalized skincare routines, she advised individuals to cleanse their skin regularly using suitable cleansers to eliminate accumulated dirt and oil. Mrs. Lakshmi emphasized the significance of hydration, recommending daily moisturization with lightweight, non-comedogenic products to safeguard the skin's natural moisture barrier. Moreover, she underscored the necessity of sun protection, urging participants to apply broad-spectrum sunscreen generously and reapply as needed, especially when exposed to sunlight during work. With a hands-on approach, Mrs. Lakshmi involved students in skincare routines and makeup application, allowing them to experience first-hand the importance of proper grooming practices. Students gained valuable basic self-grooming tips that they could incorporate into their daily routines. Mrs. S. Yogapriya, Assistant Professor, JCI coordinator, M.A.M. B-School, made all the requisite arrangement for the programme.

Mrs. N Seetha Lakshmi, in her session on personal grooming, shared insightful tips on selecting the right formal dress code, emphasizing its significant impact on professional life. She began by stressing the importance of understanding the company's dress code policy, highlighting the varying levels of formality across different workplaces. Mrs. Lakshmi advised participants to opt for neutral colors like black, navy, or gray for a classic and professional appearance while avoiding overly bright or flashy colors. She emphasized the importance of well-fitted attire, recommending tailoring if necessary to achieve the perfect fit.



Additionally, Mrs. N Seetha Lakshmi urged attendees to invest in high-quality fabrics that drape well and maintain their shape over time. She added that grooming encompasses various aspects beyond just physical appearance, including personal hygiene, attire, body language, and communication skills. Highlighting the impact of personal grooming on professional life, particularly emphasizing the adage "first impression is the best impression," is crucial.



# Entrepreneurship Qualities



**JCI Sen Senthilkumar Thanagopal, Proprietor, PYRG MotorHome Tourism and Travels Pvt. Ltd**

JCI Cub jointly organized a session on “Entrepreneurship Qualities” on 23rd April 2024. JCI Sen Senthilkumar Thanagopal, Proprietor, PYRG MotorHome Tourism and Travels Pvt. Ltd was the resource person for the programme. The club coordinator extended a warm welcome to all participants at the event and emphasizing entrepreneurship in today's growing economy, she highlighted the opportunities and challenges that aspiring entrepreneurs may face. Encouraging participants to embrace entrepreneurship not only fosters innovation and economic growth but also empowers individuals to create their own paths to success. She added that M.A.M. B-School taking proactive steps to foster entrepreneurship and equip their students with the necessary skills and mindset for success in the business world.

JCI Sen Senthilkumar Thanagopal, a well-known figure in the business community, shared his experiences during the session. His insights and anecdotes would have undoubtedly resonated with the audience, providing them with valuable lessons and inspiration. Learning from someone with first-hand experience in entrepreneurship can be incredibly motivating and enlightening for aspiring business leaders. JCI Sen Senthilkumar Thanagopal addition of fundamental qualities of entrepreneurs such as vision, mission, decision-making skills, analytical skills, and good communication skills is crucial. He further added that the importance of decision-making skills in the business field is crucial because decisions are at the core of every aspect of entrepreneurship. Whether it's deciding on a business model, product development strategy, marketing approach, or financial management plan, entrepreneurs are constantly faced with choices that can significantly impact their ventures he added. He sharing various opportunities available in the market for new businesses, particularly focusing on micro, small, and medium-scale industries, is incredibly valuable for aspiring entrepreneurs. These sectors often form the backbone of many economies and can offer numerous prospects for growth and success. He mentioned some of highly demanded business in the recent times such as Niche Markets, E-commerce and Online Retail, Tech-enabled Solutions, Green and Sustainable Businesses, Local Manufacturing and Crafts, Service-based Businesses. He added further the importance of social entrepreneurship is crucial in today's business landscape, where there is a growing awareness of social and environmental issues. Social entrepreneurship involves using business principles and practices to address societal problems and create positive social impact alongside financial sustainability. Mrs. S. Yogapriya, Assistant Professor, JCI club Coordinator M.A.M. B-School, made all the requisite arrangement for the programme.





# Yi Club

## Women's Day Celebration



**Mrs. Kaveri Annamalai, Director, ARA Wealth, Dr. Syeeda Sheerin, Senior Consultant Psychiatrist, Sana Hospital Trichy & Mrs. Archana Ganapathy, Director, An'Odey Group of Companies**

In association with Yi Club, MAMBS organized Women's Day Panel Discussion on "Entrepreneurial Journey" on 07th March 2024. Mrs. Kaveri Annamalai, Director, ARA Wealth, Dr. Syeeda Sheerin, Senior Consultant Psychiatrist, Sana Hospital Trichy and Mrs. Archana Ganapathy, Director, An'Odey Group of Companies were the resource persons for the programme. Dr. M. Hemalatha, the Director of M.A.M. B-School, honored the occasion with her presence. She emphasized the significance of Women's Day as a time to recognize and celebrate the accomplishments of women in the entrepreneurial realm. Dr. Hemalatha highlighted the importance of women empowerment, emphasizing the need to appreciate and acknowledge the contributions of women in various fields, particularly in the realm of entrepreneurship. Mrs. Kaveri Annamalai, Director of ARA Wealth, appears to have shared a comprehensive perspective on her entrepreneurial journey during the Women's Day Panel Discussion. In her address, she not only discussed her personal experiences but also delved into the economic opportunities in India, particularly in the realms of cryptocurrency, mutual funds, and shares. By addressing the economic opportunities in India, Mrs. Kaveri Annamalai might have highlighted the diverse investment avenues available in the country. She mentioned that mention of cryptocurrency, mutual funds, and shares suggests that she touched upon contemporary investment options.



Dr. Syeeda Sheerin, Senior Consultant Psychiatrist, brought a unique perspective to the Women's Day Panel Discussion by sharing her experiences and journey in the field of psychiatry, with a focus on her work with women's mental health. In her address, Dr. Sheerin have discussed the challenges and triumphs she encountered while dealing with various causes related to women's mental well-being. She raise awareness about the significance of mental health, reduce stigma, and encourage open conversations around women's mental well-being. Mrs. Archana Ganapathy, Director of An'Odey Group of Companies, shared her personal experiences on the obstacles she encountered and the support she received from her family members in her journey in financial planning. Her insights have provided valuable lessons to the students, on overcoming challenges in the business world and pursuing a career in finance. Her encouragement served as a motivational message for the students, highlighting the significance of perseverance, family support, and determination in achieving success in the financial planning and business domains. Ms. B. Gayathri and Ms. S. Kiruthiga, Assistant Professors took on the role of moderators for the Women's Day Panel Discussion. As moderators, they likely facilitated the smooth flow of the discussion, ensured active participation from the audience, and directed questions to the esteemed panelists.

# Electoral Literacy Club

## Voter Pledge event



M.A.M. B-School Electoral Club organised a Voter pledge event on 18.04.2024. The students take a pledge to cast their vote in every election. Students understood about the relevance and importance of celebrating this day and encourage them to participate in the electoral process. All college staff members and students had taken Voters Pledge, to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections. The significance of this event was to encourage youngsters, who have reached the age of 18, of our country to participate in the political process, by registering themselves in electoral rolls. National Voters' Day is celebrated to encourage more young voters to take part in the political process. It is a day to celebrate the right to vote and vibrant democracy of India. The students about the importance of voting in our democratic country and what can we contribute to our nation by voting the right person. It was followed by an oath taking event where students took an oath to cast their votes every time and contribute to the progress of our nation. The photographs of the event are also attached.

**Democracy cannot succeed unless those who express their choice are prepared to choose wisely. The real safeguard of democracy, therefore, is education. - Franklin D. Roosevelt**

**Voting is our Right!**

**Voting is our Duty!!**

**Let's cast our Vote!!!**





# POSH

## Prevention of Sexual Harassment Act



**Mrs. R. Gokila, B.A., L.L.B., Advocate**

A session on Prevention of Sexual Harassment Act” with workplace Etiquette at 18th April 2024. Mrs. R. Gokila, B.A., L.L.B., Advocate was the resource person for the program. The coordinator welcomed the gathering and delivered a comprehensive address on the Prevention of Sexual Harassment Act and workplace etiquette. Her insights shed light on the importance of creating safe and respectful work environments conducive to professional growth and well-being. She emphasizing the significance of promoting a culture of respect, dignity, and inclusivity within the workplace. She highlighted the pivotal role of the Prevention of Sexual Harassment Act in safeguarding the rights and dignity of employees, irrespective of gender. Mrs. R. Gokila's academic background in law, coupled with her practical experience as an advocate, equipped her with a deep understanding of women's rights and empowerment initiatives. Her expertise served as a guiding light for the participants seeking to empower themselves and others in their communities.

