



MAMBS ANNUAL REPORT 2024

M.A.M. Business School believes in imparting **value-based education** with **core values**. A heart filled with aspirations and ambitions on marching towards excellence, I am indeed honored to have this opportunity to present **our consistent upward graph** of our **MAM Business School achievements** and its **glorious journey of academic year 2023- 2024**.

Inauguration of MCA

To the greatest honor, due to huge career opportunities in Technological field and new digital era Our MAMBS expands its wings to inaugurate MCA Branch. The **launch of our MCA Program** marks **an exciting milestone in our Institution's history**.

1. Admission

On account of **unique educational method in Trichy**, our reputation is flourishing exponentially. This leads to an increase in enrollment numbers and **we achieved a remarkable success of 95 % admission rate**. And our institution remains **the top choice** to students for seeking a **high-quality education in MBA & MCA**.

2. Anna University Rank Holders & Results

We are delighted to acknowledge and appreciate the **commendable academic achievements** of our students. **On continuing the momentum of last year 6 Anna University Ranks, this year we have doubled and achieved 13 Anna University Ranks** in the batch **2021-2023** and with the **highest number of toppers in April-May 2023 & Nov-Dec 2023** Anna University exams. The overall Pass percentage of our students was **92% with great degree of distinctions**. This has been achieved through our **strenuous teaching efforts and detailed action plan** for students centric learning methodology.

3. Academic Learning & Experiential Learning

Guest Lectures

The Guest lecturers are the **“real-world” arriving** in the classroom in order to access firsthand knowledge from prominent individuals across a variety of fields. We have organized **67 Guest lectures** for the **academic year 2023-2024** through highly active MAMBS clubs such as JCI, Thanneer Club, Yi Yuva, ExNoRa, POSH, YRC, Gender, Sports, Student Association Club, ED cell, Rotaract Club, NHRD, Electoral Literacy Club, Skill Development cell.

At MAMBS, we invite **entrepreneurs, professors and subject matter experts (SME's), Industrialists, Govt Officials & Professional experts, Psychologists, Innovators, Doctors & Lawyers, Venture capitalists, Stock Market Experts & Well-known managers** to educate students and update them with the latest information on cutting-edge and current industry practices.



To mention a few, the prominent guests include **Mr. V. R. Muthu, Chief Executive Officer of Idhayam Oils, Mr. Sujith Kumar, AVP & HR Business Leader, Infosys Ltd., Founder of Maatram Foundation, Chennai, Dr. Anitha from Indian Institute of Management, (IIM, Trichy) Thiru. K. Parthiban, TNPL, Chennai, Dr. P. Sridevi, Associate Professor, NIT, Trichy.**

Panel Discussion

This year **MAMBS conducted 2 Panel Discussions**, a premier platform that brought together HR professionals, industry leaders, and experts across various industry verticals. We have invited **HR Leaders from ZOHO Corporation, MRF – TCR, RIBO Industries, TVS Mobility, Omega Health Care** to discuss the trends in Human resources. And also, MAMBS was delighted to host some of the most brilliant women from Finance Sectors, Logistics, Food & Supply Chain Entrepreneurs, and Prominent Directors on Women's Day Panel Discussion. During the events, **900 Under Graduate students participated from more than 17 colleges** in the discussion.

Workshops & Seminars

MAMBS organized **32 diversified workshops & Seminars** in Sector Specific domain such as **Business Analytics, Human Resources, Logistics, Finance** to introduce **new ideas, inspire to promote its business process into practice** on par with **industrial standards**. The seminars were organized from different sectors like **Logistics Facility Management, IT Consulting, Legal, Automobiles Industry, Wealth Management, AI and Automation Technology, Supply Chain, Fashion and E-Commerce**. The workshops have been undertaken based on **real-life problems and data and its solving in a practical way**,

Industrial Visit

MAMBS arranged 6 industrial visits to bridge the gap between classroom teaching and practical working environment for this year in **Rane Engine Valve Limited, Tulya Beverages, V.V.V. & SONS Idhayam Production Plant at Virudhunagar**.

Industrial Collaborations & MOU Signed

MAMBS focuses on **Industry-Academia collaboration to access Industry Expertise and networks for faculty and students**, to promote innovative ecosystem & **to increase career opportunities, internships and placements for graduates**. The ambition of MAMBS is to **commercialize academic start-ups** and in today's business environment, **both at the local and global level**. We are proud to announce the successful signing of an MOU with global Industrial Leaders such as **Infosys, Capgemini & ExcelR** and with colleges for **joint extension activities, sharing of resources and collaborative research**.



SOCIETAL OUTREACH ACTIVITIES

- MAMBS aims at nurturing **a sense of social responsibility** among the students. These societal outreach and extension programs are designed **to engage in awareness programs and participate in different community-oriented projects** for developing the local and neighboring areas in **Trichy District**. Our students **volunteered with Propellor Technologies for Tamil Nadu Robotics League** in Trichy. MAMBS joined hands with **Directorate of Vigilance & Anti-Corruption, Tiruchirappalli** and organized **Vigilance Awareness Week Campaign**. In association with **Youth Red Cross & Uyir Thuli Blood bank**, MAMBS organised a **"Blood Donation Camp"**.
- **On Environmental initiatives**, our students **volunteered in Cleanliness campaign at Siruganur village**, and generated awareness of palmyra tree (**Panai Maram**), embarked on a journey of Panai cultivation by planting the saplings. A **prestigious campaign** was organized by MAMBS collaborated with **Tiruchirappalli District Corporation & Yi Club** on **"Voter Awareness through sand Sculpture"** at **Trichy Cauvery River Bed** to achieve **100% (hundred percent)** polling across Tiruchirappalli district. **Thiru. M. Pradeep Kumar, I.A.S., District Collector, Tiruchirappalli** honoured the event and appreciated MAMBS for the responsibility and deeper connection to the community.

Research & Publications

The research culture at MAMBS is enriched with **Faculty Development Programs, conferences and open house meetings**, to discuss **many contemporary research themes** from academic institutes and research organizations.

- MAMBS has conducted **Six days FDP on Research Methodology using AI tools for 250 research scholars and academicians in Tamil Nadu**.
- This year, MAMBS faculty members and research scholars have published **2 books and 16 papers in top academic journals**. Our faculty published **131 National and International conference proceedings** to propel our **faculty's research to higher levels**.
- This year **a notable progress in research was achieved** and MAMBS conducted **2 National Conferences** to bring forth the ideas, visions and proposition of researchers, professionals, academicians. The **3rd National Conference** was based on the theme **"Business Opportunities and Challenges to Entrepreneurship"**, where **268 abstracts and papers received**, **12 universities, 32 colleges and 7 states** participated from all around the Nation. The **4th National Conference** was based on the theme **"Future Trend in AI and Digital Entrepreneurship"**, where **106 abstracts and papers received**, **6 universities, 10 colleges and 3 states** participated from all around the Nation.

MAMBS faculty members have gained national and international recognition for their outstanding research achievements during this period and most of their works are available in the public domain.



Students Achievements & Awards

- MAMBS organized an **Intracollegiate 'Cultural and Sports events'** namely **Talent Spotter, Sports Fest, Zumba Fitness, Eco Friendly Diwali, Christmas, New Year, and Pongal celebrations**. And also motivate our students to participate in cultural competitions. This year **243 students participated in 19 events and competitions** organized by various colleges in Tamil Nadu. Totally, Our MAMBS students **won 32 awards and add laurels for our college** by winning in various **inter-collegiate fests** and events.
- **MAMBS students participated** in Hindustan Institute of Technology, Coimbatore, Alagappa University, Karaikudi, SASTRA Deemed University, Thanjavur, Bharathidasan University, Trichy. Our Students **Won medals, awards & Cash Prize** in Surya Engineering College, St. Joseph College of Engineering, Chennai, Dhanalakshmi srinivasan university, Perambalur, BON Secours College, Thanjavur, Jamal Mohamed College, Trichy, Periyar Maniammai University, Thanjavur in **Short Film, Adzap, Western Dance & Stock War Competitions**.
- With regard to Sports competitions, MAMBS Students actively participated in Volleyball at S.R.M, Throwball, Men & Women Chess at K. Ramakrishnan College of Engineering and Boxing competition at Govt Engineering College Bargur, Krishnagiri. **Mr. K. Hemanth, Won the Second position in the High Jump event at the Anna University Zonal Level Athletic Meet** held at Dhanalakshmi Srinivasan Engineering College, Perambalur

B-FEST

- MAMBS organized **the flagship event, "B- FEST"** an inter-collegiate competition was held and **totally 862** students participated in the event, representing **32 colleges** spread over **10** different Districts
- In MCA, we organized **the premier event "FUTEX"- TECHNICAL MEET FOR U.G STUDENTS** an inter-collegiate competition was held, and **totally 298** students participated in the event, representing **15 colleges** spread over **5** different Districts.

Skill Development

- **MAMBS Career Development & Placement Cell (CDP)** organized Series of Pre-Placement activities of in setting up of internship and training program of students to develop their communications and employability skills.
- MAMBS CDP Cell organized **10 Days Aptitude and Soft-skill Training** by External Trainers, Team Building and Group Discussion, Placement Opportunities and Readiness Program, **Personality Grooming Program in association with Gillette** for Boys, Unlock the dream career sessions by Training and Placement officers for various training academies and institutions namely **Dr. Anita Raja, BHC Dr. Shanmugasundaram, Phenix Academy, Dr. Senthil. K. Nathan**, Associate Dean, SRM, **Dr. Selvakumar Periyasamy, Care Group of Institutions**. Assisted by a rigorous process and trained by experts, our students honed their skills in resume preparation, group discussions, public speaking, aptitude training and communication skills.



Placements

MAMBS has always **breaking its own placement record** and **scaling up high** every year. For MAMBS, 2023 has been a **laudable achievement year**, out of 235 students, MAMBS has placed 212 students with a remarkable achievement of **90%**.

Students **bagged new-age roles** as **Fleet Management Executives, Logistics Operations Executives, Digital Marketing Executives, Finance Managers, Executive Trainees, Relationship Manager and Financial Analyst, Business Development Manager** across **Banking, Analytics, IT, Consulting & Logistics Companies**. Some of the prominent recruiters include Pie Info comm, India Mart, Citi Union Bank, Axis Bank, Karur Vysya Bank, Sri Energy, Lens kart, HomeFirst, Conserve, Shriram Finance & Sree Jayanathan Funds. Our students have got Internship opportunities in **HCL Technologies & Twin Health**, Chennai. Over the last 3 years, our placement records have been increasing and our students have been placed with the **highest package of Rs8.5 LPA**. We have been able to attract **several top companies every year** due to the **consistent excellent performance** of our students.

Infrastructure Development

MAMBS has been persistently focusing on **restructuring infrastructure facilities**. We have recently converted **our 3 classes into digitally smart classes with well-furnished Air-conditioned classrooms** to **accommodate 60 students each** on the first floor of **MAMBS Annexure Block**.

Staff Welfare

Our MAMBS **staff welfare cell aims to foster a happy environment and contribute to a vibrant atmosphere**. We have organized long term **career centric financial and investments plans** for our staff members, Personality Development and grooming sessions, quarterly **Team lunch** and **memorable Trip to Yercaud** were organized.

Overall Achievements

MAMBS is celebrating success with our **Landmark Achievements** in Higher Education with **outstanding overall excellence**. To outline our all-around achievements, we have produced **the highest numbers of 13 Anna University Rank Holders**, increased our **Students Intake**, notable increase in our **Research Publications**, created **new entrepreneurs** and **achieved the highest placements records in 2024**.

To conclude, this academic year is a **rewarding year for MAMBS** and I want to place on record that all these achievements were possible because of the commitment of all concerned, the Management and the Industrial Experts. Numerous activities which are successfully carried out by MAMBS are insignia of the constant and untiring efforts of the faculty and students. Proceeding that, we will continue to enter **new ventures and reach new milestones** in the upcoming years.

I **thank the Almighty** for steering us through the achievements of this year and showering us with numerous blessings profusely. Thank you one and all.



M.A.M. B-SCHOOL
Siruganur, Tiruchirappalli - 621 105.
NAAC Accredited with 'A' Grade
(Approved by AICTE and Affiliated to Anna University, Chennai)



"The Beacon of Management Education"

Creating THE NEXT GENERATION OF LEADERS

MAMBS is home to the leading management education programmes in India. Located in the heart of corporate hub in Trichy will transform you into a thought leader. Our programmes are about leadership, Out of the Box thinking, and positive impact. Studying at MAMBS means being in the midst of a talented and collaborative community. It leads to building a lifelong network. We welcome diversity and encourage developing a global mindset.

"IGNITING MINDS,
TRANSFORMING FUTURES"

**Reputation
Placement
Global Partnership
Anna University
Rank Holders**

Graduation Day

You Dreamed, You Believed, You Achieved!



Anna University Rank Holders

On 21st December 2024, the grand momentous occasion of 12th Graduation Day of MASTeR Group of Institutions was marked by the presence of esteemed dignitaries, faculty, students, and their proud families. The event was graced by Shri. Raja Sankaran, CEO of Infologix Technologies Inc, US, who delivered an inspiring and thought-provoking speech to the graduating students. The day was filled with inspiring addresses from Dr. M.A. Maluk Mohamed, Chairman of MASTeR G.I, and Mrs. Fathima Bathool Maluk, Secretary & CEO of MASTeR G.I. Their address provided valuable insights, encouragement, and guidance to the graduands as they embarked on the next phase of their lives.

In the Chief Guest address, Shri. Raja Sankaran congratulated the students on their remarkable achievement and acknowledged their perseverance, dedication, and hard work throughout their academic journey. He emphasized the importance of continuous learning and the need for adaptability in an ever-evolving technological and professional landscape.

Your hard work, dedication, and perseverance have paid off, and you have made your institution, teachers, and family proud. This remarkable achievement is just the beginning of a bright future ahead.

Congratulations, Anna University Rank Holders!

M.A.M.B-School			
NAAC Accredited with 'A' Grade			
Approved by MCTE and Affiliated to Anna University			
Bengaluru, Telangana www.ambtschool.com			
Anna University Rank Holders			
Batch (2021 - 2023)			
 Kavyavizhi.S RANK 2 nd	 Meeenakshi.K RANK 2 nd	 Supriya.R RANK 2 nd	
 Arockia Priyanka.R RANK 7 th	 Sivapriya.R RANK 9 th	 Jhasceena Begam.B RANK 11 th	 Infancessa RANK 15 th
 Manjubashini.M RANK 23 rd	 Aparna.M RANK 26 th	 Ulakkiya.P RANK 26 th	 Jhemavathy.C RANK 26 th
We congratulate our students for the meritorious achievement			
Hearty Congratulations			

Graduation Day

Dr. Maluk Mohamed extended his heartfelt congratulations to the graduates and acknowledged their hard work, perseverance, and dedication throughout their academic journey. He emphasized the importance of lifelong learning and urged the students to adapt to the fast-evolving global landscape by continuously upgrading their skills.

Mrs. Fathima Bathool Maluk congratulated the graduates and expressed her gratitude to the faculty, parents, and mentors who played a pivotal role in shaping their journey. She also stressed the role of technology, innovation, and entrepreneurship in today's competitive world and encouraged students to be job creators rather than just job seekers.

High pass percentage with distinction results in university exams and Consistently securing top university ranks

Student-centric teaching methodologies with a focus on conceptual clarity and practical application.

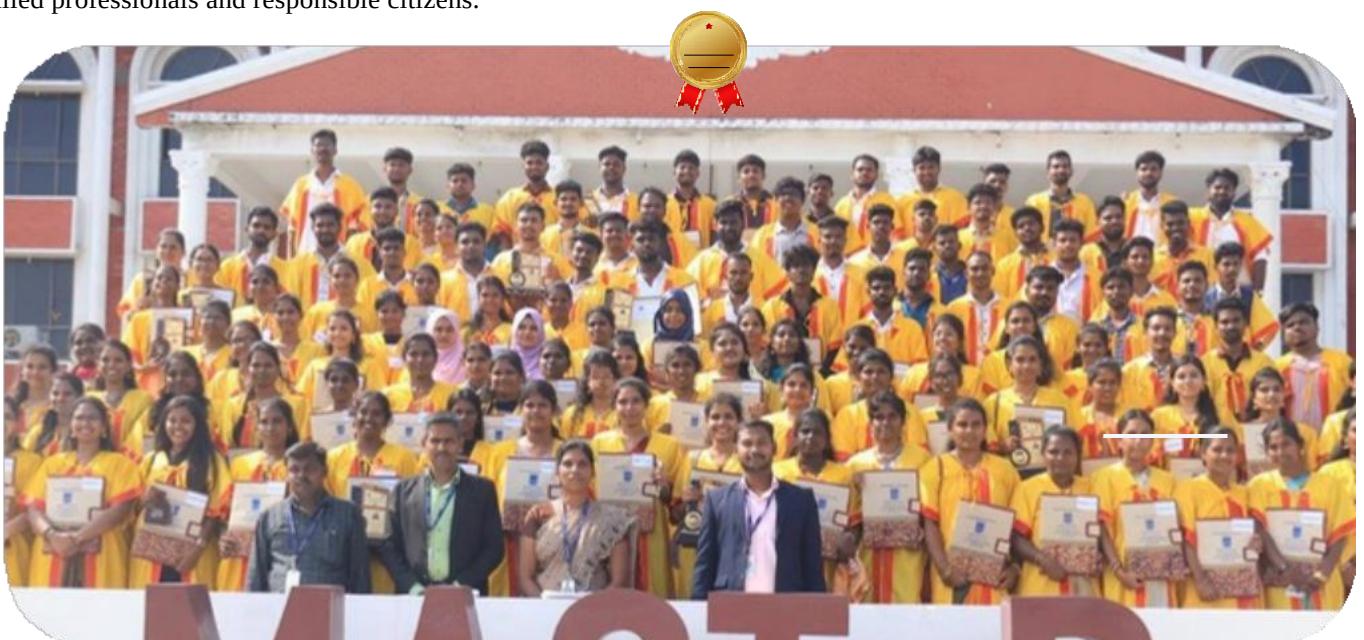
State-of-the-Art Infrastructure of Learning Resources aligned with industry standards and market needs.

Encouragement for Future Endeavors

In their addresses, the dignitaries urged the rank holders to continue their journey of excellence in higher education, research, and professional careers. They encouraged them to use their knowledge and skills to innovate, inspire, and contribute to society in meaningful ways.

The ceremony continued with the distribution of degree certificates, marking the official transition of students from learners to professionals ready to make their mark in their respective fields. The event was a grand success, filled with enthusiasm, pride, and optimism for the future. The ceremony was a testament to MASTeR Group of Institutions' dedication to academic excellence, holistic development, and creating future leaders.

As the graduates move forward, they carry with them not just degrees but also the values, knowledge, and wisdom imparted by their alma mater, ready to make a difference in the world. The Anna University rank holders have set a benchmark for future students, proving that dedication and hard work lead to exceptional accomplishments. The MASTeR Group of Institutions remains committed to nurturing talent and supporting students in achieving their highest potential. This moment of celebration serves as a motivation for all students to strive for excellence, reinforcing the institution's vision of producing skilled professionals and responsible citizens.



Inauguration of First Year MBA'24

“Success is our Goal”



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

“Inauguration of First Year MBA & MCA '24”:
இலக்கே வெற்ற ! வெற்ற ேய இலக்கு! (Success is Our Goal) on 16th August, 2024 was organized in M.A.M Business School, Trichy. Mrs.Fathima Bathool Maluk, Secretary & CEO- MASTeR Group of Institutions presided over the programme. She stressed that the significance of self-confidence, cultivating a positive attitude, recognizing the value of one's goals, and the importance of dreaming and diligently pursuing that dream to make it a reality. Dr. B. Muruganantham, Registrar of MASTeR GI, delivered the felicitation address, congratulating the students on their aspiration to pursue a master's degree in management studies. Dr. M. Hemalatha, Director of M.A.M. B-School, opened the event by warmly welcoming the attendees and taking the opportunity to reflect on the significant milestones the institution has achieved over the years. She elaborated on the school's consistent track record of academic excellence, noting that students have secured an impressive 12 university ranks, a testament to the high-quality education and rigorous academic standards maintained by the institution.

Mr. Krishna Varatharajan, Chairman of Idea-Plus HR Biz Solutions in Chennai, served as the chief guest for the program. He kicked off the session by inspiring the students to actively visualize the opportunities available to them in their chosen fields. He encouraged them to adopt a forward-thinking mindset, urging them to recognize and seize the possibilities that lie ahead. By doing so, he emphasized that they could navigate the challenges of their profession and achieve success. Illustrating his points with real-life examples. He emphasized the importance of self-introspection, urging the students to reflect on their own strengths and areas for improvement. By doing so, he highlighted the knowledge and skills that are crucial for emerging professionals. Mr. Varatharajan also discussed employability skills, offering a comprehensive overview of what these entail and why they are vital for success in today's competitive job market. He engaged the students through various activities, helping them to better understand the core competencies required to excel in their careers. The students actively participated in the activity- oriented session, which helped them gain a deeper understanding of the challenges they will face in their careers. The session was very informative and thought-provoking session for all the MBA students and overwhelming response by and large. The session was highly informative and thought-provoking for all the MBA students, generating an overwhelmingly positive response. The insights and guidance provided left a significant impact, fostering a deeper understanding and motivation among the students.

