



ERODE SENGUNTHAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi, Permanently Affiliated to Anna University, Chennai & New Delhi,
NAAC, Bangalore & IE(I), Kolkata)

PERUNDURAI, ERODE – 638 057



MBA

MASTER OF BUSINESS ADMINISTRATION



NEWSLETTER



2021 - 2022

JULY 2021 - JUNE 2022

PATRON – IN – CHIEF

Thiru. G. Kamalamurugan
Correspondent

PATRON

Dr. V. Venkatachalam
Principal

EDITOR - IN

Dr. A. Ravisankar
Prof & Head,
MBA

Correspondent Message



The newsletter which is being rolled out today marks the launch of an effervescent activity that would enable the Management to bring out to the eyes of the competitive world, the academic achievements of our prestigious institution. Erode Sengunthar Engineering College has grown in leaps and bounds, hurtling across barriers along the way. This has been made possible with the collaborative effort of the Management, the Staff and the Students. I congratulate everyone for their commitment.

Principal Message



It is my pleasure to congratulate the editorial board on this pleasant occasion of releasing the newsletter. It is great to find a considerable number of winners and participants in co-curricular and extracurricular activities which certainly prove that our staff and students are adequately equipped and possess necessary quality skill-sets to bring such laurels to the institution. I wish that this number may grow in the years to come. I am sure that publishing a newsletter of this sort containing the achievements of the ESEC family will be a recognition to them. I wish them all the very best for future endeavors.

HOD MESSAGE



It gives me immense pleasure to note that the Newsletter of ESEC is being released. Kudos to the editorial team. When we have a glance at the Newsletter, it is heartening to see that training *the head and the heart* of staff and students had quietly happened over the past one year. The staff and students will get more recognition when the awards/achievements they won are publicized through the Newsletter. It would definitely be an inspiration and motivation for other students and staff to scale newer heights.

Chief Editor

Greetings and welcome to the maiden issue of the ESEC Newsletter! A newsletter inspires and motivates students and staff alike, for it reminds them of the zeal that they had once to do something extraordinary. We were overwhelmed by the response that we received from the coordinators, heads of departments and faculty members of ESEC in making this newsletter possible. In this newsletter, we have reported significant achievements of the Departments, Staff and Students. Campus news and events, and the placement scenario have also been emphasized. I am glad to acknowledge the kind support that I received directly and indirectly, to bring out the newsletter on time.

Dr.A.Ravishankar
Prof & Head / MBA



DEPARTMENT OF MBA



Vision:

Our vision is to be a management school of excellence in shaping leaders and decision makers for global work places with a clear focus on scientific approach in managerial decision making and ethical business practices.

Mission:

- ❖ **Awareness of Employment Opportunities:** Impart management education with a wide exposure to global business scenario and best practices,
- ❖ **Innovative Ideas and Positive Attitude:** Nurture the innovative mindset of students with right skills, attitude and knowledge to make a positive change in the society,
- ❖ **Industry- Academia Partnership:** Build industry academia research partnership to equip students to gain expertise in application of modern managerial tool for decision making,
- ❖ **Team Work and Leadership:** Work in teams and assume leadership roles during the career,
- ❖ **Ethical Practices:** To promote social responsibility among the students with a strong commitment towards business ethics, environmental protection and social inclusiveness.





Program Educational Objectives (PEOs):

- ❖ **Employability:** To prepare students for successful career in managerial roles that meet the needs of Indian and multinational companies.
- ❖ **Entrepreneurship:** To equip students to demonstrate their entrepreneurial capabilities to start innovative business ventures.
- ❖ **Scientific Decision Making:** To develop analytical thinking and quantitative approach among students to enable them to work with modern managerial decision-making tools.
- ❖ **Collegiality and Captaincy:** To foster leadership qualities and team spirit.
- ❖ **Professional Moral values:** To embed social values and inspire them to commit to high ethical standards in their career.