Mrs. Gokila provided a comprehensive overview of the POSH Act and its implications for both employers and employees. She elaborated on the legal obligations of organizations to prevent and address instances of sexual harassment in the workplace, as well as the rights and protections afforded to victims of harassment. Mrs. Gokila elucidated the various forms of sexual harassment and the criteria used to determine its occurrence. She emphasized the need for clear definitions and awareness about what constitutes harassment, empowering participants to identify and address such behaviors effectively. She educated Students s about the importance of reporting incidents of sexual harassment promptly and utilizing the available redressal mechanisms. Mrs. Gokila emphasized the significance of being conscious of one's behavior in public settings. She highlighted the importance of respecting personal boundaries, maintaining appropriate conduct, and being vigilant about potential risks or threats to personal safety. Students actively engaged with the subject matter, raising pertinent questions regarding registering complaints and the implications of the Protection of Children from Sexual Offences (POCSO) Act. Dr. R. Suganya, Professor, POSH Club coordinator, M.A.M. B-School, made all the requisite arrangement for the programme.





# Women's Rights in Indian Law



**Mrs. R. Sridevi, B.A., B.L., Advocate**

“Women's Rights in Indian Law” was organized by POSH Cell on 26th April 2024. Mrs. R. Sridevi, B.A., B.L., Advocate was the resource person for the programme. The coordinator emphasised about the pivotal role in setting the tone for the event by extending a warm welcome to all participants. She recognised empowerment of women in the recent past highlights a positive trend towards greater gender equality and women's participation in various spheres of society. She further added that When women have equal opportunities to participate in education, employment, and decision-making processes, they can contribute their skills, talents, and perspectives to drive productivity and innovation. The Aim of the programme to educating students and professionals about their rights and legal protections is crucial for fostering a more equitable and inclusive society. Mrs. R. Sridevi highlights the persistent challenges that women face worldwide, despite significant advancements in the women's rights movement. She underscore the various forms of violence and discrimination that women endure, ranging from cultural norms and practices to systematic oppression in conflict zones.

Mrs. R. Sridevi's focus on the judiciary's role in protecting women's rights is crucial, as the judiciary plays a pivotal role in interpreting and enforcing laws related to gender equality. She highlighted the judiciary protection of women's such as Access to Justice and Women's Rights, Judiciary and Gender Equality, Judicial Activism and Women empowerment, judicial interpretation of Art. 15(3) of the Constitution of India and Role of Supreme Court in interpreting International instruments for Women empowerment. Overall, the session's impact in enlightening students' minds and raising awareness among female students about women's rights in India is a significant step towards fostering a more inclusive and equitable society. The resource person underscores the urgent need to prioritize women's empowerment and gender equality. It emphasizes the importance of concerted efforts to protect women's rights and improve their quality of life. Providing a platform for discussion and deliberation on these issues is crucial for fostering awareness. Through such seminar initiatives, it is possible to advance the cause of women's empowerment and create a more just and equitable society for all genders. Dr. R. Suganya, Professor, POSH Club of M.A.M. B-School, made all the requisite arrangement for the programme.





# Yoga for Health and Wellness



“Yoga for Health and Wellness” was organized by POSH Cell on 27th April 2024. Mr. M. Raama Subramanian, Heartfulness Yoga & Meditation Trainer, Mr. JC. P. Mohanthas, International Yoga Champion, Dr. Alagammal, Heartfulness Trainer were the resource persons for the programme. Dr. M. Hemalatha, Director, M.A.M. B-School, delivered welcome address and shared her thoughts on yoga and its implications on physical and mental health in the present conditions. Highlighting the holistic benefits of yoga, Dr. Hemalatha underscored its ability to not only enhance physical fitness but also to foster mental well-being. In a world characterized by rapid changes and increasing demands, she stressed the importance of incorporating yoga into daily routines as a means to achieve balance and resilience. The workshop started with a basic introduction of Yoga, Pranayama and Dhyana and their implementation in day-to-day lives, practical demonstration of Sukshama Vyayama, Surya Namaskar, various asanas, Kapalbhati and Bhastrika Pranayama. Then, this workshop was followed by a guided meditation. With his wealth of knowledge and experience as a Heartfulness Yoga & Meditation Trainer, Mr. Subramanian meticulously delved into various facets of yoga, providing participants with a comprehensive understanding of its principles and practices.

During the session, participants may have had the opportunity to delve into the rich tradition of yoga, exploring its diverse aspects ranging from asanas (postures) to pranayama (breath control) and meditation. Mr. Subramanian's guidance likely helped attendees develop a deeper appreciation for the transformative power of yoga in promoting overall health and inner harmony. His expertise in Heartfulness Yoga & Meditation likely infused the session with a unique blend of mindfulness and spiritual insight, offering participants practical tools to navigate life's challenges with greater ease and clarity. Dr. Alagammal, Heartfulness Trainer added that Yoga is a great remedy to remove her tensions which definitely affects her health because she has to nurture the home, fulfill a demanding career, take care of the family, handle household work; she has to play multi roles with her skills. Mr. JC. P. Mohanthas, International Yoga Champion, motivated the students and conveyed the importance of making yoga an integral part of our daily life by extending the practice of yoga beyond the mat. The students enjoyed the session fully and were greatly benefitted. As a feedback, the students appreciated the event. Students shared their experiences as very enjoyable, useful, informative and excellent. The participants will look forward to attend similar sessions in future. Dr. R. Suganya, Professor, POSH Club of M.A.M. B-School, made all the requisite arrangement for the programme.





# Entrepreneurship Development Cell

## Organic Farming & Its Opportunities



**Mrs. R. Chitra Devi, MCA.**  
**Computer Literacy Programme,**  
**Government Arts & science College, Manapparai,**  
**Organic Farmer, Pasumai Illam, Manapparai**

Entrepreneurship Development organized a session on “Organic Farming & its Opportunities” on 22nd April 2024. Mrs. R. Chitra Devi, MCA. Computer Literacy Programme, Government Arts & science College, Manapparai, Organic Farmer, Pasumai Illam, Manapparai was the resource person for the programme. Dr. R. Karthika, the club coordinator of M.A.M. B-School, extended a warm welcome to all participants at the event and emphasizing growing popularity of organic farming and the increasing health consciousness among people highlight the significant opportunities that exist in the market for organic products. She further added that It's important to capitalize on market trends and consumer preferences, and organic farming presents a prime example of aligning business ventures with societal needs and values. Mrs. Chitra Devi elaborated on the benefits of these products in enhancing soil health, promoting plant growth, and controlling pests in a sustainable manner.

Mrs. Chitra Devi emphasized the various benefits of organic farming for individual health. Mrs. Chitra Devi discussed how organic farming practices promote nutrient-rich soil, biodiversity, and sustainable farming methods, ultimately leading to healthier food choices for consumers. She shared valuable insights on organic farming, focusing on real-time products such as organic fertilizer, panjakavya, meen karaisal, vermicompost, and organic pesticides. She explained the Organic fertilizers are derived from natural sources and are rich in nutrients essential for plant growth. She further stated that Panjakavya is a traditional organic concoction made from cow dung, cow urine, milk, curd, and ghee. It serves as a natural pesticide and fertilizer, promoting plant growth and warding off pests. Organic pesticide effectively control pests while minimizing harm to the environment, beneficial insects, and human health. She emphasized the importance of leveraging digital platforms and technologies to reach a wider audience, enhance brand visibility, and establish direct connections with consumers. Mrs. Chitra Devi discussed various marketing tactics such as social media marketing, content marketing, e-commerce platforms, and community engagement initiatives tailored specifically for organic farming businesses. Mrs. Chitra Devi showcased her own range of organic products, including organic pencils made from recycled paper embedded with seeds for planting, seed balls for dispersing in various areas to promote plant growth, bottles of panjakavya and amirthakaraaisal derived from fermented fish for soil enrichment and plant growth. This session successfully ignited students' passion for organic farming and entrepreneurship, fostering a spirit of inquiry, innovation, and engagement within the academic community. Dr. R. Karthika, Professor, Entrepreneurship Development Cell Coordinator M.A.M. B-School, made all the requisite arrangement for the programme.





# INDUSTRIAL VISIT

## V. V. V. & Sons Edible Oils Ltd, Virudhunagar



### V. V. V. & Sons Edible Oils Ltd

M.A.M. B-School, a standalone Business School in Trichy its Rotaract Club organized one day Industrial Visit to V. V. V. & Sons Edible Oils Ltd, Virudhunagar on 24th April, 2024 arranged for I MBA students. The students assembled at Trichy in the morning and departed for the visit at around 6:40 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 at 10.40 am. The students received an orientation from the plant manager. The plant manager provided a comprehensive overview of V. V. V. & Sons Edible Oils Ltd, covering various aspects from its inception to its current standing in the market. The company's history and growth trajectory can offer valuable context for students to appreciate its current operations and future prospects.



