NEWSLETTER TEMPLATE

Front and back coversdesigning

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- Chairperson's Message
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- Profile of the Institution
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- Environment Policy

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Institutional

- College day
- Graduation Day
- Alumni Day
- Sports Day
- Induction Day
- Placement Day
- Any other days
- MoUs

Departmental (organized by the Department)

- Symposia (with dates, names resource person, staff organizer)
- Conferences
- FDPs
- Workshops
- "FINANCIAL LITERACY"



- Seminars
- Guest Lectures

"Future of Entrepreneurs", on 12th August, 2022



"Insights of Entrepreneurship – Success Strategies" on 05-08-2022



"Entrepreneurship in Thirukkural", held on 26th August, 2022



"Personal Branding for Entrepreneurs", held on 02nd September, 2022



"Having a MBA Vs Being a MBA" on 04.11.2022



"Drafting of Business Plan", on 24th February 2023



"Professional Transformation", held on 03rd March, 2023



"Investment Strategies", on 17th March, 2023



BUSINESS CARNIVAL



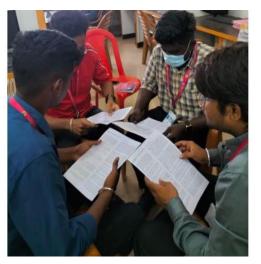
MANAGEMENT GAMES





- Industrial Visits / Educational Tours
- CLUB ACTIVITES





1.2 MARKETING CLUB : Evaluation of Advertisement



1.3 FINANCE CLUB: Investment analysis



1.4 HR CLUB: Team Building



- Parent-Teacher Meeting
- Awards and Achievements of faculties

HOMPRENEUR AWARDS



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- ECE
- EEE
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- S&H
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Club Activities

- NSS
- YRC
- Rotract Club
- Toast Master Club
- Halcyon Club
- Tamil Mandram
- Any other activities

SECTION TWO: TABULAR DATA

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- Funded Projects and Research Work
- Books / Chapters Authored by Faculties

- Publications of Papers in Journals
- Faculties as Resource Persons / Chair Persons in Conferences / Workshop / Seminars
- Papers presented by Faculties in Workshops / Seminars
- Conferences / Workshops / Seminars / FDPs Attended by Faculties
- Departmental Activities such as In-house Seminars
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- List of Rank Holders
- Papers Presented by Students
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- Details of Internships by Students
- List of Prize Winners in Model Making, Quiz, etc.
- List of Prize winners in Cultural Events
- External Counselling Given to Students
- Certificate Courses Completed by Students

Placement

• Activities of the Placement Cell and Details of Placement

Administration

• Campus Development

Activities by Faculties (Department-wise)

Funded Projects and Research Work:

Sl. No	Name of the Investigator	Торіс	Amount	Year applied
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Proposals / Patent Applied:

Sl.	Name of the Investigator	Topic	Amount	Veer applied
No	Name of the investigator	Торе	Amount	Year applied

Books Authored by Faculties

Sl.	Name of the Author	Name of the Book	Publisher	
No	Name of the Author	Name of the book	i uonsnei	

Sl.	Name of the Author	Chapter Title	Name of the Book	Publisher
No	Name of the Author	Chapter Title	Name of the book	Fublishei

Publications of Papers in Journals

Sl. No	Name of the Author	Title	Name of the Journal	Date
1.	Dr.S.Muthumani	Work Life Balance –A strong organizational Proponent in Employee commitment	Journal of Asiatic Society of Mumbai	2022
2.	Mr. M. Manoj Kumar	Work Life Balance –A strong organizational Proponent in Employee commitment	Journal of Asiatic Society of Mumbai	2022
3.	Mr. R. Surendher	Green Marketing: Impact Of Marketing Mix on Customers Purchase Intention in Chennai City	International Journal of Early Childhood Special Education	2022

Faculties as Resource Persons in Conferences

SI	Name of the Resource	Title	Name of the	Date	
N	Person	Title	Institution	Date	

Faculties as Chair Persons in Workshop

S	. Name of the Resource	Title	Name of the	Data
Ν	Person	Title	Institution	Date

Faculties as Chair Persons in Seminars

S1.	Name of the Resource	Title	Name of the	Date	
No	Person	Title	Institution	Date	

Papers Presented by Faculties in Seminars

S1.	Name of the Presenter	Title	Name of the	Date	
No	Iname of the Fresenter	1 itle	Institution	Date	

Papers Presented by Faculties in Workshops

S1.	Name of the Presenter	Title	Name of the	Date	
No	Iname of the Fresenter	1 Itle	Institution	Date	

