



A.V.C. College of Engineering
ஏ.வி.சி. பொறியியல் கல்லூரி



NEWS LETTER
JANUARY – JUNE 2023

MASTER OF BUSINESS ADMINISTRATION



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INDUSTRIAL VISIT

On January 6th, 2023 Industrial Visit organized by Department of Business Administration, for the students of 1st year in order to get the practical knowledge of value addition of agricultural produce and food processing technologies. They visited National Institute of Food Technology, Entrepreneurship and Management-Thanjavur.



TANCET COACHING PROGRAM

On March 17th, 2023 TANCET coaching program was conducted for under graduate students from various college by 1st year MBA students with the help of 2nd year student M.Sivashankaran.



OTHER COLLEGE EVENTS

ANNAI COLLEGE

On March, 18 2023 . Annai College conducted intercollege Events. Students of 1st MBA participated and won prizes.

Best Manager 1st prize won by Geetanjali Rajendran
Waddle walks 2nd prize won by Gokula Krishna.S,
Elakkiyan. R, Asfar
Ahamed. A, Abinayasree . K,
Vaishnavi. T



STET SCHOOL OF MANAGEMENT

On March 21st, 2023. STET School of Management conducted intercollege management meet. Students of 1st MBA participated and won prizes.

Best out of waste 2nd prize won by kiruba . R

Adzap 3rd prize won by pooja Mozhi .A, Vaishaly.N , Swetha.S, Kanimozhi .R

COLLEGE BAZAAR' 2023

From April 11-13 ,2023
Department of Management
Studies in association with Tamil
Nadu Mahalir Thittam of
Mayiladuthurai District has
organized COLLEGE BAZAAR'
2023 at AVCCE PEKAK HALL
coordinated by 1st year MBA
Students and it was opened by
Mayiladuthurai District collector
Thiru A.P. Mahabharathi.,



IPR

On April 25, 2023. By 1st
year MBA students an idea
for IPR was generated by
Santosh and his team in the
title of Smart automatic
turning zone indicator in two
wheelers.



THE CUB ONCAMPUS RECRUITMENT

The CUB placement was conducted for two days (24&25 April, 2023) by the placement cell of A.V.C Engineering college. The students who participated were from arts as well as Engineering college. From this 10 of our 2nd year MBA students were selected.

MARKETING CLUB GUEST LECTURE PROGRAM

On June 2, 2023. Marketing club Guest Lecture program was conducted to the 1st year MBA students in the title of “Strategy to retain the diverse customer segments in Market” by the chief guest Mr. Jenifer S. Paulraj, Proprietor of Jenifer Sweets and Bakery, Mayiladuthurai at MBA seminar hall.



HR CLUB ONLINE PROGRAM

On June 5, 2023. HR club online program was conducted to the 1st year MBA students in the title of “CASE STUDY ANALYSIS” by the resource person DR. K. SHYAMALA Assistant professor, Department of B. Com (CS), S.D.N.B College for Women, Chromepet, Chennai.



UNION BUDGET OF FY 2023-24

Finance Minister Nirmala Sitharaman, unveiled the Union Budget of FY 2023-24 on 1st February 2023. The budget outlines the government's fiscal and economic policies for the upcoming financial year. It lays out the government's plans for revenue generation and expenditure, as well as its strategies for promoting economic growth and development. The budget also reveals the government's priorities in terms of taxation, subsidies, investments and other measures to support businesses and individuals.

EFFECT OF BUDGET 2023

PRICE



COSTLIER

- IMITATION JEWELLERY
- EV VEHICLE IMPORTS
- IMPORTED BICYCLES & TOYS
- ELECTRIC KITCHEN CHIMNEY
- CIGARETTES
- SILVER



CHEAPER

- CARS
- TV PARTS
- MOBILE PHONES
- CAMERA LENSES
- LITHIUM ION BATTERIES
- DENATURED ETHYL ALCOHOL



Personal Income Tax:-

The new tax rates are;

- 0 to Rs 3 lakh - **0%**
- Rs 3 lakhs to Rs 6 lakhs - **5%**
- Rs 6 lakhs to Rs 9 lakhs - **10%**
- Rs 9 lakhs to Rs 12 lakhs - **15%**
- Rs 12 lakhs to Rs 15 lakhs - **20%**
- above Rs 15 Lakhs - **30%**



GAUTAM ADANI NO LONGER AMONG WORLD'S 25 RICHEST PEOPLE

Adani Group Chairman Gautam Adani is no longer among the 25 richest billionaires in the world after his net worth dipped below \$43.4 billion on February 22, according to Forbes and Bloomberg indices. The fall comes more than a month after the U.S. short-seller Hindenburg Research alleged the Gujarat-based conglomerate was mired deep in stock manipulations and accounting fraud.