He delved specifically into the manufacturing process of oil production at the plant. That's a crucial aspect, given the complexity and importance of the oil production industry. Explaining it in detail likely involved breaking down each step involved in extracting, refining, and processing the oil. Highlighting the purification process is essential in emphasizing the quality of the Idhayam sesame oil in the market. He presented about the company's product lines provided insights into its market positioning and the diversity of its offerings. Quality considerations, especially from procurement to packing, are crucial in the edible oil industry, where maintaining high standards is paramount for consumer trust and satisfaction. It suggests that the company is dedicated to ensuring that their product meets high standards of purity, which can be a significant selling point for consumers. Dividing the students into three groups and allowing them to tour the entire plant after the detailed orientation session is an excellent hands-on approach to reinforce their learning. This type of experiential learning can be very effective in solidifying understanding and retention of the material. During the highlight of the visit, Mr. V. R. Muthu, Chief Executive Officer of V.V.V. and Sons Edible Oil Limited, engaged with the students in a meaningful interaction. Additionally, Mr. Muthu's gesture of providing free samples for oil pulling showcased the company's dedication to promoting health and wellness among the students. This interaction not only fostered a sense of involvement but also highlighted the company's customer-centric approach and its emphasis on quality and innovation in the market. The students got clear understanding on the production processes such as procurement, storage, cleaning, temperature and moisture control, storage, oil extracting, filtering and packaging and shipment. Totally 33 students participated in the visit. Mr. A. Anburaj, and Ms. T. Akila Priyadharshini, Assistant Professors accompanied with the students during the visit.



# Skill Development

A session on "Skill Development" was organized at MAMBS. Organizing a skill development event focused on current technologies is a great way to help individuals stay updated and competitive in today's rapidly evolving tech landscape.



**Mr. A. Sabari Anand**  
**Managing Director, SHASAA Groups**



**Mrs. Varshini**  
**Social Media Influencer**

The importance of content marketing in attracting and retaining online audiences, along with best practices for content creation and distribution. He has given detailed exploration of various digital marketing channels, including social media, email marketing, search engine optimization (SEO), and content marketing. He explained the strategies for creating effective social media marketing campaigns and engaging with target audiences on platforms such as Facebook, Instagram, and Twitter. He has shared the fundamentals of SEO and techniques for optimizing website content to improve search engine rankings. He told that Adaptive learning, online platforms, virtual reality, artificial intelligence, gamification, microlearning, and mobile learning are revolutionizing the way individuals acquire and develop skills. As technology continues to advance, the potential for personalized, immersive, and engaging learning experiences will only increase. He told the students to embrace these technologies will be essential for individuals and organizations alike to thrive in the future job market, adapt to changing skill requirements, and unlock their full potential.

The resource person addressed the students that in today's rapidly evolving world, where technological advancements are reshaping industries and transforming job requirements, the need for continuous skill development has become paramount. She also has given emphasis on the traditional methods of learning struggle to keep pace with the changing demands of the workforce, emerging technologies are poised to revolutionize skill development. She emphasised on ubiquity of smartphones and other mobile devices has opened up opportunities for microlearning and mobile learning, and highlighted that from artificial intelligence and virtual reality to online platforms and adaptive learning, technology-enabled learning offers unparalleled opportunities for individuals to acquire new skills and stay relevant in the future job market. She also gave prime importance to Microlearning that involves delivering content in small, bite-sized modules, making it easier for individuals to consume information on the go. Mobile learning leverages mobile apps, podcasts, and other mobile-friendly platforms to deliver educational content. She also told about the digital platforms for short, focused learning experiences, allowing for just-in-time learning and greater accessibility.

# Career Development & Placement cell

## Preparation Strategy for Competitive Examination



**Mr. R. Vijayalayan, Founder & CEO, NR IAS Academy**

A session on Preparation Strategy for Competitive Examination 15th April 2024. Mr. R. Vijayalayan, NR IAS Academy, Founder & CEO graced the event as the keynote speaker. Dr. M. Hemalatha, the esteemed Director of M.A.M. B-School, extended a warm welcome to all participants at the event and emphasizing the significance of embracing digital transformation in today's rapidly evolving business landscape. Mr. R. Vijayalayan's presentation seems incredibly informative, especially for those interested in pursuing state job opportunities in Tamil Nadu. Knowing the various types of examinations, eligibility criteria, syllabus, and selection methods can greatly assist aspirants in preparing effectively. Mr. R. Vijayalayan's advice is spot on. Concentrating on aptitude and reasoning skills, along with mastering reading comprehension, English grammar, and general knowledge, can significantly enhance one's chances of success in competitive examinations. These are foundational skills that are often tested in various recruitment processes. He stated reliable resources for skill improvement is crucial for effective preparation. He added that online sources can offer a wide range of study materials, practice tests, and interactive exercises to help candidates enhance their aptitude, reasoning, language proficiency, and general knowledge.

Mr. R. Vijayalayan discussing both state and central government job opportunities broadens the scope for aspiring candidates. The selection process for central government exams like the UPSC Civil Services Examinations is rigorous and multifaceted, covering various stages such as preliminary exams, mains, and interviews. Understanding the intricacies of these processes can help candidates better prepare and tailor their approach accordingly. He provided a day-to-day preparation plan is incredibly helpful for candidates preparing for competitive examinations. This plan likely included a structured study schedule covering all relevant subjects and topics, allocating time for revision, practice tests, and self-assessment. Breaking down the preparation process into manageable daily tasks can make studying more manageable and reduce overwhelm. Mr. R. Vijayalayan's guidance on techniques and tactics for exam preparation likely included tips such as time management, effective study routines, practicing with mock tests, and developing a positive mind set. Mrs. A. Malar, placement coordinator, Mr. S. Vikneswaran, Assistant Professor at M.A.M. B-School, made all the requisite arrangement for the programme.





# PLACEMENT TRAINING - 10 Days Career Catalyst program

## Industry Insights and Trends



**Dr. S. Premanand, Director of Metaspaces Solution**

Career Development and Placement Cell organized a session on “Industry Insights and Trends” on 22nd April 2024. Dr. S. Premanand, Director of Metaspaces Solution, as the keynote speaker at the session on "Industry Insights and Trends". As an expert in the field, Dr. Premanand likely brought a wealth of experience and knowledge to the event, offering valuable insights into the current dynamics and future directions of various industries. The coordinator gave warm welcome and emphasis on the importance of industry insights and present trends undoubtedly set the tone for the event. By recognizing the significance of staying abreast of current industry dynamics, Dr. Hemalatha highlighted the relevance of such sessions to the students' academic and professional development. In today's rapidly evolving business landscape, understanding industry trends is not just advantageous but essential for students preparing to enter the workforce. Dr. S. Premanand, Director of Metaspaces Solution, initiated the session with a clear and insightful introduction to current industry trends. His call to action urged everyone to remain updated with current trends and adapt to meet these changing requirements. This message highlights the importance of agility and continuous learning in today's professional world.

Dr. Premanand encouraged attendees to cultivate a mindset of adaptability and resilience. In an environment where innovation drives progress and disrupts traditional norms, staying informed and flexible is essential for remaining competitive and relevant in the job market. Dr. S. Premanand's urging of students to enhance their technological proficiency underscores the increasing reliance on technology in today's dynamic world. By emphasizing the importance of technological competence, he highlighted the pivotal role that technology plays in driving innovation, productivity, and competitiveness across industries. By enhancing their technological proficiency, students can not only stay abreast of industry trends but also leverage technology to enhance their productivity, creativity, and overall performance in the workplace he added. Dr. S. Premanand's acknowledgment of the vast opportunities presented by current business conditions underscores an optimistic outlook on the evolving landscape. By highlighting these opportunities, he encouraged attendees to adopt a proactive approach and seize the moment to capitalize on emerging prospects. These sessions are crucial for students to stay updated on the latest trends, technologies, and market dynamics shaping different sectors. Ms. A. Malar, Placement Officer, Mr. S. Vikneswaran, Assistant Placement Officer, M.A.M. B-School, made all the requisite arrangement for the programme.



# Interview Skills



**Mr. Selvakumar Periyasamy, M. Tech., (Ph.D.),  
Placement Officer/Motivational Speaker, CARE Group of Institutions, Trichy**

Career Development and Placement Cell organized a session on “Interview Skills” on 23rd April 2024. Selvakumar Periyasamy, M. Tech., (Ph.D.), Placement Officer/Motivational Speaker, CARE Group of Institutions, Trichy was the resource person for the program. The coordinator gave welcoming address and emphasis on the importance of improving interview skills set a positive tone for the event. The emphasis on the importance of interview skills for self-marketing in a competitive market is spot on. She added that In today's job market, where competition is fierce, possessing strong interview skills can make a significant difference in standing out to potential employers. Selvakumar Periyasamy's insights into current job market trends are incredibly valuable for students preparing to enter the workforce. The emphasis on problem-solving skills and effective communication resonates with the evolving demands of today's corporate world. Employers are indeed seeking candidates who not only possess technical expertise but also demonstrate the ability to adapt, innovate, and communicate effectively within teams and with clients.

