

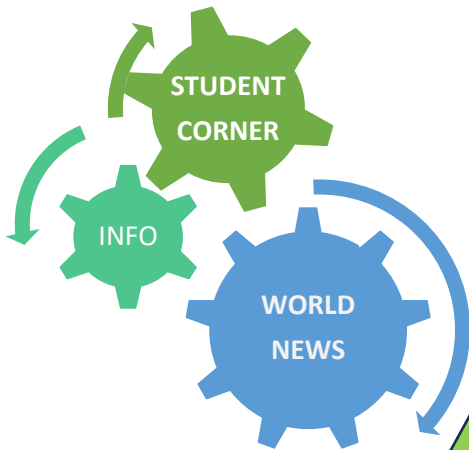


A.V.C. College of Engineering
ஏ.வி.சி. பொறியியல் கல்லூரி



NEWS LETTER

JULY – DECEMBER 2023



MASTER OF BUSINESS ADMINISTRATION



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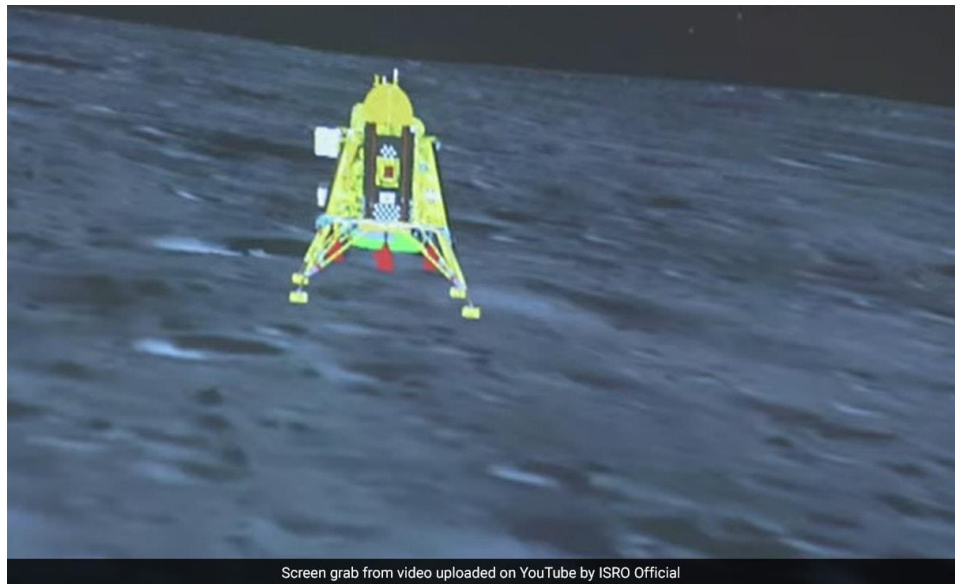
STUDENT CORNER

WORLD NEWS

On August 23 India entered elite space club
by successfully **landing on the moon**

India Lands On The Moon

India's biggest occasion to celebrate this year came on August 23 when it entered the elite space club by successfully landing on the moon. India became the fourth country to make a moon landing and the first to land a spacecraft on the lunar south pole. The success of Chandrayaan-3 was celebrated across the country. Prime Minister Modi has described India's moon touchdown as "one of the most inspiring moments of this century".



Screen grab from video uploaded on YouTube by ISRO Official



In a giant leap for its space programme, India's Moon mission Chandrayaan-3 touched down on the lunar south pole on Wednesday, propelling the country to an exclusive club of four and making it the first country to land on the uncharted surface.

India Hosts G20 Summit

Delhi decked up in its finest as India played host to leaders from across the world during the G20 summit on September 9-10, 2023. Roads were spruced up, fountains installed and pavements revamped as the national capital underwent a makeover ahead of the big meet.



September 2023

capital underwent a makeover ahead of the big meet.

Among the key outcomes of the summit was the inclusion of African Union into the grouping. The Global Biofuel Alliance, a move towards adopting sustainable biofuels, was also

launched. The big takeaway for India was the agreement on an economic corridor linking India, Gulf countries and Europe.