Conferences Attended by Faculties

Sl. No	Name of the Faculty	Title	Name of the Institution	Date
1.	Ms. Sivakanni S	A Study On Employee Engagement Strategies In It Sector	International Conference On Emerging Trends In	07.07.22- 08.07.22

			Science, Engineering & Technology	
2.	Mr. M. Manoj Kumar	A Study On Company Reputation By Implementing Corporate Social Responsibility	International Conference On Emerging Trends In Science	07.07.22
3.	Mr. R. Surendher	A Study On Employee Retention Strategy It Sector At Chennai	International Conference On Emerging Trends In Science	07.07.22
4.	Mr. R. Surendher	A Study On Employee Engagement In It Sector At Chennai	International Conference On Emerging Trends In Science	07.07.22
5.	Ms. Sivakanni S	A Study On Quality Of Work Life Among Teaching Professionals During Covid-19	International Conference On Emerging Trends In Science	07.07.22
6.	Ms. Sivakanni S	A Study On Recruitment Process In Hc Technologies	International Conference On Emerging Trends In Science	07.07.22
7.	Ms. Sivakanni S	A Study On Effectiveness Of Training And Development In It Companies	International Conference On Emerging Trends In Science	07.07.22
8.	Mr. M. Manoj Kumar.	A Study On Challenges Faced By Digital Banking Users In Chennai	International Conference On Emerging Trends In Science	07.07.22
9.	Ms. Sivakanni S	A Study On The Impact Of Reward System On Employee Performance	International Conference On Emerging Trends In Science	07.07.22

FDPs Attended by Faculties

Sl. No	Name of the Faculty	Title	Name of the Institution	Date
1.	Mr. R. Surendher, Mr. R. Surendher, Sustainable Logistics, Connectivity and Digital Supply Chain Management Strategy using 5G Technology		ATAL FDP	18.11.2022 to 23.11.2022
2.	Dr.S.Muthumani, NBA SAR Preparation Tier I		Jerusalem college of engineering	03.01.2023 to 07.01.2023
3.	Dr.Madhiyarasi NBA SAR Preparation under Tier I		Jerusalem college of engineering	03.01.2023 to 07.01.2023
4.	Mr.SV Praveen NBA SAR Preparation under Tier I		Jerusalem college of engineering	03.01.2023 to 07.01.2023

5.	Mr. R. Surendher,	r. R. Surendher, NBA SAR Preparation under Tier I		03.01.2023 to 07.01.2023
6.	Mr.Manoj Kumar M	NBA SAR Preparation under Tier I	Jerusalem college of engineering	03.01.2023 to 07.01.2023
7.	Ms.S.Sivakanni NBA SAR Preparation under Tier I		Jerusalem college of engineering	03.01.2023 to 07.01.2023
8.	Dr.S.Muthumani	Dr.S.Muthumani Innovation to Entrepreneurship		04.02.2023
9.	Mr.Manoj Kumar M Innovation to Entrepreneurship		Sri Sairam institutions	04.02.2023

Workshops Attended by Faculties

Sl. No	Name of the Faculty Title		Name of the Institution	Date
1.	Dr.S.Muthumani, Dr.S.Muthumani, IP awareness and training program under National IP awareness mission		Jerusalem college of engineering	27.01.2023
2.	Dr Madhiyarasi program under National IP		Jerusalem college of engineering	27.01.2023
3.	Mr.SV Praveen IP awareness and training program under National IP awareness mission Jerusalem college of engineering		Jerusalem college of engineering	27.01.2023
4.	Mr. R. Surendher, IP awareness and training program under National IP awareness mission		Jerusalem college of engineering	27.01.2023
5.	Mr.Manoj Kumar M Mr.Manoj Kumar M IP awareness and train program under Nationa awareness mission		Jerusalem college of engineering	27.01.2023
6.	. Ms.S.Sivakanni IP awareness and train awareness mission		Jerusalem college of engineering	27.01.2023

Model – I Seminars Attended by Faculties

Sl.	Name of the Faculty	Title	Name of the	Date	
No	Name of the Faculty	1 Itle	Institution	Date	

Model – II Seminars Attended by Faculties

Nam	e of the Faculty:		
Sl. No	Title	Name of the Institution	Date

Certificate Courses Completed by Faculties

Sl.	Name of the Faculty	Title	Name of the	Date
No	Name of the Faculty	1 Itle	Institution	Date