Mr. Selvakumar Periyasamy is well-regarded in the field of training and placement. Having someone with extensive experience and knowledge leading the session on interview skills would undoubtedly benefit the students. His expertise provided practical insights and real-world examples to help students understand what employers are looking for and how to effectively present themselves during interviews. Mr. Selvakumar Periyasamy's emphasis on selecting the right career in the right organization, improving communication skills, and developing basic interpersonal skills is crucial advice for students navigating their career paths. Choosing a career that aligns with one's interests, values, and strengths can lead to greater job satisfaction and success in the long run. Additionally, strong communication and interpersonal skills are essential for building relationships, collaborating effectively with colleagues, and advancing in one's career. He advised to utilize online sources to improve soft skills is practical and accessible, given the wealth of resources available on the internet. Engaging in online courses, tutorials, or webinars focused on communication, leadership, and interpersonal skills can indeed complement traditional education and enhance students' employability. He finally insist to do an internships. Internships provide invaluable hands-on experience, allowing students to apply theoretical knowledge in real-world settings, develop practical skills, and build professional networks. The session provided students with valuable insights into interview requirements and current market conditions, which are essential for their career preparation. Ms. A. Malar, Placement Officer, Mr. S. Vikneswaran, Assistant Placement Officer, M.A.M. B-School, made all the requisite arrangement for the programme.



# Presentation & Communication Skills



“Presentation & Communication Skills” session was organized by Career Development and Placement Cell on 24th April 2024. Dr. M. Mahendran, Director of Training, Placement & Corporate Relations at St. Joseph's College, Trichy, served as the resource person for the program. The session aimed to equip students with essential skills necessary for succeeding in the corporate world. The coordinator extended a warm welcome to all participants and highlighted how proficiency in these skills is not only crucial for personal and professional success but also essential for navigating the complexities of the modern workplace. She stated that Career Development and Placement Cell at M.A.M. B-School remains committed to organizing such initiatives to empower students and enhance their employability in the competitive business landscape.

**Dr. M. Mahendran,**

**Director Training, Placement & Corporate Relations St. Joseph's College, Trichy**

Dr. Mahendran commenced the session with an insightful exploration of communication, elucidating its various components such as verbal, non-verbal, written, and visual communication. He underscored the significance of effective communication in professional settings, drawing from his vast experience in training and corporate relations.

Dr. Mahendran guided participants through the key elements of delivering impactful presentations. From defining the purpose of presentations to structuring content logically and employing engaging delivery techniques, his practical tips resonated well with the audience. Interactive activities facilitated hands-on practice, allowing participants to hone their presentation and communication skills. Firstly, Dr. Mahendran underscored the significance of reading as a means of expanding vocabulary, improving comprehension, and gaining exposure to diverse writing styles and perspectives. Secondly, stressed the importance of active listening as a foundational skill for effective communication. Thoughtfully. Thirdly, highlighted the value of writing as a tool for clarity and expression. Lastly, Dr. Mahendran emphasized the importance of speaking practice in developing confidence and fluency in communication. Participants gained a deeper understanding of communication dynamics, including verbal, non-verbal, written, and visual aspects, and learned about their critical role in professional settings. The session was useful for the students to understand the importance of the communication skills and presentation skills in the business dynamics. Ms. A. Malar, Placement Officer, Mr. S. Vikneswaran, Assistant Placement Officer, M.A.M. B-School, made all the requisite arrangement for the programme.



# Personality Development and Interview Skills



**Mr. Sivakumar Sathgurunath**

Career Development and Placement Cell organized a Guest Lecture on “Personality Development and Interview Skills” on 25th April 2024. Having a motivational speaker and distinguished Toastmaster like Mr. Sivakumar Sathgurunath as a guest speaker must have brought a wealth of experience and insights to the session. His expertise in communication and leadership would likely have been highly valuable for the students. The session started with the welcome address given by the coordinator who extended a warm welcome to all participants at the event and stated the significance of personality development for the students to develop to success in the professional life. She share her insights how that personality makes difference in the market.

Mr. Sivakumar Sathgurunath Encouraging students to focus on enhancing their interpersonal skills is excellent advice. Strong interpersonal skills are essential for effective communication, collaboration, and building relationships in both personal and professional settings. He addressed various dimensions like physical, mental, social, spiritual, and financial aspects of personality development provides students with a holistic understanding of personal growth. Each of these dimensions plays a crucial role in shaping an individual's overall personality and well-being. Mr. Sivakumar Sathgurunath covered a wide range of valuable topics during the session, including team management, personality development, and people management skills. Providing students with resources such as books and web links is a fantastic way to continue their learning beyond the lecture. Simple methods and practical tips can be incredibly helpful for students to start improving their basic skills right away. Mr. Sivakumar Sathgurunath's emphasis on the significance of personality for professional success is spot on. A strong personality, encompassing various traits like communication skills, confidence, adaptability, and emotional intelligence, can indeed greatly impact an individual's career trajectory. Encouraging students to work on developing their personalities can help them stand out in the competitive professional landscape. Mr. Sivakumar Sathgurunath's discussion of personal motivation resonated with the students, as it demonstrated the importance of staying motivated and determined in pursuing their goals.

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. Ms. A. Malar, Placement Officer, Mr. S. Vikneswaran, Assistant Placement Officer, M.A.M. B-School, made all the requisite arrangement for the programme.





## Self Introduction and Group Discussion



“Self Introduction and Group Discussion Session” was organized by Career Development and Placement Cell on 25th April 2024. The resource person was Mrs. Chitra, Placement Officer, MAMCET. The resource person highlighted the importance of creating a supportive and inclusive environment where all voices are heard and valued. Self-introductions served as an effective icebreaker, helping to foster connections and build rapport among participants. Group discussions and breakout sessions facilitated meaningful dialogue and knowledge sharing, demonstrating the power of collaboration in generating new insights and ideas.

The purpose of this event was twofold:

- To provide participants with an opportunity to introduce themselves and their backgrounds, fostering a sense of community and connection
- To engage in a group discussion on a chosen topic to encourage collaboration and the exchange of ideas.



The event was attended by I MBA students who are enthusiastic individuals from diverse backgrounds. The event began with a warm welcome from the organizers, followed by a brief overview of the agenda. Each participant was given a few minutes to introduce themselves, sharing their name, background, interests, and any other relevant information they wished to highlight. This session aimed to break the ice and create a welcoming atmosphere.

After the self-introductions, the group engaged in a discussion on [mention the chosen topic or theme]. The discussion was facilitated by Mrs. Chitra, who posed thought-provoking questions to guide the conversation and encourage participation. To promote deeper engagement, participants were divided into smaller breakout groups to discuss specific aspects of the topic in more detail. This allowed for more intimate conversations and provided everyone with the opportunity to contribute their perspectives. Following the breakout sessions, each group reported back to the larger group, summarizing the key points of their discussion and highlighting any insights or ideas that emerged. The event concluded with closing remarks from the organizers, expressing gratitude to the participants for their active participation and valuable contributions. Overall, the event on self-introduction and group discussion was a success, providing a platform for participants to connect, engage, and learn from one another.



## Different Levels of Interviews



**Mr. Lawrance,**  
**HR Manager Rane Engine Valve Limited**

**Career Development and Placement Cell organized a session on “Different Levels of Interviews” on 27th April 2024. Mr. Lawrance, HR Manager of Rane Engine Valve Limited, as the resource person for the program. The aim of the session to providing students with valuable insights into the intricacies of the interview process across various stages and industries. Dr. M. Hemalatha, Director of M.A.M. B-School, delivered a welcome address and presented valuable insights into the interview process and its pivotal role in the selection process.**

Mr. Lawrance provided participants with insights into industry-specific interview practices, trends, and expectations. His first-hand experience in recruiting candidates for various roles have added credibility and relevance to the discussion. Mr. Lawrance's emphasis on thorough company research, self-assessment, and interview practice provided students with practical tools for success in the competitive job market. Additionally, his advice on considering personal interests, career goals, and industry trends empowered students to make informed decisions about their academic and professional paths. He emphasized the significance of interviews as a means of evaluating candidates beyond their qualifications on paper. She underscored how interviews provide an opportunity for recruiters to assess candidates' communication skills, problem-solving abilities, and cultural fit within the organization. Mr. Lawrance equipped students with a broader understanding of the evolving landscape of Indian industries, empowering them to align their skills and career aspirations with current market demands. He emphasizing the significance of different levels of interviews and their importance in the hiring process. He elucidated how each interview level serves a specific purpose, from initial screenings to executive discussions, in evaluating candidates' qualifications and cultural fit. By highlighting the nuances of each interview stage, Mr. Lawrance enabled students to appreciate the comprehensive nature of the selection process and the role they play at each level. Moreover, he provided valuable insights into incorporating group discussions as part of the selection process, underscoring the importance of collaborative skills and the ability to communicate effectively within a team setting. He offered basic yet crucial preparation tips for interviews. Encouraging students to leverage their skills and abilities to the fullest, he emphasized the importance of authenticity and self-assurance during the interview process. By urging participants to perform according to their capabilities and to explore new opportunities with confidence. Ms. A. Malar, Placement Officer, Mr. S. Vikneswaran, Assistant Placement Officer, M.A.M. B-School, made all the requisite arrangement for the programme.





