

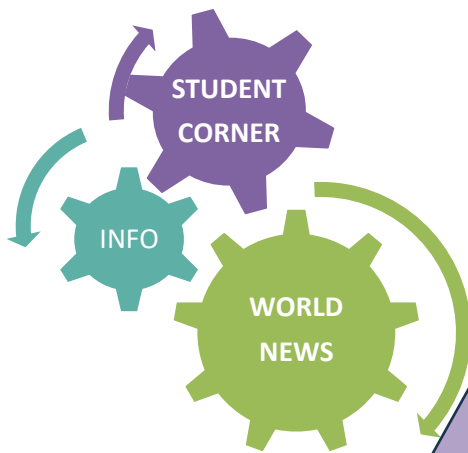


A.V.C. College of Engineering
ஏ.வி.சி. பொறியியல் கல்லூரி



NEWS LETTER

JANUARY – JUNE 2024



MASTER OF BUSINESS ADMINISTRATION



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WORLD NEWS

Pak, Denmark, Greece, Panama & Somalia get seat on UN Security Council

The United Nations General Assembly has elected Pakistan, Somalia, Panama, Denmark, and Greece as the new non-permanent members of the United Nations Security Council. They have been reelected for a two-year term starting 1 January 2025.

Newly elected non-permanent members of the Security Council
The election to elect five new members of the UN Security Council was held on 6 June 2024 in the UN's headquarters in New York, the United States of America.

The newly elected members Pakistan, Somalia, Panama, Denmark, and Greece will replace Japan, Malta, Mozambique, Ecuador and Switzerland. These countries' terms will end on 31st December 2024.

The newly elected members will join Algeria, Guyana, the Republic of Korea, Sierra Leone and Slovenia as the other non-permanent members of the UN Security Council. The terms of Algeria, Guyana, the Republic of Korea, Sierra Leone and Slovenia started on 1 January 2024 and will end on 31st December 2026.



The terms of the newly elected Pakistan, Somalia, Panama, Denmark, and Greece will start on 1 January 2025 and end on 31st December 2027.

Security Council and its

Composition

The UN Security Council is the most important body of the United Nations, and it is primarily responsible for maintaining international peace and security. The decision of the Security Council is binding on all the members of the United Nations.

It comprises 15 members, 5 of whom are permanent and 10 non-permanent.

The five permanent bodies of the UN Security Council are the United States of America, the United Kingdom, France, Russia and China. They have veto power, and

if they vote against a resolution in the UN Security Council, then the resolution cannot be passed.

The 10 non-permanent members of the UN Security Council are elected for two years and do not have veto power.

The 10 seats are distributed among the four regional groups: Africa and Asia, Eastern Europe, Latin America and the Caribbean, and Western Europe and other States. The members can be candidates for the election from the regional group they belong to.



Pakistan and Somalia were elected from the African and Asia groups.

Panama was elected from the Latin America and Caribbean group.

Denmark and Greece were elected from Western Europe and other state groups.

SWAYAM Plus Platform” Launched By Central Government

The center has collaborated with leading industry players to launch the "SWAYAM Plus Platform", which is aimed at offering employability and professional development-focused programmes to its learners.



This is an expansion of the existing SWAYAM initiative, which aims to identify and include courses that align with industry needs and enhance learners' employability. What is SWAYAM?

SWAYAM is a Massive Open Online Course (MOOC) platform that provides educational opportunities by bringing the best teaching and

learning resources to everyone.

The enrolment data from 2017 to 2023 has shown a significant increase from 31 lakhs to more than 72 lakhs. With over 1 crore registrations, 4 crore total enrollments, and more than 25 lakh certified learners, the platform's free courses are accepted by 297 universities.

Partners

Union Minister of Education and Skill Development Entrepreneurship, Dharmendra Pradhan, launched a platform today in New Delhi. MoUs were exchanged with SWAYAM and industry partners, including L&T EduTech and Tata Consultancy Services Limited, for launching industry courses on SWAYAM Plus.