Internal Quality Assurance Cell (IQAC)

GET. SET. GO.

A session on “GET. SET. GO” was organized by Internal Quality Assurance Cell (IQAC) on 21st August, 2024. Dr. M. Hemalatha, the Director of M.A.M.B-School, welcomed the gathering and shared her thoughts on the importance of choosing the right career path. She emphasized that selecting a career with strong future growth prospects is a crucial step for young aspiring managers. Mr. Sivakumar and Mrs. Savitri, the CEO and CFO of Trichy Plus, Startuppreneur, and S & S Family First, served as the resource persons for the event.



Mr. Sivakumar and Mrs. Savitri, the CEO and CFO of Trichy Plus, Startuppreneur

Mr. Sivakumar emphasized the importance of basic life skills, such as edification, avoiding cross-lining, and seeking counseling, as these are crucial for leading a more comfortable life. He also pointed out that students need to acquire essential skills in domains such as finance, human resource management, marketing, systems, and production, as these are key areas that will contribute to their overall success.

Mrs. Savitri's presentation focused on developing interpersonal skills and included valuable website links and tools to help students improve their communication abilities. Mrs. Savitri also shared videos and presentation slides featuring real-life examples of individuals who achieved success from humble beginnings.



After the presentation, participants were assigned tasks related to the discussed areas, and their performance was evaluated. They received constructive feedback on how to improve these skills. According to Mr. Sivakumar, this choice will ultimately determine an individual's success in life. They further demonstrated team-building skills by involving students in activities, highlighting that these skills are essential for both academic and professional success.

The program inspired students to enhance their skills and competencies for both personal and professional growth. Overall, the session was highly informative and thought-provoking for all the MBA students, who responded with overwhelming enthusiasm.

An Insight on SAP

Internal Quality Assurance Cell (IQAC) organized a session on “An Insight on SAP” on 23rd August 2024. Mr. P. Gowri Shankar, Technical Trainer - SAP, Mr. Karunesh, Training Coordinator-SAP, GTEC Computer Education, Trichy was the resource persons for the programme. Dr. M. Hemalatha, the Director of M.A.M. B-School, delivered a welcome address, she highlighted the importance of ERP (Enterprise Resource Planning) and SAP software in business integration. ERP systems help



Mr. P. Gowri Shankar, Technical Trainer - SAP

organizations manage and integrate the core parts of their business processes, while SAP is one of the leading providers of ERP solutions. Her address emphasized how these tools are essential for streamlining operations, improving efficiency, and enhancing decision-making in businesses. Mr. P. Gowri Shankar, a Technical Trainer specializing in SAP from GTEC Computer Education in Trichy, served as the resource person for the program. He began the session by providing a brief introduction to the ERP framework, focusing on how SAP integrates with ERP systems. He covered the fundamentals of ERP, the role of SAP in streamlining business processes, and how these systems are crucial for effective business management and integration.

Mr. P. Gowri Shankar, explained the history of SAP and its significant impact on the ERP market. He discussed how SAP, founded in 1972, evolved to become a global leader in ERP solutions, shaping how businesses worldwide manage their operations. He have highlighted SAP's innovations, its competitive edge in the ERP market, and the way it has revolutionized business processes across various industries. Mr. Karunesh, the Training Coordinator, also contributed to the session by sharing his technical expertise in SAP. He further elaborated on the various roles that SAP professionals can hold within an organization, such as Associate, Specialist, and Professional. His insights likely provided valuable guidance on the skills and areas of expertise needed for career advancement in the SAP domain.

He emphasized the importance of focusing on these roles, outlining how each plays a critical part in leveraging SAP for business success. Mr. P. Gowri Shankar also explained the training methods and introduced the SAP modules to give students a foundational understanding. He covered how different SAP modules correspond to various business functions, such as finance, supply chain, human resources, and customer relationship management. By outlining the training methods, he provided students with a roadmap on how to approach learning these modules, ensuring they gain the essential knowledge and skills required to work effectively with SAP systems. Students gained a better understanding of ERP systems and their implications in the business world.

Highlights

- ERP framework
- Integration of SAP with ERP
- SAP Modules
- Implications in business World



Marketing Metrics and Storytelling

Key Elements

Brand Awareness Metrics
Customer Engagement Metrics
Customer Retention
& Satisfaction Metrics



Dr. Ajitha Soundararaj,
Indian Institute of Management (IIM), Trichy,

“Marketing Metrics and Storytelling” was organized by MAMBS Internal Quality Assurance Cell (IQAC) on 30th August 2024. The event aimed to provide insights into the importance of marketing metrics in analyzing performance and how storytelling can effectively communicate brand narratives or data-driven results. The session is crucial in helping students and professionals understand **the blend of analytical and creative approaches** needed for impactful marketing strategies.

Dr. Ajitha Soundararaj, Indian Institute of Management (IIM), Trichy, served as the resource person for the program. Dr. M. Hemalatha, the Director of M.A.M. B-School, delivered the welcome address during the event. She shared her views on the marketing and its metrics along with how the storytelling is vibrant to reach the brand to customers. She shared her views on the significance of marketing and its associated metrics, emphasizing how storytelling plays a crucial role in effectively conveying a brand's message to customers. In her talk, Dr. Ajitha discussed the importance of understanding both potential and future customers. She highlighted how marketing metrics can help identify customer needs, preferences, and behaviors, while storytelling can be a powerful tool to engage these audiences.

Dr. Ajitha Soundararaj further emphasized during her session on "Marketing Metrics and Storytelling" that advertisements should provide comprehensive information to customers. She explained that advertisements play a crucial role in informing potential and future customers about a brand's offerings, values, and unique selling points. By ensuring that advertisements are clear, informative, and engaging, businesses can help customers make informed decisions and build trust. She pointed out that effective advertisements not only convey information but also tap into the emotions and feelings of the customers. By connecting with customers on an emotional level, brands can create deeper, more meaningful relationships. Whether through storytelling, visual appeal, or relatable messaging, ads that evoke emotions tend to leave a lasting impression, making the brand more memorable and fostering customer loyalty. Overall, the resource person Dr. Ajitha highlighted the importance of transparency in marketing communication, ensuring that every essential detail is conveyed to effectively reach and resonate with the target audience.



NISM Certificates & Career Opportunities



Mr. R. Jiavudeen,
Head, Prometheus Training Centre

Mr. R. Jiavudeen provided valuable insights into NISM certifications and their significance in enhancing career opportunities. Mr. Jiavudeen shared practical knowledge about various investment avenues and discussed the skills necessary to thrive in finance. His engaging presentation not only informed students about the certification process but also inspired them to consider a range of career paths available in the financial industry. Mr. R. Jiavudeen shared his insights on various financial systems functioning in the country, highlighting their roles in economic development and stability. He explained the roles of various entities, such as banks, stock exchanges, and regulatory bodies, in facilitating capital flow and investment.

Mr. Jiavudeen highlighted how a well-functioning financial market is crucial for mobilizing savings, providing liquidity, and supporting business growth. In the second part of his session, Mr. R. Jiavudeen conducted a live demonstration of trading in the stock market, engaging students in a practical learning experience. He introduced the concept of demo trading, allowing participants to simulate real-time trading scenarios without any financial risk. Students actively participated, making decisions based on market movements and observing the dynamics of buying and selling stocks.

By experiencing live trading, students gained a practical understanding of the financial markets, enhancing their confidence and interest in pursuing careers in investment and trading. The speaker provided an overview of the National Institute of Securities Markets (NISM), highlighting its mission to enhance the standards of financial education and professionalism in India. Throughout the session, students had the opportunity to seek clarification on their doubts directly from Mr. R. Jiavudeen, who addressed their questions with thorough explanations. Dr. R. Karthika, Professor, Head of the Department and finance faculty members made all requisite arrangement.

Internal Quality Assurance Cell (IQAC) organized a session on “NISM Certificates and Career Opportunities” on 1st October, 2024. The programme aimed to creating awareness about investment opportunities and exploring career prospects in the finance sector. Mr. R. Jiavudeen, Head, Prometheus Training Centre was the resource person for the program. The coordinator welcomed the gathering and shared her insights on the abundant opportunities within the financial sector.



YRC

“Yoga & Meditation for Wellness”

Youth Red Cross (YRC) & Internal Quality Assurance Cell (IQAC) organized a session on “Yoga & Meditation for Wellness” on 22nd August 2024. Mr. M. Raama Subramanian, Heartfulness Yoga & Meditation Trainer, was the resource persons for the programme. The club coordinator, delivered welcome address and shared thoughts on yoga and its implications on physical and mental health in the present conditions.



● ● ● ● ●
Mr. M. Raama Subramanian,
Heartfulness Yoga & Meditation Trainer



Facets of Yoga

Highlighting the holistic benefits of yoga, Dr. Hemalatha explained the 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. Yoga help working woman by giving her emotional strength so that she can easily manage all pressures and can give her best intellectual abilities.

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 appreciated the event. Students shared their experiences as very enjoyable, useful, informative and excellent. The students are looking forward to attend similar sessions in future. Mr. A. Anburaj, Assistant Professor, YRC coordinator and students made all the arrangements to completion of the programme.

Blood Donation Camp

A "Blood Donation Camp" was held on November 15, 2024, by M.A.M. B-School, a stand-alone business school in Trichy, in collaboration with its Internal Quality Assurance Cell (IQAC) and Youth Red Cross, which has ties to Uyir Thuli Blood Bank, Trichy. The camp started at 2:00 p.m. with a brief opening ceremony, during which Dr. M. Hemalatha, Director of the M.A.M.B-School, welcomed everyone and gave a speech about the importance of blood donation for both individual and societal health. She emphasized that blood donation must be made more widely known and that it is crucial for averting fatalities in emergency situations, particularly those involving serious accidents and obstetric emergencies. Giving blood is one of the most significant things a person can do for society. The purpose of the camp was to support the admirable goal of blood donation she added. Staff and students were informed beforehand, and the event coordinators collected the names of potential donations.



**"A single blood donation can save multiple lives –
let's continue making a difference!"**

The purpose of this initiative was to provide human health services to the community. Every volunteer voluntarily participated in the blood donation camp and gave blood. Several professors, associate professors, and assistant professors also took part in this camp and gave blood. The process of examining the blood type, haemoglobin, weight, and blood pressure of the volunteer donors is carried out.

After donating blood, the donors were given refreshments and beverages to help them refuel. Fifty units of blood were donated at the camp. This ensures that safe, high-quality blood is accessible and may help with the blood shortage. Human suffering will be lessened as a result, even in the most isolated and farthest parts of the country.

Promoting voluntary blood donation among the general public, especially among young people, is the primary objective of setting up blood donation camps. A group of eleven people, including a doctor from the Uyir Thuli Blood Bank and Research Centre, lab technicians, counsellors, and nursing assistants, participated in the program. The Uyir Thuli Blood Bank team and the MAMBS Youth Red Cross student team organized all the supplies needed for this occasion.

To ensure the success of the blood donation camp, every volunteer put in countless hours of work. Mr. A. Anburaj, Assistant Professor, YRC coordinator and students made all the arrangements to completion of the programme.

Positive Mental Health

JCI & Internal Quality Assurance Cell (IQAC) organized a session on “**Positive Mental Health**” on 28th August 2024. The session focused on promoting mental well-being, discussing strategies for maintaining a positive mind-set, and addressing mental health challenges. It aimed to provide valuable insights and practical advice on fostering a healthy mental state, both personally and professionally.



The resource persons were Dr. M. Ajoy, Consultant Psychiatrist, Mr. J. Karan Louis, Project Director - Mind Club, Athma Mind Care Hospital. The club coordinator delivered the welcome address at the session on "Positive Mental Health" on August 28, 2024. In her address, Dr. M. Hemalatha emphasized the vital role of mental stability in career development. She highlighted that maintaining mental well-being is crucial not only for personal health but also for achieving professional success. Her message underscored the importance of mental stability as a foundation for effective career growth, resilience, and overall productivity.

Dr. M. Ajoy, Consultant Psychiatrist,
Mr. J. Karan Louis,
Project Director - Mind Club,
Athma Mind Care Hospital.

Dr. M. Ajoy, Consultant Psychiatrist, emphasized the importance of cultivating a positive mindset and maintaining a positive attitude for overall well-being. He highlighted that getting a minimum of 8 hours of sleep per day is crucial for mental and physical health, as adequate rest supports cognitive function, emotional stability, and energy levels. Dr. Ajoy underscored that our activities and energy are deeply influenced by our mind set, stressing the need to focus on both mental and physical health to achieve better overall health. His insights aimed to promote a holistic approach to well-being, integrating positive thinking with healthy lifestyle practices.

Mr. J. Karan Louis, Project Director of the Mind Club at Athma Mind Care Hospital, addressed the critical issue of drug addiction. He provided a comprehensive overview of drug addiction, including the nature of the condition, its impact on individuals and their families, and the steps involved in recovery. Mr. Louis detailed the recovery process, highlighting the importance of structured treatment plans, support systems, and therapeutic interventions. His presentation aimed to increase awareness about the challenges of addiction and offer practical guidance on overcoming it, emphasizing the significance of a supportive environment and ongoing care in achieving long-term recovery.

During this event, students from both the first and second years of the MBA program were officially designated as JCI club office bearers and took an oath to uphold their responsibilities. This installation marked the beginning of their term in office, where they will lead and contribute to the activities and initiatives of the JCI club throughout the year. Ms. S. Yogapriya, Assistant Professor, JCI Coordinator made all the required arrangement for completion of the programme

Ethics and Human Values



Mrs. Leema Peter
Psychologist

“Ethics and Human Values” was organized on 20th August, 2024. Mrs. Leema Peter, a distinguished Psychologist and Motivational Speaker, served as the resource person for the program. The event coordinator inaugurated the event with a warm welcome to all attendees. She shared her insightful thoughts on the importance of ethics and human values, emphasizing how these principles are foundational to both personal and professional success. The aim of the program was to provide students with basic insights into human values. Mrs. Leema Peter further elaborated on the characteristics and behaviors of different generational cohorts, specifically Generation X, Y (Millennials), and Z. She explained how each generation has distinct values, attitudes, and behavioral tendencies shaped by the unique social, economic, and technological environments they grew up in: Generation X: Known for their independence, resourcefulness, and adaptability, Generation Y (Millennials): Characterized by their tech-savviness, value for collaboration, Generation Z: The most digitally native generation, they are pragmatic, socially conscious, and highly adaptive to change.

Mrs. Leema Peter also shared valuable insights on different parenting styles and their implications on the development of children across generations. She discussed how various approaches to parenting have evolved over time and how they influence the behaviors, values, and psychological well-being of children. Mrs. Leema Peter introduced the concept of Golden Eagle Parenting, a type of parenting that emphasizes a balanced approach combining the strengths of various parenting styles.



Mrs. Leema Peter emphasized the importance of cultivating Emotional Intelligence, Scriptural Intelligence, and Social Intelligence for a balanced and fulfilling life. Social Intelligence focuses on navigating social situations, building relationships, and understanding social dynamics, which are crucial for effective leadership and teamwork.



She explained that Emotional Intelligence (EQ) involves recognizing, understanding, and managing one's emotions and those of others, leading to better relationships and communication. Scriptural Intelligence, derived from sacred texts, provides ethical guidance and a strong moral compass.

The entire session was highly beneficial for the students, providing them with valuable insights into ethics and human values in a professional environment. Ms. S. Yogapriya, Assistant professor, JCI Coordinator and team members made all required arrangement for the programme.



Yi

Yi Orientation program & Installation 2024, and A session on “Stock Brokerage”

Yi in association with M.A.M. B-School, organized a comprehensive event that included an Orientation program, the installation of the Executive Committee (EC) for 2024, and a session on "Stock Brokerage." The event was coordinated by the Internal Quality Assurance Cell (IQAC). During the orientation session, students were informed about the various upcoming activities organized by the Yi Club for the academic year. These activities were presented as opportunities for students to engage in professional development, networking, and leadership experiences.



Mrs. Kaveri Annamalai,
Director of ARA Wealth



The session highlighted how participation in Yi Club events could enhance their skills, contribute to their personal growth, and provide valuable experiences throughout the year. Earlier, before the commencement of the program, the Yi 2024 installation process took place. During this ceremony, students from first year of the MBA program were officially designated as Yi Club office bearers and took an oath to fulfil their roles and responsibilities.

During the Yi Installation 2024 function, notable guests included Mr. Rajesh, Yi Chair and Digital Marketer at Internest; Mr. Syed Harris, Yuva Chair and Proprietor of Firstcry; and Mr. Aashik Rahman from Propeller Technologies Pvt. Ltd. Their involvement in the event enriched the occasion, offering their expertise and support to the newly installed office bearers.

Mrs. Kaveri Annamalai, Director of ARA Wealth, was the resource person for the program. The club coordinator delivered the welcome address and shared her thoughts on the Yi Club and its outreach activities. She highlighted the club's role in providing valuable opportunities for students and encouraged them to explore career opportunities in the field of the stock market. She has also emphasized the importance of understanding the dynamics of the stock market and how it can offer significant career prospects for students interested in finance and investment.

The resource person encouraged the students and investors to assess themselves to understand their investor profiles. She began the session with a brief introduction to the Indian financial market structure, outlining its key functions and components. Her overview provided a foundational understanding of how the financial markets operate in India, setting the stage for a deeper exploration of topics related to stock brokerage and investment strategies. She explained that investors could be categorized based on their risk tolerance into types such as aggressive, moderate, or conservative.

This self-assessment helps in aligning investment strategies with individual risk preferences and financial goals. By identifying their investor type, participants can make more informed decisions and tailor their investment approaches accordingly. Ms. S. Kiruthiga, Assistant Professor, Yi Coordinator made all the required arrangement for completion of the programme

Climate Change and Tree Plantation



Mr. Balathandayuthabani Panneer Selvam,
CEO,
Ecotrust Property Developers Pvt. Ltd



The session on **Climate Change and Tree Plantation** was organized in association with Yi Club on 28th August 2025. The event was coordinated by the Internal Quality Assurance Cell (IQAC) in collaboration with Yi (Young Indians). Mr. Balathandayuthabani Panneer Selvam, CEO, Ecotrust Property Developers Pvt. Ltd was the chief guest of the program. The club coordinator delivered the welcome address and shared her thoughts on the Yi Club and its outreach activities. The session was started with brief introduction on the most pressing issues of the 21st century, driven largely by human activities such as deforestation, fossil fuel combustion, and industrial processes.

The chief guest explained about global temperatures to rise, extreme weather patterns to increase, and ecosystems to change. Tree plantation, a natural and cost-effective strategy, is gaining attention as an essential solution to mitigate the effects of climate change. He emphasized that trees play a critical role in absorbing carbon dioxide (CO₂), providing oxygen, and maintaining biodiversity and that leads to long-term changes in the temperature, precipitation patterns, and other atmospheric conditions on Earth. He made an alarm note that, the increased greenhouse gases like CO₂, methane, and nitrous oxide trap heat in the atmosphere, leading to higher global temperatures. He pinpointed that our activities are linked to more frequent and intense events such as hurricanes, floods, droughts, and wildfires. The changing climate affects habitats, leading to shifts in plant and animal populations, and threatens biodiversity. MAMBS Students done tree plantation activity to contribute to environmental conservation by increasing green cover, combating climate change, and enhancing biodiversity in the area. Additionally, the event aimed to raise awareness among students about the importance of trees and the role they play in maintaining ecological balance.

Students were given saplings to plant, along with a brief guide on how to properly plant and care for them. Volunteers were divided into groups, each assigned to a designated area for planting. MAMBS Students helped to dig holes, while others planted trees, watered them, and placed protective barriers around them to prevent damage.

Throughout the activity, volunteers were encouraged to ask questions and share their thoughts on environmental conservation. The chief guests, environmental experts and facilitators provided guidance on how tree planting contributes to improving air quality, conserving water, and promoting biodiversity. After the plantation was completed, a brief closing ceremony was held. The event organizer Ms. S. Kiruthiga, Yi Club Coordinator, thanked the volunteers for their active participation and emphasized the importance of continued care and monitoring of the planted trees. The event raised awareness about the environmental benefits of tree planting, with discussions on climate change, pollution, and biodiversity.

Self Defence



Ms. Praveena Devaraj,
Black Belt 5th Dan Karate & Taichi Instructor,
Alan Thilak Karate & Taichi International School



Yi Club organized Self Defence session. Professional Taichi and Karate instructors were invited to lead sessions. Ms. Praveena Devaraj, Black Belt 5th Dan Karate & Taichi Instructor, Alan Thilak Karate & Taichi International School. The Taichi and Karate event aimed to introduce students to martial arts as a means of physical fitness, mental discipline, and self-defense. The program emphasized the importance of these ancient practices in fostering mindfulness, strength, balance, and self-confidence among young learners.