## Communication & Accent Training



**Mr. P. Prathapan,  
Head of Training Department - MAMBS**

A session on “Communication and Accent Training” was organized by Career Development and Placement Cell on 27th April 2024. Mr. P. Prathapan, Head of Training Department - MAMBS, the resource person for the program. The objective of the accent training program was to enhance the communication skills of college students by focusing on accent reduction and improving clarity and fluency in spoken English. The coordinator delivered a welcome address and presented importance of fluid communication. The resource person gave inputs to eliminate barriers to successful, fluid communication while maintaining your identity as a bilingual speaker. He also instructed the students to learn the sounds and sound patterns of English in order to broaden your horizons and enhance your ability to connect quickly and easily with others.

He also demonstrated how to increase the employability of the students, and to create awareness about the employment opportunities available. He instructed students to build the relevant skill sets as functional skills helps to create a robust placement cell and increase placement assistance to students. He clarified the students with basic understanding of English language rules and vocabulary. It enhances clarity of communication, builds rapport, and improves perception, facilitating smoother communications. The session started with the introduction on the topic and the importance of communication skills in personal and professional life. Participants were explained about the communication method and the process of effective communication, understanding the cycle of communication starting from the sender to the receiver of the message. The different levels of communication were explained and how lateral and horizontal forms of communication among colleagues, peers at the same level for information sharing and coordination helps to save time. As communication is key, knowing and understanding the filters and barriers that can hamper one's overall communication is a must. Participants were encouraged to practice active listening as it helps in overall communication skills. Focus was laid on the ways of how an individual communicates (spoken word, visual written word, body language and social media). Understanding that Communication is not only about spoken words it also deals with visual and vocal. Group activities involving communication skills helped the participants interact with each other. Videos to ensure that participants understand why communication is key and how it would enhance their quality of life were also shown.



## Resume Making & LinkedIn Profile



**Mr. Muthuraja Kannan, MBA. PGDMH.,  
Placement Officer, Jamal Institute of Management**

A session on “Resume Making & LinkedIn Profile” was organized on 29th April 2024. Mr. Muthuraja Kannan, MBA. PGDMH., Placement Officer, Jamal Institute of Management as the resource person for the program. The aim of the session to providing students with valuable insights into the resume building. Dr. M. Hemalatha, Director of M.A.M. B-School, delivered a welcome address and her guidance would carry significant weight and reassure students about the importance of resume building for securing job opportunities, especially for fresher’s entering the workforce. She further added that essential for students to understand how to effectively present their skills and experiences on their resumes to make a strong impression on potential employers. He discussed various techniques with students on how to create an effective resume. She also explained various formats along with their uses.

During workshops students learn essentials of writing effective resume for targeting specific jobs in a competitive job marketing so as to make good first impression. Mock resume wiring exercise was also conducted during workshop. His explanation highlights the critical role of a resume in the job application process. Indeed, resumes serve as the initial gateway for candidates to make an impression on potential employers. Including comprehensive details about past experiences, present qualifications, and future aspirations is vital for showcasing professional abilities effectively. He added that it's important for candidates to understand that their resumes are not just lists of past jobs and qualifications, but rather tools for presenting themselves as the best fit for the positions they're applying for. By ensuring that resumes are well-organized, tailored to specific job roles, and highlight relevant skills and accomplishments, candidates can significantly increase their chances of progressing through the selection process. Focusing on LinkedIn profile creation in the second session is a great continuation from discussing resumes. LinkedIn has become an essential platform for professional networking and job searching, so understanding how to create an effective profile is crucial for students and professionals alike he added. During this session, attendees learned about the different sections of a LinkedIn profile, such as the headline, summary, experience, education, and skills. They may have also received guidance on how to optimize each section to maximize visibility and appeal to potential employers or recruiters. Additionally, students might have learned about the importance of networking on LinkedIn, engaging with industry professionals, joining relevant groups, and sharing content to establish thought leadership and expand their professional connections. Ms. A. Malar, Placement Officer, Mr. S. Vikneswaran, Assistant Placement Officer, M.A.M. B-School, made all the requisite arrangement for the programme.





# Corporate Expectations



**Dr. Senthil K Nathan,**  
**Associate Dean – Public Relations SRMIST, (Deemed to be University)**

Career Development and Placement Cell organized a guest lecture on “Corporate Expectations” on 30th April 2024. Dr. Senthil K Nathan, Associate Dean – Public Relations SRMIST, (Deemed to be University) as the resource person for the program. The aim of the session to providing students with valuable insights into the corporate expectations. Dr. M. Hemalatha, Director of M.A.M. B-School, delivered a welcome address and emphasis on students being aware of the present industry condition and its expectations is crucial. Understanding the current landscape of the industry they're entering helps students tailor their skills and knowledge to meet those expectations effectively. Dr. M. Hemalatha's point about corporations being pioneers in the change process highlights the dynamic nature of the business world. Adapting to change is indeed essential for both personal and professional growth. It's great that she emphasized this to the students, as it encourages them to develop a mindset of flexibility and resilience. Dr. Senthil K Nathan's focus on the important aspects of individuals in corporate conditions, along with how corporations evolve over time in response to changes in the business environment, is incredibly relevant for students preparing to enter the workforce. Understanding both personal and organizational dynamics can help students navigate the complexities of the corporate world more effectively. Dr. Nathan's advice for students to define their dream job and focus on improving their individual skills is invaluable. Setting clear career goals allows students to align their efforts towards achieving their desired outcomes.

Dr. Nathan's emphasis on technical skills, soft skills, and social skills aligns with the current job market environment. Employers often seek candidates who possess a combination of these skills to thrive in diverse work settings. Technical skills provide the foundational knowledge required for specific roles, while soft skills such as communication, teamwork, and problem-solving enhance collaboration and productivity. Social skills, including networking and relationship-building, are also crucial for professional success in today's interconnected world. Dr. Nathan's emphasis on the increasing demand for social skills, as well as the importance of emotional intelligence, reflects the evolving nature of the workplace.



In today's interconnected and collaborative work environments, strong social skills are essential for effective communication, relationship-building, and teamwork. Additionally, emotional intelligence. Ms. A. Malar, Placement Officer, Mr. S. Vikneswaran, Assistant Placement Officer, M.A.M. B-School, made all the requisite arrangements for the programme.

# Campus to Corporate



**M.A.M BUSINESS SCHOOL**



*It's our pleasure to announce that our*  
**Career Development & Placement [CDP] Cell**  
*Organizes*

## Campus to Corporate

**- The gateway to professional success -**



**TOPIC** : **Aptitude & Soft-skill Essentials**

**TRAINER** : **Aptitude Buster, Chennai**

**DATES** : **Monday 8th - Saturday 13th, July 2024**

**DURATION** : **36 hours**

**TIME** : **09:00am - 04:15pm**

**VENUE** : **MAMBS Elite Halls**

**Dr. M. Hemalatha**  
DIRECTOR - MAMBS

**Mrs. Fathima Bathool Maluk**  
SECRETARY & CEO - MASTeR GI


Siruganur - Trichy


www.mambs.com

**THE TRAINING WILL START ON MONDAY THE 8<sup>TH</sup>, JULY @ 09:15 HOURS**

BATCH - A ELITE	MORNING - 3 HOURS	AFTERNOON - 3 HOURS
Day / Session	Aptitude & Reasoning	Soft skills
Day 1	Spotting Errors - part 1 & Communication Skills Assessment - part 1	Ratio and Proportion & Visual and Spatial Reasoning
Day 2	Percentage & Profit and Loss and analogy pattern	Spotting Errors - part 2 & Communication Skills Assessment - part 2
Day 3	Reading Comprehension & Vocabulary Enrichment	Simple and Compound Interest & Deductive Reasoning
Day 4	Time and Work & Data Sufficiency	Group Discussions
Day 5	Interview Skills	Time Speed Distance & Syllogism
Day 6	Probability and Data interpretation	Mock GDs & Assessment on Job Interview FAQs