PROGRAM OUTCOMES (Pos):

<p>PO1 : Multidisciplinary Knowledge Apply the knowledge of functional areas of business management, economics, technology and law for integrative solutions to complex managerial problems.</p>	<p>PO6 : Investigative and Analytical Skills Apply modern tools for computation, simulation and analysis of business problems and use research based methods including data collection, analysis, interpretation and synthesis of information leading to logical conclusions.</p>
<p>PO2 : Verbal and Written Communication Communicate effectively in different business contexts and situations so as to be able to receive and give clear instructions, comprehend, write reports, prepare documentation and make effective presentations.</p>	<p>PO7 : IT and Banking Proficiency Demonstrate IT and Banking knowledge and skills for efficient and effective business processes and develop innovative methods of applying IT and e-commerce for competitive advantage.</p>
<p>PO3 : Individual and Team Work Function effectively as an individual and as a team member in diverse and multidisciplinary settings.</p>	<p>PO8 : Entrepreneurial Skills Generate business ideas, develop business plans, understand regulatory requirements, and locate sources of finance and other resources to start a new business venture.</p>
<p>PO4 : Managerial and Leadership Skills Apply a variety of organizing, planning, controlling and team building and communication skills for effective management and leadership of organizations.</p>	<p>PO9 : Profession Ethics, Environmental concerns and social responsibility Demonstrate ethical conduct in personal and professional decisions and appreciation of business ethics and social responsibility and environmental concerns in the decision making process.</p>
<p>PO5 : Awareness of Business Environment Develop business awareness through continuous study of newspapers, periodicals, journals and media and develop the ability to assess and evaluate the competitive business environment.</p>	<p>PO10 : Life-long Learning Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.</p>

CONFERENCE / JOURNAL PUBLICATION BY THE FACULTY

- ✦ **Dr. A. Ravisankar, Professor of MBA presented a Paper on “Supply chain partners’ behaviour: Choosing the right partner and sourcing strategy” 24th Annual International Conference of the Society of Operations Management (SOM) held at XLRI-Jamshedpur, Jamshedpur, India December, 2021.**



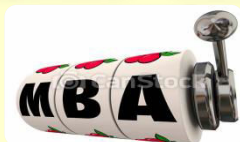
- ✦ **Dr. A. Ravisankar, Professor of MBA presented a Paper on “Supply Chain Resilience through Options Contract” 32nd Annual POMS Conference held online, April 2022.**
- ✦ **Dr. A. Ravisankar, Professor of MBA presented a Paper on “A study on Grievance Management system and its impact on Employee redressal with reference to textile sector” Second International Conference on “Emerging Trends and Challenges in Modern Business Management (ICETCMBM 2022) organised by Research and Development Cell of Kaamadhenu Arts and Science College, Sathyamangalam, Erode on 17th and 18th May 2022.**
- ✦ **Mr. D. Nidhyanath, Associate Professor of MBA presented a Paper on “Satisfaction Level of Life Insurance Policy holders in Erode” in International Conference on Globalization is Irreversible: Need for Branding India Inc& Making MSMEs Competitive,2nd -3rd March 2022, Sree Saraswathi Thyagaraja College, Pollachi, India(ISBN: 978-81-910472-9-5).**
- ✦ **Mr. D. Nidhyanath, Associate Professor of MBA presented a Paper on “Antecedents of switching behaviour in telecom services” in International Conference on Emerging Markets and Issues in Management, 19th -20th April 2022, VIT Business School, VIT University, Vellore, India. (ISBN: 978-93-5104-881-7).**
- ✦ **Mr. D. Nidhyanath, Associate Professor of MBA presented a Paper on “Relationship between Job Satisfaction, Organizational Commitment and Organizational Citizenship Behaviour in Education Sector” in 56th Annual Conference of TIES, held at Madurai Kamaraj University, Madurai, 08-10 January 2022.**

- ✦ **Mr. D. Nidhyanath, Associate Professor of MBA presented a Paper on "Level of Employee Commitment in Shakti Sugars, Erode" in 5th Edition of Virtual international Conference on Metamorphosis of Modern Management and Research organized by School of Management Studies, Bannari Amman Institute of Technology, Tamil Nadu on 26.05.2022.**
- ✦ **Dr. V. Gayathri, Assistant Professor of MBA presented a Paper on "Brand Preference of Branded Coconut Oil Consumer in Coimbatore City – An analytical study" in 5th Edition of Virtual international Conference on Metamorphosis of Modern Management and Research organized by School of Management Studies, Bannari Amman Institute of Technology, Tamil Nadu on 26.05.2022.**
- ✦ **Dr. V. Gayathri, Assistant Professor of MBA presented a Paper on "Valuation of Indian Patents using Renewal Model" in Asia- Pacific Innovation Conference, held at Delhi School of Economics, Delhi, during 13-14 December 2021.**
- ✦ **Dr. V. Gayathri, Assistant Professor of MBA presented a Paper on "Disinformation as a strategic weapon: Roles of societal polarization, government's cyber security capability, and the rule of law" in International Conference on Information Systems (ICIS), Hyderabad, (13-16 Dec 21).**