The Karate instructor explained the history and principles of Karate, emphasizing respect, discipline, and self-defense. Students were taught basic stances, punches, blocks, and kicks. Each movement was demonstrated step-by-step, ensuring clarity. The instructor showcased advanced techniques and forms, inspiring students with the discipline's possibilities. The Taichi session began with light stretching and breathing exercises to prepare the participants. The Taichi instructor performed a live demonstration of basic movements and sequences, explaining their benefits for relaxation, flexibility, and focus. Students were guided through simple Taichi forms, focusing on slow, controlled movements and breathing techniques.

The Taichi and Karate event was a resounding success, achieving its goal of promoting physical and mental well-being among students. The event provided a unique platform for participants to explore martial arts as a holistic approach to self-improvement and personal growth with such activities, students can develop valuable life skills, improve their health, and build confidence. The event organizer Ms. S. Kiruthiga, Yi Club Coordinator, thanked the guests and volunteers and the session concluded with a guided meditation, helping students experience calmness and improved concentration.



Emergence 2024

Industry Academia Conclave

Yi Club has organized Yi Emergence 2024 program on 3rd October 2024 inviting business persons and industrial stalwarts from various industries. event has a special focus on hands-on training and thus it keeps its syllabus abreast with the changing needs of the Industry. In keeping with this intent, the event has been holding industry-academia interface at regular intervals and has also been inviting the representation of the industry experts in its academic body. The event increases the employability of the graduates and help academia to interact with experts from various industries to identify the needs and latest updates on front-end technologies. The event focused on developing their knowledge, skills, and attitude to sustain in any field in the future lamented that vocational skills are largely missing in Indian academia, which plays a crucial role in making students develop practical knowledge and skills required to execute a task efficiently. At the same time, he made an appeal to all the students to develop interpersonal skills, problem solving skills, analytical skills, and soft skills.

The key note speaker emphasised and shared that theme-based technical talks have been arranged for all the six streams to make students understand the latest developments, potential demands and expectations. The chief guests shed light on the need for startups to innovate is the key aspect that connects academia and startups. Thus, it is necessary for reputed educational institutions to set up a culture of innovation and deep problem solving in India which at present is not prevalent. They insisted students to imbibe this ideology that grows in students gets its seeds planted, then it would germinate in the future in students raised in such an environment.



This event created an ever increasing focus on making the academic and industry interface more effective. This has more chances further to have such an informative & wonderful experiences of visiting different industrial persons. This session helped the Students to engage in industry relevant training programmes, enhancing their competitiveness in the job market Ms. S. Kiruthiga, Assistant Professor, Yi Coordinator made all the required arrangement for completion of the programme.

Rotaract Club

“Be the Boss Success is a Journey”

Internal Quality Assurance Cell (IQAC) associated with Rotary Club of Tiruchirappali organized a session on “Be the Boss Success is a Journey” on 30th August 2024. The aim of the program was to provide insights into real-time business journeys, ultimately motivating the students. This initiative was designed to inspire and prepare students by offering them practical knowledge and experiences from the business world. Rtn. P. Sundarraj, Managing Director of Subham Logistics Services, served as the resource person for the program. The program coordinator delivered the welcome address during the event. She shared her views on the "Be the Boss" series from the Rotary Club, highlighting how it has inspired many aspiring management students and real business owners alike. She emphasized the importance of such programs in bridging the gap between academic learning and real-world business experiences. She emphasized that having one's own money is not a prerequisite for starting a business. She further highlighted the importance of planning and timely decision-making as integral components of any successful business venture. She pointed out that the ability to manage risks effectively is crucial for business success.



Rtn. P. Sundarraj,
Managing Director , Subham Logistics Services

Rtn. P. Sundarraj began his session by sharing detailed insights from his personal experiences in the business world. His practical advice aimed to equip students with a realistic understanding of the challenges and opportunities in the business world. Rtn. P. Sundarraj also mentioned that appreciation can pave the way for new styles and approaches in business. He urged the students to always have a contingency plan for all activities, stressing the importance of being prepared for unexpected challenges. His advice was aimed at helping the students develop a proactive and resilient mind set, essential for navigating the complexities of the business world. Rtn. P. Sundarraj emphasized that an entrepreneur must be capable of handling risk situations.

Rtn. P. Sundarraj also stated that a businessman should maintain strong relationships with competitors and other business people. He highlighted that fostering good relationships within the industry can lead to mutual benefits, collaboration, and a better understanding of the market landscape. The session proved to be highly useful for the students, making a significant impact by providing them with valuable information on real-world business journeys. During the session, students had the opportunity to raise a few questions to the resource person, Rtn. P. Sundarraj. He responded to their queries, further enriching the discussion and providing additional clarity on various aspects of the business world. Ms. C. Subha, Assistant Professor, Rotaract Club Coordinator made all the required arrangement for completion of the programme.



Highlights
Transportation &
Freight Management

NHRD

“Road Map to Human Resource”

NHRD club organized a session on “Road Map to Human Resource” on 30th August 2024. The objective of the program was to provide insights into the Human Resource field through basic real-time experiences from a corporate perspective.

Mr. N. Balamurugan, DGM at High Energy Batteries India Limited, was the resource person for the program. His expertise provided valuable insights into the Human Resource field, enriching the participants' understanding with real-world corporate experiences.



Mr. N. Balamurugan,
DGM at High Energy Batteries India Limited

The club coordinator delivered the welcome address at the event and shared her thoughts on Human Resource Management. She urged the aspirants to focus on technological implications in the HR field, emphasizing that this is currently a significant trend. Mr. N. Balamurugan began the session with a detailed introduction to the meaning and basic functions of Human Resources. This foundational overview provided participants with a clear understanding of HR's role and responsibilities within an organization. Mr. N. Balamurugan emphasized that the primary responsibility of HR is to bridge the gap between employees and employers. He also shared insights into basic employee legal frameworks to enhance participants' understanding of the legal aspects involved in HR management.



Mr. N. Balamurugan further noted that labor legal frameworks are dynamic and must be adapted according to changes. He posed questions about employee legal frameworks to raise awareness among the students. Additionally, he discussed the importance of HR information systems in today's technology-driven environment, highlighting how these systems play a crucial role in managing HR functions efficiently.



He shared various appraisal techniques that effectively help in evaluating employee performance. He provided insights into different methods used for performance assessment, helping participants understand how to implement these techniques to fairly and accurately assess employee contributions and development.

KEY OUTCOMES

The students gained a better understanding from the session and had the opportunity to raise and clear their doubts. This interactive aspect of the session helped deepen their knowledge and address specific questions they had about the HR field. Ms. Sagunthala Devi, Assistant Professor, NHRD Club Coordinator and team made all the required arrangement for completion of the programme.

National Human Resource Development (NHRD)

"Modern HR Trends"

Modern HR Trends



Ms. N. Jayalakshmi
Guest Speaker

Ms. N. Jayalakshmi specified recent trends in the Human Resource field, highlighting how physical interaction has become optional due to the rise of online platforms. She explained that these platforms offer ample opportunities for job seekers, making it easier for them to access a wider range of job opportunities and connect with potential employers globally. Through online job portals, recruitment platforms, and digital networking, candidates can now find the best job opportunities more efficiently, and employers can tap into a larger talent pool. Unlike traditional, unidirectional appraisal tools, the modern approach evaluates employees on various parameters, such as skills, teamwork, leadership potential, and overall contribution. The Human Resource specialization students actively participated in the session and gained a better understanding of the modern trends in the HR field.

National Human Resource Development Network (NHRD), organized a session on "Modern HR Trends" on November 6, 2024. The session aimed to provide insights into the evolving landscape of human resources, highlighting current trends, challenges, and innovative practices in the HR field. The coordinator welcomed the attendees and highlighted the evolving trends, including the increasing use of technology, data analytics, and employee well-being initiatives, which are shaping the future of HR practices and workforce management. Ms. N. Jayalakshmi enlightened the session with a detailed introduction on how the field of Human Resource Management has evolved over time. She emphasized the significant role played by modern information technology in transforming HR practices. Her insights provided attendees with a deeper understanding of how technology is now a dominant force in driving efficiency, improving employee engagement, and optimizing talent management.



Ms. N. Jayalakshmi further discussed the advancements in the modern payroll process, emphasizing how automation through software tools has made the system more efficient and optimized. She also highlighted the evolution of the modern performance appraisal system, which now focuses on multidimensional evaluation of employees. The students were able to grasp the importance of adapting to digital tools for recruitment, payroll, and performance management, as well as the shift towards more holistic and multidimensional employee assessments. This session equipped them with valuable knowledge to navigate and excel in the evolving landscape of Human Resource Management. Ms. Sagunthaladevi. S, Assistant Professor, NHRD Coordinator, MAMBS was made all the necessary arrangements for the successful completion of the session.

Gender Club

Gender Sensitization

A session on “Gender Sensitization “ was organized on 14th September, 2024, at 10.00 am. The club coordinator welcomed the gathering with warmth and enthusiasm and expressed her heartfelt welcome to all attendees, acknowledging the significance of addressing issues related to gender-based violence. She highlighted the importance of creating a platform for discourse on such critical matters of gender equality. Dr. N. Manimekalai, Director of the Centre for Women's Development Studies, an ICSSR-supported Autonomous Research Institute in New Delhi, served as the resource person for the program.



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

With extensive experience in women's rights and gender equality, Dr. N. Manimekalai has dedicated many years to this field. She commenced the session by exploring the current landscape of women's empowerment, highlighting the progress made in recent times and the significant contributions of women toward fostering social equity. Emphasizing the fundamental principle of gender equality, she underscored the importance of mutual respect between men and women. She made a compelling case for gender equity, encouraging the audience to acknowledge and appreciate the diverse talents and capabilities of individuals, regardless of gender. She also highlighted the pivotal role women play in advancing social equity, illustrating how their contributions have led to transformative changes across various domains.

Additionally, she emphasized the necessity of gender equity in the workplace, advocating for equal opportunities and fair treatment for both men and women. She elaborated on the positive impact of diverse and inclusive workplaces, where individuals are recognized based on their skills and merit rather than gender. Furthermore, she urged organizations to take proactive steps in eliminating gender-based biases and ensuring fairness in hiring, promotions, and compensation.

She proposed practical measures such as mentorship programs, awareness campaigns, and policies designed to address the unique challenges faced by women in professional settings. The program proved to be highly beneficial for students, equipping them with knowledge, insights, and inspiration to support and contribute to a more gender-equitable society. Dr. R. Suganya, Associate Professor and Gender Club Coordinator, organized all necessary arrangements to ensure the program's successful execution.



Posh Cell

Protection of Women Against Harassment



Mrs. Fathima Sabarimala, Head,
Azhagiya Munmadhiri Arakkattalai & Passiaatravom Thittam

POSH Club organized a session on “Protection of Women against Harassment” on 13th September, 2024. The aim of the programme was to Discussions around "Protection of Women against Harassment" are essential for raising awareness and fostering a culture of respect and equality in academic and professional settings. Mrs. Fathima Sabarimala, Head, Azhagiya Munmadhiri Arakkattalai & Passiaatravom Thittam served as the resource person for the event.

Mrs. Fathima Sabarimala, shared her valuable insights on the importance of women's protection and the issue of harassment during the session. She emphasized the critical need for raising awareness about the different forms of harassment women encounter, and the legal rights and protections available to them. She also highlighted the necessity for institutions and workplaces to implement and enforce robust policies, such as the Prevention of Sexual Harassment (POSH) Act, to ensure women's safety. Furthermore, she advocated for a cultural shift towards promoting respect and equality, calling for collective efforts to eliminate behaviors and societal norms that tolerate or perpetuate harassment.

Mrs. Fathima Sabarimala enriched her talk by sharing real-time incidents, such as the recent harassment cases involving the Kolkata doctor and the Thoothukudi women harassment incidents, to highlight the urgency of protecting women. By citing these examples, she underscored the harsh realities women continue to face, even in professional and public spaces, and the devastating impact of harassment on their personal and professional lives. During her session, Mrs. Fathima Sabarimala provided practical safety measures to help safeguard women from harassment. To reinforce her message, she issued pamphlets that outlined essential rules and guidelines for women's safety, ensuring that participants had access to clear, actionable steps they could follow. These pamphlets likely included information on legal rights, procedures for reporting harassment, and contact details for relevant authorities and support organizations, further empowering women to protect themselves and seek help when needed. She motivated the audience to be brave, proactive, and assertive in protecting their rights. Her speech not only heightened awareness about harassment but also instilled a sense of confidence in the students, inspiring them to stand up against injustice and create safer, more inclusive workplaces for all. Dr. R. Suganya, Associate professor, POSH Club coordinator made all requisite arrangement



Entrepreneurship Development Cell

Mercato



FROM IDEA TO EXECUTION

Internal Quality Assurance Cell, and Entrepreneurship Development Cell collaboratively organized a one-day program, “MAMBS Mercato,” on 27th September, 2024. Dr. M. Hemalatha, Director of M.A.M. B-School, welcomed the gathering and emphasized the significance of organizing this program. She also underscored the rationale behind hosting such an event, highlighting its value in fostering experiential learning and skill development among students.



ENTERTAINMENT & FUN GAMES

The event featured more than 25 stalls offering a diverse range of products across various categories, including food, crafts, fashion, and lifestyle. Students were exposed to a wide array of offerings such as coffee shops, food stalls, snacks, fresh juice outlets, games, and decorative items.



STUDENTS STALLS

Dr. R. Karthika, Professor, Head of the Department, and Coordinator of the Entrepreneurship Development Cell, stated that the program aimed to explore various marketing strategies and, more importantly, to emphasize the significance of entrepreneurial skills among students. The students were grouped into teams and submitted their product or service selling proposals prior to the event. A designated space was allocated to each team to showcase their products, providing them with a platform to present their entrepreneurial ideas effectively.



MEHENDI ART

Additionally, stalls showcased fancy products like jewelry, teddy bears, Mehndi art, and eyewear, creating a vibrant marketplace experience. The event provided students with a hands-on opportunity to launch a business from the ground up, encompassing stalls for goods, services, and food.

OUR STUDENTS SHOPS AT MAMBS



Entrepreneurship Development Cell

Mercato



SWEETS & SAVOURIES

The students received practical insights on accountability, risk-taking, goal-setting techniques, and the importance of teamwork in achieving desired outcomes. As part of the program, they actively applied key business strategy elements, including product displays, promotional campaign techniques, and operational planning, followed by their practical implementation



REFRESHMENTS & JUICES

Additionally, students gained valuable insights into making their business ideas marketable by understanding customer preferences, ensuring customer satisfaction, and recognizing the factors that contribute to the success of products and services. Through their stalls, students gained hands-on exposure to key entrepreneurial concepts, including the viable product, profit maximization strategies, productivity factors, startup fundamentals, and financial investment components, strategic decision-making, and meeting deadlines.



FOOD STALLS

At the end of the event, an internal committee consist of senior professors evaluated each stall based on investment, total sales, and profit earned, ultimately announcing the winner.



MAMBS SHOPS

Dr. R. Karthika, Entrepreneurship Development Cell Coordinator at M.A.M. B-School, made the necessary arrangements for the event and expressing gratitude to all participants and volunteers for their contributions to the program's success.

OUR STUDENTS SHOPS AT MAMBS



Students' ExNoRa

Vigilance Awareness Week Campaign

On October 29, 2024, at 10:00 AM, the M.A.M. B-School Students' ExNoRa Club, in collaboration with the Directorate of Vigilance & Anti-Corruption, organized a "Vigilance Awareness Week Campaign." The event was graced by the presence of Thiru. G. Manikandan, Deputy Superintendent of Police, Vigilance and Anti-Corruption, Tiruchirappalli, who served as the event's patron. MAMBS students volunteered this initiative on Vigilance Awareness Week Campaign aimed to promote integrity, transparency, and accountability among students and the broader community. The initiative sought to educate the society about the detrimental effects of corruption and the importance of ethical conduct in personal and professional spheres.

Thiru. G. Manikandan delivered the keynote address, emphasizing the critical role of youth in combating corruption. He highlighted the significance of vigilance and proactive measures in preventing corrupt practices. His speech inspired students to uphold ethical standards and contribute to building a corruption-free society.

As part of the campaign, students of M.A.M. B-School actively engaged in various performances to convey strong social messages through creative expression. MAMBS Students performed songs that highlighted themes of honesty, accountability, and social responsibility and Choreographed dance routines depicted the battle against corruption and the importance of ethical decision-making. Along with that, Silent yet powerful mime performances depicted scenarios of corruption, bribery, and their consequences. Through expressive body language and gestures, students effectively conveyed the importance of vigilance in daily activities.



Activities and Performances

The Vigilance Awareness Week Campaign was a resounding success, reinforcing the importance of ethical conduct and vigilance in society. The innovative use of performing arts played a crucial role in engaging and educating the audience effectively. Mr. S. Senthil Kumar , Students' ExNoRa Coordinator, M.A.M. B-School made the arrangements on impactful initiatives of this event.



Palm Tree Plantation Drive



Palm Seed Plantation Event was organized on September 1, 2024, a large- scale was successfully conducted by M. A. M. Business School under the leadership of Tamil Nadu Government's Department of Environment and Climate Change, along with Green Needa Environmental Organization, Tamil Nadu Volunteers Association, and Tamil Nadu Farmers' Union. This initiative aimed to plant one crore palm seeds in the Kaveri region to promote ecological balance, prevent soil erosion, and support water conservation. The event was organized by Mr. M. Raghavelu , Head Coordinator, Green Needa Environmental Organization and Mr. S. Harikrishnan, District Coordinator, Tamil Nadu Volunteers Association and M.A. M Business School. It was held at Olayur, Avur, near KK Nagar area at 8:00 am and 10:30 am. Our MAMBS 50 students have participated in the event, Mr. KC Neelamegam, Secretary, Prof. K.Satheeshkumar, Joint Secretary, inaugurated the session and created awareness of palm seeds.

To plant one crore palm seeds in the Kaveri region



MAMBS Students and volunteers have given special attention to dry and erosion-prone areas where palm trees could help stabilize the soil and prevent further degradation. Environmental Experts provided guidance on proper planting techniques to maximize germination rates. The Palm Seed Plantation Event was a remarkable success, marking a significant step towards ecological restoration and climate action. The students were educated on the importance of palm trees in conserving water, preventing soil erosion, and supporting biodiversity. MAMBS students dispersed seeds strategically along riverbanks, ensuring they were placed in locations where they could take root and grow.

[illegible]

The collective effort of MAMBS students, farmers, environmentalists, and local communities ensured the effective implementation of this large-scale plantation drive. Moving forward, sustained monitoring and continued participation will be key to ensuring that the initiative yields long-term benefits. Mrs. Priya, Thanneer Club Coordinator, M.A.M Business School made necessary arrangements for this program.

Environmental Initiative

To protect and restore
water bodies by planting
palm seeds along
riverbanks.

Talent Spotter



Intra Collegiate Cultural Competition was organized by MAMBS "Talent Spotter" on 31.08.2024, bringing together a vibrant mix of performers and audiences to celebrate artistic expression. The event aimed to showcase hidden talents in singing, dancing, and mime while fostering cultural diversity and community engagement. The event featured three main segments: singing, dancing, and mime performances. Participants from various backgrounds competed and performed in front of an enthusiastic audience and a panel of esteemed judges. The program was meticulously planned to ensure a seamless blend of entertainment and cultural significance



The event successfully engaged a diverse audience. The Talent Spotter Cultural Event was a resounding success, providing a platform for emerging artists while celebrating artistic excellence. MAMBS Cultural Coordinator Mrs. Surya , Assistant Professor Successfully organized and coordinated the session.

• Singing

The singing segment captivated the audience with solo and group performances spanning classical, folk, and contemporary genres. Our MAMBS students portrayed Standout performances included received overwhelming applause.

• Dancing

The dance performances ranged from traditional cultural dances to modern and fusion styles, showcasing the richness of artistic diversity. Energetic and graceful moves, combined with vibrant costumes, made this segment a visual delight.

Mime

The mime performances added a unique artistic touch to the event, with silent storytelling that evoked deep emotions. Themes included social issues, humor, and human emotions, making the audience reflect and appreciate the power of expression without words.

Zumba Fitness

Zumba Fitness program was organized to encourage students and participants to adopt a healthier lifestyle through dance-based fitness. It is designed to improve cardiovascular health, enhance muscle tone, and boost overall well-being while providing an engaging and fun way to stay active. The program was led by renowned trainer Mr. B. Abdul Ajees, a Student Entrepreneur at MAMCET, Event Manager at Honda, and Assistant Director in Tamil Cinema. The event aimed to promote physical fitness, wellness, and stress relief among the participants through an engaging Zumba session.

The event commenced with a warm-up session, preparing participants physically and mentally for the Zumba workout. The trainer introduced basic movements and guided participants through stretching exercises. The main session included high-energy Zumba routines, combining dance and fitness exercises. Participants followed choreographed movements to lively music, making the workout enjoyable and engaging. The trainer, Mr. B. Abdul Ajees, motivated the participants throughout the session, ensuring maximum involvement and enthusiasm.