Activities by Departments

Guest Lectures Organized By The Department

Sl. No	Title	Name of the Resource Person	Date
1	Insight of Entrepreneurship- Success Strategies	Mr. Tobin Jose, Santa Maria International, Chennai	05.08.2022
2	Future of Entrepreneurs	Mr. Vinod Saraogi, Managing Director, M/s. Meridian Global Ventures Pvt., Ltd., Chennai	12.08.2022
3	³ Entrepreneurship in Thirukkural Mr. V. K. Srinivasan, Advisor – Application service DXC Technology Chennai, India.		26.08.2022
4	Personal Branding for Entrepreneurs	Ms. Nicky Jain, Co-Founder and CEO, CANIT Solutions, Chennai, India.	02.09.2022
5	Trends in Supply Chain Management	Dr. A. John Rajan, Professor, Department of Manufacturing Engineering, Vellore Institute of Technology, Vellore	09.09.2022
6	Fintech for MBA	Shri N. Swaminathan, IT Consultant, Chennai.	16.09. 2022
7	Career Opportunities in Project Management"	Ms. Aparna Grandhi, Women Empowerment Committee Lead, PMI Chennai Chapter, Chennai	28.10.2022
8	Drafting of Business Plan	Shri Shivakumar Venkatesnan, Professional Head, VATech WABAG Limited (India Cluster), Chennai	24.02.2023
9	Professional Transformation	Mr. Jagan Seshadri, GM-BD and Programs, Chennai	03.03.2023
10	Investment Strategies	Mr. Prabhu K.B – CEO of FIBOCAN Wealth Enablers, Chennai,	17.03. 2023
11	The Millionaire Next Door	Mr. N. Jayabalan, National Centre for Financial Education, Mumbai, India	24.03. 2023
12	New age Marketing on Social Media	Mr. Soma Nathan – Chief Marketing Officer, ISource ITES, Chennai	18.04. 2023
13	Digital marketing	Mr. Gokul Kumar, Founder and Director of Hysteresis Pvt., Ltd., Chennai	28.04. 2023
14	Direct Share Market Vs Mutual Fund Investments	Mr. K. Sriram Sivasri, Founder, Sivasri Premier Investments, Chennai	05.05. 2023

15	Future of HR with AI intervention	Mr. S. Sankar, Senior HR Manager, Veryx Technologies Pvt., Ltd., Chennai	12.05. 2023
16	Gateway to Corporate	Ms. Annie Juliet, Assistant Vice President at BA Continuum India Private Limited (Bank of America), Chennai	19.05. 2023
17	Power of Marketing	Ms. Janani Iyer, Digital Specialist, Insure Pro 2.0, Chennai	25.05. 2023

MoUs

S1.	Name of the Institution	Title	Date
No	Tune of the institution		Dute

Alumni Meets

Sl. No	Name of the Department	Date
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Parent-Teacher Meets

	Sl. No	Name of the Department	Date
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Club Activities

Sl. No	Name of the Department	Name of the Activity	Name of the Student	Date
1.	MBA	Case Analysis I	Marketing specialization students	18.08.2022
2.	MBA	Evaluation of Advertisement	Marketing specialization students	22.08.2022
3.	MBA	Investment analysis	Finance specialization students	27.08.2022
4.	MBA	Team Building	HR specialization students	30.08.2022

Industrial Visits / Educational Tours

Sl. No Name of the Department Name of the Student	Year	Percentage
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Details of Internships by Students

Sl. No	Name of the Department	Name of the Student	Company Name	Year
1	MBA	Abdul Basith.A.M	City Ads Pvt Ltd	II
2	MBA	Abijith sampathkumar L	Sans Freight logistics	II
3	MBA		Adarsh shipping Freight Forwarding Company	II
4	MBA	Ajay.A	INFINITY Pvt ltd	II
5	MBA	Amudha D	Cormet solutions	II