Pradhan said that an entire new generation must be prepared for the implementation of NEP2020 in letter and spirit. He also emphasized that female enrollment in STEM education in India has become the highest in the world.

In addition, professionals can use the SWAYAM platform to improve their skills with the multiple-entry-multiple-exit system.

This system allows users to enter and exit the platform at their convenience. The platform is expected to benefit around 43 million higher education students and working professionals by expanding the scope of classroom learning.

Local language

Pradhan stated that the courses offered will be available in local languages to empower all students and achieve the goal of Viksit Bharat, as innovation knows no



language.

SWAYAM Plus was created in partnership with industry giants such as L&T, Microsoft, and CISCO, among others. It includes innovative features such as multilingual

content, AI-driven guidance, credit recognition, and pathways to employment. Professional courses

The main focus is on creating a system that benefits everyone involved in professional and career development, including learners, course providers, industry, academia, and strategic partners.

This involves establishing a mechanism that recognizes high-quality certifications and courses offered by the best industry and academia partners and provides credit for them.

The goal is to reach a large number of learners across the country, with a particular emphasis on those in tier 2 and 3 towns and rural areas. Customized employment courses will be provided, with options to learn in vernacular languages.

India's GeM: World's 3rd largest e-commerce platform

India's 'Government e-Market' (GeM) portal is the world's third largest e-commerce platform for public procurement after Korea's On-Line e-Procurement System (KONEPS) and Singapore's GeBIZ.

GeM's total sales value crosses Rs 4 lakh crore:

According to GeM CEO PK Singh, GeM ended this financial year with a gross merchandise value (GMV) of over Rs 4 lakh crore. This is almost 100% more than the GMV at the end of the last financial year. This demonstrates its unique potential to promote digital inclusion.

GMV denotes the aggregate worth of products or services traded during a defined timeframe.



Launched in August 2016, GeM recorded total orders worth Rs 17,445 crore in 2018-19. This gradually increased to around Rs 1.07 lakh crore in 2021-22. In the last financial year (FY23), the order value (GMV) was slightly more than Rs 2.01 lakh crore.

Whereas both public and private sector companies can sell their products and services through GeM. In this, buyers can be only government institutions including Gram Panchayat. Defence Procurement Major business activities of GeM:

Defence procurement is one of the major business activities of this platform. The assembly of the BrahMos missile is being done through GeM as a service contract.

In the defence sector, supplies ranging from eggs to missile parts are being made through the portal.

GeM provides a level playing field to domestic businesses, especially small businesses, which are physically away from popular markets, to grow and flourish.

The portal has collaborated with over 520,000 Common Service Centers (CSCs) and over 150,000 Indian Post Offices to connect remote locations in the country for seamless purchases. GeM offers a wide range of goods and services. This includes hiring of office stationery, passenger vehicles, helicopter services, waste management and webcasting.

About Government e-Market (GeM) Portal:

GeM was launched in the year 2016 to facilitate procurement of goods and services by many government departments and organizations. It is an online platform launched by the Ministry of Commerce and Industry, Government of India. GeM is open to all government departments, public sector undertakings, autonomous bodies and other organizations. Currently South Korea's KONEPS is the world's largest online platform. GeM is at third place after Singapore's GeBIZ. Presently CEO of GeM: PK Singh

IIT Madras to host 6th Shaastra Rapid FIDE Rated Chess Tournament

The Indian Institute of Technology Madras (IIT Madras) is hosting the International Chess Federation (FIDE)-rated rapid chess tournament from 30 to 31 March 2024. This is the sixth Shaastra Rapid FIDE rated chess tournament held in Chennai.

IIT Madras is the only IIT in the country to conduct an Open Rapid Rating Tournament every year.