Mr. B. Abdul Ajees
Event Manager , Honda,
Assistant Director in Tamil Cinema



After an intensive workout, a cool-down session helped participants relax and stretch their muscles. The trainer shared fitness tips on maintaining a healthy lifestyle through regular exercise and a balanced diet. The event was actively engaged including students, faculty members, and fitness enthusiasts by showing great enthusiasm and energy. They expressed interest in attending regular Zumba sessions to maintain fitness. The Zumba Fitness Program at MAMBS, conducted by Mr. B. Abdul Ajees, was a huge success, achieving its goal of promoting fitness, fun, and community engagement. The event highlighted the importance of staying active and encouraged participants to incorporate fitness into their daily routines.



Fresher's Day

Fresher's Day celebration at MAMBS was held on 5th September 2024 with great enthusiasm to welcome the new batch of students for the academic year 2024-2026 batch of M.A.M. B- School. The fresher's day was filled with excitement, joy, music, enthusiasm, laughter and happiness. The event aimed to provide an opportunity for fresher's to showcase their talents and interact with seniors, faculty, and fellow students. As a trend of the institute, the party began with the auspicious prayer to almighty. The occasion was graced by the presence of Dr. M. Hemalatha, Director, Mrs. Surya, Assistant Professor, Cultural Coordinator and all faculty members. It is the day where seniors and juniors finally bond and unite to celebrate being part of the college. Students were welcomed with so much of enthusiasm which was organized by the senior students. The occasion was graced by the presence of Director, Principal, PG Academic Coordinator and all faculty members. The cultural coordinator Mrs. Surya addressed the gathering by welcoming the students through his motivational speech. The Programmed was structured in the vibrant categories based on Entertainment, Games, Singing, Dancing and Mime.

A new chapter begins : New Dreams & Endless Possibilities



The singing segment featured mesmerizing performances by talented freshers and seniors. A variety of genres, including classical, and western music, were performed. The dance segment was a vibrant showcase of talent, featuring solo and group performances. Various dance forms, including classical, contemporary, and hip-hop, were performed. Engaging games and interactive sessions were organized to foster camaraderie among students. The Freshers' Day celebration at [College/Institute Name] was a grand success, filled with music, dance, laughter, and interaction. The event helped new students feel welcomed and comfortable in their new academic environment. The organizing committee extended their gratitude to all participants and faculty members for making the event memorable.

Our MAMBS Fresher's party created everlasting relationships with each other. The event is an indication of union among the students with pulsating ambience, flashing lights and foot-tapping music, set the vibrating enthusiasm. Our First year students shown great excitement to a joyful high as performances graced the stage. The dance floor was left open for some unbridled energy. Joy and happiness could be seen among students of each and every course at the college.

Founders Day Celebrations

MASTeR Group of Institutions

MASTeR Group of Institutions has been revolutionising higher education in South India over two decades. We have developed innovative learning systems & processes to equip our students with essential knowledge, skills, attitudes and values. MAM Group of Institutions was established in 1999 by Maluk Educational, Health & Charitable Trust headed by Dr. M. A. Maluk Mohamed, who is also an acclaimed scholar. MASTeR Group of Institutions was originally a part of MAM Group of Institutions consisting of a total of ten (10) Educational Institutions. MAM Group of Institutions was established by MALUK EDUCATIONAL HEALTH and CHARITABLE TRUST on the 10th February, 1999 by Dr. M. A. Maluk Mohamed, who himself is an acclaimed Scholar and has been heading the institutions since the inception. The Group initiated its journey in providing knowledge, with 77 students and 17 staff on roll.

MASTeR unveils advanced infrastructure in terms of classrooms, laboratories, library, stupendous avenues for research and Internships, Domain Driven Skilled practises, curriculum and co- curricular activities with adept faculty members to mentor the students on board. MASTeR earnestly tracks the academic metrics periodically and keeps it top notch. It harbours under its mantle a diversified student community from the different parts of the state and country at large. We, at MASTeR, are keen at inculcating qualities such as leadership, management, communication skills and professional ethics in our students which will help them develop not only as perfectly trained technocrats but also as dexterous entrepreneurs.

Ambition is the fuel of achievement

“We cannot always build the future for youth,
but we can build our youth for the future.”



Eco Friendly Ganesha Making Workshop



Students' ExNoRa & Thanneer Club jointly organized "Eco Friendly Seed Ball Ganesha Making" contest 6th September, 2024. The event aimed to promote environmental consciousness and sustainable practices among students while celebrating Ganesh Chaturthi in an eco-friendly manner. M.A.M Business School celebrated Ganesh Chaturthi on the birthday of Lord Ganesha, who is the son of Lord Shiva and Goddess Parvathi.

The event was inaugurated by Dr. M. Hemalatha, Director of M.A.M. B-School, who emphasized the significance of environmental sustainability and how small initiatives like this contribute to a greener future. She encouraged students to adopt eco-friendly practices in their daily lives. The event organizers welcomed the crowd and explained what the holiday entailed. She also stated that everyone must embrace and adhere to environmentally beneficial activities in order to protect the environment from negative repercussions. They have highlighted on our duty to adopt eco-friendly festivals more extensively so that there would be no pollution wherever and we may rejoice without endangering the ecosystem.



To commemorate the occasion, a traditional sweet called modak was prepared, symbolizing the festival's significance. During the session, students crafted a variety of Eco-Friendly Ganesha Idols using mud/clay, turmeric, flour, wheat, leaves, and other sustainable materials. The event was highly engaging, fostering creativity while teaching students fundamental techniques for crafting idols from environmentally friendly materials and promoting ecological conservation. These eco friendly reduce pollution caused by Plaster of Paris (PoP) idols and spread awareness about the benefits of using natural, biodegradable materials for making Ganesha idols. The students were able to celebrate the holiday together, and it was a wonderful occasion.

Eco-Friendly Ganesha Idols

Mud/clay
Turmeric
Flour
Wheat
Leaves

Eco Friendly Ganesha Making Workshop

The event was highly engaging, fostering creativity while teaching students fundamental techniques for crafting idols from environmentally friendly materials and promoting ecological conservation.



A panel of judges evaluated the idols based on creativity, sustainability, and overall presentation. The best entries were recognized and awarded certificates to appreciate their efforts in promoting environmental awareness. The contest successfully instilled the values of eco-consciousness among students. It also demonstrated how cultural and religious celebrations can be aligned with sustainable practices. The event concluded with a pledge by students to continue supporting eco-friendly initiatives in their communities. The Eco-Friendly Seed Ball Ganesha Making Contest was a great success, reinforcing M.A.M. B-School's commitment to environmental sustainability and student engagement in social responsibility initiatives. Mrs. Priya, Assistant Professor, Thanneer Club Coordinator and Mr. S. Senthilkumar, Assistant Professor, Student's ExNoRa Coordinator, explained that this festival honors the birth of the Hindu deity Lord Ganesha, who is revered for removing barriers from people's lives and made the requisite arrangements and also guided the students for successful completion for the programme.



Green Diwali "Say No to Crackers"



Eco - friendly Green Diwali was celebrated on October 29, 2024, with the theme "Say No to Crackers" to promote an eco-friendly and sustainable way of celebrating the festival of lights. The event was organized by the Internal Quality Assurance Cell (IQAC), Thanneer Club, and Rotaract Club, aiming to create awareness about the harmful effects of firecrackers on the environment and encourage students to adopt greener practices.

Poster-Making Competition

The Green Diwali – Say No to Crackers poster presentation was successfully conducted at MAMBS. The event aimed to spread awareness about celebrating an eco-friendly Diwali, discouraging the use of firecrackers, and promoting sustainable ways to enjoy the festival. Through creative posters, students conveyed the importance of reducing pollution and protecting the environment.

Posters were made using eco-friendly materials, and students incorporated messages, drawings, and slogans to emphasize the importance of a pollution-free Diwali. Students participated in a poster-making competition, designing creative and thought-provoking posters on themes such as:

"Say No to Crackers, Yes to Green Diwali"

"Celebrate with Lights, Not with Pollution"

"A Clean Environment is the Best Gift to Future Generations"

Tree Plantation

Following that, to celebrate an eco-friendly and responsible Diwali, Crackers-Free Tree Plantation Drive for promoting environmental sustainability was organized. Different varieties of saplings such as Neem, Banyan, were planted at MAMBS Garden. Instead of bursting crackers, which contribute to air and noise pollution, participants planted trees, spreading awareness about the importance of a cleaner and healthier environment.

Thiru. K. Sathish Kumar, Secretary of Thanneer Organization in Trichy, participated in the event, delivering a session and contributing to environmental conservation by planting tree saplings. Mrs. Priya, Thanneer Organization Coordinator & Mrs. C. Subha, Rotaract Coordinator made necessary arrangements for the program.

Christmas Day Celebration

The spirit of Christmas filled the air at M.A.M. B-School as students, faculty, and staff gathered at Charles Correa Hall on December 17, 2024, for a grand celebration. The event, organized by the Internal Quality Assurance Cell (IQAC), brought joy and festive cheer to the campus. With a beautifully decorated venue, melodious music, and a strong sense of togetherness, the event reflected the true essence of Christmas – love, peace, and unity.

Event Highlights Cakes, Cribs, and Music.

Special Christmas Assembly and Prayer

The event began with a special Christmas prayer seeking blessings of peace and prosperity for all. The school choir performed melodious Christmas carols, filling the atmosphere with festive cheer. A Bible reading and sermon were delivered by a guest pastor/school principal, emphasizing the true essence of Christmas – love, kindness, and generosity.

Cultural Performances and Skits

Students performed dances, skits, and plays depicting the story of Jesus Christ's birth and the values of compassion and sharing. A Christmas musical featuring carols like Jingle Bells, Silent Night, and We Wish You a Merry Christmas was presented by the choir. Santa Claus made a grand entrance, spreading joy by distributing gifts and sweets to students.

Special Christmas Feast

A delicious Christmas cake was served to students and staff, including treats like cookies, and traditional Christmas sweets. The Special Christmas Feast was spreading happiness, unity, and festive cheer among students and faculty featuring a variety of traditional and festive delicacies. It was distributed enjoyed by all in the open auditorium.

The Christmas Celebration at M. A. M. B - School brought festive joy and reinforcing the values of love, sharing, and community spirit. The event left everyone with beautiful memories and a heart full of gratitude, making it a truly meaningful and joyous occasion. Mrs. Surya, Assistant professor , Cultural Coordinator, made he arrangements for the program.



Pongal Celebration 2025



M.A.M. B-School, known for its commitment to culture and academic excellence, celebrated the vibrant and traditional festival of Pongal on January 11, 2025. The event, organized by the Internal Quality Assurance Cell (IQAC) & Thanneer Organisation, was a grand affair that brought students, faculty, and esteemed guests together to embrace Tamil culture, agricultural prosperity, and community bonding.

Chief Guests

Thiru. K.S.C. Neelamegam – President, Thanneer Organization,
A leading the administration and rural development initiative.

Professor K. Sathiskumar – Secretary, Thanneer Organization ,
A renowned academician and educational leader.

The Pongal celebration featured various engaging activities reflecting Tamil traditions:

Events and Activities

- ◆ Rangoli Competition
- ◆ Uriyadi & Tug of War
- ◆ Singing Competition
- ◆ Folk Dance
(Tappattam, Oyilattam & Silambattam)
- ◆ Pongal Making Ceremony
- ◆ Traditional Food Festival Stalls



Rangoli Competition

The event began with a Rangoli competition, where students showcased their creativity by designing colorful and intricate patterns using rice flour and natural dyes. These designs depicted themes of prosperity, unity, and the spirit of Pongal and turned into a canvas of artistic expression. Themes ranged from cultural motifs to social messages, displaying both skill and originality. Judges evaluated the Rangolis based on creativity, color combination, neatness, and thematic relevance.

Uriyadi & Tug of War

To keep the traditional spirit alive, the festival included Uriyadi, a fun-filled game where participants attempted to break a pot tied at a height while being blindfolded. Additionally, a Tug of War competition was held, adding energy and excitement to the celebrations. The ground echoed with encouragement as students put their strength and coordination to the test. It was a true test of strategy, endurance, and unity.

Singing Competition

A music segment was dedicated to Tamil folk songs, where students presented melodious renditions celebrating Pongal and Tamil culture. The students created a magical ambiance, showcasing the musical brilliance among students.



Folk Dance Performances (Tappattam, Oyilattam & Silambattam)

A spectacular showcase of Tamil Nadu's folk heritage was performed by the students which included:

- Tappattam
- Oyilattam
- Silambattam

Pongal Making Ceremony

A traditional Pongal-making event was conducted, symbolizing gratitude to the Sun God for a bountiful harvest. The freshly prepared Pongal was later distributed among students.

Traditional Food Festival Stalls

A variety of stalls offering authentic Tamil cuisine were set up, allowing students and guests to enjoy traditional dishes like sakkarai pongal, murukku, vadai, and banana leaf meals.

The Pongal celebration at MAMBS blended tradition with youthful enthusiasm. The event not only honored cultural heritage but also encouraged unity and participation among students and staff. Mrs. Surya, Assistant professor, Cultural Coordinator, made the arrangements for the program. The MAMBS Pongal Celebration was a proof preserving Tamil traditions and fostering cultural pride.

Republic Day 2025



Theme 2025



'Swarnim Bharat: Virasat aur Vikas'
(Golden India: Heritage and Development)



The 76th Republic Day of India was celebrated by MAMBS with great enthusiasm and patriotic fervor at on January 26, 2025. The event was attended by faculty members, students, staff, and special guests, all coming together to honor the spirit of the Indian Constitution. The celebrations commenced with the flag hoisting ceremony at 8:00 AM, presided over by the Chief Guest, Dr. B. Muruganantham, who is a distinguished Registrar, MASTeR Group of Institutions. Following the flag hoisting, our Registrar, addressed the gathering, highlighting the importance of Republic Day and the values enshrined in the Constitution. The event concluded with a vote of thanks, expressing gratitude to all participants and organizers, for making the celebration memorable. The program ended with the rendition of "Vande Mataram," leaving everyone with a deep sense of patriotism and national pride. The national anthem was sung with pride and reverence, filling the campus with a sense of unity and patriotism. The Republic Day celebration at MAMBS was celebrated to reinforce the values of democracy, unity, and progress. The celebration served as a reminder of our responsibilities as citizens and the importance of upholding the ideals of our great nation.

**“Let us remember the golden heritage of our country and feel proud to be a part of India.”
Let’s salute our nation on Republic Day!”**



Workshops

Mastering Data Analysis & Python Libraries

A one-day workshop titled "Mastering Data Analysis with Python Libraries" on 4th September 2024. This workshop aimed to provide participants with hands-on experience in Python programming, focusing on data analysis using Python libraries. Mr. Y. Mohammed Iqbal was the chief guest for the programme. The event was designed to enhance the technical skills of students and professionals by introducing them to essential Python tools and techniques widely used in data analytics and machine learning.

Our students learned why Python is a preferred language for data analysis, highlighting its simplicity, versatility, and robust ecosystem of libraries. As a whole, Techniques for importing data from various sources (CSV, Excel, SQL) and exporting results were demonstrated. Key functionalities such as handling missing values, filtering data, and applying functions were covered through hands-on exercises. Participants engaged in practical exercises using real-world datasets to apply their knowledge in data manipulation and visualization.

The workshop engaged students and faculty members, helping them gain a practical understanding of Python for data analysis. Participants found the sessions interactive, insightful, and highly beneficial in developing their programming skills. Students appreciated the structured learning approach and real-time coding demonstrations conducted by Mr. Y. Mohammed Iqbal. They also highlighted the importance of such workshops in bridging the gap between academia and industry needs.

The Python Workshop on "Mastering Data Analysis with Python Libraries" at M.A.M. B-School was a grand success. The attendees left the session enriched with new skills and motivated to explore data science further. The event provided invaluable knowledge to participants, preparing them for future roles in data science and analytics.



Mr. Y. Mohammed Iqbal

Session Highlights

- Data Manipulation and Analysis
 - Data Importing and Exporting
 - Data Cleaning and Transformation
 - Data Visualization
-



Data Analytics Tools

Workshop on "Data Analytics Tools" was conducted on 8th and 9th October 2024. This workshop aimed to introduce participants to the latest tools used in data analytics, business intelligence, and visualization and Ms. Rajashree Mohan, Founder & Director, ITechtunerz, Trichy. With a focus on Power BI and Tableau, the workshop provided hands-on experience in data manipulation, visualization, and analytical reporting. The session was structured to help students and professionals enhance their analytical skills and understand how to apply these tools in real-world scenarios.

Session Highlights:

Day 1:

Power BI - Business Intelligence and Visualization

Day 1 of the Power BI training program successfully introduced participants to the core concepts of Business Intelligence and data visualization. By familiarizing them with the Power BI interface and its capabilities, students left with a foundational understanding that will be built upon in subsequent sessions. The emphasis on practical, hands-on experience ensured that attendees felt empowered to start utilizing Power BI in their own data analysis tasks. Students learned that Business Intelligence refers to the technologies, applications, and practices for the collection, integration, analysis, and presentation of business information.

Day 2:

Tableau - Interactive Data Visualization

Day 2 of the training program focused on Tableau, a leading tool for interactive data visualization. Participants explored the capabilities of Tableau for transforming raw data into meaningful visual insights. The session aimed to deepen their understanding of Tableau's features and foster skills in creating interactive and engaging visualizations. The combination of theoretical concepts and practical exercises fostered confidence in navigating Tableau's features and creating impactful visualizations.

The students were benefitted and shared that Power BI and Tableau are essential tools in today's data-driven world, and this workshop helped them gain a strong foundation in data analytics. The hands-on learning approach and guidance from Ms. Rajashree Mohan made the sessions engaging and effective. The two-day workshop on Data Analytics Tools at M.A.M. B-School was a resounding success. The event provided participants with valuable insights and practical knowledge about Power BI and Tableau, preparing them for future careers in data science, business intelligence, and analytics. This workshop has empowered students and professionals with the skills necessary to excel in data analytics, paving the way for more advanced training sessions in the future.

Session Highlights:

Day 1: Power BI - Business Intelligence and Visualization

Day 2: Tableau - Interactive Data Visualization



Ms. Rajashree Mohan
Founder & Director, ITechtunerz, Trichy



Business Analytics

Internal Quality Assurance Cell (IQAC) organized a workshop on “Business Analytics” on 06th November, 2024. The event aimed to enhance students' and professionals' understanding of business analytics while also focusing on developing their presentation skills. The second-year Business Analytics specialization students were organized into three major groups for the workshop: Data Mining, Social Media and Web Analytics, and Enterprise Resource Planning (ERP). Each group focused on exploring a specific area within business analytics, providing in-depth presentations and case studies to demonstrate how these techniques and tools are applied in real-world business scenarios.



HIGHLIGHTS

Power BI, Tableau & Weka



Dr. M. Hemalatha, Director of M.A.M. B- School, welcomed the attendees at the "Business Analytics" workshop and encouraged students to take part in participative learning activities, such as poster presentations.



She emphasized that such initiatives play a crucial role in deepening students' understanding of the subject by promoting active engagement and hands-on learning.

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Ms. Rajashree Mohan, founder and director of ITechtunerz in Trichy, participated as a resource person for the "Business Analytics" workshop. She delivered a session focused on the fundamentals of

business analytics, providing students with a foundational understanding of key concepts and techniques in the field. The Data Mining students presented a range of advanced tools and concepts, including Power BI, Tableau, and Weka, which are widely used for data visualization, analysis, and mining.

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Business Analytics

Students explored advanced techniques like the Genetic Algorithm for optimization problems and discussed core topics such as Web Designing, Data Structures, and Data Warehousing. The Social Media and Web Analytics team created real-time case studies focusing on social media content strategies and the use of digital marketing tools. Their presentations explored how these tools can amplify reach and enhance brand visibility. The Enterprise Resource Planning (ERP) team delivered an in-depth presentation on ERP applications, focusing on tools such as Tally ERP, HR app, and Mycamu ERP. They provided a comprehensive overview of the functionalities and modules within each application, highlighting how these tools streamline business processes in finance, human resources, and campus management.



TOPICS

**HR App
Tally ERP,
Mycamu ERP
Generic Algorithm
Market Basket Analysis**



Additionally, the team presented a real-time case study of a successful ERP implementation, offering insights into the practical benefits and challenges of integrating ERP systems within organizations.



Ms. Rajashree Mohan and Dr. M. Hemalatha evaluated each team's presentation based on specific metrics to determine the best performers.

“Through hands-on presentations, real-time case studies, and expert sessions, they were able to grasp key concepts such as data mining, social media analytics, ERP systems, and data visualization tools. The presentation teams from the Business Analytics workshop had the opportunity to present their topics to the first-year students.”

The practical application of these topics, combined with the use of analytics tools like Power BI, Tableau, and Weka, helped enhance their skills in data analysis and decision-making. The faculty members of the Business Analytics specialization at M.A.M. B-School made all the necessary arrangements for the successful conduct of the program.



Recent Financial Trends

A workshop on "Recent Trends" on 7th November 2024. The workshop was organized by the Internal Quality Assurance Cell (IQAC) of the institution. This event aimed to provide participants with an in-depth understanding of the current trends in the finance industry, equipping them with the knowledge required to navigate the rapidly evolving financial landscape. Dr. M. Hemalatha is the Director of M.A.M. B-School emphasizes the importance of staying engaged with industry trends and fosters an environment that promotes growth and learning. Students also presented on warrants and options investment strategies and Warren Buffett's investment strategies. The presentation on warrants and options likely explored the concepts of derivative instruments, focusing on how investors use these tools to hedge, speculate, or enhance portfolio returns.