- ✦ **Dr. V. Gayathri, Assistant Professor of MBA presented a Paper on "Antecedents of switching behaviour in telecom services" in International Conference on Globalization is Irreversible: Need for Branding India Inc& Making MSMEs Competitive, 2nd&3rd March 2022, Sree Saraswathi Thyagaraja College, Pollachi, India (ISBN: 978-81-910472-9-5).**
- ✦ **Dr.S.Kalaivani, Assistant Professor of MBA presented a Paper on "Exploring Rural Retailing-An Indian Perspective" in International Conference on Globalization is Irreversible: Need for Branding India Inc& Making MSMEs Competitive, 2nd -3rd March 2022, Sree Saraswathi Thyagaraja College, Pollachi, India (ISBN: 978-81-910472-9-5).**
- ✦ **Dr.S.Kalaivani, Assistant Professor of MBA presented a Paper on "A Literature Review on Cause Related Marketing" in International Conference on Emerging Markets and Issues in Management, 19th -20th April 2022, VIT Business School, VIT University, Vellore, India. (ISBN: 978-93-5104-881-7).**

- ✦ **Dr.S.Kalaivani, Assistant Professor of MBA presented a Paper on "Influence of Artificial Intelligence in Banking Sector" in Second International Conference on "Emerging Trends and Challenges in Modern Business Management (ICETCMBM 2022) organized by Research and Development Cell of Kaamadhenu Arts and Science College, Sathyamangalam, Erode on 17th and 18th May 2022.**
- ✦ **Dr.S.Kalaivani, Assistant Professor of MBA presented a Paper on "Level of Emotional Intelligence among Teaching Faculties in Namakkal, Tamil Nadu" in 5th Edition of Virtual international Conference on Metamorphosis of Modern Management and Research organized by School of Management Studies, Bannari Amman Institute of Technology, Tamil Nadu on 26.05.2022.**
- ✦ **Mr.V.Prakash, Assistant Professor of MBA presented a Paper on "Consequences of Consumer Attitude Toward Cause Related Marketing" in International Conference on Interdisciplinary Research in Technology & Management 24th, 25th & 26th February, 2022, Kolkata.**
- ✦ **Mr.V.Prakash, Assistant Professor of MBA presented a Paper on "Emotional Intelligence and Leadership Effectiveness among the Employees of HDFC Banks in Erode Region" in 5th Edition of Virtual international Conference on Metamorphosis of Modern Management and Research organized by School of Management Studies, Bannari Amman Institute of Technology, Tamil Nadu on 26.05.2022.**
- ✦ **Mr.V.Prakash, Assistant Professor of MBA presented a Paper on "A Study on Effectual of Employees Status and Wellness" in Second International Conference on "Emerging Trends and Challenges in Modern Business Management (ICETCMBM 2022) organized by Research and Development Cell of Kaamadhenu Arts and Science College, Sathyamangalam, Erode on 17th and 18th May 2022.**
- ✦ **Ms.M.Sathya, Assistant Professor of MBA presented a Paper on "Organizational Learning and Creation of New Knowledge after the Covid19 Pandemic" in 9th International HR Conference 2022 organized by K. J. Somaiya Institute of Management, February 3-5, 2022.**





- ✦ **Ms.M.Sathya, Assistant Professor of MBA presented a Paper on “Does Sectoral FDI Matter for Trade? Evidence from Emerging Economies” in 6th Annual Conference of TIES, held at Madurai Kamaraj University, Madurai, 08 to 10 January 2022.**
- ✦ **Ms.M.Sathya, Assistant Professor of MBA presented a Paper on “Employee Capabilities: Enablers of Innovation at Service Marketing Firms” in 11th Great Lakes-NASMEI (North American Society for Marketing Education in India) International Marketing Conference, Kotler-Srinivasan Center for Research in Marketing, Chennai, Dec. 29-30, 2021.**
- ✦ **Ms.M.Sathya, Assistant Professor of MBA presented a Paper on “The Role of Customer and Frontline Employee Interaction in Service Value Co-Creation” in 5th Edition of Virtual international Conference on Metamorphosis of Modern Management and Research organized by School of Management Studies, Bannari Amman Institute of Technology, Tamil Nadu on 26.05.2022.**
- ✦ **Mr.K.R.Vijayakumar, Assistant Professor of MBA presented a Paper on “The Influence of Familial Socio-Political Forces on New Venture Creation Strategy in Family Business” in Strategic Management Society (SMS) Special Conference, Hyderabad, Dec. 2021.**



