

Shri. Ashok Kumar Mundhra, Secretary

Message from The Secretary



Education is the most powerful weapon which can be used to change the society as a whole” It gives me immense pleasure to introduce the DG School of Management Newsletter DIGEST. The DDGD VC

SOM aims to provide holistic approach to shape over all personality of aspiring students in the professional and moral values. The DDGD VC SOM has a modern outlook based on the strong roots of our traditional culture found by DDGD VC. It is matter of great contentment that DDGD VC SOM has evolved in business and management fields in the recent years.

**Captain Dr. S. Santhosh Baboo, M.Sc. Ph.D,
Principal**

Message from The Principal

It is a matter of great pride and satisfaction for DG SOM to bring the E Magazine ‘SNAPSHOTS’ released for the academic year 2019-2020. The DG SOM has made tremendous progress in all areas- academic, non-academics, capacity building relevant to faculty members and students. I am confident that this issue of DDGD SOM Newsletter DIGEST will send a positive signal to the faculty members, students and the person who are interested in the management and business-based activities. A Newsletter is like a mirror which reflects the clear picture of all sorts of activities undertaken by a Department. I congratulate the Editorial Board of this E Magazine who have played wonderful role in accomplishing the task in record time.



I am delighted to share with you some of the latest stories of SOM life in this DDGD SOM Newsletter DIGEST 2022 -23, the excitement and success of SOM related student societies, as well as the research achievements of our academic staff. From July 2022 to March 2023, most of our postgraduate activity will move to a state-of-the-art facility around the corner, as you can see in this DIGEST.

Please drop in and visit us whenever you can, and join us on social media platform too, where you will get to hear what faculty members and students are up to over the coming year.

**DDGD VAISHNAV COLLEGE
SCHOOL OF MANAGEMENT**

The DDGD VC SOM (School of Management) was established in the year 1995 as an Independent Professional entity by the DDGD.Vaishnav College. The MBA PG & Research program is affiliated to the University of Madras and is approved by AICTE. The program has an annual intake of 60 students with dual specialization. The MBA curriculum comprises of Foundation, Functional and Elective subjects. In the second year the choice of electives is open based on the interest of the students. SOM teaches with the combination of classroom sessions, seminars sessions, tests and assessments through ICT tools for an effective teaching-learning process. The classroom pedagogy involves lectures, case study, group discussions, live projects and role plays. Emphasis is laid on the current affairs and developments in the world of business. Students make presentations on the topics assigned thorough analysis and research. The SOM has a great mix of academically qualified and professionally experienced faculty who apart from teaching, are also involved in creation of intellectual capital through research, consulting and corporate training. The SOM also has support of eminent adjunct and visiting faculty from academia and industry.



INTERNATIONAL SUMMER SCHOOL 2022 AT UNIVERSITY OF NOTTINGHAM, MALAYSIA

The School of Management, DDGD Vaishnav College First year MBA students took part in the International Summer School Program organized by University of Nottingham, Malaysia from 04th July 2022 – 19th July 2022. The 15 days international program was arranged to gain a wide scope of exposure to multilingual networks. The students took part in two different modules i.e. "Doing Business in Asia" and "Politics, Media and culture in South East Asia" which supplemented their MBA degree. The students were taken to field trips to have a practical exposure of Asian business policies and practices. The students of "Doing Business in Asia" were taken to Galactic Laser in the Sunway pyramid Mall to know about upcoming Entertainment industry and its scope in various Asian countries. The students of "Politics, Media and culture in South East Asia" were taken to Five Arts centre and GMBB with a talk by educator, artist and activist Mark Teh. The University arranged a trip to Kuala Lumpur city and two days' trip to Melaka – World heritage city and to Royal Selangor Visitor centre to understand the history

of Pewter manufacturing process. DDGD Vaishnav college school of management arranged a four days' trip to beautiful and attractive destinations in Malaysia. The international visit gave an opportunity for students to gain network across the globe.



Nari Sakthi- Women Equality Day- Power talk on “Combating Gender Stereotypes”

The D.D.G.D.Vaishnav College, School of Management (PG & Research) Women Empowerment Cell in association with KelpHR organized Nari Shakthi - Women Equality Day on 26th August, 2022. Dr. U. Amaleshwari, Director, School of Management delivered the Welcome address. The event witnessed Power talk on “Combating Gender Stereotypes” by prominent speakers. The discussion was taken over by Ms. Smita Shetty Kapoor, CEO & Co-founder, KelpHR and Ms. Meenakshi, Lawyer, Researcher and facilitator, POSH and DEI consultant, KelpHR. The speakers focused to speak on impact of Prevention of Sexual



Harassment at the workplace (PoSH) and also on Diversity, Equity and Inclusion (D,E&I). The power talk conveyed an understanding that a change in gender relations, women's empowerment and abolishing negative gender and sexual stereotypes helps to achieve gender equality and benefit entire societies. The session also enlightened the students by conveying that the promotion of gender equality in education is a prerequisite to the achievement of de facto equality between women and men in all spheres of life in society. The session ended up followed by Question and answer session where the speakers interacted to students with informative information.