KEY HIGHLIGHTS

**National Stock Exchange (NSE)
and
Bombay Stock Exchange (BSE)**



The finance specialization students at M.A.M. B-School took an active role in the workshop by preparing detailed charts that illustrated various primary financial topics. These charts were designed to represent crucial concepts such as the structure of the money market and the Indian capital market.

The students worked diligently to present a clear and comprehensive understanding of how these markets function, highlighting key components, stakeholders, and their roles in the broader financial system.

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Students specializing in finance presented insightful topics. Students covered portfolio management, focusing on strategies for managing investments to maximize returns and minimize risks. Additionally, the students presented on the working patterns and processes of the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE), detailing how these stock exchanges operate, the role of brokers, and the process of listing and trading.

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The students also delved into mutual fund concepts, explaining various types of funds and their benefits, such as diversification and professional management. Additionally, the students presented on the working patterns and processes of the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE), detailing how these stock exchanges operate, the role of brokers, and the process of listing and trading.



Recent HR & Logistics Trends

A workshop on "Recent Trends" was hosted on 7th November 2024. The workshop was organized by the Internal Quality Assurance Cell (IQAC) of the institution. This event aimed to provide participants with an in-depth understanding of the current trends in the finance industry, equipping them with the knowledge required to navigate the rapidly evolving financial landscape.

Dr. M. Hemalatha is the Director of M.A.M. B-School emphasized the importance of staying engaged with industry trends and fosters an environment that promotes growth and learning. Students presented topics on Human Resource Management, including recruitment methods, where they discussed the different approaches to attracting and hiring talent, such as online recruitment and campus placements.



KEY HIGHLIGHTS

HR
Factories Act and POSH Act
(Prevention of Sexual Harassment)

Logistics
Export Procedure & Payments
Warehouse Model



HR Students also explored the Factories Act, focusing on the legal aspects related to worker safety, welfare, and working conditions. Additionally, they presented on HR Trends, highlighting the latest shifts in the field, such as the rise of technology in HR and the increasing focus on employee well-being.



Logistics students also explored the export procedure, detailing the steps involved in international trade, such as documentation, customs clearance, and shipping regulations. Students and faculty members made all required arrangement for the programme.

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The POSH Act (Prevention of Sexual Harassment) was another important topic, where they outlined the legal framework for addressing workplace harassment. The students also discussed the types of training, focusing on skill development and employee engagement programs, and highlighted career growth strategies, emphasizing the importance of continuous learning and professional development for long-term success.

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Logistics students also delivered informative presentations on key topics in logistics and supply chain management. students focused on warehouse management, discussing the processes and technologies involved in efficiently storing, handling, and distributing goods. The student's presentation assessed by senior faculty members and encouraged by appreciation with prizes. The faculty members and students of Finance, Human Resource and Logistics made all the necessary arrangements for the successful conduct of the program.



Industrial Visit

Tulya Beverages



Industrial visit to Tulya Beverages Pvt. Ltd., Perambalur, Tamil Nadu, was organized on August 28, 2024, for first-year MBA students. The primary objective of the industrial visit was to provide students with firsthand industrial exposure, enabling them to understand how the renowned brand Tulya Dairy manages its manufacturing processes. The students departed for the visit around 9:30 AM after assembling at M.A.M. B-School early in the morning. Upon their arrival at Tulya Beverages, they were briefed on the policies and procedures to be followed throughout the visit. Ms. Kolila, the Human Resource Management Executive of the plant, provided key insights into the industry, including its history, product line, and quality standards. She emphasized the importance of industrial visits in offering students practical exposure, helping them develop the skills needed to succeed in a competitive environment.

During the tour of the manufacturing line, students were given an overview of the various processes and activities involved in the production of Tulya Beverages' products. First, the homogenization process breaks down larger fat globules, preventing them from separating into a cream layer at the top. This is achieved by forcing pressurized hot milk through small holes, creating turbulence that reduces the size of the fat globules. Homogenization also has implications for health, as it is linked to factors affecting diabetes, milk allergies, coronary heart disease, and atherosclerosis.

The site supervisors provided insights into Tulya Beverages' production process while showcasing their range of products, including fruit drinks, yogurt, and flavored milk, along with their packaging and private labeling services. The students observed the milk processing steps, which included collection, heating to 85 degrees for $\frac{1}{2}$ minute, homogenization, cooking, addition of sugar, color, and essence, followed by bottling, sterilization, labeling, and marketing.

Throughout the visit, students actively engaged with industry representatives, seizing the opportunity to ask questions about various aspects of the sector's operations. During a Q&A session, industry personnel patiently addressed each query, offering students a deeper understanding of the plant's functioning. The visit was meticulously organized and seamlessly executed by Mr. A. Anburaj, the Industrial Visit Coordinator at M.A.M. B-School.

Rane Engine Valve Limited



In association with National Human Resource Development (NHRD), M. A. M. Business School organized an industrial visit to Rane Engine Valve Limited, Tamil Nadu, on 19.10.2024, for first-year MBA students. The primary objective of the industrial visit was to provide students with firsthand industrial exposure, enabling them to understand how the renowned production company operates its manufacturing processes and maintains quality standards. The students departed for the visit around 1:30 PM after assembling at M.A.M. B-School and then traveled to the industry. Mr. Lawarance, HR Manager at Rane Engine Valve Limited, welcomed the students and conducted a brief session for the students, introducing them to the company's history and basic operations. Established in 1959, the company specializes in manufacturing valves and valve train components for various engine applications. The Rane Group is an auto component manufacturing company that includes several business units, including Rane (Madras) Limited, Rane Brake Lining Limited, Rane Holdings Ltd, Rane Engine Valve Limited, Rane Diecast Limited, and Rane TRW Steering Systems Limited.

Business Units

- ♦ Rane (Madras) Limited,
- ♦ Rane Brake Lining Limited,
- ♦ Rane Holdings Ltd, R
- ♦ Rane Engine Valve Limited,
- ♦ Rane Diecast Limited &
- ♦ Rane TRW Steering Systems Limited.

During their visit to the valve production plant, students gained insights into the manufacturing process of internal combustion engine (ICE) valves. They observed how high-quality heat-resistant alloys are selected and forged into rough valve shapes. CNC machining is then used to precisely form the stem and head, followed by heat treatment to enhance strength and durability. The students also witnessed the grinding and polishing process, ensuring a smooth finish for proper sealing. Additionally, they learned about surface treatments like chrome plating and DLC coating, which reduce wear and friction. They supply to many automobile companies start from two wheeler to car manufacturers. The visit concluded with an overview of quality inspections, including dimensional checks and leakage tests, before the valves are packaged and shipped to engine manufacturers.

Students gained a clear understanding of the production process and had the opportunity to observe the manufacturing floor firsthand. The visit proved to be highly beneficial for the students, enhancing their practical knowledge of industrial operations. Mr. A. Anburaj, the Industrial Visit Coordinator at M.A.M. B-School, made all the arrangement for the visit.

Placement Cell

“Placement Opportunities & Readiness Program”

A session on “Placement Opportunities & Readiness Program” on 27th August 2024. Dr.Senthil K Nathan, Associate Dean - Public Relations SRMIST, Deemed to be University was the resource persons for the programme.Dr. M. Hemalatha, the Director of M.A.M. B-School, delivered the welcome address. In her speech, she highlighted the importance of placements in career selection and growth. She also shared insights into emerging job markets, such as business analytics and artificial intelligence, emphasizing how these fields are shaping future career opportunities.

Dr.Senthil K Nathan highlighted the importance of leadership skills and further emphasized the critical role of teamwork in the modern business environment. He explained that in today's dynamic and competitive landscape, teamwork is essential for achieving organizational goals, fostering innovation, and ensuring long-term success. Dr.Senthil K Nathan shared his personal experiences as a placement officer, discussing how the scenario has changed in real-time. His insights provided valuable perspective on the evolving landscape of placements and how the approach to securing opportunities has adapted over time. He specified that to thrive professionally, individuals must develop a range of skills including job- specific skills, aptitude skills, soft skills, and technical skills.

According to Dr. Nathan, these skills are crucial for navigating the complexities of today's work environment, enabling individuals to adapt to changing demands, collaborate effectively, and achieve their career goals.He urged the students to prioritize preparation and skill development, stating, "It is better to sweat in training than to bleed in battle." This metaphor underscores the idea that investing time and effort in learning and training equips individuals to handle challenges more effectively, minimizing the risks and difficulties they might face in real-world situations.He insisted that they concentrate on improving themselves—honing their skills, knowledge, and character—until others naturally start to recognize and focus on their achievements.



Dr. Senthil K Nathan,
Associate Dean - Public Relations SRMIST, Deemed to be University

- ◆ Networking Opportunities
- ◆ Resume Building &
- ◆ Interview Preparation
- ◆ Skill Development
- ◆ Job & Internship



“Unlock your Dream Career, The power of Focus”

Resource Person



Dr. Selvakumar Periyasamy,
Dean-Training & Placement,
CARE Group of Institutions

Dr. Selvakumar Periyasamy opened his session with an inspiring story about Quick Heal, a prominent antivirus software company, illustrating how it began with a simple idea that grew into a major success. This example aimed to show students how innovative thinking and determination can lead to impactful achievements in one's career.



A session on "Unlock your Dream Career, The power of Focus" on November 13th, 2024. The session aims to help students understand essential aspects of career selection and align with current industry requirements, providing a foundation for making informed career choices. Dr. Selvakumar Periyasamy, M.Tech., Ph.D, Dean-Training & Placement, CARE Group of Institutions was the resource person for the program.

The Program Coordinator warmly welcomed the guest and students, she shared her insights on the importance of pursuing a dream career, highlighting that selecting a career is fundamentally about choosing a path that shapes one's future. Dr. Selvakumar Periyasamy provided valuable guidance to students, highlighting how selecting the right career path can play a crucial role in achieving personal and professional success. His insights aimed to help students make informed choices that align with their strengths and aspirations, reinforcing the program's objective of preparing them for impactful careers.

He emphasized that choosing a dream job fuels personal commitment, encouraging individuals to stay focused and consistently work toward their goals. He also shared valuable tips on interview preparation and offered guidance on crafting effective resumes, equipping students with essential tools to enhance their chances of success in job applications and interviews. He highlighted key expectations that industries have from fresher's, stressing the importance of strong communication skills, positive body language, analytical abilities, and effective teamwork.

Dr. Selvakumar Periyasamy provided six essential tips to help students prepare for job opportunities. He emphasized the importance of thoroughly understanding the job description and aligning one's skills with the job requirements. He also advised students to conduct in-depth research about the organization, ensuring they are well-prepared to discuss it during interviews. Additionally, Dr. Periyasamy stressed the need to know everything about their own resume, practice answering common interview questions, and conduct salary research to understand industry standards. These tips are aimed at equipping students with the tools they need to succeed in the competitive job market. The participants gained valuable insights into pursuing their dream careers, which inspired them to maintain focus and commitment toward their goals every day. Ms. K. Banumeena, Placement Coordinator, Assistant Professor, MAMBS was made all the necessary arrangements for the successful completion of the session.

Team Building & Group Discussion



Dr. Anitha Raja & Team
Deanery of Training & Placement,
Bishop Heber College, Tiruchirappalli

Internal Quality Assurance Cell (IQAC) and Career Development and Placement Cell (CDP), successfully organized a Team Building Session on September 4, 2024. The event aimed at enhancing teamwork, collaboration, leadership, and communication skills among students, preparing them for professional and corporate environments.

The session was conducted by Dr. Anitha Raja & Team from the Deanery of Training & Placement, Bishop Heber College, Tiruchirappalli. Their expertise in corporate training and leadership development provided students with valuable insights into the significance of teamwork in career and personal growth.

Group Discussion

As part of the Team Building Session, a Group Discussion (GD) activity was conducted to enhance students' critical thinking, communication, and teamwork skills. The activity aimed to simulate real-world discussion scenarios that students might encounter during job interviews, corporate meetings, and academic projects.

The session encouraged students to express their views on challenging topics, engage in healthy debate, and practice professional discussion etiquette. The facilitators emphasized the importance of logical reasoning, clear articulation, and active listening in a group setting. The facilitators provided three topics relevant to leadership, teamwork, and current affairs. Each team selected one topic for discussion. Students were divided into teams of 6–8 members, ensuring a mix of perspectives. The facilitators monitored the discussions, observing clarity of speech, body language, confidence, and teamwork. Each participant was encouraged to engage actively while maintaining a respectful and professional tone. The Group Discussion Activity significantly improved students' ability to think critically, articulate ideas clearly, and collaborate effectively.



The Placement Cell of M.A.M. B-School organized a Team and Trust Building Activity as part of its career development initiatives. The session aimed to enhance teamwork, leadership, and mutual trust among students preparing for placements. Recognizing that corporate success depends on collaboration and interpersonal skills, this activity was designed to equip students with the ability to work efficiently in teams, build trust, and develop strong professional relationships.

Team Building



The Team Building and Trust Building Activity was a key segment of the Team Building Session organized at M.A.M. B-School. The objective of this activity was to enhance collaboration, communication, problem-solving, and mutual trust among students. Through interactive and experiential learning exercises, participants understood the importance of teamwork, leadership, and interdependence in academic and professional environments.



The session focused on strengthening interpersonal relationships, improving coordination, and building trust through fun and engaging activities. The facilitators designed tasks that encouraged students to rely on each other, communicate effectively, and work towards common goals. The Team Building and Trust Building Activities successfully reinforced teamwork, trust, and leadership skills among students.

The event was conducted through engaging, hands-on activities that challenged students to communicate effectively, rely on each other, and solve problems collectively. It provided insights into workplace dynamics, leadership roles, and conflict resolution, preparing students for real-world corporate challenges. The Team Building and Trust Building Activities helped students develop collaboration, leadership, and interpersonal skills. The interactive tasks encouraged participants to step out of their comfort zones, trust their teammates, and work towards shared goals.



The Group Discussion Activity and Team Building were highly engaging and valuable learning experience, equipping students with essential skills for professional communication, corporate teamwork, and leadership roles. The event successfully met its objectives, and students left the session with enhanced confidence, improved articulation, and a deeper understanding of teamwork dynamics. Through experiential learning, participants gained confidence, leadership skills, and problem-solving abilities that will benefit them in their careers.

This initiative will continue to be a core part of placement training, ensuring students are well-equipped for job opportunities and workplace challenges. Mrs. Banu Meena, Placement Coordinator & Assistant professor made requisite arrangements for the program.

Personality Grooming Program in association with Gillette



Dr. M. Shanmugasundaram,
Trainer and Psychologist, Pheonix Training Academy.

On 24th September 2024, Personality Grooming Program was conducted at M.A.M. B-School with the objective of enhancing students' personal and professional grooming skills. This initiative was taken by the Internal Quality Assurance Cell (IQAC) and Career Development and Placement Cell (CDP) in collaboration with Gillette. The event aimed to educate male students on the importance of personal hygiene, body language, dressing etiquette, communication skills, and confidence-building techniques.

The program was led by Dr. M. Shanmugasundaram, a well-known Trainer and Psychologist from Pheonix Training Academy. He shared valuable insights on personality development and grooming, highlighting the importance of first impressions in personal and professional life. Personal hygiene and grooming play a crucial role in shaping an individual's personality, confidence, and professional presence. The objective was to educate students on daily hygiene habits, personal care routines, and professional grooming standards to help them present themselves effectively in academic, professional, and social environments. The Personal Hygiene & Grooming Training for male students emphasized the importance of maintaining cleanliness, grooming, and self-presentation to enhance confidence and professionalism. The session covered essential hygiene practices such as skincare, oral care, body odor control, and nail maintenance, ensuring students understood their impact on health and first impressions.



Grooming aspects like proper shaving techniques, beard maintenance, hairstyling, and dress code etiquette for formal, business casual, and casual settings were also highlighted. Live demonstrations and interactive Q&A sessions helped students grasp practical grooming techniques, making the session highly engaging and informative. By the end of the training, students recognized the significance of grooming in boosting self-confidence, making lasting first impressions, and enhancing professional appeal, preparing them for interviews, networking, and personal interactions. For male students, maintaining a well-groomed appearance is essential, not only for personal health but also for creating a lasting impression in social and professional settings.

The session emphasized the significance of daily hygiene in maintaining health, boosting self-confidence, and creating a positive first impression. The Personal Hygiene & Grooming Training was highly effective in educating male students about the essential grooming habits required for personal, social, and professional success. It provided them with practical knowledge, self-care techniques, and confidence-building skills to maintain a well-groomed appearance in every aspect of life. Mrs. Banu Meena, Placement Coordinator & Assistant professor made requisite arrangements for the program.

Placement Drives @ MAMBS

Placement Cell at M.A.M. B-School (MAMBS) plays a crucial role in bridging the gap between academia and industry, ensuring that students are well-prepared for professional careers. With a structured approach to training, skill development, and corporate networking, the Placement Cell enhances students' employability and provides them with diverse career opportunities. The MAMBS Placement Cell plays a vital role in enhancing students' career prospects by equipping them with the right skills, industry exposure, and career opportunities. Through a structured approach to training, networking, and corporate collaboration, the Placement Cell continues to help students secure rewarding careers and achieve professional success.



Industry Collaboration & Corporate Networking

- Establishes strong tie-ups with leading companies and organizations. and Organizes corporate guest lectures, industrial visits, and networking events.
- Invites top recruiters for on-campus and off-campus placements.

Pre-Placement & Skill Development Training Programs

- Conducts soft skills and communication training to enhance students' interpersonal abilities.
- Provides aptitude training, logical reasoning, and problem-solving sessions.

Placement Drives & Recruitment Events

- Organizes on-campus and pooled recruitment drives with multinational companies, startups, and reputed organizations.
- Conducts job fairs and career expos to provide students with multiple job opportunities.

MAMBS Placement Drive Posters

M.A.M BUSINESS SCHOOL
Siruganur, Tiruchirappalli - 620015
NAAC Accredited with 'A' Grade - Approved by AICTE - Affiliated to Anna University

Career Development & Placement [CDP] Cell
It is our pleasure to announce another
'Campus Recruitment Drive'

COMPANY : Techvolt Software Pvt Ltd, Coimbatore
POSITION : Digital Marketer & HR Executive
SALARY : INR 2.4 LPA
DATE : Thursday 29th, August 2024
TIME : 09:30am
VENUE : MAMBS Charles Correa Hall

Dr. M. Hemalatha
DIRECTOR - MAMBS

Mrs. Fathima Bathool Maluk
SECRETARY & CEO - MASTER GI

M.A.M. B-School
NAAC Accredited with 'A' Grade
Approved by AICTE and Affiliated to Anna University
Siruganur, Tiruchirappalli - 620015

**CAREER DEVELOPMENT AND
PLACEMENT CELL**

CAMPUS RECRUITMENT DRIVE

equitas
Equitas Small Finance Bank

POSITION : RELATIONSHIP MANAGER
SALARY : INR 2.5 LPA

**13 SEPT 2024,
9.30AM**
SEMINAR HALL, MAIN BLOCK

DR. HEMALATHA
DIRECTOR - MAMBS

MRS. FATHIMA BATHOOL MALUK
SECRETARY & CEO - MASTER GI

M.A.M BUSINESS SCHOOL
Siruganur, Tiruchirappalli - 620015
NAAC Accredited with 'A' Grade - Approved by AICTE - Affiliated to Anna University

Career Development & Placement [CDP] Cell
is very excited to announce another
'CAMPUS RECRUITMENT DRIVE'

SHRIRAM
Group

COMPANY : SHRIRAM GROUP
POSITION : Sales Officer & Business Manager
SALARY : INR 2.65 LPA
DATES : Thursday 22nd, August 2024
TIME : 09:30am
VENUE : MAMBS Charles Correa Hall

Dr. M. Hemalatha
DIRECTOR - MAMBS

Mrs. Fathima Bathool Maluk
SECRETARY & CEO - MASTER GI

M.A.M B-School
NAAC Accredited with 'A' Grade
Approved by AICTE and Affiliated to Anna University
Siruganur, Tiruchy

CAREER DEVELOPMENT AND PLACEMENT CELL

CAMPUS RECRUITMENT DRIVE

AXIS BANK

POSITION : BUSINESS EXECUTIVE
SALARY: 2.5 LPA

15.08.2024
Time 9.30 AM
**CHARLES CORREA HALL
M.A.M. B. SCHOOL**

M.A.M B-School
NAAC Accredited with 'A' Grade
Approved by AICTE and Affiliated to Anna University
Siruganur, Tiruchirappalli - 620015

Career Development and Placement Cell
It is our pleasure to announce another
'Campus Recruitment Drive'

Accenture

POSITION: Business Process Associate

30.09.2024
9.30 AM
Charles Correa Hall

M.A.M B-School
NAAC Accredited with 'A' Grade
Approved by AICTE and Affiliated to Anna University
Siruganur, Tiruchirappalli - 620015

Career Development and Placement Cell
It is our pleasure to announce another
'Campus Recruitment Drive'

Chaitanya India Fin Credit Pvt Ltd
(Group Of Aditya Birla)

Position: Customer Relationship Executive

03.10.2024
10 am
Charles Correa Hall

M.A.M.B-School
NAAC Accredited with 'A' Grade
Approved by AICTE and Affiliated to Anna University
Siruganur, Tiruchirappalli - 620015

CAREERS DEVELOPMENT & PLACEMENT CELL

**RECRUITING VISIONARIES
FOR THE FUTURE**

**SUBHAM
LOGISTICS**

**Job Role :Fleet Management Executive,
Logistics Operations and Business Development Executive**

**Oct. 9.2024
9.30AM**
CHARLES CORREA HALL

M.A.M.B-School
NAAC Accredited with 'A' Grade
Approved by AICTE and Affiliated to Anna University
Siruganur, Tiruchirappalli - 620015

CAREER DEVELOPMENT & PLACEMENT CELL

**FUTURE LEADERS
RECRUITMENT
DRIVE**

**LITERACT
FINTECH**

**JOB ROLE:BUSINESS PROCESS
ASSOCIATE**

**4.October 2024
9.30 AM**
**Charles correa hall,
M. A. M B-SCHOOL**

M.A.M.B School
NAAC Accredited with 'A' Grade
Approved by AICTE and Affiliated to Anna University
Siruganur, Tiruchirappalli - 620015

CAREER DEVELOPMENT & PLACEMENT CELL

Congrats!