Highlights of the 6th Shaastra Rapid FIDE Rated Chess Tournament:

More than 35 players from IIT Madras are participating in the event. Prominent players participating in the '6th Shaastra Rapid FIDE Rated Chess Tournament' include:

Six grandmasters

Sixteen International Master

Three female grandmasters

A Woman International Master.

Players from different countries including Australia, England, America and Singapore are participating in this tournament.

Prize money received by tournament winners:

The total prize money of the tournament is ₹ 5,00,000. The first prize in this is ₹ 65,000. The tournament not only offers substantial prize money but also attracts a

wide variety of players. It is awarded to a player who contributes to the development of chess culture within and outside the institute.

Tamil Nadu is the powerhouse of Indian chess:

Chess Tournament Tamil Nadu is the chess powerhouse of India and Chennai is at its centre. Hosting FIDE-rated tournaments such as Shastra Rapid Chess events provide participants with the opportunity to test their abilities.

Participants get the opportunity to improve their ratings and gain valuable experience.

The Chess Tournament provides an opportunity to chess lovers of IIT Madras to experience an exclusive tournament within the institute itself.

Players participating in Rapid FIDE Rated Chess Tournament:

Some of the prominent players who have participated in this chess tournament include:

GM Srinath Narayanan captained the Indian chess team at the 2022 Asian Games, leading them to win the silver medal.

GM Vishnu Prasanna

GM Pranesh M

GM Deepan Chakravarty

GM R R Laxman

GM Bharatsubramaniam

WGM Rakshita Ravi

WGM Srija Seshadri

WGM Varshini V

About the International Chess Federation (FIDE):

The International Chess Federation (FIDE) is the governing body of the game of chess. It regulates all international chess competitions. Along with the governing



bodies of football, cricket, swimming and auto racing, FIDE is one of the first international sports federations. FIDE was established on July 20, 1924, in Paris, France.
FIDE President: Arkady Dvorkovich
FIDE Headquarters: Lausanne, Switzerland

Admiral Dinesh Tripathi take charge as 26th Naval Chief

Admiral Dinesh Kumar Tripathi assumed office as the 26th Chief of Naval Staff (CNS) on 30 April 2024. Admiral Dinesh Tripathi took the place of Admiral R. Hari Kumar, who demitted his office on 29 April 2024.



About Dinesh Kumar Tripathi

Admiral Dinesh Kumar Tripathi is an alumnus of Sainik School Rewa, Madhya Pradesh and the National Defence Academy. He was commissioned in the Indian Navy in 1985.

He rose through the ranks to become the Commander of the Western Naval Command before becoming the vice-admiral (vice-chief) of the Indian Navy in June 2019. He was also made the commandant of the prestigious Indian Naval Academy at Ezhimala, Kerala. He was the director general of naval operations from July 2020 to May 2021.

Admiral Dinesh Tripathi is a specialist in electronics and

communication warfare. He has served on the Navy's guided missile destroyer INS Mumbai as an executive officer and principal warfare officer.

He graduated from the Defence Services Staff College, Wellington, Tamil Nadu, and attended the Naval Higher Command Course and the Naval Command College at the US Naval War College, Newport, Rhode Island.

About Indian Navy

The Indian Navy is one of the three armed forces of India, the other being the Army and Air Force.

It is responsible for guarding the maritime boundary and its maritime interests.

The Indian Navy is under the administrative control of the Ministry of Defence, government of India. The President of India is the chief commander of the armed forces, including the Indian Navy.

History of the Indian Navy

The British established the modern Indian Navy as the Royal Indian Navy on 2 October 1934. On 26 January 1950, the Indian constitution was promulgated, and the Royal Indian Navy was renamed the Indian Navy.

Admiral Sir Edward Parry was the first Commander-in-Chief of the Indian Navy. The post of Commander in Chief was changed to Chief of Naval Staff in 1955, and the first chief of Naval staff was Admiral Sir Edward Parry.

Vice Admiral RD Katari assumed office as the first Indian Chief of the Naval Staff on 22 April 1958.