VIDYARAMBH-2022 -14 DAYS

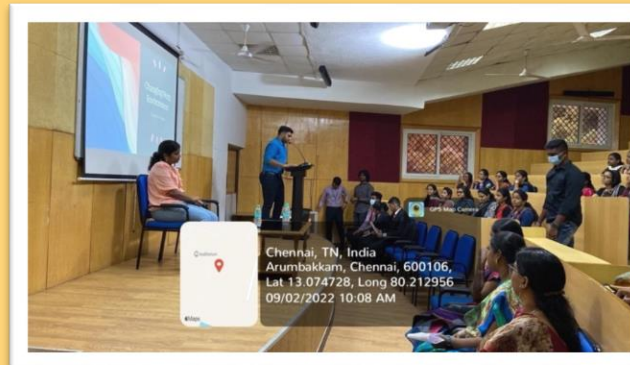
STUDENT INDUCTION PROGRAMME

An 'Orientation Programme' was organized to welcome the first year students at the institute premises from

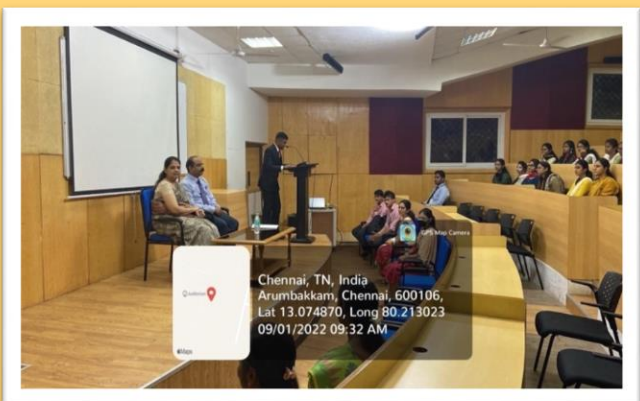
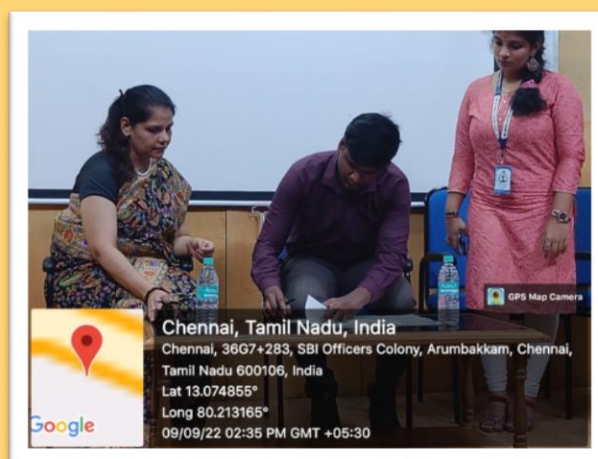
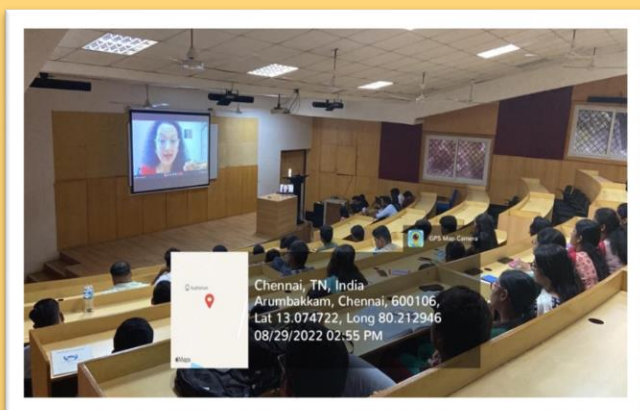
29th Sept 2022 to 8th Aug 2022. On 29th Sept 2023 on the inaugural day MBA I year students and parents had been welcomed by the School of Management and Principal of DDGD Vaishnav College. The objective of the programme was to make the parents and students aware of the academic aspects of the course, the rules and regulations of the Institute and ensuring parental participation in monitoring the performance and progress of the students. The day was marked with the presence of Mr. R. Sathishraj, CEO, E – Crusaders, followed by many Mr. Abilash Mishra, CEO – NSE Academy, Dr. Dinesh Babu. R, Managing Director, Brainswig Edutech Pvt Ltd, Chennai. Capt. Dr. R. Venkataraman, General manager, MMA. Ms. Eginitha, Entrepreneur. Ms. Gayathri, Manager, Go Global. Mr. Collin Bruno, HR Assistant Manager, D Cube Analytics. Ms. Swapna.M, Marketing Coordinator - Trainer, Lakme Salon. P. Raja Venkatesh, Freelance Soft Skill Trainer. Mr. Calvin Jones, Advocate - Supreme court. Mr. Sachit sharaoff, Marketing head of sharaoff group of companies. Dr. Ranjani Srinivasan & Dr. Madhavi Karanam, Sukshma dhrashta - executive program director. The two weeks student induction programme