The theme of India's G20 Presidency - "Vasudhaiva Kutumbakam" or "One Earth · One Family · One Future" - was drawn from the ancient Sanskrit text of the Maha Upanishad. Essentially, the theme affirms the value of all life – human, animal, plant, and microorganisms – and their interconnectedness on the planet Earth and in the wider universe.

The theme also focused on (Lifestyle for Environment), with its associated, environmentally sustainable and responsible choices, both at the level of individual lifestyles as well as national development, leading to globally transformative actions resulting in a cleaner, greener and bluer future.

India Shines In World Cup, Falters In Final

The men's Cricket World Cup this year saw India put up a stellar show with an undefeated streak through 11 matches. Our World Cup campaign, however, ended in disappointment, with Australia taking home the trophy after prevailing over the men in blue in the final. There



was
heartbreak in
this World
Cup, but there
were many
moments that
won the heart.
This World
Cup saw an all-
round
performance
by the Indian
team. Virat
Kohli was
judged the

man of the tournament for his consistent performance through the World Cup. What's more, the ace batter broke the record of most ODI centuries by legend Sachin Tendulkar. On the bowling front, India's Mohammed Shami emerged the highest wicket-taker of the tournament.

IFFI: Michael Douglas awarded Satyajit Ray lifetime achievement award

Cinema is one of the few mediums with the power to unite people, Hollywood star Michael Douglas said after receiving the Satyajit Ray Lifetime Achievement Award at



November 2023

the closing ceremony of the International Film Festival of India (IFFI) here on Tuesday (28th Nov 2023). The 10-day film gala concluded with *Endless Borders* from Germany winning the coveted Golden Peacock Award for the best film, while Deepak Kumar Mishra-directed Prime Video show *Panchayat* season two bagged the best OTT series award, which was introduced for the first time.

Goa Chief Minister Pramod Sawant felicitated Mr. Douglas with the Satyajit Ray Lifetime Achievement Award at the ceremony. The veteran actor, known for movies *Wall Street*, *Fatal Attraction*, *The War of the Roses*, *Basic Instinct*, *The*

American President, highlighted cinema's role in promoting "our shared humanity".

The 79-year-old actor said Satyajit Ray was a world-class filmmaker who represented not only the triumphs of the Indian film industry, but also the "cross-cultural artistic expression".

"It's an honour to stand before all of you tonight and receive this. I am humbled to join a prestigious group of past award recipients," Mr. Douglas said.

IIT Madras establishes first international campus in Tanzania's Zanzibar

The Indian Institute of Technology Madras became the first Indian Institute of Technology to set up an international campus, by launching a campus in Tanzania on Monday. India and the East African nation had recently signed a memorandum of understanding (MoU).



The Zanzibar Campus, IIT Madras, will be on Zanzibar Island, off the East African mainland and part of the Tanzanian republic. Hussein Ali Mwinyi, President of

Zanzibar and Chairman of the Revolutionary Council, inaugurated the IIT Madras Zanzibar at an event held on Monday at the Zanzibar campus in the presence of Tanzanian officials, Indian dignitaries, faculty, and students.

Initially, the Institute will offer BS and MTech programmes in Data Science and Artificial Intelligence. More academic programmes will be offered in the coming year. In the first batch at IITM Zanzibar, students from Zanzibar, mainland Tanzania, Nepal, and India have been admitted, with 40 per cent of the students being women.

The programmes at IITM Zanzibar are open to students of all nationalities, including Indians. Apart from a comprehensive curriculum that includes all aspects of Data Science and Artificial Intelligence, students will have access to several

interesting opportunities during their course of study. These include study abroad/semester exchange programmes with IIT Madras' partner institutions in the UK and



Australia, among other countries, internships with various relevant companies, and a chance to meet some of the course requirements at the IIT Madras campus in Chennai, India. Classes for the first Academic Year (2023-24) commenced in October 2023.