INDIAN BANKS START EXCHANGING WITHDRAWN 2,000-RUPEE NOTES

In May 2023, the Reserve Bank of India announced its decision to withdraw the ₹2,000 notes from circulation. Despite this, the notes will remain legal tender and can be exchanged or deposited in bank accounts until September 30, 2023.

In addition, banks were instructed not to issue 2,000-rupee notes and to increase their staff and counters to handle the expected surge in transactions. The government clarified that this measure is not a "demonetisation" effort. However, the announcement caused some concern among the public.

TOP 10 MOST EXPENSIVE STOCKS IN INDIA

Name	Sub-Sector	Market Cap (Rs. in cr.)	Close Price (Rs.)
MRF Ltd	Tires & Rubber	38,048.54	89,228.35
Page Industries Ltd	Apparel & Accessories	44,894.62	40,095.40
Honeywell Automation India Ltd	Electronic Equipment	35,042.71	39,418.85
Shree Cement Ltd	Cement	87,098.02	24,060.40
3M India Ltd	Stationery	25,229.93	22,514.15
Abbott India Ltd	Pharmaceuticals	47,348.12	22,041.45
Nestle India Ltd	FMCG – Foods	190,752.23	19,735.60
Bosch Ltd	Auto Parts	51,121.03	17,089.00
Procter & Gamble Hygiene and Health Care Ltd	FMCG – Personal Products	45,175.12	13,892.60
Lakshmi Machine Works Ltd	Industrial Machinery	12,204.21	11,504.90

TECH LAYOFFS 2023: JANUARY WAS THE WORST MONTH FOR JOB CUTS, OVER 1 LAKH TECHIES SACKED

Trueup.io reported that approximately 106,950 employees across the tech industry lost their jobs in January 2023, making it worse than the combined job losses in November and December 2023.

- A layoff tracker shows that Amazon, Google, Microsoft and Salesforce sacked the most number of workers in January 2023.
- Approximately 106,950 employees across the tech industry lost their jobs last month.
- Amazon laid off 18,000 employees, while Google sacked roughly 12,000 staff.



TATA TECHNOLOGIES TO HIRE 1,000 WOMEN ENGINEERS TO PROMOTE GENDER DIVERSITY

Global engineering and product development digital services firm Tata Technologies Ltd said it aims to hire over 1,000 women engineers in 2023-24 as part of its move to promote gender diversity across its workforce.



73 PER CENT INDIANS PREFER BIG ORGANISATION INSTEAD OF STARTUPS

Job seekers in India are increasingly preferring established and large corporations to startups, with 73% of job seekers now preferring this type of employer, according to a report by apna.co. The survey of 10,000 job seekers and 1,000 HR recruiters, revealed that employees prefer established companies for better career growth prospects. Despite this, 27% of workers will consider switching to a startup if it results in significant career growth.

MAJORITY OF FIRMS FACE SHORTAGE IN SKILLED TECH WORKERS: REPORT

At least 81 per cent of the organizations have acknowledged encountering a shortage in “power user or developer” tech skills, according to an EY and iMocha report.

Merely 19 per cent of the organizations reported having established a skill taxonomy, while 43 per cent had conducted skill benchmarking at the employee level, said the “Tech skills transformation – Navigating the future of work in 2025 and beyond.” report.





ARTIFICIAL INTELLIGENCE USE CASES IN HR



TALENT ACQUISITION

- Screening candidates - AI backed ATS
- Sourcing - Passive Candidate Outreach
- Predict future performance of candidates
- Digital Assistance in Hiring & Onboarding - Chat Bots



LEARNING & DEVELOPMENT

- Personalized learning
- AI Chatbots
- Identify and recommend a training program - Predictive rating



EMPLOYEE ENGAGEMENT & RETENTION

- Automated Virtual Assistance for employees FAQs : AI Chatbots
- Sentiment analysis : Natural Language Processing
- Predict Attrition



AUTOMATION

- Streamline Processes - Reduces time & cost
- Automation of manual, repetitive, administrative operational tasks
- Automated communication



PEPSI DEBUTS NEW LOGO AFTER 15 YEARS

Pepsi has launched a new version of its logo, which is the sixth redesign since the brand's inception in 1898. The new logo will also mark Pepsi's 125th anniversary. Globally, the logo will be distributed by 2024. The new logo is part of Pepsi's plan to promote its zero-sugar line, which the company sees as a focal point for future growth.