ended with Ms. Kamali, Trainer @ Velite Training (Sieger groups) section.



MOU WITH YOUTH COUNCIL OF INDIA



The School of Management (PG & Research), D.D.G.D. Vaishnav College has organised this event of signing the Memorandum of Understanding with the Youth United Council of India for the students of MBA on 9th of September, 2022.

The eminent members of YUCI namely, Mr. R. Vimal, the National General Secretary of Youth United Council of India, Ms. S. Sushma, the Educational Institutions Coordinator of Youth United Council of India and Ms. Rania Lampou, the International Advisor of Youth



Council of India were invited for the event out of which Ms. Rania Lampou joined us virtually. The event started off with Ms. Rania Lampou's session. After the session was over, we witnessed what is YUCI all about. Youth United Council of India is a non-profit, youth-run organization aiming to give the youth a platform to empower them through various programs and opportunities. YUCI has made its mark on more than 300 districts, 9 states, and 57 countries with over more than 3 lakh members in the council. Their VISION is to empower the youth with positive change and volunteer with social responsibility and create a culture of volunteering for social causes. Their MISSION is to bring together nationwide spread youth and Youth organizations and movements to foster cooperation, dialogue, network and collaboration for youth empowerment and development.

BREAKING THE BARRIERS ENTREPRENEURSHIP STORIES



The D.D.G.D.Vaishnav College, School of Management (PG & Research) organised an one Day Entrepreneurship Conclave in association with Women Entrepreneurship Development Organisation (WEDO) and StartupTN (Chennai women circle) on 21st September, 2022 under the theme – “Breaking the barriers entrepreneur stories- Get inspired!”. Dr. U. Amaleshwari, Director, School of Management welcomed the gathering. The guest speakers were Ms. Kadambari Umapathy, Founder and CEO, WEDO Pvt. Ltd , Ms. Subangi Umapathy, Founder, Tupils and Daffodils, Ms. Anusha Eshwar, Founder, Handy handmade stuff, Ms. Varnikha Thirumeni, Founder, Vishuddhi Linguistics, Ms. Sahasra, Founder, Zingy and Mr. Senthamil Arasan, Project Head - StartupTN.

The Ed-Conclave provided students with ample information on prospects available on entrepreneurship. As part of the conclave, several renowned young women entrepreneurs shared their knowledge, experience, and insights about the opportunities and growth factors for entrepreneurs. The speakers focused on sharing knowledge to PG students on their ideas of start up and what their business is all about. Their entrepreneurial journey was very inspiring to the students and also gave motivation to start their own business. Mr. Senthamil Arasan focused on governments grants, seed funds which are available for any business idea.



INAUGURATION OF SYMPHONY MANAGEMENT CLUB & INVESTITURE CEREMONY 2022



DDGD VC School of Management conducts Inauguration Of Symphony Management Club & Investiture Ceremony with the high degree of earnestness and passion. The Investiture ceremony signifies the reliance and confidence that the MBA students consigns in the newly invested club heads/ activities . Donning the mantle of accountability, they also pledge to bestow their duties to the best of their abilities. DDGD VC School of Management believe that the MBA Badge holders centric approach will frame a professional and responsible citizen.

TARANG 2022



TARANG 22”, National level HR Finesse held in DDGD Vaishnav College, School of management, Chennai in association with NHRD Network which falls on 1st October 2022. Dr. U. Amaleshwari, Director, DDGD SOM welcomed the gathering and gave a general outlook of TARANG - HR Finesse 22. Capt. Dr. Santhosh Baboo, Principal, DDGD Vaishnav college highlighted how they make their management students ready for placement and give them at most training. The main aim of TARANG 2022 is to bring 15 eminent speakers from various diversified corporates representing diversified industries have addressed the students in five different sessions in TARANG 22. The event highlighted on the topics on Industrial Relation, how an organisation, individual and HR should be, talent acquisition, digitalisation, moonlighting, ghosting, and the renowned HR have shared the personal experiences. “TARANG 2022-HR Finesse. The event gave an insight of the Human Resource department of how it works and how an individual should be ready for any consequences at any time.