- ✦ **Mr.K.R.Vijayakumar, Assistant Professor of MBA presented a Paper on “Employee Engagement and Employee Job Satisfaction in Retail Sector” in 5th Edition of Virtual international Conference on Metamorphosis of Modern Management and Research organized by School of Management Studies, Bannari Amman Institute of Technology, Tamil Nadu on 26.05.2022.**
- ✦ **Mr.K.R.Vijayakumar, Assistant Professor of MBA presented a Paper on “Contribution of Family and Domestic Factors to Occupational Stress among college teachers” in International Conference on Globalization is Irreversible: Need for Branding India Inc& Making MSMEs Competitive,2nd -3rd March 2022, Sree Saraswathi Thyagaraja College, Pollachi, India(ISBN: 978-81-910472-9-5).**

- ✦ **Mr.K.R.Vijayakumar, Assistant Professor of MBA presented a Paper on "A Study on Stress Management with Supreme Industries Limited" in Second International Conference on "Emerging Trends and Challenges in Modern Business Management (ICETCMBM 2022) organized by Research and Development Cell of Kaamadhenu Arts and Science College, Sathyamangalam, Erode on 17th and 18th May 2022.**
- ✦ **Mr.Somnath Bhattacharjee, Assistant Professor of MBA presented a Paper on "Emotional Intelligence and Leadership Effectiveness among the Employees of HDFC Banks in Erode Region" in International Conference on Globalization is Irreversible: Need for Branding India Inc& Making MSMEs Competitive,2nd -3rd March 2022, Sree Saraswathi Thyagaraja College, Pollachi, India(ISBN: 978-81-910472-9-5).**
- ✦ **Mr.Somnath Bhattacharjee, Assistant Professor of MBA presented a Paper on "Use factor analysis in service Research - Evidence from Indian Railways" in 5th Edition of Virtual international Conference on Metamorphosis of Modern Management and Research organised by School of Management Studies, Bannari Amman Institute of Technology, Tamil Nadu on 26.05.2022.**
- ✦ **Mr.Somnath Bhattacharjee, Assistant Professor of MBA presented a Paper on "Determinants of Customer Satisfaction in Sree Annapoorna Sree Gowrishankar Hotels at Coimbatore" in 1th Great Lakes-NASMEI (North American Society for Marketing Education in India), International Marketing Conference, Chennai, Dec. 29-30, 2021.**



- ✦ **Dr. A. Ravisankar, Professor of MBA published a paper on "Analysis on Knowledge, Attitude and Practice among Tribal Women of Nilgiris District with special reference to PCOS" in International Journal of Early Childhood Special Education (INT-JECSE), May 2022 in UGC care List II Web of Science WOS Listed journal DOI: 10.9756/INT-JECSE/V1412.667 ISSN 1308-5581, Volume 14, Issue – 02, pp 5907 – 5916.**



- ✦ **Dr. A. Ravisankar, Professor of MBA published a paper on "Analysis Progress and growth of Information Technology on Business to Business relationship in Textiles Industries in the locale of Tirupur District, Tamil Nadu, India" in Tierarztilich Praxis, December 2021, Anna University Annexure - I journal ISSN 0303-6286, Volume 41, pp 65 - 80..**
- ✦ **Mr.Somnath Bhattacharjee, Assistant Professor of MBA published a patent on "Impact on job evaluation process in banking sector" in Application No: 202241057063.**

FACULTY PARTICIPATION – SEMINAR / WORKSHOP / FDP

- ❖ **Dr. A. Ravisankar, Professor of MBA has participated in a 7 Days FDP on "OBE Road Ahead to Advance Educational Quality and Enhance Global Mobility" at Kongunadu Arts and Science College, Coimbatore from 10.11.2021 to 17.11.2021.**
- ❖ **Dr. A. Ravisankar, Professor of MBA has participated in 3 Days Online National FDP on "Relevance of Outcome Based Education in Teaching, Learning and Evaluation for Social Sciences" at Indian Institute of Management and Commerce, Hyderabad from 27.10.2021 to 29.10.2021.**