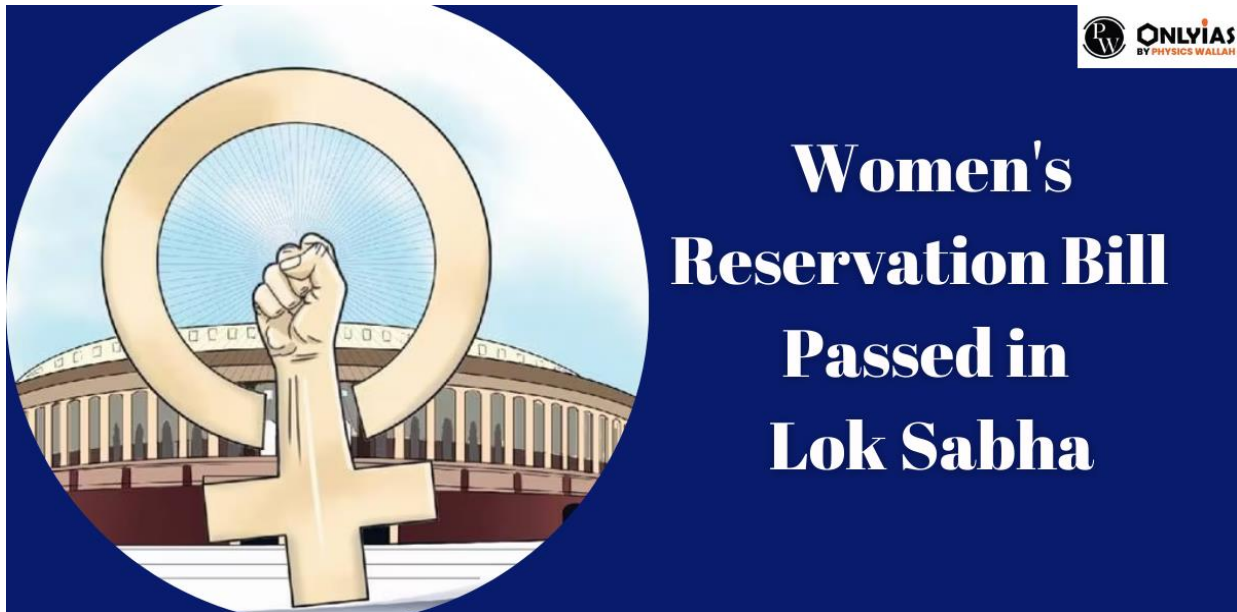
Breaking barriers: Parliament passes Women's reservation bill

"A defining moment in our nation's democratic journey," Prime Minister Narendra Modi said on September 22 as Rajya Sabha passed the historic women's reservation bill with 214 MPs voting in favour and none against. The 'Nari Shakti Vandan Adhiniyam' became the first bill to be passed by Parliament after it shifted to the new building on Tuesday.

On 21 September 2023, Indian legislators passed the first legislation considered in the country's new Parliament building: the Women's Reservation Bill, 2023. The bill, which passed both houses of Parliament almost unanimously—with just two votes against—will ensure that

women occupy at least 33 per cent of the seats in state legislative assemblies and the Lok Sabha, the lower house of Parliament.

The **Women's Reservation Bill**, often referred to as the Women's



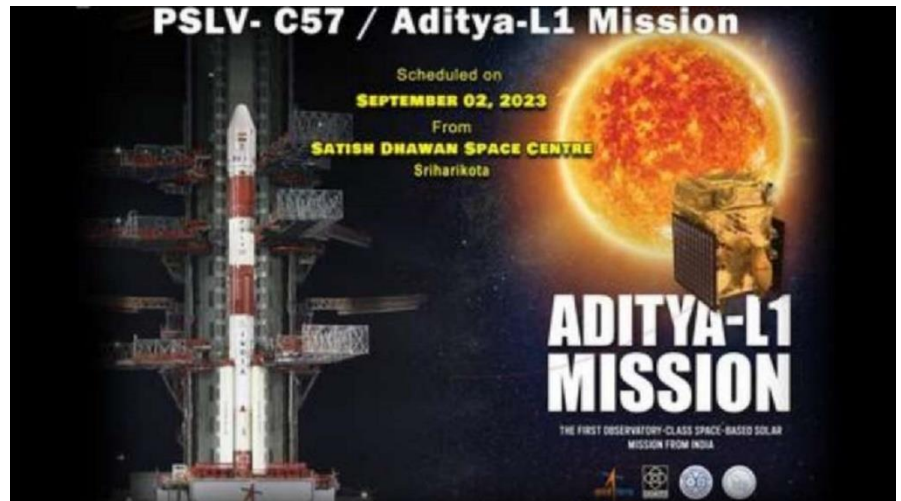
Reservation Bill, is a proposed piece of legislation in India aimed at increasing the representation of women in the Indian Parliament and State Legislative Assemblies. The bill seeks to reserve a certain percentage of seats in these legislative bodies exclusively for women. The proposed legislation, known as the **Constitution (One Hundred and Eighth Amendment) Bill of 2008**, aims to set aside a third of the seats in the Lok Sabha and state legislative assemblies for women.