6	MBA	Anitha Kumari.S	Phoenix 360 Pvt Ltd	II
7	MBA	Anushya A	NHHID, Anna University	II
8	MBA	Arunkumar S	Friendly services pvt ltd	II
9	MBA	Aysha Naz A	Alance Technologies pvt ltd	II
10	MBA	Belwin Raj K	Lanson Toyota	II
11	MBA	Brindha C	Construction and engineering consultancy	II
12	MBA	Clinton Jasper K	DHL COMPANY	II
13	MBA	Dhenesh R	No broker Pvt Ltd	II
14	MBA	Dilip Kumar.G	Atlas System pvt Ltd	II
15	MBA	Divya R	New Generation Media corporation pvt ltd	II
16	MBA	Divya V	Rudhra Info Pvt Ltd	II
17	MBA	Faizal Aslam Z H	Xenovex technologies private limited	II
18	MBA	Hari Krishnan.S	Lumina datamatrics prv Lmt	II
19	MBA	Hari Prasath R	Star logistics Ltd	II
20	MBA	Haseena Begum T	Panache Healthneeds Pvt Ltd.	II
21	MBA	Indirakumari.S	Luminsense Technologies	II
22	MBA	Jayashobana.S.V	DLK Career Development	II
23	MBA	Karthik S	Icon Office Equipment	II
24	MBA	Karthikeyan P	M.S.Electricals	II
25	MBA	Karthikeyan T	Cormet Solution	II
26	MBA	Keerthana	Indian overseas Bank	II
27	MBA	Kesavaperumal. D	sign Ad India pvt ltd.	II
28	MBA	Khavipriya.D	MS Metals & Steels Pvt Ltd	II
29	MBA	Kruthika.N	Siam computing	II
30	MBA	Lingesh M	Cholamandalam MS General Insurance Company Ltd	II
31	MBA	Meiyarasi	Sysveda Information technologies pvt Ltd.	II
32	MBA	Miruthika D	Kotak Mahindra	II
33	MBA	Mohan Karthick R	Adarsh Shipping and Services	II
34	MBA	Mohana Priya T	institute of hotel management catering and applied nutrition.	II
35	MBA	Muthu Sivaperumal M	Perfetti Products Pvt Ltd	II
36	MBA	Nithish kumar	Leo prime comp pvt Ltd	II
37	MBA	Nivedha N	The Hindu	II
38	MBA	Nunciya P M	Prodapt Solutions pvt ltd	II
39	MBA	Padmashree J.B	Digital viyuhas pvt ltd	II
40	MBA	Pragash M	Bolt sundry OPC Pvt Ltd	II

41	MBA	Prakash V	Indian overseas Bank	II
42	MBA	Praveen J	Aquacare Pvt Ltd	II
43	MBA	Praveen Raj A	Vijaya agencies	II
44	MBA	Priyadharshini p	Lanson Toyota	II
45	MBA	Priyadarshiny k	Adarsh shipping and services	II
46	MBA	Purushothaman v	Adarsh Shipping pvt ltd	II
47	MBA	Rajesh.v	Apex global solutions	II
48	MBA	Ramyadharshini.s	Larsen and Toubro limited	II
49	MBA	Rupika m	Prasanna & Associates	II
50	MBA	Samson	Xenovex Technologies Pvt Ltd	II
51	MBA	Sandiya D	Lernx Systems Pvt Ltd	II
52	MBA	Sanjay m	Ajute International Pvt Ltd	II
53	MBA	Santhiya t	Ad2pro Media solutions pvt ltd	II
54	MBA	Seelam v rajeswari	Shiash pvt ltd	II
55	MBA	Shanthini s	ePropelled systems pvt ltd	II
56	MBA	Sruthi r	Shiash info solutions pvt Ltd	II
57	MBA	Subhashini k	Shiash info Solutions	II
58	MBA	Vasanth m	Sans Frieght Logistics	II
59	MBA	Vishnu prasad s	PAS Freight services pvt ltd	II

Activities by Students

List of Rank Holders

Sl. No	Name of the Department	Name of the Student	Year /Semester	Percentage
1.	MBA Indirakumari.S		I/I	9.76
2.	MBA	Shanthini s	I/I	8.76
3.	MBA	Indirakumari.S	II/II	9.65
4.	MBA	Seelam v rajeswari	II/II	8.69

Paper Presentation

Sl. No	Name of the Department	Name of the Student	Year	Title of the paper
1	MBA	Ms. Uvashree R,	II year	A Study On Employee Engagement Strategies In It Sector
2	MBA	Mr. Stephen H,	II year	A Study On Company Reputation By Implementing Corporate Social Responsibility
3	MBA	Mr. Sachin Kumar.S,	II year	A Study On Employee Retention Strategy It Sector At Chennai

4	MBA	Mr. Ricky.A,	II year	A Study On Employee Engagement In It Sector At Chennai
5	MBA	Mr. Venkatesh NVS B.E.,	II year	A Study On Quality Of Work Life Among Teaching Professionals During Covid-19
6	MBA	Ms. Varsha Devi. M. B.E.,	II year	A Study On Recruitment Process In Hcl Technologies
7	MBA	Ms. Swathi S,	II year	A Study On Effectiveness Of Training And Development In It Companies
8	MBA	Ms. Srirajashree K,	II year	A Study On Challenges Faced By Digital Banking Users In Chennai
9	MBA	Ms. Thamilvani C	II year	A Study On The Impact Of Reward System On Employee Performance

List of Prize Winners in Model Making, Quiz, etc.