BATCH - B SECTION B	MORNING - 3 HOURS	AFTERNOON - 3 HOURS
Day / Session	Aptitude & Reasoning	Soft skills
Day 1	Ratio and Proportion & Visual and Spatial Reasoning	Spotting Errors - part 1 & Communication Skills Assessment
Day 2	Spotting Errors - part 2 & Communication Skills Assessment - part 2	Percentage & Profit and Loss and analogy pattern
Day 3	Simple and Compound Interest & Deductive Reasoning	Reading Comprehension & Vocabulary Enrichment
Day 4	Group Discussions	Time and Work & Data Sufficiency
Day 5	Time Speed Distance & Syllogism	Interview Skills
Day 6	Mock GDs & Assessment on Job Interview FAQs	Probability and Data interpretation

MAMBS organized Campus to Corporate session from 8th to 13th July 2024. This Soft skills and Aptitude Workshop is training that focused on the development of abilities such as communication, teamwork and problem solving as opposed to hard skills which focus on an employee's technical ability. Other soft skills include emotional intelligence, a positive attitude and taking the initiative. The objective of the workshop was to share knowledge with participants about importance of soft skills and aptitude for everyone in life and specially for increasing the placement of students in well reputed corporates. MAMBS focus on the important Skills and knowledge are driving forces to grab the opportunities in domestic and international job markets.

Aptitude and Soft Skill Training was organized to enhance the interview skills and techniques, time management, decision-making, problem-solving ability of students. This kind of trainings develops students for various campus recruitment and competitive examinations. Training and placement cell provided various opportunities for overall growth of the student by organizing various value-added programs.

Students actively participated in hands-on exercises, group activities, and discussions designed to provide practical experience in applying critical thinking skills. Challenging activities were given to the students to think critically were analyzed, spanning various fields to ensure a diverse range of problem-solving scenarios. At the end of the session The sessions an interactive question-and-answer session allowed participants to seek clarification with active involvement.

The workshop aimed to equip students with essential skills for effective teamwork and the development of strong leadership qualities. The workshop encouraged active participation, creating an environment conducive to interactive learning and skill development. Students have developed strategies to enhance their understanding of teamwork and leadership, focusing on real-world application. The event concluded with closing remarks expressing gratitude to the resource persons for their valuable contributions.



# PLACEMENT DRIVE

## CUB Placement Drive



M.A.M. B-School Career Development and Placement Cell organised a placement drive of from Citi Union Bank on 2.5.2024. During a placement drive at a bank like Citibank, candidates are typically evaluated through a series of interviews, tests, and assessments to determine their suitability for various roles within the organization. These assessments may include aptitude tests, group discussions, technical interviews, and HR interviews.

Students are usually assessed on various criteria such as their communication skills, problem-solving abilities, domain knowledge, and overall fit with the organization's culture and values. Successful candidates may be offered positions ranging from entry-level roles to managerial positions, depending on their qualifications and experience. This stage may involve screening resumes or application forms to shortlist candidates who meet the basic qualifications and requirements for the positions being offered. This could include criteria such as educational background, relevant experience, and skills.

Our MAMBS placement cell provides information on recent placement drives, educational institution or organization conducting the drive. They would be able to provide with details regarding the outcomes of the placement drive.





*We appreciate our students achievements*



# Press Releases

## தேர்தல் விழிப்புணர்வு மணல்சிற்பம்



திருச்சி வாலி ஆற்றில் சனிக்கிழமை உருவாக்கிய மணல் சிற்பத்தை பார்வையிட்ட மாவட்ட ஆட்சியர் மா. சித்தேந்திரன். திருச்சி, ஏப்.13: திருச்சியில் 100 சதவீத வாக்குப்பதிவை வலியுறுத்தும் வகையில் கல்லூரி மாணவர்கள் நூற்றுக்கணக்கானோர் சனிக்கிழமை திருச்சியில் காவிப்பாற்றில் மணல் சிற்பங்களை வடித்து விழிப்புணர்வு ஏற்படுத்தினர்.

2024 மக்களவைத் தேர்தலில் 100 சதவீத வாக்குப்பதிவை வலியுறுத்தும் வகையில் திருச்சியாவட்டத்தில் பல்வேறு விழிப்புணர்வு நடவடிக்கைகள் மேற்கொள்ளப்பட்டுவருகின்றன. அந்த வகையில் திருச்சியாவட்டத்தில்

## Students make sand sculpture on Cauvery bed for voter awareness

The Hindu Bureau  
TIRUCHI

Students of the M.A.M. B-School in association with the district administration, Tiruchi Corporation and the Young Indians (YI), Tiruchi, created a sand sculpture on the dry Cauvery river bed near Mambazhasalai in Tiruchi on Saturday as part of the Systematic Voters Education and Electoral Participation (SVEEP), flagship programme of the Election Commission.

The initiative was aimed



Students of M.A.M. B-School giving finishing touches to the sand sculpture on the bed of the Cauvery to create awareness of the importance of voting in Tiruchi on Saturday. M. MOORTHY

at raising awareness on importance of voting. The students had used the river sand to make a

symbol of the SVEEP campaign.

The campaign conducted early in the morning attracted the attention of people passing over the Cauvery river bridge.

District Collector M. Pradeep Kumar participated in the initiative and appreciated the painstaking efforts put in by students to come up with the sculpture.

Fathima Bathool Maluk, CEO, MASTeR Group of Institutions, and Rajesh Natarajan, Chair, YI, Tiruchi, participated.

### TIRUCHI TODAY

#### RELIGION

Sri Ranganathaswamy Temple, Srirangam: Chithirai festival, Sri Nampuram purappadu in Sesha Vaganam from Vagana Mandapam, 4.30 a.m.; reaching Vagana Mandapam, 6 a.m.; purappadu, 7.15 a.m.; reaching Pattu Noolkarar Asthana Mandapam, 11 a.m.; purappadu in Hanumantha vaganam, 6 p.m.; reaching kannadi arai, 9.15 p.m.

Sri Marimannan Temple, Manappuram: Chithirai car festival, 7 a.m. and 6 p.m.

#### GENERAL

St. Joseph's College Shepherd

Extension Department: Workshop on Holistic medicine and well being, 10 a.m. M.I.E.T. Engineering College: Annual Day, Bharathy Bhaskar, motivational speaker, chief guest, 10 a.m.

Kongunadu College of Engineering and Technology: Seminar on Haptic technology, 5.15 p.m.; Seminar on 'Introduction to TPL 5010 watch dog timer', 5.30 p.m.

M.A.M.B-School: Programme on 'Individual environmental responsibility', 11 a.m.

SRV Schools, Samayapuram: Faculty development programme, 9.30 a.m.

### TIRUCHI TODAY

#### RELIGION

Sri Ranganathaswamy Temple, Srirangam: Sri Nampuram Chithirai Ther festival, Sri Nampuram purappadu 3.30 a.m.; reaching vahana mandapam, 3.45 a.m.; purappadu from vahana mandapam 7.15 a.m.; reaching sthana mandapam, 11 a.m.; purappadu from mandapam 6 p.m.; reaching kannadi arai 9.15 p.m.

#### GENERAL

Ramakrishnan College of

Engineering: Sensitisation on people management, Courtyard by Marriott, 10 a.m.

M.A.M.B School: A session on resume making and LinkedIn profile, 11 a.m.

M.I.E.T. Engineering College: Annual sports day, Santhi Soundarajan, Asian Games medal-winner, chief guest, 9 a.m.

SRV Schools: "Verukku Neer", a programme for teachers, 9.30 a.m.

### TIRUCHI TODAY

#### RELIGION

Sri Ranganathaswamy Temple, Srirangam: Sri Nampuram Velikodal thirunal, purappadu from sanctum sanctorum, 6 p.m.; reaching Velikodal Nalukal mandapam, 7 p.m.; purappadu, 8.45 p.m.; reaching sanctum sanctorum, 9.15 p.m.

Sri Thayumanaswamy Temple, Rockford: Chithirai car festival, Swamy purappadu, Bhootha-Kamala vahanams, 8 a.m.

#### GENERAL

and 6 p.m.

M.A.M.B-School: Conference on 'Business opportunities and challenges to entrepreneurship', 9.30 a.m.

Kongunadu College of Engineering and Technology, Tholurpatti: Seminar on 'Prompi engineer', 5.15 p.m.

### இன்றைய நிகழ்ச்சிகள்

எம்.ஜி.டி. பொறியியல் கல்லூரி: 26-ஆம் ஆண்டு வினை யாட்டு விழா, ஆசிரிய வினை யாட்டுப் பக்கம் வென்ற விருந்தினர் சாத்திர செந்திர ராஜன் பங்கேற்பு, கல்லூரி விளையாட்டு மைதானம், காலை 9.