The distribution of these reserved seats will be decided by the authority designated by Parliament. Additionally, one-third of the seats reserved for **Scheduled Castes and Scheduled Tribes** in the Lok Sabha and legislative assemblies will be specifically allocated to women from these groups. These reserved seats may be rotated among various constituencies within the state or union territory.

The bill's objective is to promote gender equality in the political sphere and empower women to actively participate in the democratic process. However, its passage into law has been a subject of ongoing debate and discussion in India's political landscape.

India in space: Isro successfully launches its solar mission

On 2nd September 2023, Isro's Aditya-L1 mission was launched. It is India's first mission dedicated to studying the Sun, specifically the photosphere, chromosphere, and corona of Sun. It has 7 distinct payloads developed, all developed indigenously. Five by Isro and two by academic institutes in collaboration with the space agency.



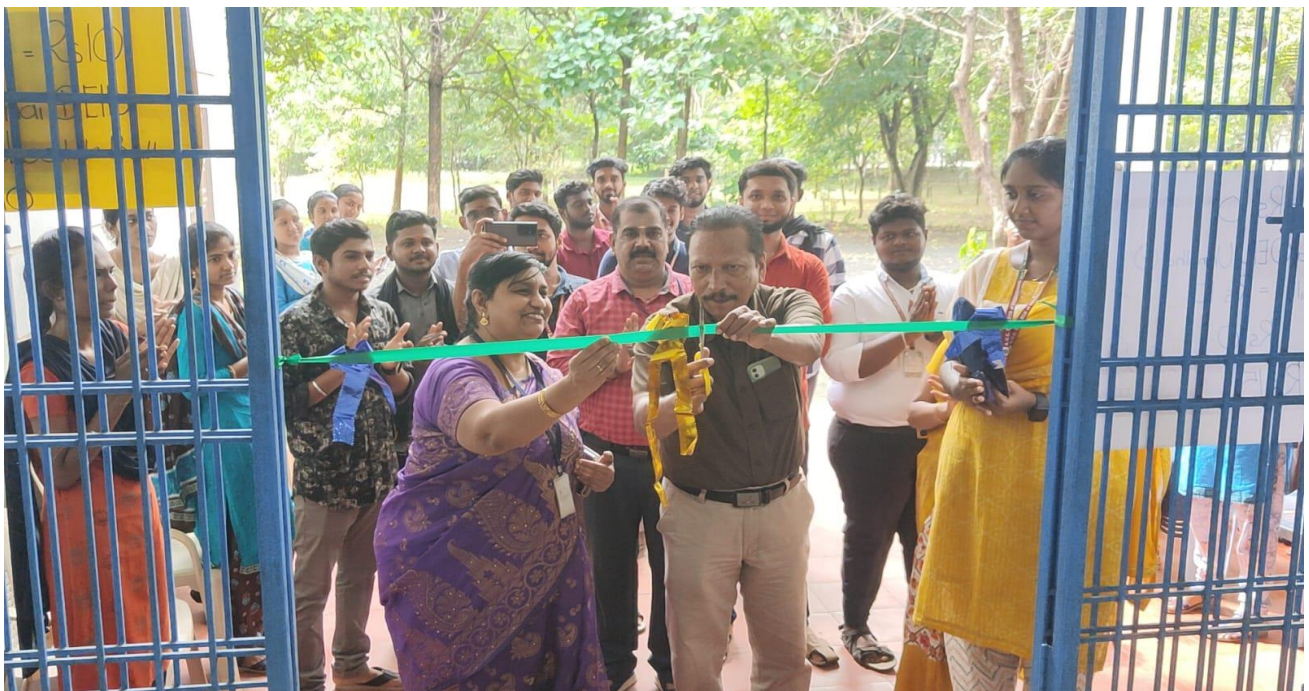
Aditya-L1 is India's first solar mission of observatory-class, which is designed for study of the sun. The spacecraft will be positioned in a halo orbit around the Lagrangian point1 (L1) of the Sun-Earth system, which is approximately 1.5 million km from earth, for ensuring continuous, unobstructed solar observation. The spacecraft is carrying seven payloads for scrutinizing the photosphere, chromosphere, and the Sun's outer layers (corona) through electromagnetic and particle detectors. Positioned at L1, four payloads will observe the Sun directly, while the other three conduct studies of particles and fields. Aditya L1's suite aims to yield vital insights into coronal heating, Coronal Mass Ejection, flare activities, space weather dynamics, particle propagation, and interplanetary medium characteristics