COBAT 2K22



The School of Management (PG & Research) D.D.G.D Vaishnav College successfully organized COMBAT 2K22, the Annual Flagship Intercollegiate Event on 12th & 13th October 2022 in its college premises. COMBAT 2022 housed more than 1000+ participants from 70 colleges across the country. It is an amalgamation of various events under the Marketing, HR, Finance and Supply chain to bring out the best from participants under controlled and simulated environments. There were 18 events conducted for UG & PG Students like HR in Crisis, Sell the Stuff, Big Bull, Business Plan Development, Pixcellence, and so on. The main purpose of the event was to boost the creativity and

competitive spirit among the participating students

The valedictory ceremony of the event was presided over by Prof. S. Amar Prasad Reddy(State President-Youth Development & Sports cell, BJP Tamilnadu, Former Advisor to Union Minister of State for Health & Family Welfare, Govt. of India), Mr. Theni Eashwar (Cinematographer),Dr. Husain Ahmed(Managing Director, Cheran Academy)Mr. Shivkumar Eashwaran (Chairman, Republic of America Gen councilor), Mr. Rajmohan,(Social media influencer& Motivational speaker), Shri Ashok Kumar Mundhra, Secretary, DDGD Vasihnav College, Capt. Dr. S. Santhosh Baboo, Prinicipal, DDGD Vaishnav College and Dr. U. Amaleshwari, Director, School of Management.

WORKSHOPS

1. Event: Workshop on Python software
Date: 29/07/22, 1/08/22 & 2/08/22,
Trainer: Mr. Bhavesh Mathur, Data Science Trainer at ISDC Projects India Pvt. Ltd
2. Event: Workshop on Business Analytics
Date:19/09/22 - 23/09/22
Trainer: Mr. Lokesh, Trainer at ISDC Projects India Pvt. Ltd





3. Event: SQL R programming

Date: 26/09/22- 30/09/2022

Trainer: Mr. Pratap padhi, Trainer at ISDC Projects India Pvt. Ltd



4. Event: Excel Workshop TIPS Academy

Date: 04/01/2023 - 06/01/2023

Trainer: Mr Vibinchandar Selvaraj, Trainer TIPS Academy



5. Event: Workshop on DATA ANALYSIS USING SPSS

Date: 17/03/2023 & 18/03/2023

Trainer: Prof. J. Poovaraghavan, Assistant Professor, Department of Mathematics, D.B.Jain College.



PLACEMENT TRAINING PROGRAMME

The School of Management (PG & Research) D.D.G.D Vaishnav College organized Placement Aptitude Training program. A refreshing course for the management students to crack the upcoming aptitude test. This programme comprise with an art of the recruitment process which was held on 3rd and 7th of November 2022. Aptitude test is a prerequisite screening test done by all the corporate companies to access the students in terms of logical thinking ,verbal ,numerical ability and conceptual thinking . School of Management conducted the aptitude Training for two days which helped the students in improving their numerical knowledge base in solving the problems in vivacious manner.



ENTREPRENEURSHIP WORKSHOP



The entrepreneur workshop conducted by WEDO institution for the students of I YR MBA ,School of Management , DDGD Vaishnav college for three days. The Workshop consists of multiple activities for building an good rapport between the trainers and the students of 1st year MBA. The sessions are mostly concentrated on the part of entrepreneurial development for the young minds. The students were given an task for day one to check the current trend in start-up market. The ideas of each every individual was different and this gave an platform for the students to display the trending ideas in market. After an brief presentation from student side. The trainers presented about creating an start up with multiple objectives and ways to build strongly. The trainers conducted meditation for better improvement of concentration towards the class. And also the

workshop had multiple agenda so the presentation of business plan was postponed for next session.

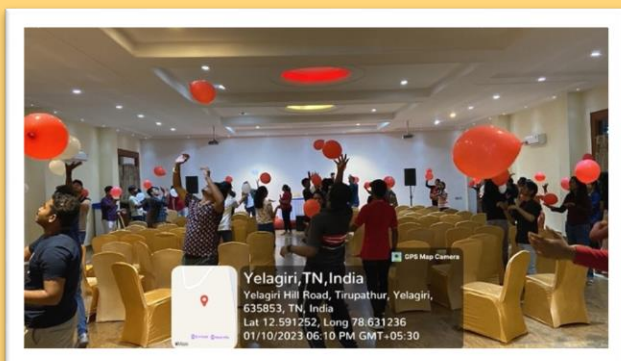
INAUGURATION OF ISTD STUDENT CHAPTER



The DDGD Vaishnav School of Management had organized ISTD student chapter and inauguration for MBA I & II year students on 31st Oct 2022. The main focus of this event is MOU signing associated with DDGD Vaishnav college and ISTD Chennai Chapter in the presences of Mr. Vijay Kumar J, Chairman, ISTD, Chennai Chapter and Dr U. Amaleshwari, HOD School of Management. In the inaugural Mr. Vijay Kumar J and his team members gave a detail input of ISTD and their theme focus on skill development, corporate training and explaining what is Industry gap, how it can be reduced and the techniques which ISTD handles to bridge the gap. ISTD team clarified all the major queries raised by MBA students. They wrapped the session by providing confidence to students the ISTD provides learning platform to skill-up and build potential professional for the business market.