- ❖ **Dr. A. Ravisankar, Professor of MBA has participated in National FDP on "Developing E-Content for MOOC through Swayam for UGC/CEC for an effective instructional experience" at A.P.C. Mahalaxmi College for Women, Thoothukudi on 10.10.2021.**
- ❖ **Dr. A. Ravisankar, Professor of MBA has participated in 5 Days National level FDP on "Innovative Approaches in Management Teaching" at Holy Cross College, Trichy from 20.09.2021 to 24.09.2021.**

- ❖ **Dr. V. Gayathri, Assistant Professor of MBA has participated in “IP Awareness/Training Program” at National Intellectual Property Awareness Mission program on 20.05.2022.**
- ❖ **Dr. V. Gayathri, Assistant Professor of MBA has participated in One Day National Seminar on “Challenges in Implementing NEP in Contemporary Management Education” at SGT University, Gurugram, Delhi on 26.03.2022.**
- ❖ **Dr. V. Gayathri, Assistant Professor of MBA has participated in Virtual Webinar on “Digital Fluency” at Patel Institute of Science and Management, Bengaluru on 02.02.2022.**
- ❖ **Dr. V. Gayathri, Assistant Professor of MBA has participated Online Webinar on NSE – IAP on “Investment Avenues and Literacy Awareness” at Erode Sengunthar Engineering College, Erode on 27.11.2021.**
- ❖ **Dr. V. Gayathri, Assistant Professor of MBA has participated 7 Days FDP on “OBE Road Ahead to Advance Educational Quality and Enhance Global Mobility” at Kongunadu Arts and Science College, Coimbatore from 10.11.2021 to 17.11.2021.**



- ❖ **Dr. V. Gayathri, Assistant Professor of MBA has participated 3 Days Online National FDP on “Relevance of Outcome Based Education in Teaching, Learning and Evaluation for Social Sciences” at Indian Institute of Management and Commerce, Hyderabad from 27.10.2021 to 29.10.2021.**
- ❖ **Dr. V. Gayathri, Assistant Professor of MBA has participated Online Quiz Programme on “Business Management and Administration” at Government Arts College, Trichy on 22.10.2021.**
- ❖ **Dr. V. Gayathri, Assistant Professor of MBA has participated International Symposium on “MSME COVID-19: Impact Challenges and Opportunities” at Hindusthan College of Arts and Science, Coimbatore on 28.09.2021.**

- ❖ Dr. V. Gayathri, Assistant Professor of MBA has participated 5 Days National level FDP on “Innovative Approaches in Management Teaching” at Holy Cross College, Trichy from 20.09.2021 to 24.09.2021.
- ❖ Mr. D. Nidhyanath, Associate Professor of MBA has participated FDP on “Social Entrepreneurship” at K. S. Rangasamy College of Technology, Tiruchengode from 03.07.2021 to 05.07.2021.
- ❖ Mr. V. Prakash, Assistant Professor of MBA has participated FDP on “Social Entrepreneurship” at K. S. Rangasamy College of Technology, Tiruchengode from 03.06.2021 to 05.06.2021.
- ❖ Ms. M. Sathya, Assistant Professor of MBA has participated FDP on “Social Entrepreneurship” at K. S. Rangasamy College of Technology, Tiruchengode from 03.06.2021 to 05.06.2021.
- ❖ Mr. K. R Vijayakumar, Assistant Professor of MBA has participated FDP on “Social Entrepreneurship” at K. S. Rangasamy College of Technology, Tiruchengode from 03.06.2021 to 05.06.2021.
- ❖ Mr. Somnath Bhattacharjee, Assistant Professor of MBA has participated FDP on “Multi Variate Data Analysis Techniques” at Sona College of Technology, Salem from 21.07.2021 to 23.07.2021.
- ❖ Mr. V. Malaravan, Assistant Professor of MBA has participated FDP on “Multi Variate Data Analysis Techniques” at Sona College of Technology, Salem from 21.07.2021 to 23.07.2021.

DEPARTMENT ACTIVITIES - DETAILS OF EVENT ORGANIZED

- ◆ A program on “C 2 C Connect – Start up Entrepreneurs – Inter college Students Participants” was arranged by Ms.Sownthariya, Mr.Manikandan and Mr.Sasikumar on 2021.
- ◆ A program on “Trade Fair 2K22” was arranged by Mr.M. Nandhakumar & Dr. V. Gayathri on 2022.