DEPARTMENT NEWS

MILLET FOOD BAZAAR -2023

Department of Management Studies in association with IIC and Entrepreneurship Development Cell organized a one day "MILLET FOOD BAZAAR" on 08.12.2023 in MBA DEPARTMENT.



Our Principal Dr. C. Sundar Raj M.E., Ph.D in Ribbon Cutting Ceremony.



This Bazaar inaugurated by our principal Dr.C.Sundar Raj M.E.,Ph.D with the ribbon cutting ceremony .The program is an initiative to motivate "The Entrepreneurial Aspects "among the students community."



Our Principal Visited the Stall and Motivated the student

101 Students participated and displayed various products in 18 stalls (18 stalls for Millet food items like Ragi chocolate Ball, Millet soup, sprouts Salat, Sesame laddu, Ragi puttu etc.,) Staff and Students of AVC College Engineering, AVC College (Autonomous), visited the stalls and bought the Foods. The Program was Co-ordinated by Dr.G.Sridevi Director-Management studies, Dr.J.Swaminathan ED-CELL Convener and Dr.K.Keerthi, Department IIC Coordinator.

PRODUCT LAUNCH

The Students of II MBA Marketing along with Finance Students Organized and conducted a session on “How to launch an product “with the demo of Product Launch of two different products created by the Students. The First Product is **Skippi Ice Pops** , an existing product in market and the second product is **Black Gold Oil** ,which is an new Product created by Students .

The session was fully handled by the marketing students with so many examples ,insights about elements of products, Importance of Market Research ,Strategies and Investment techniques to sustain & be consistent in the market, Market size of the product ,Pricing is crucial in the purchase of Product and a lot more were taught to the students. Students attending the session were very interactive and always wanting to learn new things.



Major Highlights of the Session

- **Product Launch Overview:** E.PRIYADARSHINI Student of II MBA has explained Students about the Introduction and overview of how an Product Launch is usually done.
- **Skippi Ice Pops :** R.RAWFATH NASIHA student of II MBA has launched an Product “**Skippi Ice Pops** . She has explained in detail about the product description and how this product became very Successful in short span of time . And demo to Students along with the advertisement created by the II MBA Students.
- **Black Gold Oil :** GEETANJALI RAJENDRAN & S. SANTOSH KUMAR launched their new product **Black Gold Oil** .And has explained about Investment and Scope of their product .



- **Students Queries :** The students of II MBA Marketing has cleared the doubt of BBA students along with real life examples and many ideas and suggestions were given to students to improve their products.

GUEST LECTURE

Department of Management Studies has organized a Marketing Club Guest Lecture Under CMA Banner “INNOVATIVE DIGITAL MARKETING AND ADVERTISING STRATEGIES TO ATTRACT THE CONSUMER” for MBA students on 10th October 2023. The Speaker for the Guest lecture was Mr. A. Rathinam, B.E., M.B.A., Director & Partner, ARC Natesa Chettiyar & Co. Jewellers, Mayiladuthurai. In the session sir Explained about various marketing terms SWOT Analysis and 4P's of marketing and discussed about International Business Marketing to Local Mayiladuthurai Business Marketing.