PROUD PLACEMENT ACHIEVERS

VDart

Role: Trainee US IT Recruiter

R.Madhavan S.Arifa mubin P.Janaranjani

A.Ashik basha P.B.Durga

M.A.M BUSINESS SCHOOL
Siruganur, Tiruchirappalli - 620015
NAAC Accredited with 'A' Grade - Approved by AICTE - Affiliated to Anna University

Career Development & Placement [CDP] Cell
It is our pleasure to announce another
'Campus Recruitment Drive'

The Muthoot Group

POSITION : Probationary Officer
SALARY 3.LPA

24th September, 2024 @9.30 am
Charles Correa Hall

Placement Drive

Techvolt Software Pvt Ltd, Coimbatore

M.A.M.B-School Career Development & Placement (CDP) Cell organizes Campus Recruitment Drive: "Techvolt Software Pvt Ltd, Coimbatore" for the job roles of Digital Marketer & HR Executive on 29.08.2024.

Digital Marketer & HR Executive



Equitas, Tiruchirappalli

M.A.M.B-School Career Development & Placement (CDP) Cell organizes Campus Recruitment Drive: "Equitas" for the job role of Relationship Manager on 13.09.2024. Equitas HRs- Mr. Gunasekar and Mr. Venkatesh conducted interview.

Relationship Manager



AXIS BANK

M.A.M.B-School Career Development & Placement (CDP) Cell organizes Campus Recruitment Drive: "AXIS BANK" for the position of Business Executive on 25.09.2024.

Business Executive

ACCENTURE

M.A.M.B-School Career Development & Placement (CDP) Cell organizes Campus Recruitment Drive: "Accenture" for the position of Business Process Associate on 30.09.2024 at 9.30 am.

Business Process Associate

Placement Drive

Muthoot Group

M.A.M.B-School Career Development & Placement (CDP) Cell organized a Campus Recruitment Drive: "The Muthoot Group" for the position of Probationary Officer" on 24.09.2024.

Probationary Officer



Chaitanya India Fin Credit Pvt Ltd, (Group of Aditya Birla)

M.A.M.B-School Career Development & Placement (CDP) Cell organizes Campus Recruitment Drive: "Chaitanya India Fin Credit Pvt Ltd, (Group of Aditya Birla)" for the position of Customer Relationship Executive on 03.10.2024 at 10.00 am.

Customer Relationship Executive

LITERACT FINTECH

M.A.M.B-School Career Development & Placement (CDP) Cell organises Future Leader Recruitment Drive: "LITERACT FINTECH" for the position of Business Process Associate on 04.10.2024 at 09.30 am.

Business Process Associate

SUBHAM LOGISTICS

M.A.M.B-School Career Development & Placement (CDP) Cell organises Recruitment Drive: "SUBHAM LOGISTICS" for the position of Fleet Management Executive, Logistics Operations and Business Development Executive on 09.10.2024 at 09.30 am.

Business Development Executive

VDART

M.A.M.B-School Career Development & Placement (CDP) Cell organises Unlock Your Future a Recruitment Drive: "VDART" for the position of TRAINEE US IT RECRUITER on 15.10.2024 at 09.30 am.

TRAINEE US IT RECRUITER

MAMBS

Placement Achievements

PIE INFOCOMM

Business Development Manager

Our 2023 - 2025 Batch MBA students got placed in "PIE INFOCOMM" for the role of Business Development Manager with the salary package of 8.5. LPA.

Placed students

1. Ms. R. Pon Monicka
2. Ms. S. Dharanya
3. Mr. M.A. Athif Raja

CTC

8.5

LPA



Congratulations on your new career step and all of the growth, connections and opportunities that come with it.

Techvolt Software Pvt Ltd

HR and Digital Marketing



M.A.M.B-School Career Development and Placement Cell feels happy to inform you all that our 2025 Batch MBA students got placed in "Techvolt Software Pvt Ltd" for the role of HR and Digital Marketing with the salary package of 2.4 LPA.

Placed students

1. Dharanya. S
2. Priyadarshini R
3. Sowndharya. S
4. Rifana. S
5. Ramyabharathi Sri. R.M
6. Varshini. M
7. Arifa Mubin. S
8. Manikandan. T
9. Arun. P
10. Borjeo Bharath Raj. A
11. Siranjeevi. P

Congratulations!



AXIS BANK

Business Executive



Our 2025 Batch MBA students got placed in "AXIS BANK" for the role of Business Executive on 25.09.2024

Placed students

1. Mr. Yuvraj
2. Mr. Karthikeyan
3. Mr. Kesavan
4. Mr. Ahamed Faisal
5. Mr. Marishkumar
6. Mr. Arun
7. Mr. Adithiyan
8. Mr. Srinivasan
9. Mr. Sathish
10. Mr. Surendar
11. Mr. Sampathkumar
12. Mr. Seashan
13. Mr. Santhana Krishnan

Congratulations!



SUBHAM Logistics

Logistics Business Development Executive & Operations Executive



Our 2025 Batch MBA students got placed in "SUBHAM Logistics" for the role of Logistics Business Development Executive & Operations Executive.

Placed students

1. G. Karthika
2. L. Vijay
3. M. Devaprasanth
4. Ashifa Nilofer
5. R. Sadhana
6. R. Nandhana
7. K. Kannan
8. G. Gayathri
9. K. Monika
10. SR. Bragadeeswaran
11. D. Sathish
12. B. Antony Richard

Congratulations!



VDART

US IT Recruiter



M.A.M. B-School Career Development and Placement Cell glad to share that our 2025 Batch MBA students got placed in "VDART" for the role of Trainee US IT Recruiter on 15.10.2024

Placed students

- 1. Mr. Madhavan. R**
- 2. Ms. Arifa Mubin. S**
- 3. Ms. Janaranjani. P**
- 4. Mr. Ashiq Basha. A**
- 5. Ms. Durga. PB**

ESAF

Business Process Associate

MBA students got placed in "ESAF" for the role of Business Process Associate ON 25.11.2024

Placed students

- 1. Mr. Rajesh**
- 2. Mr. Venkatesh Babu**

Muthoot Group

Probationary Officer

MBA students got placed in "Muthoot Group" for the role of Probationary Officer on 24.09.2024.

Literact Fintech

Business Process Associate



MBA students got placed in "Literact" for the role of Business Process Associate.

Placed students

1. Mr. Sanjay
2. Ms. Elakiya
3. Ms. Suganthi
4. Mr. Hemanth
5. Mr. Sheik Ameen
6. Mr. Shibly
7. Mr. Bovas
8. Ms. Nishalini
9. Mr. Madhavan
10. Ms. Ragavarthini
11. Ms. Monika
12. Ms. Subalakshmi
13. Ms. Sadhana
14. Ms. Sushmita
15. Ms. Divyavilashini
16. Ms. Aishwarya

Placed students

17. Mr. Satheesh
18. Ms. Nandhana
19. Ms. Visvasa Priya
20. Ms. Janaranjani
21. Ms. Abinaya
22. Ms. Sowndarya
23. Ms. Roshini
24. Mr. Venkatesh Babu
25. Ms. Ashifa Nilofar
26. Ms. Lavanya
27. Ms. Rifana
28. Ms. Nasreen Banu
29. Ms. Merlin Fathima
30. Ms. Aarthi
31. Ms. Nithya Jana
32. Ms. Deepika

Placed students

33. Ms. Sulochana
34. Mr. Parthasarathi
35. Mr. Immamsha
36. Mr. Jasim
37. Mr. Hasim
38. Ms. Lavanya
39. Mr. Ahamed Faisal
40. Mr. Fazurudeen
41. Mr. Raghavan
42. Mr. Borjeo
43. Mr. Ashiq Basha
44. Mr. Srihari
45. Mr. Naveen
46. Ms. Narmatha
47. Ms. Santhana Krishnan

Congratulations!



Equitas

Relationship Manager



MBA students got placed in "Equitas" for the role of Relationship Manager.

Placed students

1. Mr. Arun
2. Mr. Sarathi
3. Mr. Venkatesh Babu
4. Mr. Yuvaraj
5. Mr. Karthikeyan
6. Mr. Ajay
7. Mr. Balamurugan
8. Mr. Balakumar
9. Mr. Ananth
10. Mr. Logeshwaran
11. Mr. Kaviyarasu
12. Mr. Vishnu
13. Mr. Santhanakrishnan
14. Mr. Vasikaran

Placed students

15. Mr. Mohamed Hasi
16. Mr. Kabilan
17. Mr. Vigneshwaran
18. Mr. Srinivasan
19. Mr. Vinith
20. Mr. Mohamed Shibly
21. Mr. Dinesh Kumar
22. Mr. Sanjay
23. Mr. Sampath Kumar
24. Mr. Vishwa Arockiyadass
25. Mr. Sakkaia
26. Mr. Mohamed Jassim
27. Mr. Mohamed Imamsha Harsha



Placement Posters

M.A.M. B-School
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Siruganur, Tiruchirappalli - 620015

Glorious Achievements
Company : Pie Infocomm
Role : Business Development Manager
CTC : 8.5 LPA

Ms. R. Pon Monicka
Ms. S. Dharanya
Mr. M. A. Athif Raja

Congratulations on your incredible accomplishments

M.A.M. B-School
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Siruganur, Tiruchirappalli - 620015

Career Development and Placement Cell
Proud Placement Achievers

Techvolt Software Pvt. Ltd
Role : HR & Digital Marketing
2.4 LPA

S. Dharanya R. Priyadarshini S. Sowmithya
S. Rijana R. M. Ramakharathi Sri M. Vardhini S. Arifa Mahin
T. Manikandan P. Arun A. Thorja Bharath Raj P. Srirajee

M.A.M B-School
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Approved by AICTE and Affiliated to Anna University
Siruganur, Tiruchirappalli - 620015

CAREER DEVELOPMENT AND PLACEMENT CELL
POSITION-RELATIONSHIP MANAGER
SALARY : INR 2.5 LPA

ARUN KARTHIYAN VENKATESH BABU S. P. YUVAJ KARTHIKEYAN
AJAYI R. S. MURUGAN R. S. KUNAR ANJITH LOGESHWARAN
KARTHIKARU YOUNIS SANTOSH KUNDESHAN PABERAN MOHAMMED KHAIR
K. ABILAN YOUNESHWARAN ARUNITHAN YINTH MOHAMMED KHILY
BINESH KUNAR SANJAY KANPETH KUNAR YESHW J. JOCKY-BOSS
K. ANKHA MOHAMMED JASSEM MOHAMMED FALANSHI
Congratulations

M.A.M BUSINESS SCHOOL
Siruganur, Tiruchirappalli - 620015

A Proud Placement Achievers
Congratulations
Muthoot Groups
Role: Probationary Officer

Grid of 30 student portraits.

M.A.M.B-School
NAAC Accredited with 'A' Grade
Siruganur, Trichy

CAREER DEVELOPMENT AND PLACEMENT CELL
Congratulations!
SUBHAM
LOGISTICS BUSINESS DEVELOPMENT EXECUTIVE & OPERATIONS EXECUTIVE

G Keerthika L. Ajay M Devaprasanth
Ashifa nilofer R Sadhana R Nandhana
K Kannan G Gayathri Monika
SR Bragathreeswaran Sathish D Antony Richard B

M.A.M.B-School
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Approved by AICTE and Affiliated to Anna University
Siruganur, Tiruchirappalli - 620015

CAREER DEVELOPMENT & PLACEMENT CELL
LITERACT FINTECH
Congrats!
Role : Business process associate

Sanjay Elakiya Suganthi Hemnath Shiek ameen Saatheesh
Shibly Bovas Nishalini Madhavan Ragavarthini Monika
Subulakshmi Sadhana Sushmitha Divyavilasini Alswarya Nandhana
Rivasa priya Janaranjani Abinaya Sowndarya Roshini Venkatesh babu
Ashifa nilofer Lavanya Rifana Nasreen banu Merlin fathima Aarthi
Nithya Jana Deepika k Sulochana Parthasarathi Immatha Jasim
Hasim Lavanya Ahmed faisal Fazurudeen Raghavan Borjeo
Ashiq basha Srihari Navven Narmadha Santhana krish

M.A.M BUSINESS SCHOOL
Siruganur, Tiruchirappalli - 620015

We wholeheartedly wish you the very best in this exciting "Internship Opportunity" at **Twin Health, Chennai.**

twin health
Congratulations

An Internship Opportunity at a High-flying Organization...

ASHIQ BASHA A
MAMBS - MBA YEAR II

RAGHAVEN RS
MAMBS - MBA YEAR II

M.A.M.BUSINESS SCHOOL
NAAC Accredited with 'A' Grade
Approved by AICTE and Affiliated to Anna University
Siruganur, Trichy

Career development & placement cell
AXIS BANK
Congrats!
POSITION: BUSINESS EXECUTIVE

Yuvaraj Karthikeyan Keasavan Ahmed faisal
Marishkumar Arun Adithiyan
Sirinivasan Sathish Surendar
Sampathkumar Seashan Santhana krishnan

M.A.M.B-School
NAAC Accredited with 'A' Grade
Siruganur, Trichy

CAREER DEVELOPMENT AND PLACEMENT CELL
Congratulations
ESAF
ESAF SMALL FINANCE BANK

Rajesh Venkatesh Babu

Your hard work and dedication have paid off, and today is the start of a bright future



**தீருச்சி எம்.ஏ.எம் பொறியியல் தொழில்நுட்பவியல்
கல்லூரியில் 12-வது பட்டமளிப்பு விழா**

துறவாரியாக பெயர் பட்டியலிட அனைத்து பட்டதாரிகளுக்கும் பட்டம் வழங்கப்பட்டது. கல்லூரியின் புலத்தலைவர் முனைவர் ராஜுகான் தந்தியுரை தல்கினார். முனைவர் மேரி பியூலா ஒருங்கிணைப்பில் பேராசிரியர்கள் மற்றும் ஆலுவல் பணியாளர்கள் விழாவிற்கான ஏற்பாடுகளை செய்திருத்தனர். பட்டதாரிகள் தங்கள் பெற்றோர்களுடன் கலந்து கொண்டு பட்டங்களை பெற்று சென்றனர்.

● கனம்/ திருச்சி

10 லட்சம் பணை விதைகள் நடவு செய்ய திட்டமிடப்பட்டு, இப்பணை செப்.21-ம் தேதி தொடங்கப்பட்டு உள்ளது. இதற்காக, மாவட்டப் பழுவூதியைப் பணை விதைதான சேகரிக்கும் பணிகள் நடைபெற உள்ளன. இதைப்போல, கவுண்டி வட்டம் பாலாவிழை ஊராட்சி குருமங்கலம் பட்டியல் பணை விதைதான சேகரிக்கும் பணியை ஆட்சியர் மீ.தங்கவேலு நேற்று தொடங்கினதாகத் தகவல்.

இதேபோல, திருச்சியில் துணைவர் அமைப்பு சார்பில் பணை

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எம்ஏஎம் மேலாண்மை பள்ளி:
பெண்களுக்கெதிரான கொடு
மைகளில் இருந்து பாதுகாப்பு
குறித்த ஒருநாள் கருத்தரங்கு, பங்
கேற்பு- அழகியமுன்மாதிரி அறக்
கூட்டளைத் தலைவர் பாத்திமா
சபரிமாலா, பள்ளி வளாகம், சிறு
கனூர், காலை 10.



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five phases from Hogenakkal to Poombukar, via Dharmapuri, Erode, Salem, Namakkal, Karur, Tiruchy, Thanjavur, and Mayiladuthurai districts covering 416 km on both sides of Cauvery. Around 3,000 palm seeds were collected during the first day of the drive in in Tiruchy.

Indian express 02 09 24

hours. We have collected around 3,000 palmyra seeds. Palm tree is the state tree of Tamil Nadu. Students were encouraged to create awareness about the tree's benefits including in groundwater conservation," he said.

In Karur, collector M. Thangavel launched the palm tree seed collection drive. The district administration has planned to collect around 10 lakh palmyra tree saplings.

M.A.M.B-School: Programm und
Prüfung in 'Omen gegen
Härsenheit, 10. a.in.



STUDENTS AWARDS AND ACCOLADES



M.A.M. B-School happy to share that Our MAMBS boys got third Prize in Adzap event organised by St.Joseph College of Engineering, Chennai on 28.09.2024.

Winners

Naveeth Ahamed R

Jeswanth S

Boobesh kumar J

Arun kumar N

Srikanth S

St.Joseph College of Engineering, Chennai .



Bon secours college, Thanjavur



M.A.M. B-School glad to share that our I MBA students won second prize in Western Dance event in National level Management Meet organised by Bon secours college, Thanjavur on 08.10.2024.

Winners

S. Subash

B. Kalai Selvam

S. Theras Verjiniya Jenifer

T. Thasleema Nasroon

S. Yogesh

STUDENTS AWARDS AND ACCOLADES



M.A.M. B-School second year MBA students got Runner up in a Stock War event organised by Jamal Mohammed College, Tiruchirapalli on 09.10.2024.

Winners

Mr. Rajesh

Mr. Prasanna

Jamal Mohammed College, Tiruchirapalli



Dhanalakshmi Srinivasan College of Arts and Science for Women, Perambalur



M.A.M. B-School glad to share that our first year MBA students got First prize in Adzap event and Runner up in Solo Dance at National level Management Meet organised by Dhanalakshmi Srinivasan College of Arts and Science for Women, Perambalur on 15.10.2024.

Adzap Event Winners

Solo Dance Runner up

Mr. Naveeth Ahamed. R

Mr. Raguram. K

Mr. Sanjay. K

Mr. Vijay Prakash.

Mr. Srikanth.S

Mr. Subash

STUDENTS AWARDS AND ACCOLADES



Periyar Maniyammai University, Thanjavur

M.A.M. B-School glad to share that our first Year MBA students won Second prize in Management Games and Third prize in Adzap event at National level Management Meet organised by Periyar Maniyammai University, Thanjavur on 26.10.2024.

Management Games
Winners

Adzap Winners

Yogesh. S

Sarvesh Krishnan. P

Umar Shalma. S

Jabar. S

Theras Verjiniya Jenifer. S

Naveeth Ahamed .R

Vijay Praksh. S

Ramanujam. G

Perumal. C

Prasanna. P

Sanjay. K



STUDENTS AWARDS AND ACCOLADES



M.A.M. B-School is proud to announce that our second-year MBA student, Mr. K. Hemanth, secured the Runner-up position in the High Jump event at the Anna University Zonal Level Athletic Meet held at Dhanalakshmi Srinivasan Engineering College on November 23, 2024.

Runner-up High Jump

Mr. K. Hemanth

Dhanalakshmi Srinivasan Engineering College



International Silambam Open Championship

Silambam Sports Development Association



M.A.M. B-School glad to share that our first year MBA student Ms. G. Thamarai Selvi won the first prize in the International Silambam Open Championship, organised by the Silambam Sports Development Association on 19.01.2025.

Winner

Ms. G. Thamarai Selvi

Students Certificates



National Conference

Future Trend in AI and Digital Entrepreneurship

M.A.M. B-School, successfully organized the 4th National Conference on Future Trend in AI and Digital Entrepreneurship on 15th November 2024 at its campus in Siruganur, Trichy. The event was hosted by the Internal Quality Assurance Cell (IQAC) and aimed to bring together academicians, researchers, and industry professionals to discuss the evolving role of Artificial Intelligence (AI) and Digital Entrepreneurship in modern business and management.

KEY PERSONALITIES

Chief Patron: *Mrs. Fathima Bathool Maluk*

Secretary & CEO of MASTeR GI, who provided the opening remarks and emphasized the role of AI in shaping future business models.

Patron: *Dr. M. Hemalatha*

Director of MAMBS, who highlighted the significance of digital transformation in entrepreneurial ventures and the need for adaptive business strategies.