Command Structure of the Indian Navy

The Indian Navy has three commands, and it is part of the Tri-Service Command with the Army and the Air Force.

The Indian Navy has two operational Commands: Western Command, with its headquarters in Mumbai, and Eastern Command, located in Visakhapatnam, Andhra Pradesh.

The Indian Navy's Southern Naval Command is the Training Command of the Indian Navy.

The Naval Command is headed by an officer of the rank of Vice-Admiral designated as the 'Flag Officer Commander-in-Chief'.

The Indian Navy is part of the Tri-Service Command based in Port Blair, Andaman and Nicobar. The Tri Command is headed by a commander-in-chief, who is appointed on rotation from the three forces.

The Indian Navy's major bases are located in Mumbai, Goa, Karwar, Kochi, Chennai, Visakhapatnam, Kolkata, and Port Blair.

Fleets of the Indian Navy

The Indian Navy has two fleets, Eastern and Western. A naval fleet is a group of ships, submarines, etc. that operate under one authority.

The Indian Navy's Western Fleet is based in Mumbai, and the Eastern Fleet is based in Visakhapatnam.

International Day of the UN Peacekeepers

Every year, 29 May is observed as the International Day of the UN Peacekeepers. This day is observed to acknowledge the service and sacrifice of over 4000 peacekeepers who have lost their lives while trying to bring peace in strife-torn areas of the world. The day also urges the global community to join and strengthen the global movement for peace.

Background to the International Day of the UN Peacekeepers

The United Nations General Assembly passed a resolution in December 2002 to observe 29 May as the International Day of the UN Peacekeepers.

29 May was chosen by the United Nations as on this day in 1948 the UN Security Council passed a resolution to authorise the first United Nations peacekeeping operation in West Asia. The Security Council created the United Nations Truce Supervision Organisation (UNTSO) to monitor the ceasefire agreement between the newly created country of Israel and its Arab neighbours who were opposing its creation.

The first International Day of the UN Peacekeepers was observed on 29 May 2003.



Theme of the 2024 International Day of the UN Peacekeeping

The United Nations announces the theme of the International Day of the UN Peacekeeping every year.

This year, the theme of the International Day of the UN Peacekeeping is "Fit for the future, building better together."

What is UN Peacekeeping and its History?

The main objective of the United Nations is the maintenance of international peace and security in the world. The United Nations sends its personnel known as UN Peacekeepers or Blue Helmets to the conflict areas of the world to maintain peace.

The soldiers of the United Nations peacekeeping force wear distinct blue-coloured helmets hence, they are also famous as Blue Helmets. The United Nations personnel can be unarmed observers or could be armed military personnel.

The United Nations does not take sides in the conflict, but it goes there as a neutral force to maintain peace.

Only the United Nations Security Council has the power to authorise peacekeeping operations.

The United Nations does not have its own military or police force. The staff for the UN peacekeeping operation comes from the 193 member countries of the United Nations. It is not compulsory for the member countries to contribute to the UN peacekeeping force, rather, it is voluntary.

India is the second largest contributor to the UN peacekeeping operation.

The United Nations has conducted more than 70 peacekeeping operations since 1948. At present, UN peacekeeping operations are ongoing in 11 regions of the world, including India and Pakistan.

United Nations peacekeeping operations in India and Pakistan

The United Nations Security Council authorised a UN peacekeeping operation in the state of Jammu and Kashmir, which was a scene of conflict between India and Pakistan. The United Nations Military Observer Group in India and Pakistan (UNMOGIP) arrived in Jammu and Kashmir on 24 January 1949 to supervise the ceasefire between India and Pakistan in Jammu and Kashmir.

After the 1971 war between India and Pakistan the UNMOGIP job is to observe the ceasefire of 17 December 1971 between the countries and directly report to the United Nations Secretary-General.

The UNMOGIP consists of experts and civilians, and no armed military force is deployed here.