OUTBOUND TRAINING



An outbound training program is an effective way to enhance self-development, social, emotional development, teamwork and leadership. Our OBT was conducted during 10-01-2023 – 13-01-2023 at “HOTEL HILLS”, Yelagiri. This training was conducted by one of the leading training institute “SIEGER TRAINING INSTITUTE”. The goal of this training institute was to make the trainees learn all the managerial skills in a practical way. The following are the activities

GL ON RECENT TRENDS IN INDIAN CAPITAL MARKETS

The D.D.G.D.Vaishnav College, School of Management(PG & Research) organised a guest lecture on 6th August, 2022 in association with National Stock Exchange (NSE). Dr. U. Amaleshwari had organized this session which the

students found it very helpful. The session was enlightened by Mr. Abhishek Goud, Senior Manager of NSE on the topic “Recent trends in Indian Capital market”. He started the session with a quote saying “The best investment you can make is an investment in yourself. The more you learn, the more you’ll earn.”- Warren Buffet The speaker started with making the students understand on human aspirations for finance and popular avenues of savings and investments. The session highlighted mainly on three important component of investment, i.e Returns, Safety and Liquidity. He emphasized the students to have an investment plan by saying start investing early, diversify your investment and monitor your investments regularly. He made us understand the importance of UPI mechanism in IPO and benefits of investing in Government securities. The students found the session very interesting because they got the insights to fulfil their human aspirations through this thought provoking session

RUNWAY- MBA ASPIRANTS

Resources Person: Mr. Raja Venkatesh, IIT Certified Free Lance Soft Skill Trainer. Mr. Prithvin Rajendran, DIRECTOR, Prime



Educators. Mr. K Parasuraman , DIRECTOR, Smarriddhi Leadership Academy Pvt. Ltd. Ms. Devaki S Prakash, Consultant & Corporate Trainer



RUNWAY 2023 (Ask Why Before Saying Yes) is an outreach programme conducted by DDGD VC School of Management on 19th January 2023 for aspirant UG student how are in quest of MBA . Around 172 students from various colleges in Chennai enrolled and participated in this outreach RUNWAY 2023 Programme. Y MBA? The value and opportunities of pursuing an MBA degree was addressed by aspirant MBA Experts, Recruiters, Alumni, trainers & Industry Veterans. The session started with warm welcome speech by Dr. U Amaleshwari, Director of School of Management, followed by Mr. Raja Venkatesh, IIT Certified Soft Skill Trainer gave insights about how MBA gives an opportunity to develop one's own leadership skills through group projects and case studies. He also strongly emphasized on effective communication, and students will have the opportunity to develop their writing, presentation, and negotiation skills. The second speaker was Mr. K Parasuraman, Director, Smarriddhi

Leadership Academy Pvt. Ltd shared his real time experience with UG students which made them to interact with the speaker more spontaneously.

The third session was started after a tea break, this session was handled by Ms. Devaki S Prakash, Consultant & Corporate Trainer. Ms. Devaki highlighted hoe M BA programs provide a unique opportunity to network with professionals from a variety of industries and backgrounds, which can be invaluable for student's future career. The last session was handled by Mr. Prithvin Rajendran, Director, Prime Educators Pvt Ltd. He gave the road map for UG students how to get prepared for MBA, includes entrance exam preparation, GD preparation etc. The RUNWAY 2023 progamme concluded with a vote of thanks given by MBA students.

5 DAYS NATIONAL LEVEL ADVANCED FACULTY DEVELOPMENT PROGRAM (FDP) "EMERGING RESEARCH TRENDS IN MANAGEMENT- ERTM"

RESEARCH FPD TITLE	DATE	RESOURCE PERSON
Writing a Literature Review. Systematic Literature Review.	06/02/2023	Dr. Teena Bharti Assistant professor Indian Institute of Management Bodh Gaya



SPSS - Cluster Analysis. Discriminant Analysis.	07/02/2023	Dr. R. Kasilingam Professor Department of Management Studies School of Management, Pondicherry University
Scholarly Writing. Research Proposal Writing.	08/02/2023	Dr. Fazlunnisa. H Assistant Professor, Department of Library & Information Science, University of Madras
Factor Analysis - EFA & CFA Advanced SEM with AMOS.	09/02/2023	Dr. R. Kasilingam Professor, Department of Management Studies School of Management, Pondicherry University
Market Basket Analysis using R.	10/02/2023	Dr. Dinesh Babu Managing Director Brainswig