Keynote Speaker: *Dr. M. Selvalakshmi*

Principal & Professor at Thiagarajar School of Management, Madurai, delivered an inspiring keynote address focusing on the rapid advancements in AI, machine learning, and automation in business environments. She discussed real-world case studies showcasing how AI-driven tools enhance decision-making and efficiency in digital entrepreneurship.

Resource Person: *Dr. N. Giribabu*

Head & Professor, Department of Management Studies, Sri Venkateswara College of Engineering and Technology, Andhra Pradesh.

He led an interactive session on the challenges and opportunities in AI-based entrepreneurship, detailing how startups and businesses can leverage AI for innovation, scalability, and competitive advantage.



Event Highlights

· Expert Panel Discussions:

Scholars and students debated on AI-driven business solutions, automation trends, and the ethical considerations of AI in business operations.

· Research Paper Presentations:

Participants presented research findings on AI applications in finance, marketing, supply chain management, and customer engagement.

· Workshops and Networking:

Hands-on sessions allowed attendees to explore AI-powered analytics tools and understand how businesses can integrate AI in their digital strategies.

National Conference

Future Trend in AI and Digital Entrepreneurship



The 4th National Conference on Future Trend in AI and Digital Entrepreneurship proved to be a highly informative and engaging event, offering valuable insights into the role of AI in shaping the future of business and innovation.

The event set the stage for further research, collaboration, and AI-driven business innovation, making it a milestone in the integration of AI with modern entrepreneurship. With expert talks from Dr. M. Selvalakshmi and Dr. N. Giribabu, participants gained practical knowledge on leveraging AI for business growth and sustainability.



► Industry-Academia Collaboration

Dr. N. Giribabu stressed the importance of partnerships between AI startups and academic institutions to develop innovative solutions.

► Entrepreneurial Insights

o Dr. N. Giribabu illustrated real-world examples where AI has revolutionized industries such as e-commerce, healthcare, and financial services.

► Policy Recommendations

Dr. M. Selvalakshmi proposed initiatives for structured AI learning programs for budding entrepreneurs.

► Future Scope of AI in Business

The conference concluded with a forward-looking discussion on how AI will redefine digital entrepreneurship in the next decade.

FDP RESEARCH METHODOLOGY

The Research Methodology Workshop facilitated the academic requirements of the faculty members and Post-Graduate student's community at the M.A.M.B-School. The Six-Days were conceptualized with the intention of knowledge-building on the fundamentals of research concepts, methodologies and processes in addition to providing hands-on training in synopsis/thesis writing with Inputs on the essentials of academic writing.

Six-Days

DAY 1 - Introduction to AI and Research Methodology Research

DAY 2 - Design and Problem Formulation

DAY 3 -Data Collection and Preprocessing

DAY 4 -Machine Learning

DAY 5 - AI Research Methods and Tools

DAY 6 - Data Analysis and Interpretation

Day 1:

Introduction to AI and Research Methodology

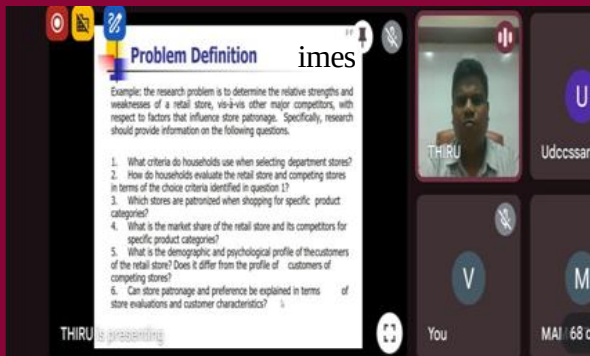
The session commenced with an insightful introduction to Artificial Intelligence (AI) and its impact on research methodologies. Dr. R. Saraswathy elaborated on how AI tools can be integrated into academic research to enhance efficiency and accuracy. The participants were introduced to various AI-driven platforms that assist in literature review, data collection, and analysis. The session concluded with an interactive Q&A session.



Day 2:

Research Design and Problem Formulation

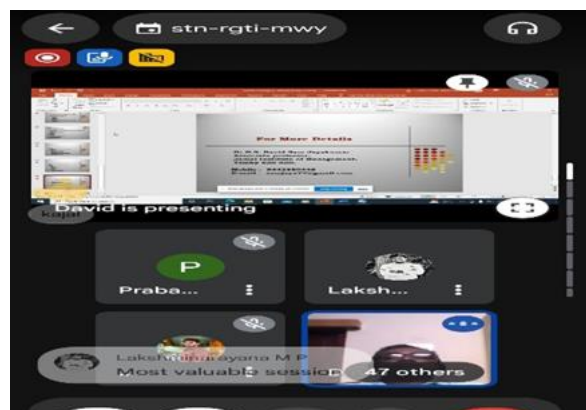
On the second day, Dr. R. Thiru Murugan discussed the fundamentals of research design, focusing on how to define research problems and formulate hypotheses effectively. He emphasized the significance of AI in refining problem statements and improving research accuracy. The session provided practical demonstrations of AI applications in structuring research proposals and formulating research questions.



Day 3:

Data Collection and Preprocessing

Dr. G. S. David Sam Jayakumar led an engaging session on data collection methods and preprocessing techniques. He highlighted AI-based tools for data gathering, cleaning, and transformation. Real-world case studies were discussed to illustrate how AI can be leveraged to process large datasets efficiently. Participants were also guided on how to use AI algorithms for data validation.



FDP RESEARCH METHODOLOGY

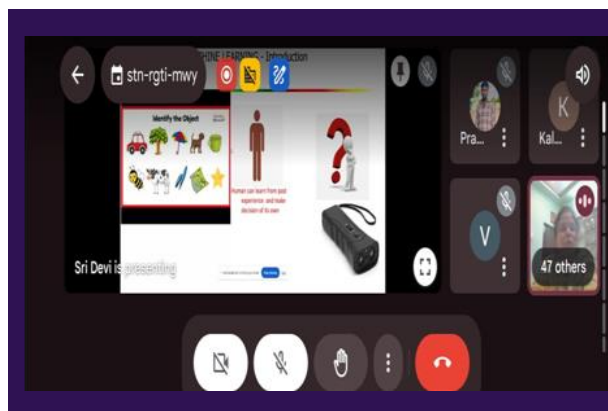
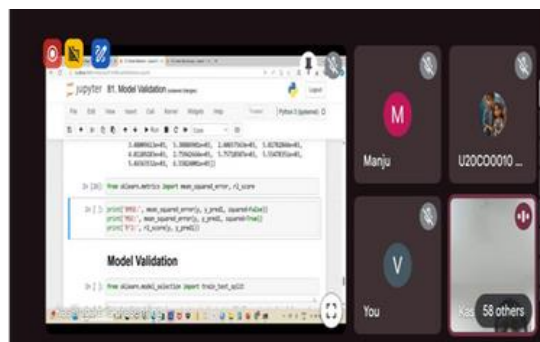
The Faculty Development Program (FDP) on Research Methodology at MAMBS is designed to equip academicians, researchers, and faculty members with essential research skills, tools, and techniques required for conducting high-quality research. This program helps in enhancing research capabilities, fostering academic excellence, and improving the overall research ecosystem in educational institutions.

This session has been very inspiring for faculty members and students really felt delighted to have been able to be a part of this programme and try to continue with the wave approach on society with this positive technique and overwhelming response. This FDP was highly beneficial for faculty members aiming to improve their research capabilities, contribute effectively to academia, and stay updated with the latest trends in research methodology.

Day 4:

Machine Learning

Day 4 focused on the fundamentals of Machine Learning (ML) and its applications in research. Dr. P. Sridevi provided an overview of supervised and unsupervised learning techniques, along with practical demonstrations using AI tools. Participants explored how ML models can be applied in various research domains, including predictive analysis and pattern recognition.



Day 5:

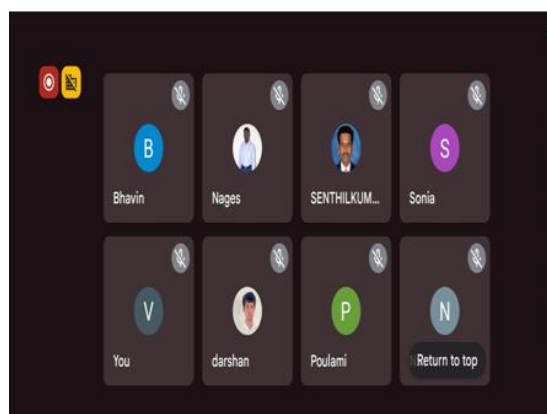
AI Research Methods and Tools

Dr. R. Kasilingam conducted an informative session on AI-based research methods and tools. He introduced various AI-powered research tools such as text mining, natural language processing (NLP), and automated statistical analysis. The session provided hands-on experience in using AI for data interpretation and hypothesis testing.

Day 6:

Data Analysis and Interpretation

The final session, led by Dr. G. Sivanesan, focused on AI-driven data analysis and interpretation techniques. Participants learned how to use AI tools for qualitative and quantitative data analysis. The session covered essential topics such as sentiment analysis, predictive modeling, and visualization techniques. The FDP concluded with a discussion on future trends in AI-based research and feedback from participants.



Staff Academic Excellence

SEBI Investor Certification



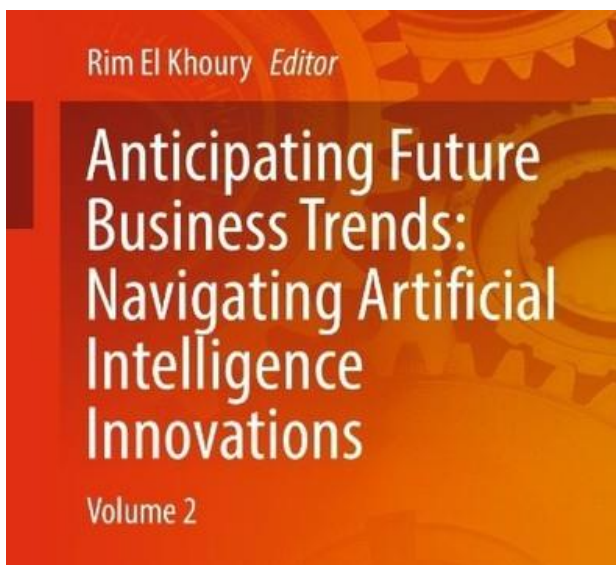
Mr. S. Senthilkumar, Assistant Professor, MAMBS has completed and received NISM Certificate



Mrs. R. Karthika, Professor, MAMBS has completed and received NISM Certificate

Dr. R. Karthika published a paper in Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations.

Series: Studies in Systems, Decision and Control 536
Publisher: Springer
Volume: 2



Dr. Karthika R received the certification from Kristu Jayanti College – Centre for Research for being an Expert Panel Member in the Shodh Pravartan Research Grant Project Review and Selection process during 2023 - 2024. This appreciation was given for her valuable contribution of the research expert in the project review and selection process.

Ph.D Registration

Mrs. Surya, Assistant Professor, MAMBS has registered her Ph. D Program in Annamalai University, Chidambaram

*Congratulations on your Ph. D registration!
We are proud of a significant milestone in your academic journey.*

Staff Academic Excellence

Journal And Publications

Name of the Journal : Cuestiones de Fisioterapia

Dr.M.Hemalatha published a paper on Snapshot of present and future challenges for security and privacy in IOT 2025, ISSN 1135-8608

Dr.M.Hemalatha published a paper on Key determinants of veterinary clinic location: An exploratory study 2025, ISSN 1135-8602

Dr.R.Karthika published a paper on Employee perception towards hr practices and organisation culture at Sri Velavan Agro Trichy 2025, ISSN 1135-8601

Ms. C. Subha, published a paper on A study on utilizing data driven optimizing staffing level in Mathuram Hospital In Trichy 2025, ISSN 1135-8599

K. Banumeena, S. Sangunthala Devi, P. SaiGeetha ,VaishnaviRameshkumar ,V.Sujithra, published a paper on Digital Agripreneurship: future of Tamilnadu Agriculture 2025, ISSN 1135-8600

Ms. S. Yogapriya, Mr. A. Anburaj, Mr. S. Senthilkumar, published a paper Technological up gradation in Indian baking sector and its prospects, problems and challenges 2025, ISSN 1135-8603

Ms. CK Sujatha published a paper A study on Artificial Intelligence and its influence on leadership 2025, ISSN 1135-8605

M. Surya published a paper on A study on safety measures of employees in Cethar Hospital, Tiruchirappalli 2025, ISSN 1135-8606

Dr.R.Prema published a paper on Consumer decision-making in medicine purchases: a comparative study of prescription and OTC medications 2025, ISSN 1135-8606

Mrs. L. Noorul Ayisha, published a paper The role of artificial intelligence in modern recruitment and selection process 2025, ISSN 1135-8604

Ms. S. Kiruthiga, published a paper on AI and IoT: A Powerful Duo for Smart Farming and Agriculture 2025.

FDP Attended by Faculty members

Sri Krishnaswamy College for Women

Empowering Educators: Thriving with Tech for Gen Z Learners

05.08.2025 TO 11.08.2025

Sri Krishnaswamy College for Women hosted a Faculty Development Program (FDP) titled "Empowering Educators: Thriving with Tech for Gen Z Learners" from August 5 to August 11, 2024. This seven-day program aimed to equip educators with the skills and knowledge necessary to effectively engage Generation Z students through the integration of technology in teaching methodologies.

The FDP was designed to address the unique learning preferences of Gen Z students, who are characterized by their familiarity with digital technologies and preference for interactive, technology-enhanced learning environments. Our MAMBS faculty members reported a significant increase in confidence regarding the use of technology in their teaching practices. They appreciated the program's focus on practical application, which enabled them to immediately implement new strategies in their classrooms. The collaborative nature of the FDP also fostered a sense of community among educators, promoting ongoing support and idea exchange.

KEY ELEMENTS

The strategy framework was discussed and focused on equipping educators with the tools, mindset, and support necessary to effectively engage Generation Z learners through technology. Faculty members have explored pedagogical innovation, digital fluency, and adaptive teaching methods to bridge generational gaps and enhance learning outcomes. It has empowered educators to effectively use technology is key to connecting with Gen Z learners by aligning pedagogical strategies with the digital strengths and needs of today's students, it has benefitted educators to create inclusive, innovative, and impactful learning environments.

FACULTY MEMBERS

Dr. M.Hemalatha

Dr. Devesakthi

Mr. Senthil Kumar

Mr. A. Anburaj

Mrs.C. Subha

Dr. Karthika

Ms.S.Kiruthiga

Mrs. .NoorulAyisha

Dr.Suganya

Ms. Banumeena

Ms. Yogapriya

AICTE Training and Learning Academy (ATAL)

Shrimathi Indira Gandhi College

Women in cyber security and disaster management : A Strategy Frame work for sustainable safety

20.01.2025 TO 25.01.2025

Shrimathi Indira Gandhi College, under the auspices of the AICTE Training and Learning (ATAL) Academy, organized a week-long online Faculty Development Program (FDP) titled "Women in Cybersecurity and Disaster Management: A Strategy Framework for Sustainable Safety." The program commenced on 20th January 20, 2025, and concluded on 25th January, 2025. This FDP was a collaborative effort between the Department of Management and the Department of Computer Applications at Shrimathi Indira Gandhi College. It aimed to empower women educators and professionals by enhancing their knowledge and skills in the critical areas of cybersecurity and disaster management.

The FDP featured a series of expert-led sessions, including:

- **"Emerging Trends in Cybersecurity and Disaster Management"**: Presented by Mr. Siva Gopal K, this session highlighted advancements in the field and emphasized the pivotal role of women leaders in driving these changes.
- **Case Studies Presentation**: Mr. Varatharajan Rengarajan shared real-world case studies, illustrating best practices for addressing challenges in cybersecurity and disaster management.

Our MAMBS faculty members attended the session and expressed appreciation for the program's focus on empowering women in these critical sectors.

Key Elements

The critical role of women in cybersecurity and disaster management, emphasizing inclusive participation, capacity building, and leadership development as key pillars for sustainable safety to integrate gender perspectives into policy, technology, education, and community resilience planning.

FACULTY MEMBERS

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Dr. M.Hemalatha

Dr. Devesakthi

Mr. Senthil Kumar

Mr. A. Anburaj

Mrs.C. Subha

Dr. Karthika

Ms.S.Kiruthiga

Mrs. L.NoorulAyisha

Dr.Suganya

Ms. Banumeena

Ms. Yogapriya

Ms.Surya

.....

Staff Presentation

ANGEL INVESTMENT FOR EARLY STAGE ENTREPRENEURS



MS. L. NOORUL AYISHA

The Institution's Innovation Council (IIC) and the Department of Aeronautical Engineering at M.A.M. School of Engineering organized a guest lecture on the topic "**Angel Investment for Early-Stage Entrepreneurs.**" The session was conducted on August 30, 2024, at 10:30 AM. The guest speaker for the event was Ms. L. Noorul Ayisha, Assistant Professor at M.A.M Business School, elaborated on the **role of angel investors in funding startups and how they differ from venture capitalists.** She discussed the various challenges entrepreneurs face while seeking investment and also covered essential aspects such as equity sharing, valuation, and return on investment.

The event was successfully coordinated by Mr. V. P. Joseph Arun, Coordinator, under the guidance of Dr. M. Pandian, Dean - Mechanical, and Dr. P. Ranjith Kumar, Principal of M.A.M. School of Engineering.

TAMILNADU GOVERNMENT SCHEMES FOR ENTREPRENEURIAL GROWTH



MS. S. KIRUTHIGA

M.A.M. School of Engineering organized a guest lecture on the topic "**Entrepreneurial Development and Its Schemes of Tamil Nadu Government.**" The session was conducted on 27th September, 2024, at 10:30 AM. The guest speaker for the event was Ms. S. Kiruthiga, Assistant Professor at M.A.M Business School, who shared valuable insights on entrepreneurial growth and the various government schemes available in Tamil Nadu to support startups and business ventures.

The guest speaker expressed the government schemes **Tamil Nadu Startup and Innovation Mission (TANSIM), MSME Loan and Subsidy Schemes, New Entrepreneur-cumEnterprise Development Scheme (NEEDS) and Prime Minister's Employment Generation Programme (PMEGP).** And she elaborated on the role of entrepreneurship in economic growth and job creation.

Staff Attended Programs



M.A.M. B-School glad to share that our Faculty members and students participated in a August monthly meeting on "Budget Insights" by NHRD on 24.08.2024. The session, titled "Budget Insights," provided valuable perspectives on the latest financial policies and their implications for businesses and the economy.

The event featured expert speakers from the industry who discussed key aspects of the budget, including fiscal strategies, economic reforms, and sector-specific impacts. Attendees gained deep insights into financial planning, taxation, and government initiatives shaping the economic landscape.

Our faculty members Mrs. Sagunthala, NHRD Coordinator, M.A.M. Business School, Mrs. Banu Meena, Mrs. Sujithra, Ms. Vaishnavi attended the session and engaged in thought-provoking discussions, contributing their academic expertise, while students benefited from real-world knowledge shared by experienced professionals. The interactive nature of the session allowed participants to clarify doubts and explore practical applications of budgetary policies in various sectors. M.A.M. B-School appreciated the opportunity to be part of such an insightful gathering and extends gratitude to NHRD for organizing this informative session and actively looking forward to continued participation in future events that enhance the learning experience of our academic community.



MAMBS Corporate Social Responsibility

MoU signed with UG Colleges

A significant Corporate Social Responsibility (CSR) initiative by M.A.M. Business School, aimed at enhancing the career progression of undergraduate students. This initiative focuses on bridging the gap between academic learning and industry expectations by providing valuable career guidance, skill development programs, and interactive learning opportunities. As part of this effort, MAMBS has signed a Memorandum of Understanding (MoU) with various undergraduate colleges to facilitate knowledge sharing through seminars, presentations, workshops, and career-building activities.

Seminars and Presentations

MAMBS conducts seminars and presentations in partner colleges to introduce students to the latest trends in business, management, and technology. These sessions are led by industry experts, academicians, and corporate professionals who share valuable insights and real-world experiences.

Workshops and Skill Development Programs

To provide practical exposure, MAMBS organizes workshops that focus on essential professional skills such as leadership, communication, problem-solving, and critical thinking. These interactive workshops equip students with the tools needed to navigate their career paths successfully.

Career Guidance and Mentorship

The initiative includes career counseling sessions where students receive one-on-one guidance from experienced mentors. These sessions help students understand different career opportunities, industry requirements, and strategies to build a strong professional profile.

Entrepreneurial Development Programs

MAMBS also supports aspiring entrepreneurs by conducting special sessions on startup development, business planning, and financial management. This helps students develop entrepreneurial skills and encourages them to explore self-employment opportunities.

Industry Exposure and Networking Opportunities

Through guest lectures and industry interactions, students get a chance to connect with professionals from various sectors. These networking opportunities help them gain insights into career prospects and potential job opportunities.

Impact of MAMBS CSR Initiative

The CSR initiative by MAMBS has had a significant impact on students and partner institutions.