LEVI'S WILL SOON USE AI-GENERATED MODELS TO SHOWCASE ITS CLOTHING LINE

The company behind the famous denim brand Levi's, Levi Strauss & Co., announced a partnership with Lalaland.ai on 22nd March 2023. This partnership will lead the company's technology to create AI-generated models to showcase Levi Strauss & Co.'s clothing line.

The company believes that with these body-inclusive avatars, the company aims to create a more inclusive, personal and sustainable shopping experience for fashion brands, retailers and customers.



UNLEASHING THE POWER OF INSTAGRAM AS A STRONG COMMERCE CHANNEL

Instagram is a great place for brands to start a personal connection with customers and lend it across their entire buying journey, and an Instagram chatbot can help accomplish this feat at scale.

ELECTRONICS, MOBILE PRODUCTION CORNER OVER 50% SHARE OF PLI DISBURSALS

More than half the disbursements of ₹2,875 crore made so far under the government's ₹1.97-lakh crore Production Linked Incentive (PLI) scheme for 14 sectors have gone to large scale electronics manufacturing, including mobile phones, per government estimates.



OMRON TO SET UP MEDICAL DEVICES MANUFACTURING PLANT IN TAMIL NADU AT ₹128 CRORE

Omron Healthcare, a Japan-based manufacturer and distributor of personal healthcare products, will set up a medical device manufacturing plant in Tamil Nadu at a cost of ₹128 crore.

A memorandum of understanding (MoU) was signed in the presence of Tamil Nadu Chief Minister MK Stalin in Osaka, Japan on Tuesday, according to a press release from the State government.

OPPORTUNITIES OF ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING:

Artificial Intelligence (AI) is revolutionizing digital marketing by providing new opportunities to understand and engage with customers in more personalized ways. AI-powered tools and techniques are enabling marketers to gain insights into consumer behavior and preferences, automate tasks, and improve the effectiveness of marketing campaigns.

Personalization:

AI enables marketers to personalize content and messages for individual customers based on their preferences and behavior. Personalization leads to better engagement and conversions. According to Epsilon, personalized emails have a 29% higher open rate and 41% higher click-through rate than non-personalized emails.

Predictive Analytics:

AI-powered predictive analytics can help marketers forecast future consumer behavior and identify patterns that can inform marketing strategies. This helps marketers anticipate customer needs and create more effective campaigns.

Chatbots:

AI-powered chatbots can provide instant customer support and assistance, improving the customer experience and reducing response times. According to a study by Oracle, 80% of businesses plan to use chatbots by 2020.

Content Creation:

AI-powered tools can generate personalized content, such as product descriptions or social media posts, which saves time and improves efficiency.

2023 TURKEY-SYRIA EARTHQUAKE

On Feb. 6, a magnitude 7.8 earthquake occurred in southern Turkey near the northern border of Syria. This quake was followed approximately nine hours later by a magnitude 7.5 earthquake located around 59 miles (95 kilometers) to the southwest.

The first earthquake was the most devastating to hit earthquake-prone Turkey in more than 20 years and was as strong as one in 1939, the most powerful recorded there. It was centered near Gaziantep in south-central Turkey, home to thousands of Syrian refugees and the many humanitarian aid organizations also based there.



INDIAN OSCAR WINNERS 2023

The 95th Academy Awards held in Los Angeles and India grabbed 2 Oscars for Best Original Song and Best Documentary category. Out of three nominations, India made it won 2 Academic Awards at 95th Academy Awards Function. M.M. Keeravani and Chandrabose brings home Oscar Award for 'Naatu Naatu' song in SS Rajamouli's 'RRR'. Guneet Monga has won the Best Documentary Short category award for 'The Elephant Whisperers'. Shaunak Sen Aman Mann was nominated for Best Documentary Feature for “All That Breathes”.