Sl. No	Name of the Department	Name of the Student	Year	Percentage
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List of Prize Winners in Cultural Events

Sl. No	Name of the Department	Name of the Student	Name of the Event	Position	Date
1.	MBA	Kanishka J, Surya E, Jai K	Problem Solving organized by Jeppiar Engineering College	1 st place	10.10.2022
2.	MBA	Kanishka J, Bhoomi H K,	Debate organized by Ethiraj College of Arts and Science for Women	1 st place	08.11.2022
3.	MBA	Kanishka J, Bhoomi H K, Aravind Raj, Ajay Kumar, Sai Sudharshan	PARADIGM 2022' organized by Ethiraj College of Arts and Science for Women	OVERALL WINNER	08.11.2022
4.	MBA	Aravind Raj, Ajay Kumar, Sai Sudharshan	Business Plan Ethiraj College of Arts and Science for Women	2 nd place	08.11.2022
5.	MBA	Surya E	Stock Wars organized by Department of Management Studies, Madras University	1 st place	15.11.2022
6.	MBA	Aravind Raj, Sai Sudharshan, Sai Shravan, Nithin Sai, Kathir Ahmed, Hari Haran, Kanishka J, Bhoomi K	Adzap organized by Department of Management Studies, Madras University	1 st place	15.11.2022
7.	MBA	Surya E, Varalakshmi and Kanishka P	Treasure Hunt organized by Department of Management Studies, Madras University	2nd Place	15.11.2022

8.	MBA	Bhuvaneshwari B, Gopalakrishnan and Balamurugan	Business Quiz- Finance' organized by Department of Management Studies, Madras University	2nd Place	15.11.2022
9.	MBA	Surya E, Varalakshmi Aravind Raj, Bhuvaneshwari B, Gopalakrishnan and Balamurugan ,Sai Sudharshan, Sai Shravan, Nithin Sai, Kathir Ahmed, Hari Haran, Kanishka J, Bhoomi K	SYNERGY 2022' organized by Department of Management Studies, Madras University	OVERALL WINNER	15.11.2022
10.	MBA	Bhuvaneshwari B, Gopalakrishnan and Balamurugan	RED HANDED by School of Management Studies, SSN College of Engineering	1 st place	16-12-2022
11.	MBA	Kanishka J, Ebeneze Raj, Hari Krishnan, Mohammed Luha, Vignesh S, Harinath	Corporate Walk conducted by SONA College of ARTS and Science, Salem	2nd Place	16-12-2022
12.	MBA	Divya,	General Quiz'by School of Management Studies, SSN College of Engineering	1st Place	16-12-2022
13.	MBA	Swetha	General Quiz by School of Management Studies, SSN College of Engineering	2nd Place	16-12-2022
14.	MBA	Veronica	General Quiz by School of Management Studies, SSN College of Engineering	3rd Place	16-12-2022
15.	MBA	Kanishka J	Debate', intercollegiate event organized by Jerusalem College of Engineering	1st Place	16-12-2022
16.	MBA	Jaya Murugan, Ravi Varma, Jai, Vignesh	Flip the Bottle', intercollegiate event organized by Jerusalem College of Engineering	1st Place	16-12-2022

External Counselling Given to Students

Sl. No Name of the Department Name of the Student	Year	Percentage
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Certificate courses completed by students

Sl. No Name of the Department	Name of the Student	Year	Percentage
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Institutional Club and Other Activities

CI NI				
Sl. No	Name of the Event	Date	Place	Name of the Organizer
VDC				
YRC				
Sl. No	Name of the Event	Date	Place	Name of the Organizer
Rotrac	t Club			
Sl. No	Name of the Event	Date	Place	Name of the Organizer
Toast N	Master Club			
1				
Sl. No	Name of the Event	Date	Name of the Winner	Name of the Organizer
Sl. No	Name of the Event	Date	Name of the Winner	Name of the Organizer
		Date	Name of the Winner	Name of the Organizer
Halcyo		Date	Name of the Winner Name of the Winner	Name of the Organizer
Halcyo	n Club			
Sl. No Halcyo Sl. No Tamil I	n Club			

Any other activities

Sl. No	Name of the Event	Date	Name of the Winner	Name of the Organizer	
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Campus Development

Works related to the Committee

- New Member-Secretary
- Faculty for collecting Institutional data
- Faculty for collecting data from Placement and Clubs
- Faculty for Minutes of meeting preparation
- Member for S&H
- Cover designing
- Categorization of data
- Alignment work
- Technical work
- Follow-up

CALENDAR

FOR STUDENTS (Data relevant to them)

FOR STAFF(all the data)