Key outcomes include:

- **Improved awareness of career paths and job market trends.**
- **Enhanced soft skills and technical knowledge among students.**
- **Increased placement opportunities for students through industry collaborations.**
- **Strengthened partnerships between academia and the corporate world.**
- **Boosted confidence among students to take on leadership roles.**

MoU signed with UG Colleges

Guest Lectures and Workshops in Colleges



Workshop on Entrepreneurship



Critical Thinking as an Essential Employability Skills



Infosys Foundation Training Program



Operational Logistics



"Kickstart Your Career – A Path to Success"



Unlocking Your Inner Potential



Industry Readiness



Future Prospects of Career Pathway



Intellectual Property Rights (IPR)



Demystifying Leadership Skills



Aptitude Training for Competitive Examinations

Career Guidance

A career guidance session was conducted on December 18, 2024, at St. Joseph's College for the III-year BBA students. The session was led by esteemed resource persons, Mr. Prasanna and Ms. CK Sujatha from MAM B-School.

The speakers emphasized the importance of effective communication, critical thinking, and confidence in group discussions. The session covered key aspects of resume writing, including format, content, and how to highlight skills and achievements effectively. The experts guided students on interview etiquette, answering techniques, and ways to present themselves professionally. The session was interactive and engaging, with students actively participating and seeking clarifications. The valuable insights provided by Mr. Prasanna and Ms. CK Sujatha were well received, and students expressed their appreciation for the practical knowledge gained.



Workshop on Entrepreneurship

On 9th October, 2024, a session on Entrepreneurship Workshop was conducted at Thanthai Periyar Government Arts and Science College, Tiruchirappalli. The session was led by esteemed resource persons, Mr. A. Anburaj and Ms. CK Sujatha from MAM B-School. The session began with an overview of entrepreneurship, emphasizing its role in economic growth and job creation. The speakers highlighted the qualities of successful entrepreneurs and the importance of innovation.



The resource persons guided students on identifying business opportunities, market analysis, and transforming ideas into viable business models. They also discussed case studies of successful startups. The speakers elaborated on financial planning, budgeting, and investment strategies. Marketing techniques, branding, and digital marketing trends were also covered to help students understand business promotion. The workshop was interactive, with students actively engaging in discussions and seeking guidance on starting their ventures.

Infosys Foundation Training



On 30th November 2024, M.A.M. Business School in association with Shrimathi Indira Gandhi College in Tiruchirappalli hosted an Infosys Foundation training program led by Dr. Shanmugam and Dr. Hemalatha, Director of M.A.M Business School. This initiative aimed to enhance the professional skills of participants, focusing on areas such as leadership, technological proficiency, and effective communication.

Dr. Shanmugam conducted sessions on contemporary leadership models, emphasizing decision-making and team management. He also enriched the students with modern leadership strategies to navigate complex organizational environments. Dr. Hemalatha led workshops on integrating technology into business processes, focusing on digital tools that enhance efficiency. At the outset, she stated about the digital Scenario, enhanced the understanding of current technological tools and their application in various professional contexts. The collaborative environment also fostered valuable networking opportunities among the students by focusing on leadership, technology, and communication, the program effectively prepared attendees to excel in their careers.



Critical Thinking as an Essential Employability Skill



"Critical Thinking as an Essential Employability Skill" was conducted on 20th January 2025 at Swami Dayananda College of Arts and Science, Thiruvavur. The session was delivered by **Mr. S. Prasanna** and **Ms. C.K. Sujatha**, to equip final-year B.Com students with critical thinking skills that are essential for problem-solving, decision-making, and effective workplace communication. The essential aspects of critical thinking, were demonstrated based on, Logical Reasoning , Problem-Solving Skills , Decision-Making , Creative Thinking & Innovation beyond conventional solutions. This session reinforced the importance of critical thinking in the modern workplace.



A knowledge-sharing session on **Operational Logistics** was conducted on 21st January 2025 at Swami Dayanandha College, Manjakudi. The session was delivered by **Mrs. M. Surya** and **Mrs. B. Jaya**, who are experts in the field of logistics, supply chain management, and operational efficiency. They guided on career paths in supply chain management, procurement, and operations.



The session aimed to provide final-year BBA students with an in-depth understanding of logistics operations, supply chain strategies, and real-world business challenges in managing logistics. This initiative provided students with real-world perspectives on logistics operations and career opportunities, empowering them to make informed career decisions.

Operational Logistics

Career Guidance



MAMBS has organized Career Guidance was conducted at **St. Joseph's College, Tiruchirappalli**, on 06.01.2025. The session was led by **Prof. S. Prasanna and Ms. B. Jaya**, who provided valuable insights into career planning and professional growth.

The session aimed to equip students with the necessary knowledge and skills required for career advancement. The speakers discussed various career opportunities, interview preparation strategies, and industry expectations. They also emphasized the importance of aptitude training, communication skills, and personal development in achieving professional success.



A Session titled "**Kickstart Your Career: A Path to Success**" was successfully conducted at Tamilavel Umamaheswaranar Karanthai Arts College (T.U.K. Arts College), Thanjavur on 29th January 2025. This session was organized to empower final-year BBA and B.Com students with essential career planning insights, interview strategies, and job market awareness.

The session was delivered by **Mr. S. Prasanna and Mrs. L. Noorul Ayisha**, renowned career mentors who provided students with practical guidance on how to transition successfully from academics to the corporate world. This initiative was a step forward in preparing young graduates for real-world career challenges and ensuring they are job-ready and confident.

Career Pathways

Corporate Sector Jobs
Entrepreneurship
Higher Education
Government Jobs

"Kickstart Your Career – A Path to Success"

"Unlocking Your Inner Potential – Mastering Essential Soft Skills"

A Career Guidance Session titled "**Unlocking Your Inner Potential: Mastering Essential Soft Skills**" was conducted on 28th January 2025 at H.H. Rajah's Government College (Autonomous), Pudukkottai. The session was led by **Mr. S. Prasanna and Dr. R. Devasakthi**, who gave soft skills training, motivated students to focus on personal growth and skill development.



The students participated actively in this programme, which aimed to enhance students' soft skills, confidence, and workplace readiness. The session provided valuable insights into interpersonal skills, communication, leadership, and emotional intelligence—all of which are critical for success in today's competitive job market.



Industry Readiness Program was conducted on 24th January 2025 at **Kundavai Nachiyar Government Arts College (Autonomous), Thanjavur**. The session was led by **Mrs. K. Banumeena and Mr. S. Prasanna**, both experienced professionals in career development and industry readiness.

Final year students from various disciplines actively participated in the programme. The session aimed to equip students with **career planning strategies, industry expectations**, job interview techniques, and essential skills for professional success.



Industry Readiness

Future Prospects of Career Pathway



Future Prospects and Career Guidance session was conducted in January, 2025 at **Government Arts and Science College, Veppanthattai**.

The session was led by **Ms. S. Kiruthiga and Ms. B. Jaya**, who provided valuable insights into career planning and professional development.



A Insightful Career guidance session was conducted on 29th January 2025 at **Rajah Serfoji Government College (Autonomous), Tanjore**. The session was delivered by **S. Prasanna and L. Noorul Ayisha**, who provided insightful guidance on career planning and professional development. The speakers emphasized the significance of aptitude training, effective communication, and personal growth in achieving career success.

Resume Building, Group Discussion, and Personal Interview



A comprehensive session on Resume Building, Group Discussion, and Personal Interview was conducted on 27th January 2025 at **Kunthavai Nachiyaar Government College, Tanjore**. The session was presented by **S. Prasanna and S. Kiruthiga**, who provided valuable insights into career development and interview preparedness.



The session covered essential aspects of creating an effective resume, techniques for excelling in group discussions, and strategies for performing well in personal interviews. The speakers shared practical tips, industry expectations, and real-world examples to help students enhance their employability skills. Students actively participated in the interactive discussions and exercises, gaining hands-on experience in resume writing and mock interview scenarios.

Demystifying Leadership Skills

A highly engaging and insightful session on "Demystifying Leadership Skills" was conducted at Thanthai Periyar Government Arts and Science College. The session was led by esteemed speakers **Mr. Prasanna** and **Ms. CK Sujatha** from MAM B School.

Mr. Prasanna and Ms. C. K Sujatha elaborated on key leadership qualities, decision-making abilities, and the importance of continuous learning in career growth. They provided practical examples and real-world scenarios to help students relate to the concepts effectively.

The session aimed to equip students with essential leadership skills and career insights that will help them navigate their professional journeys.



Aptitude Training for Competitive Examinations

An enlightening session on "Aptitude Training for Competitive Examinations" was conducted at **St. Joseph's College, Trichy**. The session was led by distinguished speakers **Prof. S. Prasanna** and **Mrs. Kalaivani**.



The objective of the session was to prepare students for various competitive examinations by enhancing their aptitude skills. The speakers provided valuable insights into problem-solving techniques, logical reasoning, and quantitative aptitude, which are essential for excelling in competitive exams. Practical examples and hands-on exercises helped students grasp the concepts effectively. The event was highly beneficial and well-received, equipping students with the necessary skills and confidence to tackle competitive examinations.

Interview Preparation



MAMBS has organized, a **Career Guidance and Interview Preparation Session** was successfully conducted at **Sona College of Arts and Science**. The session was conducted by **Dr. Devasakthi and Mr. Anburaj A**, on career coaching and professional development. The session aimed to equip final-year students with essential career development skills, preparing them for upcoming job interviews and future professional opportunities.



A session on **Intellectual Property Rights (IPR)** in Computer Applications was conducted at **Holy Cross College** on February 7, 2025, for B.Voc students. The session was delivered by **Ms. Roshini and Ms. C. K Sujatha** from M.A.M. B-School, aiming to educate students about the significance of IPR in the field of technology and computer applications. The session was highly informative and beneficial for the students, providing them with practical knowledge on IPR in Computer Applications.

The role of IP laws in fostering innovation and the difference between copyright and patents in software developments were discussed and the session was highly informative and beneficial for the students, providing them with practical knowledge on IPR in Computer Applications. Students engaged in an interactive discussion, sharing their insights and asking questions related to the impact of piracy on software businesses. The enthusiastic participation of students showcased their keen interest in understanding the legal aspects of technology.

Intellectual Property Rights (IPR)

Staff Welfare Committee

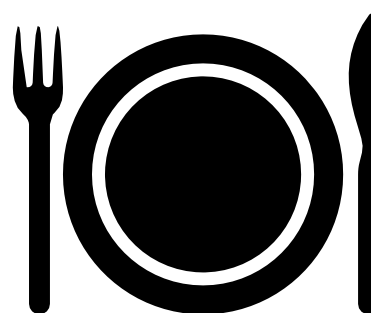
Team Lunch

MAMBS Staff Welfare Committee organized a team lunch on 29th October 2024 as part of the ongoing efforts to foster team bonding and enhance staff well-being. The lunch was a grand affair, featuring a variety of sweets, savories, snacks, and beverages that ensured everyone had a satisfying and enjoyable meal.

The team lunch event was inaugurated by Dr. M. Hemalatha, who graced the occasion with her presence and inspiring words. The team lunch was organized to foster team bonding and appreciation for employees' hard work. It included a variety of dishes, ensuring a delightful dining experience for all staff members. The staff members expressed great appreciation for the event, and the atmosphere was filled with joy and camaraderie.

The main dishes include Pulav , naan and curry which were hearty and flavorful dish that accompanied the lunch perfectly. Prepared with a blend of spices, mixed vegetables, and basmati rice, the dish was aromatic, rich in flavor, and made with fresh ingredients.

To balance the spices and heat, a variety of refreshing juices were served. The sweets served during the team lunch were a highlight, providing a sweet indulgence to conclude the meal. To conclude the meal on a sweet and cold note, a variety of ice creams were offered. These provided a delightful contrast to the warmth of the savory dishes were served.



SWEETS



GRAVIES & CURRIES



SAVOURIES

Staff Welfare Committee - Team Lunch

Scrumptious Diwali Team Lunch

MAMBS Staff Welfare Team Lunch was an enjoyable and satisfying experience, providing a wide array of dishes that catered to various tastes and preferences. The combination of sweets, savories, rice dishes, snacks, juices, and ice creams created a perfect balance, offering a delicious and indulgent meal for all.

This lunch not only offered a variety of flavors and textures but also served as an opportunity for team bonding, ensuring that everyone left with a full stomach and a smile on their face.

HAPPY MEAL



The success of this event highlights the importance of such gatherings in fostering a positive work environment and improving staff morale. Mrs. Sagunthala Devi, Assistant Professor, made the arrangements for the program.

HAPPY DELIGHT

Staff Welfare Committee - Yercaud Trip



MAMBS Staff Welfare committee organized an outdoor event part of our Staff Welfare initiative, a recreational and rejuvenating trip to Yercaud, the "Jewel of the South," was organized on 28th September 2024. Yercaud, nestled in the Shevaroy Hills of Tamil Nadu, is a serene hill station known for its breathtaking landscapes, lush greenery, and cool climate. The trip aimed to provide relaxation, team bonding, and a refreshing break from routine work.



The itinerary included visits to major attractions such as Yercaud Lake, Gents Seat, Ladies Seat, Botanical Garden, and Rose Garden. This report highlights the experiences and takeaways from this enjoyable trip.

Yercaud Lake – A Serene Start

Our journey began with a visit to Yercaud Lake, the heart of this picturesque hill station. Surrounded by dense forests and mist-covered hills, the lake offered a tranquil and peaceful atmosphere. Staff members enjoyed Boating Experience while admiring the scenic beauty.



Gents Seat – A Viewpoint with a Stunning Panorama

The next stop was Gents Seat, one of Yercaud's most famous viewpoints. Situated at a high altitude, this spot offered a breathtaking view of the valley, lush forests, and Salem city in the distance.



Ladies Seat – A Scenic Spot

The Ladies Seat viewpoint offered another magnificent view of the valley. This spot is historically believed to be a favorite relaxation point for British women during colonial times.

Botanical Garden – A Walk Through Nature's Wonderland

The Yercaud Botanical Garden was a paradise for nature lovers. Maintained by the Horticulture Department, it housed a variety of rare plants, vibrant flowers, and aromatic spices.

Rose Garden – A Blooming Delight

Our final stop was the Rose Garden, a vibrant display of different varieties of roses in full bloom. The garden, filled with an array of colors and fragrances, provided a perfect setting for relaxation.





The team outing to Yercaud was a fun-filled and memorable experience, bringing everyone together in a relaxed and enjoyable setting. The day was packed with exciting games and activities, fostering teamwork, laughter, and bonding among colleagues. The event featured engaging activities such as singing, where team members showcased their musical talents, creating a lively and cheerful atmosphere.

The classic game of **Dumb Charades** added an element of excitement as teams enthusiastically acted out movie titles and phrases, leading to plenty of laughter and friendly competition. The **balloon games** were another highlight, testing agility, coordination, and teamwork, making them both thrilling and entertaining. These activities not only provided a break from the routine but also strengthened the camaraderie among employees, ensuring a truly enjoyable and rejuvenating experience for all.

The Staff Welfare Yercaud Trip was a refreshing and enriching experience, allowing employees to unwind, strengthen friendships, and appreciate nature's beauty. The journey through Yercaud's scenic spots, including Yercaud Lake, Gents Seat, Ladies Seat, Botanical Garden, and Rose Garden, provided a perfect blend of adventure, relaxation, and team bonding.

MAMBS Yercaud trip successfully strengthened staff well-being, reduced stress, and created lasting memories. As employees returned rejuvenated and motivated, this trip reinforced the importance of such recreational activities in a professional environment.



Staff Welfare Development Program

Staff Welfare Development Program was successfully conducted on the 6th and 7th of February 2025 at M.A.M. B-School. The program aimed to enhance the physical, mental, and professional well-being of the faculty and staff members. Various sessions were organized, covering mindfulness, fitness, financial literacy, and skill development, led by expert resource persons.



Day 1 Series

- Meditation - Heartfulness (6th February 2025, 10:00 AM - 11:00 AM)
- Tai Chi (6th February 2025, 2:00 PM - 4:00 PM)
- Meditation - Heartfulness (7th February 2025, 10:00 AM - 11:00 AM)

Meditation - Heartfulness

This session introduced participants to the practice of heartfulness meditation, emphasizing mindfulness, self-awareness, and stress reduction techniques. Attendees learned various breathing techniques and relaxation exercises to improve focus and emotional well-being. The session was highly interactive, with guided meditation exercises fostering inner peace and mental clarity.



Tai Chi

Tai Chi, an ancient Chinese martial art, was introduced as a means to enhance balance, flexibility, and overall well-being. The trainer demonstrated basic Tai Chi movements, explaining their benefits in reducing stress and improving posture. The session engaged staff members in slow, controlled movements, helping them cultivate a sense of calm and harmony.



Design Thinking Training

This session focused on problem-solving and innovation through design thinking. Staff members were introduced to the five stages of design thinking: empathize, define, ideate, prototype, and test. The training involved hands-on activities that encouraged creative problem-solving approaches applicable to both professional and personal challenges.



Staff Welfare Development Program



A well-structured staff welfare program enhanced MAMBS Staff members employee satisfaction, improves work-life balance, and increases productivity. It provides financial security through benefits such as insurance and retirement plans, promotes physical and mental well-being with healthcare support and wellness initiatives, and fosters career growth through training and professional development.

Day 2 Series

- **Poster Designing (7th February 2025, 11:15 AM - 12:00 PM)**
- **Savings & Investments (7th February 2025, 1:45 PM - 3:00 PM)**
- **Fun Activities (7th February 2025, 3:15 PM - 4:00 PM)**

Poster Designing

The Canva Designing Training program was conducted to enhance participants' skills in graphic design using Canva, an online design tool. The training focused on creating visually appealing designs for personal and professional use, including social media posts, presentations, marketing materials and professional creative posters by understanding of design principles, increased confidence in creating digital content, and enhanced proficiency in Canva's tools and features.



Savings & Investments

This session provided insights into personal financial planning, investment strategies, and smart savings methods. The trainer discussed topics such as mutual funds, fixed deposits, retirement planning, and tax-saving options. Staff members gained valuable knowledge on securing their financial future and making informed investment decisions.



Fun Activities

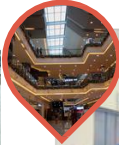
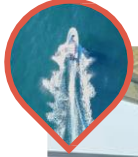
This session aimed at team building and stress relief through interactive games and activities. Participants engaged in group exercises that fostered camaraderie, relaxation, and workplace collaboration. The activities were designed to refresh the mind and body, ensuring a joyful conclusion to the program.

Overall, this program encouraged a positive work environment, boosts motivation, and strengthens employee loyalty to the organization.



Students Kerala Tour

An exciting three-day educational and recreational tour to Kerala was embarked from November 4, 2024, to November 6, 2024. The trip was organized to provide students with a blend of cultural exploration, team bonding, and relaxation amidst Kerala's scenic beauty. MAMBS students embarked on an educational and leisure trip to Kerala, exploring the stunning locations of Munnar and Kochi. The journey provided a unique blend of cultural immersion, nature exploration, and adventure. From the bustling streets of Kochi to the serene tea plantations of Munnar, students gained insights into Kerala's history, traditions, and natural beauty. The trip also included engaging activities such as trekking, boat rides, and local sightseeing, making it an enriching and memorable experience.



The three-day tour to Kerala was an enriching and enjoyable experience. It provided students with insights into Kerala's culture, environment, and tourism industry while fostering team spirit and relaxation. The diverse locations provided learning opportunities and relaxation, making it a memorable journey for our students. Mr. A. Anburaj, made a well-organized, and students returned with cherished memories and new learnings. students' trip to Munnar and Kochi was an enriching experience, offering scenic landscapes, cultural heritage, and adventure.



Alumni Meet

M.A.M B-School successfully hosted its Annual Alumni Meet on 21st December 2024 at MAMBS Annexure Elite Hall. The event aimed to bring together former students, faculty, and current students to celebrate achievements, share experiences, and strengthen professional networks.



“ A trip to nostalgia ”

The event commenced with a warm welcome by Mrs. Surya, Assistant Professor, Alumni Coordinator of the college. The inaugural address was given by the Alumni Coordinator highlighted the college's progress, recent achievements, and future aspirations.

Following the welcome speech, distinguished alumni were invited to share their professional journeys and experiences. The alumni shared valuable insights into industry trends, career development, and the role of MBA education in their success. Our MAMBS Alumni members expressed gratitude towards their alma mater for laying the foundation of their professional careers. The highlight of the event was the interactive networking session, where alumni connected with their peers and juniors. This session facilitated mentorship opportunities, career guidance, and potential business collaborations. The event reconnected with former students, celebrate their achievements, and strengthen the alumni-institute bond. It was a joyful occasion that brought together alumni from various batches, faculty members, and current students in a vibrant and interactive setting.

The event concluded with a vote of thanks by Mrs. Surya, Alumni coordinator, acknowledging the efforts of the organizing committee, faculty, and students for making the event a grand success. The event fostered camaraderie and nostalgia among the attendees. The Alumni Meet served as a remarkable opportunity to celebrate the achievements of former students and reinforce their lifelong association with the college. The event received positive feedback and promises to grow stronger in the coming years.

Our Pride Our Alumni