Award for the UN Peacekeepers

The 1988 Nobel Peace Prize was awarded to the United Nations peacekeeping forces by the Nobel Committee.

DEPARTMENT NEWS

INDUSTRIAL VISIT

The I MBA students visited G.K Dairy in Kurichy on May 23, 2024, as part of

their curriculum to gain practical insights into the dairy industry. The visit aimed to understand the operational processes, supply chain management, and business strategies employed by G.K Dairy.



Learning Outcomes

The industrial visit provided the I MBA students with valuable insights into the practical aspects of the dairy industry. Key takeaways from the visit include:

- Understanding the end-to-end process of dairy production and distribution.
- The significance of quality control and hygiene in the food industry.
- Practical exposure to supply chain management and logistics.
- Awareness of sustainable practices in the dairy sector.

The visit to G.K Dairy was an enriching experience for the I MBA students, offering them a real-world perspective on the operations and challenges of the dairy industry. The knowledge gained from this visit will be instrumental in their academic and professional pursuits.

GUEST LECTURE

The Invited Talk on Success Strategies by Successful

Entrepreneurs held on 17th May 2024, organized by the Department of Management Studies and Institution Innovation Council and the Department of Management Studies, was a highly insightful and enriching session.

Mr. D Mariappan, the Proprietor of Kavitha Bakery, Kuthalam, shared his journey from being an aspiring entrepreneur to

establishing a successful bakery business. He emphasized the importance of perseverance, dedication, and adaptability in the face of challenges. Mr. Mariappan also highlighted the significance of customer satisfaction and quality control in sustaining a thriving business in a competitive market.

Following Mr. Mariappan's inspiring talk, Mr. G. Sundhar, Assistant Professor at SKY Center, Mayiladuthurai, shared his experiences and insights on success strategies from an academic perspective. Drawing from his research and teaching experiences,

Mr. Sundhar discussed the role of innovation, leadership, and continuous learning in achieving professional excellence. He emphasized the importance of fostering a growth mindset and leveraging available resources effectively to overcome obstacles and achieve one's goals.

Throughout the session, both speakers engaged the audience with real-life examples, interactive discussions, and practical tips for success in entrepreneurship and professional endeavors.

Attendees had the opportunity to ask questions and seek advice tailored to their specific interests and aspirations.

In conclusion, the Success Strategies Session provided attendees with valuable insights, motivation, and actionable strategies to navigate their entrepreneurial and professional journeys effectively. The event served as a platform for knowledge exchange, networking, and inspiration, leaving participants empowered and motivated to pursue their goals with renewed vigor and determination.



GUEST LECTURE

On May 24th, 2024, Mr. V. Ramakrishnan, the Managing Director of Mura Sons in

Mayiladuthurai, delivered an insightful presentation on "Modernizing Business Strategies

to Attract Next-Generation Customers." The event occurred at the MBA Seminar Hall and commenced promptly at 10 A.M.



Key Highlights of the Presentation:

- Understanding Next-Generation Customers:

Demographics and Psychographics: Mr. Ramakrishnan began by describing the characteristics of next-generation customers, emphasizing their diverse demographics and unique psychographic profiles. He highlighted their tech-savviness, preference for personalized experiences and inclination towards sustainable and ethical brands.

Digital Natives: Emphasizing that this generation has grown up with technology, he discussed their comfort with digital platforms and the expectation of seamless, integrated digital experiences.

Innovative Marketing Strategies:

Social Media Engagement:

The presentation underscored the importance of an active and engaging social media presence. Mr. Ramakrishnan discussed various platforms like Instagram, TikTok, and Twitter, detailing strategies for creating engaging content and building authentic connections with the audience. **Influencer Collaborations:** He highlighted the effectiveness of influencer partnerships in enhancing brand credibility and reaching broader audiences. Case studies of successful influencer campaigns were presented to illustrate these points.