The resource person's work experience as a Director and Partner at ARC Natesa Chettiyar & Co. Jewellers, Mayiladuthurai. since

December 2013 showcases their leadership abilities. In this role, they have been responsible for research and production operations, including the development of new designs and styles to meet customer demand. They have also closely monitored manufacturing processes, quality control, and production schedules to ensure on-time delivery. Their role extends to sourcing and Smith management, where they analyse customer interests and facilitate communication between customers and factory personnel.

Reflections (By students)

- Increased Clarity about marketing
- Skill Enhancement
- Real-world Insights
- Motivational



GUEST LECTURE PROGRAMME

Department of Management Studies has organized a Motivational Guest Lecture Programme in the title of “CAREER PATH PLANNING FOR MANAGEMENT GRADUATES” for MBA students on 11th September 2023. The Speaker for the Guest lecture was Mr. Dr. V. ARULMURUGAN Associate Professor of Commerce & Coordinator Pondicherry University, Karaikal Campus. In the session sir discussed about what next after MBA and explained about 3E's CPP for Management Graduates.



Motivational Guest Lecture Programme

AVC College of Engineering, Mayiladuthurai, Tamil Nadu, India.
(Department of Management Studies)

Pondicherry
Central
University



Career Path Planning for Management Graduates



Dr. V. ARULMURUGAN

Associate Professor & Research Supervisor
Department of Commerce
School of Management
&
Coordinator

PONDICHERRY UNIVERSITY

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© Dr. V. Arulmurugan

Reflections (By students)

- Increased Clarity
- Skill Enhancement
- Confidence Boost
- Real-world Insights
- Motivated

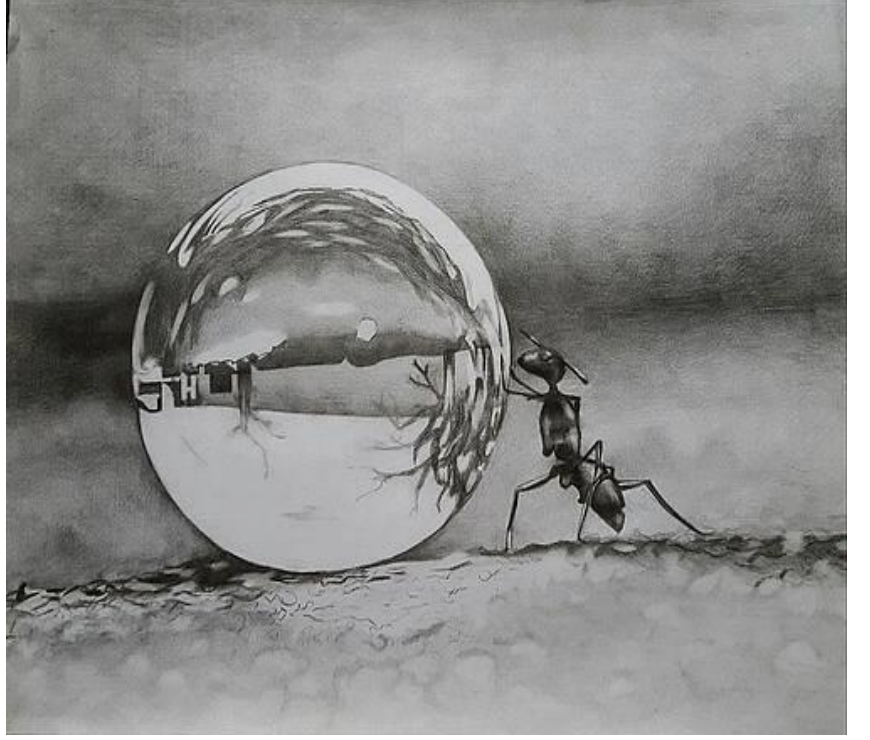


STUDENT CORNER

உழைப்பு

ஒரு நொடி
துணிச்சல் இருந்தால்
இறந்து விடலாம்!
ஒவ்வொரு நொடியும்
துணிச்சல் இருந்தால்
ஜெயித்து விடலாம்!