Learning R from Basic to Graphics. Basics of Survival Analysis in R.		Edutech Private Limited
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The Faculty Development Program of School of Management is fully an online mode aims at facilitating the current and prospective Faculty members of Business / Management and allied areas to strengthen their teaching and research skills in the contemporary and emerging areas of management. The Programme will also help the Faculty members to upgrade their knowledge of the recent developments in teaching and research methods Learning about a research methodology which involves collecting, analyzing, and integrating quantitative (e.g., experiments, surveys) and qualitative (e.g., focus groups, interviews) research is called mixed-method research. This research approach help in a better understanding of the research problem. The Programme was designed to be generic in nature for satisfying the needs of faculty pursuing their Ph.D. from academic institutions and industry personnel carrying out research in any field. Overall, 237 participants joined the 5 Days FDP from various States like Andhra Pradesh, Karnataka, Punjab, Telangana,



Maharashtra & Tamil Nadu. University like Anna University, University of Madras, Bharathiar University, SRM University, Sathyabama University, Jawaharla Nehru Technological University, VIT University, Alliance University, Xavier Institute of Management Studies, Chitkara University Bharathidasan University, Punjabi University, Osmania University, Tata Institute of Social Sciences Ministry of Higher Education, Shri Ramachandra University, Jain University, Pune University etc.

5TH CONFLUENCE - INTERNATIONAL CONFERENCE ON INDIA'S TRILLION DOLLAR DIGITAL OPPORTUNITY.



School of Management, Dwaraka Doss Goverdhan Doss Vaishnav College organised 5th Confluence- A two-day International Conference on the theme 'India's Trillion Dollar Digital Opportunity'. Confluence 2023 was based on India's digital vision and its potential to attain a trillion-dollar economic value through the digital economy by 2025. The conference

kick started with a one-week pre-conference workshop from 6th to 10th February 2023, facilitating researchers on advanced trends in Management Research. Subject experts from IIM, International, Central & State Universities, Corporates and Research Organization addressed the registered participants. The Conference had 4 technical sessions and a Doctoral Colloquium. The two-day international conference witnessed 11 Resource persons with 3 international guests which included Dr. Maniam Kalaiannan (Associate Dean, Graduate School, University of Nottingham Malaysia), Dr. Magiswary (Deputy Dean, Research Industrial Collaborations, Multimedia University, Malaysia), Mr. Kewyn George (Council Member-Future of IT & Emerging Technologies, Govt of Tamilnadu, Director-IS, Expeditors International), Mr. Vijay Kapoor(Mg Director-Derby), Mr. Udaya Sankar Dy Director-SSC Nasscom & Co-Founder Maatram Foundation), Mr. Ranganathan (Chief Manager-NSE Academy), Mr. S. Seshadrinathan, Principal In-charge, DDGD Vaishnav College, Dr. Ashok Kumar Mundhra, Secretary, DDGD Vaishnav College. Dr. U Amaleshwari, Director, School of Management, DDGD Vaishnav College addressed the gathering. Around 171 participants benefitted through this event.

“LEADERSHIP SUMMIT”

Collaborating agency : Asian Institute of Family Managed Business and IIC



Resource person: Mr. Gaurav Kothari, Managing Director of Mukesh Clothes Pvt Ltd. Dr. Kunal S, Co-founder of the Essenzaa Foundation. Mr. Prashant Bothra CA and founder at, SFG industries Pvt Ltd. Mr. Hitesh Adwani Director, The Choice Fashion Private Limited.

On February 20th 2023, the students of School of Management got the opportunity of attending a guest lecture on “Leadership Summit” on Family managed business in association with Aisian Institute of Family Managed Business and IIC. The members in the panel was Mr. Gaurav Kothari, Managing Director of Mukesh Clothes Pvt Ltd, the moderator for the session. Dr. Kunal S, co-founder of the Essenzaa Foundation, an NGO, Mr.Prashant Bothra CA and founder at SFG industries pvt ltd and Mr.Hitesh Adwani, Director., The Choice Fashion Private Limited.