எம்.ஏ.எம். மேலாண்மை பள்ளி: சுய விவரக் குறிப்பு தயாரித் தல் குறித்த பரீவரங்கு தனி யார் கல்லூரி வேலைவாய்ப்பு அலுவலர் முத்துராஜா கண்ணன் பங்கேற்பு, பள்ளி வளாகம், காலை 11.

அரங்கநாத கவாமி கோயில்: சித்திரைத் தேர்த் திருவிழா,

2-ஆம் நாள் நிகழ்வு, நம்பெரு மான் கண்ணாடி அறைவிலி நூல் பல்லைக் கழகம் புறப்பாடு காலை 6.30, சித்திரை விதி கள் வழியாக வலம் வந்து உப யாசகன் கவா.ருளி கொடி யாமம் கோமுகத்திரி அம்மயக் கார் ஆஸ்தான மண்டபம் சேருதல், காலை 11, மண்ட பத்திலிருந்து கிழக்கே யுட் சம் வாணத்தலை புறப்பாடு மாலை 6.30, சித்திரை விதிகள் வலம் வந்து வாணம் மண் டபம் சேருதல், இரவு 8.45, வாணம் மண்டபத்திலிருந்து புறப்பாடு இரவு 9, கண்ணாடி அறை சேருதல்.

### இன்றைய நிகழ்ச்சிகள்

சரசுப் கண் மருத்துவமனை, பாரதிதாசன் பல்கலைக்கழகம் தாட்டு தலப்பணித் திட்டம், ரோட்டரி சங்கம் : மகளிர் தினத்தொழொட்டி, சாதனைப் பெண்களுக்கு விருதுகள் வழங் தும் விழா, மருத்துவமனை வளாகம், காலை 10.

எம்.ஏ.எம். மேலாண்மை கல்லூரி: தொழில் முனைவோர் மகளிர் தினவிழா, பங்கேற்பு : ஆரா அனையடி இயக்குநர் காவோர் அண்ணாமலை, கல்லூரி வளாகம், சிறுசுனூர், காலை 10.30.

பெல் கலைப்பூரம் பத்மாவதி சமேத ஸ்திதிவாச பெருமான் கோயில்: 14-ஆவது ஆண்டு (பி) மொத்தவலம் 4-ஆம்நாள் நிகழ்ச்சி நாகியார் திருக்காவலத்தில் பல் க்கு காலை 6.30, உச்சேவ இரவு 7 பெருமனையும் கலைப்பூரம் விழாக்குழுவினர்: மாசி சதா அம்மன் வட்சாரிச்சனை மதிரை வைம், சொற்பொழிவு : வா மேட்டம், பேசுபவர் கலைவ மணி திருச்சி, கல்யாணராம அனுமன் சன்னிதி, கீழ் உத்தி விதி, ஸ்ரீரங்கம் மாலை 6.30.

### இன்றைய நிகழ்ச்சிகள்

தமிழ்ப்பணித் திட்டம், பன்னாட் டுத் தமிழ்மூலம் மற்றும், பாபா ணர் தமிழகம், பைத்தமி டியக்கம், தமிழகக்கல்விகள் கூட்டமைப்பு: நாடாளுமன்றத் தேர்தல் சுருத்தாய்வு, பங்கேற்பு - வா.மு. சேதாராமன், சிதிரா விழிதி, சத்திரம் பெருகு திலைவம் அருகில், காலை 10.

எம்.ஏ.எம். மேலாண்மை கல்லூரி: தொழில்முனைவோருக் கான தொழில் வாய்ப்புகள் மற் றும் சவால்கள் என்ற தலைப் பிலான சுருத்தாய்வு, கல்லூரி வளாகம், காலை 9.30. ஆன்மீகம் தாழ்மனம் கவாமி திருக்கோயில்:

சித்திரை திருத்தேர் பெரு விழா, 3 ஆம் நாள் விழா, கலைநாடக பரவதம் - ஆண்ட வாசனத்தில் கவாமி - ஆம் பாள் திருவிழாவுக, கோயில் வளாகம், மலைக்கோட்டை, மாலை 6.

சமையுரம் மாரியம்மன் கோயில்: சித்திரைப் பெருவிழா, 10-ஆம் நாள் விழா, திருத்தேர் விழா, கோயில் வளாகம், சமையுரம், காலை 10.31. வெக்கானியம்மன் கோயில்: சித் திரைப் பெருவிழா, 11 -ஆம் நாள் விழா, விடையாற்றி உதல் வம், கோயில் வளாகம், இரவு 8 மணி.

### இன்றைய நிகழ்ச்சிகள்

அரக சட்டக்கல்லூரி: நாட்டு தலப்பணித்திட்டம்: வாக்காளர் விழிப்புணர்வு பேரணி, தொட்கிலைப்பவன்: மாந்தரக் காவல் ஆணையர் ந. காமனி, கல்லூரி வளாகம், காலை 9.30

சுமாய்க்குமது கல்லூரி: தன்னிச்சி கற்றுக்குமம் மன்றம்: உலக வனவிலக்கு தினவிழா நிகழ்ச்சிகள், பங்கேற்பு : வனச்சரக அலுவலர் ஏ. மகேசுவரன், கல்லூரி வளாகம் காலை 10.45.

எம்.ஏ.எம். மேலாண்மை கல்லூரி: 13 பெப். 2024 என்ற தலைப்பில் இளங்கலை மாணவ, மாணவி பருக்கான கலைவிழா, கல்லூரி வளாகம், காலை 9.30.

காவோரி மகளிர் கல்லூரி, விடையாடு: விடையா வார கொண்

டாட்டம், பங்கேற்பு: மாவட்ட (324 ஏ) ஆளுநர் எம். இமய வரம்பன், கல்லூரி வளாகம், காலை 10

ஆன்மீகம் உறையூர் கமலவல்லி நாகியார் திருக்கோயில் : தெய்வத்திரா கள் விழா தொட்கம்: தயார் மாலை 5, தெய்வ மண்டபம் சேர்தல் 5.15, அலங்காரம் அமுது சேர்த்தல் 5.30, பொது குண சேவை 6.45 மண்டபத்திலிருந்து புறப்பாடு இரவு 8.30, குரு வறை சேர்த்தல் 8.45.

புத்தா குழுமமி அம்மன் கோயில்: மாசி மாத திருவிழா, மஞ்சள் நிராட்டு நிகழ்வு, பத் தூரி மந்திர, மாலை.

### TIRUCHI TODAY

#### RELIGION

Sri Srinivasa Perumal Temple, BHEL Township: Brahmothasvam, Nachiyar thirukolam 6 a.m.; Garuda Seval, 7 p.m.

Sri Kailasanathar Temple, Nalliyampalayam: Maha Sivarathi festival, thirukalyana vaibhavam, 9.25 a.m.

#### GENERAL

Cauvery College for Women: Launch of start-ups, T. Senthikumar, Dean, Anna University-Tiruchi, chief guest, 10.30 a.m.

M.A.M.B-School: Women's Day panel discussion on

Entrepreneurial journey, 10.30 a.m.

Joseph's Hospital, Bharathidasan University and Rotary Club of Tiruchi Butterflies: Presentation of Women Achievers' awards, hospital auditorium, 10 a.m.

St. Joseph's College: Lecture on 'Conformationally tuning n-cyclophane enables fullerene binding', by P. Venkateshkrishnan, Associate Professor, IIT, Madras, 11.45 a.m.

Jamal Mohamed College: College Day, N. Thajuddin, Pro Vice Chancellor, B.S. Abdur Rahman Crescent Institute of Science and Technology, distributes prizes, 3 p.m.

### இன்றைய நிகழ்ச்சிகள்

ஜோசப் கண் மருத்துவமனை, பாரதிதாசன் பல்கலைக்கழகம் தாட்டு தலப்பணித் திட்டம், ரோட்டரி சங்கம் : மகளிர் தினத்தொழொட்டி, சாதனைப் பெண்களுக்கு விருதுகள் வழங் தும் விழா, மருத்துவமனை வளாகம், காலை 10.

எம்.ஏ.எம். மேலாண்மை கல்லூரி: தொழில் முனைவோர் மகளிர் தினவிழா, பங்கேற்பு : ஆரா அனையடி இயக்குநர் காவோர் அண்ணாமலை, கல்லூரி வளாகம், சிறுசுனூர், காலை 10.30.

பெல் கலைப்பூரம் பத்மாவதி சமேத ஸ்திதிவாச பெருமான் கோயில்: 14-ஆவது ஆண்டு (பி) மொத்தவலம் 4-ஆம்நாள் நிகழ்ச்சி நாகியார் திருக்காவலத்தில் பல் க்கு காலை 6.30, உச்சேவ இரவு 7 பெருமனையும் கலைப்பூரம் விழாக்குழுவினர்: மாசி சதா அம்மன் வட்சாரிச்சனை மதிரை வைம், சொற்பொழிவு : வா மேட்டம், பேசுபவர் கலைவ மணி திருச்சி, கல்யாணராம அனுமன் சன்னிதி, கீழ் உத்தி விதி, ஸ்ரீரங்கம் மாலை 6.30.