உன் எண்ணம்
விண்ணைத் தொட
வேண்டுமென்றால்
உன் வியர்வை
மண்ணைத் தொட வேண்டும்.



- கோ.மிருதுளா.

நட்பு

உன்னை சந்திக்காமல் இருக்க முடியும்...

ஆனால் உன்னை பற்றி சிந்திக்காமல் இருக்க முடியாது.

That is Friendship

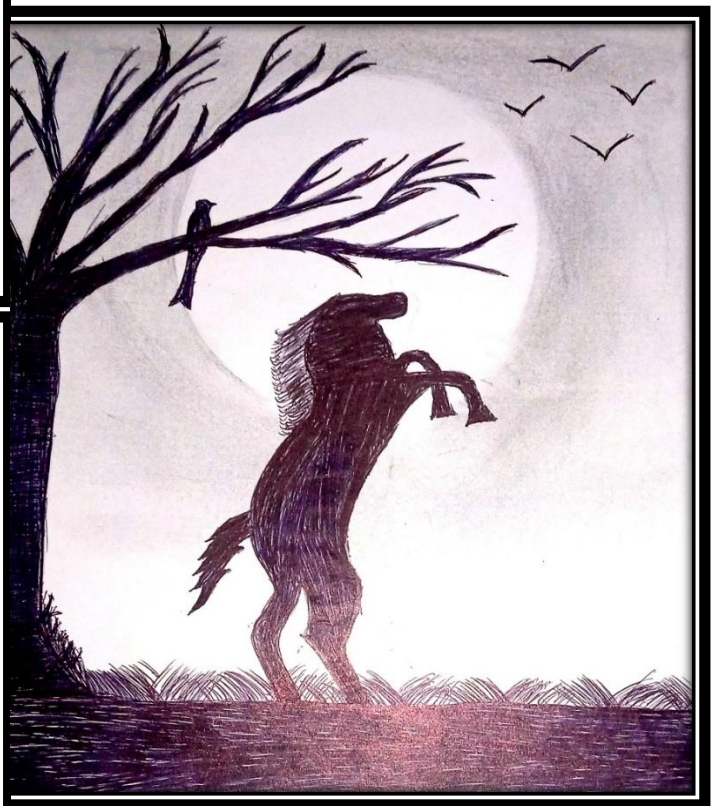
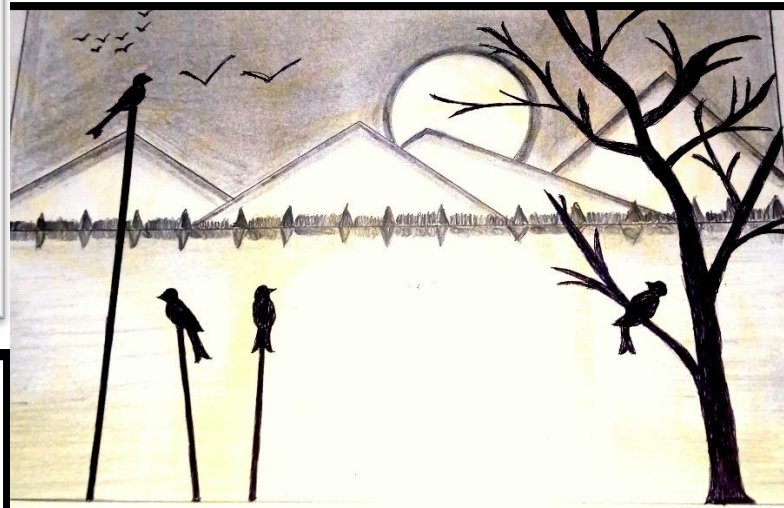
G. MIRUTHULA

I-MBA (2023-2025 Batch)

SHADOW ART

CHELLABIRUNDA.M

I-MBA (2023-2025 Batch)