Customer Experience and Personalization:

Customized Offerings: Mr. Ramakrishnan stressed the need for businesses to offer personalized products and services. He introduced advanced data analytics tools that can help understand customer preferences and tailor offerings accordingly. **Interactive Experiences:** The importance of creating interactive and immersive customer experiences was discussed. Examples include augmented reality (AR) and virtual reality (VR) applications that allow customers to engage with products in novel ways.

Technological Advancements:

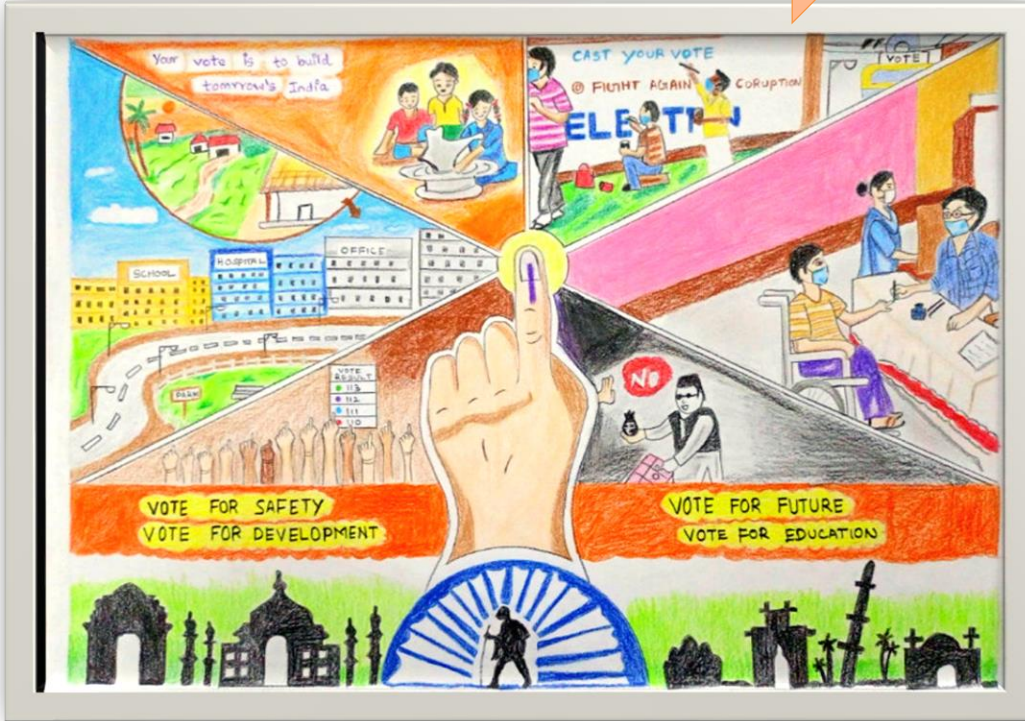
E-commerce and Mobile Solutions: The shift towards mobile commerce and the necessity for responsive, user-friendly websites and apps were emphasized. Mr. Ramakrishnan presented statistics showing the increasing trend of mobile shopping among next-generation customers.

AI and Automation:

He introduced the role of artificial intelligence (AI) and automation in enhancing customer service through chatbots, personalized recommendations, and efficient supply chain management.

Mr. Ramakrishnan concluded the seminar by reiterating the need for businesses to stay agile and adapt to next-generation customers' evolving preferences and behaviors. He encouraged continuous learning and innovation as key drivers for success in the modern marketplace. The presentation was well-received, sparking lively discussions and providing valuable insights for business leaders and aspiring entrepreneurs in attendance. The strategies discussed by Mr. Ramakrishnan provided a comprehensive roadmap for businesses aiming to attract and retain the next generation of customers.