## இன்றைய நிகழ்ச்சிகள்

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

திருவித்யலா, கோயில் வளா மலைக்கோட்டை, மாலை 6 சமையுரம் மாரியம்மன் கோயில் சித்திரைப் பெருவிழா,



# MAMBS Toppers

## Anna University Examinations - November / December 2023

### II MBA

**M.A.M. B-School**  
NAAC Accredited with 'A' Grade  
(Approved by AICTE and Affiliated to Anna University)  
Singapore, Trichy. www.mambs.com

**Toppers**

Anna University Examination  
Nov / Dec 2023

Name	CGPA
Abirami. D	9.25
Kaviya. R	9.04
Shameem Banu. S	9.04
Nadees. V	9.04
Sri Varsha. P	9.04

Dr. M. Hemalatha  
Director - MAMBS

Mrs. Fathima Bathool Maluk  
Secretary & CEO - MASTeR GL

*Congratulations!*

### I MBA

**M.A.M. B-School**  
NAAC Accredited with 'A' Grade  
(Approved by AICTE and Affiliated to Anna University)  
Singapore, Trichy. www.mambs.com

**Toppers**

Anna University Examinations  
NOV / DEC 2023

Name	CGPA
Shrijaa. S	9.04
Madhumitha. V	8.80
Nandhana. R	8.92
Kalai Priya. K	8.80
Sulochana. U	8.80
Srinay. S	8.80
Snaka. P	8.80

Dr. M. Hemalatha  
Director - MAMBS

Mrs. Fathima Bathool Maluk  
Secretary & CEO - MASTeR GL

*Congratulations!*

### Percentage Analysis

November / December 2023

75.72 %

We wish the success keeps following you...

Today & Always !!!



# Students Awards

## Trichy Engineering College



M.A.M. B-School glad to share that our first year MBA students own 2nd PRIZE in short film contest organised by TECSIGNIA 2K24 Mega Cultural Fest ( Trichy Engineering College ) SHORT FILM : 2nd PRIZE anReceived cash prize Rs 6000/- Winners: G.UDAYAMOORTHY, D.N.RAJESH, G.GURUPRASANNA, B.KARTHI

## Hindustan Institute of Technology, Coimbatore



M.A.M. B-School proud to share that our I year MBA students won OVERALL WINNER and got first prize in 3 events in Management meet organised by Hindustan Institute of Technology, Coimbatore on 14.03.2024

## HR Quiz competition at SASTRA University



M.A.M. B-School glad to share that our I MBA students participated in Regional level HR Quiz competition at SASTRA University on 27.03.2024.

# Academic Excellence

## JOURNALS AND CONFERENCES

Mr. S. Senthil Kumar, published a paper on Towards Quality Assurance In Higher Education: Examining The Interplay Between Outcome-Based Education, Accreditation Processes, And Institutional Rankings in Educational Administration: Theory and Practice 2024, 30(5),6899-6906, ISSN: 2148-2403

## PUBLICATIONS

### BOOK CHAPTER - Springer - May 2024

#### In book: AI in Business: Opportunities and Limitations

Dr. R. Karthika published a book chapter on Awareness Among College Students on Government Schemes for Entrepreneurship Development in Bangalore. DOI: [10.1007/978-3-031-49544-1\\_10](https://doi.org/10.1007/978-3-031-49544-1_10)

## FDP

### SRI KRISHNASWAMY COLLEGE FOR WOMEN

*Virtual One Week National Level Professional Development Programme on 5th August 2024*

*“ \*Empowering Educators: Thriving with Tech for Gen Z Learners”\**

- |                      |                             |                     |
|----------------------|-----------------------------|---------------------|
| 1. Ms. Subha         | 9. Dr. Karthika             | 17. Dr. Bala        |
| 2. Ms. Sharmila      | 10. Dr. Suganya             | 18. Mr. Anburaj     |
| 3. Mrs. Banumeena    | 11. Mrs. Surya              | 19. Dr. Vijay       |
| 4. Mr. Senthil Kumar | 12. Mrs. Priya              | 20. Mrs. Sai Geetha |
| 5. Mrs. Jaya         | 13. Mrs. Aysha              | 21. Ms. Vaishnavi   |
| 6. Mrs. Yogapriya    | 14. Mrs. Judith             | 22. Dr. Prema       |
| 7. Mrs. Kalaivani    | 15. Ms. Akila priyadarshini | 23. Ms. Sujitha     |
| 8. Ms. Kiruthiga     | 16. Dr. Devasakthi          |                     |



## Staff Presentation



On 11th May 2024, Dr. R. Karthika, Professor, M.A.M. Business School, has delivered a lecture on Business Model Canvas (BMC), in M.A.M School of Engineering, Tiruchirappalli. The resource person greatly looked into building business canvas from scratch. She explained each canvas block was explained through real life examples. This helped the students in enhancing the knowledge about canvas as well as made the session more relevant.

The entire session was very interactive as practical questions were asked on what exactly is the businesses key functions, how with increase of benefits there is an increase of value etc. The business model canvas beats the traditional business plan that spans across several pages, by offering a much easier way to understand the different core elements of a business. The Business Model Canvas is a strategic management tool that lets you visualize and assess your business idea or concept. At the end of the workshop, the participants were given an exercise to work in teams for building a business canvas model. The exercise aided in thinking deeper about the knowledge gained in the workshop and applying it.

## Students External Participation

### Marketing Conclave- 2024 “Gnanam Business School”



M.A.M. B-School glad to share that our First year MBA 53 students and 2 faculty members participate in Marketing Conclave- 2024 organised by GNANAM School of Business, Tanjore on 22nd March 2024.

## Staff Attended Programs



M.A.M. B-School glad to share that our faculty members attended the program Unnat Bharat Abhiyan 2.0 "Technical In-house Regional Workshop cum Orientation Program" organised by Tamilnadu Agricultural University at Vanavarayar Institute of Agriculture, Pollachi on 27.03.2024.



Ms. S. Kiruthiga, Assistant Professor, M.A.M. Business School has attended iTNT, Deep Technology - Sensitization Drive on 23rd May 2024. This Setup was an initiative for Public-Private Partnership, established and funded by the Government of India and Government of Tamil Nadu. During the session, the role of Tamil Nadu Technology Hub which connects the ecosystem of startups working in Emerging and DeepTech Areas, were discussed with the Academic Network, researchers and Industry partners to pave the way for innovation.



## MOU ( Memorandum of Understanding )

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### MOU with Sri Saradha Womens College, Perambalur on 09.05.2024

M.A.M. B-School glad to share that, M.A.M. Business School has signed a MOU with Sri Saradha Womens College, Perambalur on 09.05.2024. The MoU is intended to recognize the general basis for a cooperative and a collaborative working relationship between M.A.M. Business School and Sri Saradha Womens College, Perambalur. 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 for Students, Mini Projects and Main Project Work, Faculty Development Programs, Research & Skill Development Programs, Problem Solving, Studies along with Survey & Technical Training collaboration to make the students industry-ready. The M.A.M. Business School and Sri Saradha Womens College, Perambalur 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.

## Collaborative Works

- **Placement for Students**
- **Problem Solving**
- **Mini Projects**
- **Main Project Work**
- **Faculty Development Programs**
- **Research & Skill Development Programs**
- **Studies along with Survey & Technical Training**

## Staff Team Lunch - Veg Treat



MAMBS staff welfare committee organized a staff team lunch on 18.4.2024 as a means of fostering team bonding, celebrating achievements, and promoting a positive work culture. The event aimed to provide an opportunity for staff members to socialize, relax, and enjoy a meal together. The event was held at MAMBS Charles Correa Hall, chosen for its convenient location, comfortable ambiance, and suitability for hosting a large group. A delicious meal listed in menu was served, providing a variety of options to cater to different tastes and preferences. Staff members enjoyed the team lunch which was overwhelmingly positive and they expressed appreciation for the opportunity to enjoy a delicious meal, and bond with colleagues in a relaxed environment. Many noted that the event helped strengthen team morale and foster a sense of belonging within the organization. Mrs. Shakunthala, Assistant Professor made prerequisite arrangements for the event.





# Editorial Board

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## Chief Editor



*Name: Dr. M. HEMALATHA*  
*Designation: Director*

## Editors



*Name: Mr. A. ANBURAJ*  
*Designation: Assistant Professor*



*Name: Ms. KIRUTHIGA.S*  
*Designation: Assistant Professor*