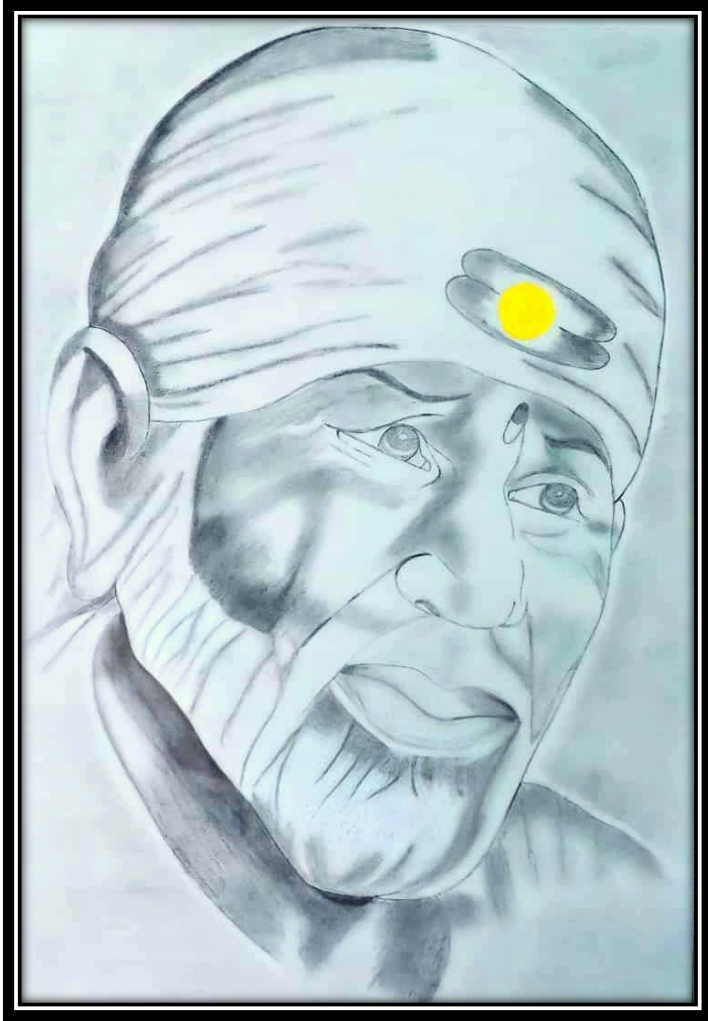


PENCIL SKETCH



SUSHMITA . P

I-MBA (2023-2025 Batch)



VIVEETHA .R

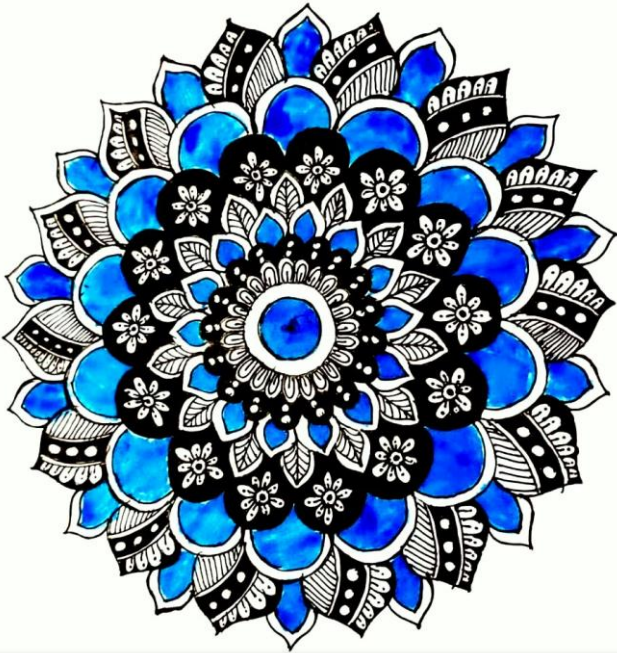
I-MBA (2023-2025 Batch)

VAISHNAVI.K

I-MBA (2023-2025 Batch)



MANDALA ART



NANDHINI.S

I-MBA (2023-2025)

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