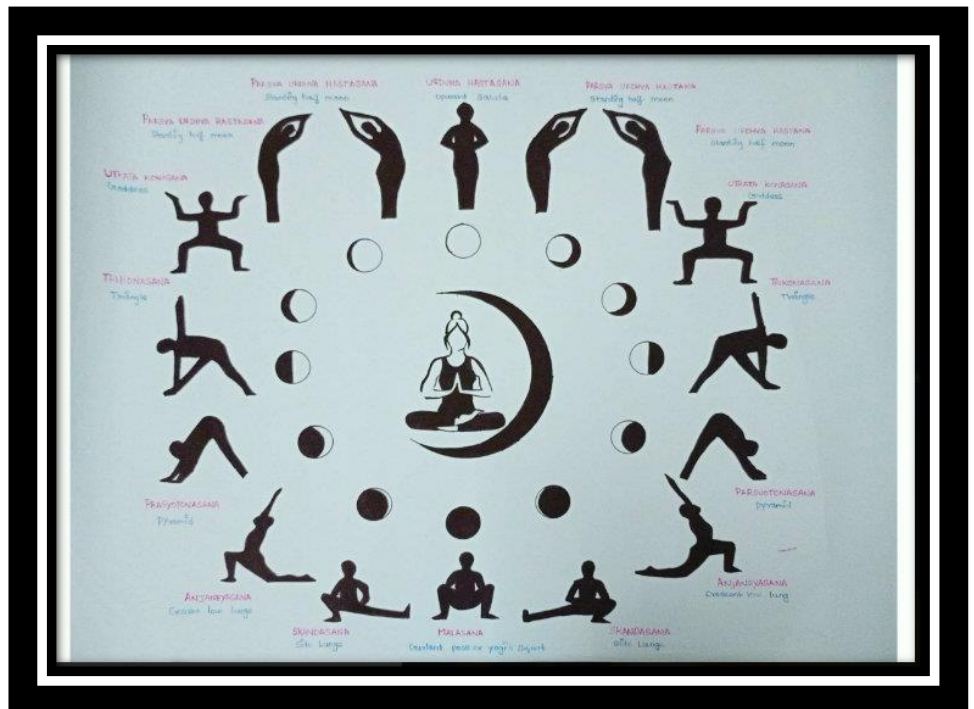
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SUSHMITHA.P

I-MBA

(2023-2025 Batch)



VIVEETHA .R

I-MBA (2023-2025 Batch)



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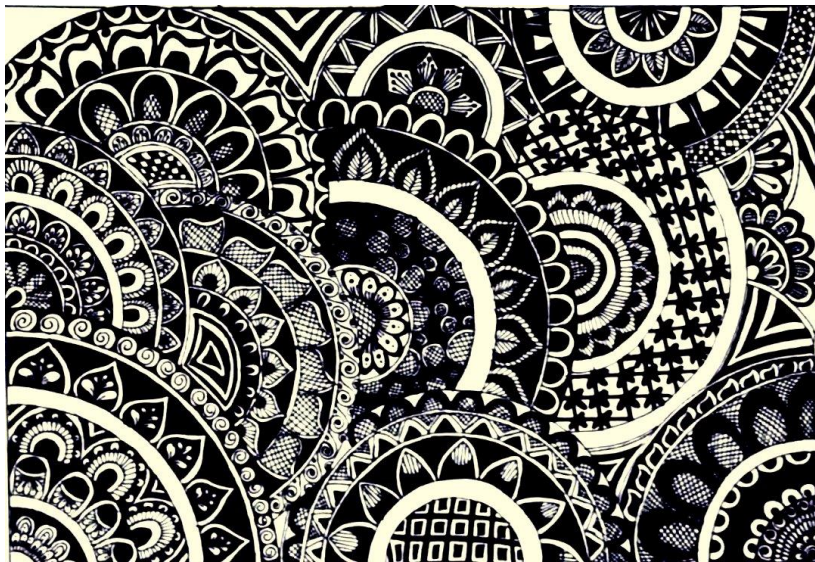
I -MBA

(2023-2025 Batch)



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