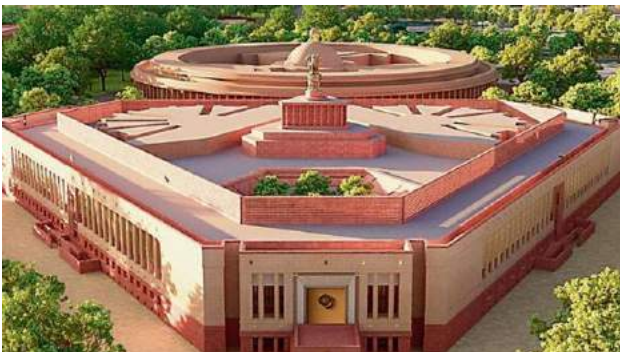
KING CHARLES III CORONATION

Charles III crowned King at first U.K. coronation in 70 years. King Charles III becomes the 40th British monarch to be crowned at Westminster Abbey in London on May 6, 2023. While he ascended to the throne immediately after the death of his mother Queen Elizabeth II last September, the 74-year-old will be formally crowned King.



INDIA GETS NEW PARLIAMENT HOUSE

Prime Minister Narendra Modi on May 28, 2023 inaugurated India's new Parliament building, and called it a symbol of the "aspirations" of 140 crore citizens and a vehicle that will drive India in the next 25 years towards its goal of becoming a "developed country" to coincide with the 100th anniversary of the nation's Independence. representatives of 22 Opposition parties boycott function. President says she is happy that PM is inaugurating the building.





IPL 2023 FINAL

On May 30, 2023. Chennai Super Kings defeated Gujarat Titans in the IPL 2023 final. Ravindra Jadeja hit a four off the last ball to lead Chennai Super Kings to their fifth title equaled Mumbai Indians' record for most IPL titles. MS Dhoni hugged and lifted Ravindra Jadeja after the latter hit the winning runs for CSK against GT in IPL 2023 final.



ODISHA TRAIN ACCIDENT

On June 2, 2023, Coromandel express accident. Nearly 300 people were killed and over 800 have been injured in a horrific train derailment that occurred at around 7 pm in Odisha's Balasore. The derailment of 10 to 12 coaches of the Shalimar-Chennai Coromandel Express caused them to fall onto the opposite track. Subsequently, the Bengaluru-Howrah Superfast Express collided with the derailed coaches, leading to the derailment of three to four of its own coaches. Adding to the tragedy, a goods train was also involved in the crash.



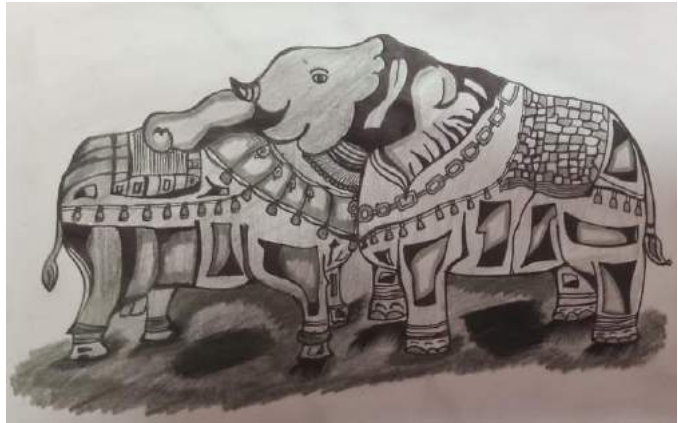
STUDENT CORNER



B. SIVARANJANI – 1st MBA



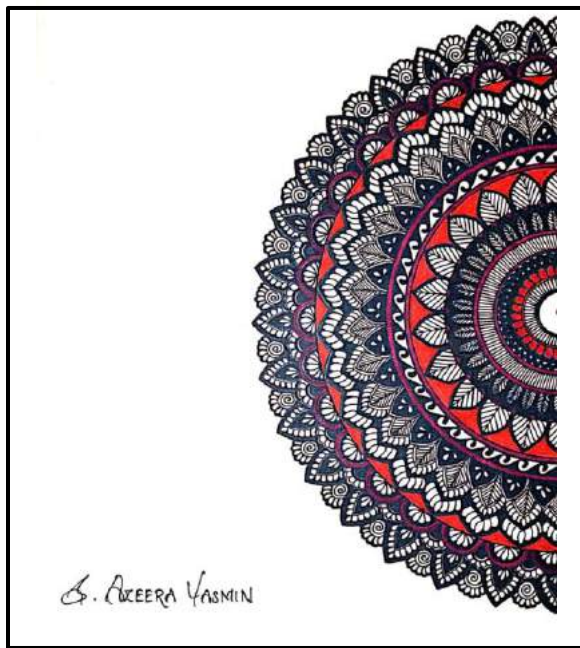
R. KIRUBA – 1st MBA



M. KOWSALYA – 1st MBA



J. NADHA AFRIN– 1st MBA



S. AZEERA YASMIN– 1st MBA



S. SWETHA– 1st MBA