INTERNATIONAL WOMEN’S DAY EVENT – ASTHRA 2023



The School of Management (PG & Research), D.D.G.D. Vaishnav College celebrated ASTHRA 2023 - International Women’s Day Program on 9th March 2023. Ms. Mahalakshmi Saravanan, Founder of

Women Entrepreneurs – India was the Chief Guest. Ms. Anushya and Ms. Rita Venkataraman from University of Nottingham, Malaysia shared their gracious presence. Dr. U. Amaleshwari, Director, School of Management delivered the welcome address. The event started with cultural performance of MBA students followed by special address by Guests to the students. Ms. Mahalakshmi placed great emphasis on the development of women's careers and the importance of support from their families. It was also emphasized that providing support to women would motivate them to pursue their dreams and aspirations. During her interaction with the students at the School of Management, she encouraged them to share their passions and entrepreneurial aspirations.

FIN-BETA 2023



School of Management Dwaraka Doss Goverdhan Doss Vaishnav College organised FIN-BETA 2023 on the theme “Money Matters – Growth opportunities in investment in the ERA of CHANGING FACES OF MONEY” on 15th, 16th and 18th of March, 2023 in the college premises. The



event is a platform for School of Management to connect with the financial advisors. FIN-BETA 2023 was based on growth opportunities in investment to meet the financial needs and to generate revenue for both government and individuals. Around 150 participants who are wanting to get knowledge in finance background were benefitted through this event. In a snapshot the three-day FIN-BETA witnessed 10 Resource persons from various backgrounds which included Ms. Isabella R. S (Managing Director, Repco Bank & Chairperson Repco Micro Finance Ltd), CA Dr. Gopal Krishna Raju (Partner, K. Gopal Rao & Co), Mr. Vivek Karwa (Chief Financial Planner, M/s VRIDHI Investment Intermediates Pvt Ltd), Mr. Vignesh (Chief Financial Officer, Fresh2day Private Limited), Mr. Balakrishna. S (Financial Planner, Sundaram Finance), Mr. Ganesh Sankararaman (Senior Vice President- Finance, Sify Technologies Limited), Mr. Babu Krishnamoorthy (Founder & Chief Sherpa, Fisherpa Investments Pvt. Ltd), Mr. Sathish Kumar (Founder, Creating Wealth Advisory Pvt. Ltd) and Dr. R. Uppily (Senior Vice President – CFD operations, Indusland Bank Limited), Capt. Dr. S. Santhosh Baboo, Principal, D.D.G.D.Vaishnav College, Dr. Ashok Kumar Mundhra, Secretary, DDGD Vaishnav College and Dr. U Amaleshwari, Director, School of Management, DDGD Vaishnav College addressed the gathering. FIN-BETA event kick started with an Insightful speech by Ms. Isabella where she emphasized on the

3P' s which are passion, perseverance and patience. The session was followed by CA Dr. Gopal Krishna Raju who gave his thoughts on current trends in finance and e-Rupee. The audiences were then given a thoughtful speech about Indian economy and its growth in the near future by Mr. Vivek Karwa.

EDUCATIONAL TRIP FOR 4-DAYS TO COCHIN & MUNNAR



DDGD Vaishnav College, School of Management had organized 4 days educational trip to Munnar & Cochin. This Industrial visit is very helpful in our future practical Life & bring a positive change in our thinking & practical behaviour regarding Education & specializing our technical skills. Got practical knowledge about the advancement in technology of machines. Management of manpower and machines.





SOM MEDIA CORNER

'TARANG 2022' – HR FINESSE 2022

DDG Doss Vaishnav College, School of Management (PG & Research) organised 'Tarang 2022', a HR Finesse in association with NHRD Chennai Chapter on 1st October 2022. The event highlighted the theme 'The New Talent Agenda', witnessed 5 fields – IT, Manufacturing, Healthcare, Agriculture, and Talent Development. The event was presided over by 5 Amas Prasad Reddy, State President, Youth Development & Sports, BJP Tamil Nadu, former cell, BJP Tamil Nadu, former advisor to Union Minister of State for Health & Family Welfare, Thani Eashwar, cinematographer; Husain Ahmed, MD, Cheran Academy; Rajmohan, social media influencer; Ashok Kumar, secretary; Capt. S. Mundhra, director, principal, and Santhosh Baboo, director, School of Management. More than 2,000 students from 70 colleges across the country participated.

Dr. U. Amaleshwari, Director of Management and various eminent HR professionals from reputed companies like Mphasis, CTS, NielsenIQ, Daimler India, etc., were present. The Placement Brochure of MBA B.A. Re-imaging Recruitment, Round Table trends for the future of work, Fire-Side new talent mantra, Power Talk: Insights for the future of work, Fire-Side Wrap-Up Session: Chat with HR Leaders, and interact with prominent HR leaders for mentorship, and collaborate.



CHENNAI DIGEST

COMBAT 2K22 AT DDG DOSS VAISHNAV COLLEGE

The School of Management, DDG Doss Vaishnav College organised Combat 2K22, the annual inter-collegiate event. Various events under marketing, HR, finance and supply chain were held. The valedictory event was presided over by 5 Amas Prasad Reddy, State President, Youth Development & Sports, BJP Tamil Nadu, former cell, BJP Tamil Nadu, former advisor to Union Minister of State for Health & Family Welfare, Thani Eashwar, cinematographer; Husain Ahmed, MD, Cheran Academy; Rajmohan, social media influencer; Ashok Kumar, secretary; Capt. S. Mundhra, director, principal, and Santhosh Baboo, director, School of Management. More than 2,000 students from 70 colleges across the country participated.



NSE Smart Lab Inauguration

Dwaraka Doss Goverdhan Doss Vaishnav College
School Of Management, Chennai, Tamil Nadu

The D.D.G.D Vaishnav College, School of Management (PG & Research) inaugurated the NSE SMART Lab, a platform for the management students to learn trading in share market on 30th August, 2022. The school of Management, DDG Doss Vaishnav College signed a MOU with NSE Academy, wholly owned subsidiary of National Stock Exchange of India Ltd. (NSE). Dr. U. Amaleshwari, Director, School of Management delivered the Welcome address. Mr. Abhilash Mishra, CEO, NSE Academy and Mr. S. Rangarajan, Head, Higher Education NSE Academy inaugurated the Smart Lab. This venture helps to promote financial literacy to students, and provide training and certifications in Banking, Insurance and Financial Markets. It promotes development of a pool of human resources having right skills and expertise in each segment of the BFSI industry to provide quality intermediation to market participants. Mr. Abhilash Mishra gave an enlightening speech to students which was focused on role of NSE (National Stock Exchange of India Limited) as the Pioneer of Ed-Tech. He emphasized on applications of apps like Google pay, Paytm, etc in the current world. He stated that NSE had been way ahead of 27 years back with its technology and data privacy. The program ended with emphasising on importance of Learning and knowledge, being primary in corporate and trading, which NSE Lab would focus on training young minds.



J.D.G.D VAISHNAV COLLEGE- SCHOOL OF MANAGEMENT OUTBOUND TRAINING

The School of Management (PG & Research) group and individual challenges, the Doss Goverdhan Doss Vaishnav communication and team building skills, annual organised a 4 days outbound trust among groups and build relationship, program for MBA students. The training promote advanced critical thinking skills, which involved activity based learning, and highly competitive team activities came to the effect of team building, critical end with a great learning experience for students. The students were engaged into training activities and outbound training among students through various es. The students were engaged into training activities and outbound training among students through various es. The students were engaged into training activities and outbound training among students through various es.



SCHOOL OF MANAGEMENT, D.D.G.D. VAISHNAV COLLEGE: INTERNATIONAL SUMMER SCHOOL 2023

School Of Management, Dwaraka Doss Goverdhan Doss Vaishnav College organised International Summer School Program for MBA students in association with the University of Malaya, Malaysia during July 2023. The program offered the MBA students advanced insights into the Asian region, Malaysia through lectures, work case studies, and industry visits, the students gained valuable insights that will undoubtedly prove beneficial in their future careers. As part of this tour, a four-day trip was organized to witness the beauty of Malaysia. Additional cultural immersion experiences and networking opportunities contributed to the overall development of the participants as business leaders.



கம்பேட்-2022 வினாடி-வினா போட்டி: வெற்றி பெற்ற மாணவர்களுக்கு நகரத் தாழ் பரிசு வழங்கினார்

சென்னை, அக்ட. 14 – அரும்பாக்கம் டிஜி லைவ்ஸ் கல்யாணன் தலைபெற்ற கம்பேட்-2022 வினாடி-வினா போட்டியின் வெற்றி பெற்ற மாணவர்களுக்கு நகரத் தாழ் பரிசுகள் வழங்கினார்.

அரும்பாக்கம் டிஜி லைவ்ஸ் கல்யாணன் தலைபெற்ற மாணவர்களுக்கு நகரத் தாழ் பரிசுகள் வழங்கினார்.



அரும்பாக்கம் டிஜி லைவ்ஸ் கல்யாணன் தலைபெற்ற மாணவர்களுக்கு நகரத் தாழ் பரிசுகள் வழங்கினார். அரும்பாக்கம் டிஜி லைவ்ஸ் கல்யாணன் தலைபெற்ற மாணவர்களுக்கு நகரத் தாழ் பரிசுகள் வழங்கினார்.

அரும்பாக்கம் டிஜி லைவ்ஸ் கல்யாணன் தலைபெற்ற மாணவர்களுக்கு நகரத் தாழ் பரிசுகள் வழங்கினார். அரும்பாக்கம் டிஜி லைவ்ஸ் கல்யாணன் தலைபெற்ற மாணவர்களுக்கு நகரத் தாழ் பரிசுகள் வழங்கினார்.