INDUSTRY – INSTITUTE INTERACTION – INDUSTRY ASSIGNMENT

NAME OF THE INDUSTRY	ASSIGNMENT TOPIC	STUDENTS NAME
Podaran Foods India Private Limited, Kangeyam, Tamilnadu	Production Process and Quality Assurance	1.Rajeev M 2.Sharmila V 3.Tamilarasan P 4.Sathiya Priya S 5.Velkumar R
Kanadagiri Spinning Mills Ltd, Salem, Tamilnadu.	Packing and Waste Collection Methods	1.Hariprasanth B 2.Karthiga R S 3.Manikanadan R 4.Sasikumar S 5.Vasantha S



INDUSTRY – INSTITUTE INTERACTION – EXECUTIVE EDUCATION

Name of the Faculty	Organization Name	Title of the Program	Date of the Program
Mr. D. Nidhyananth	Durai Plastic, Erode	Training on Best practices in warehouse	24-12-2021
Dr. S. Kalaivani	Ambal MCR Agro Traders, Erode	2 – days Training on Effective Purchasing Skills	13-11-2021
Dr. K. T. Kalaiselvi	Angel Starch & Food Pvt Ltd, Erode	Cost Estimation-RFQ	08-05-2021

STUDENTS – INDUSTRIAL TRAINING

S.NO	Name of the Student Benefitted	Name of the Organization	Duration
1.	Abinaya S	SKM Promoters-Property Developers, Coimbatore	Sep to Oct 2021 - 1 Month
2.	Ajith A	Berger Paints India Ltd, Chennai	Sep to Oct 2021 - 1 Month
3.	Ajith M	Ford Motors, Chennai	Sep to Oct 2021 - 1 Month
4.	Ammar Subuktagin	Ford Motors, Chennai	Sep to Oct 2021 - 1 Month
5.	Angudevi S	Nestle, Tirupur	Sep to Oct 2021 - 1 Month
6.	Anju M	Patanjali, Perundurai	Sep to Oct 2021 - 1 Month
7.	Azzuddin Iltumish	TVS Motors Company, Chennai	Sep to Oct 2021 - 1 Month
8.	Barani Kumar P	Sunpack Machinerics, Cuddalore	Sep to Oct 2021 - 1 Month
9.	Bharathkumar S	Sasi Anand Spinning Mills (India) Pvt Ltd, Erode	Sep to Oct 2021 - 1 Month
10.	Chandru K	Samsung Electronics India Pvt Ltd, Chennai	Sep to Oct 2021 - 1 Month
11.	Chandru M	Ramraj Cotton Company Pvt Ltd, Tirupur	Sep to Oct 2021 - 1 Month
12.	Chinnadurai P	Samsung Electronics India Pvt Ltd, Chennai	Sep to Oct 2021 - 1 Month
13.	Dharunyaa V	ITC Industries, Chennai	Sep to Oct 2021 - 1 Month
14.	Dhivagar M	Bajaj Hindustan Sugars Ltd, Kheri, UP	Sep to Oct 2021 - 1 Month
15.	Dineshbabu S	Sunpack Machinerics, Cuddalore	Sep to Oct 2021 - 1 Month
16.	Elakiya M	Britannia Industries Ltd, Erode	Sep to Oct 2021 - 1 Month
17.	Elango P	Seshasayee Paper and Boards Ltd, Erode	Sep to Oct 2021 - 1 Month
18.	Gowtham A	KPR Mill Ltd, Erode	Sep to Oct 2021 - 1 Month
19.	Hari Shankar R	Wipro, Coimbatore	Sep to Oct 2021 - 1 Month
20.	Haripriya V	Aachi Masala Foods (P) Ltd, Chennai	Sep to Oct 2021 - 1 Month
21.	Hemalatha M	Brakes India Pvt Ltd, Mysore	Sep to Oct 2021 - 1 Month
22.	Kalimuthu Pandian E	Amul Ice Creams Ltd, Coimbatore	Sep to Oct 2021 - 1 Month
23.	Kavin E	Paraqon, Salem	Sep to Oct 2021 - 1 Month
24.	Kavin M	SKM Egg Product Export (India) Ltd, Erode	Sep to Oct 2021 - 1 Month
25.	Kavinkumar K	Sunpack Machinerics, Cuddalore	Sep to Oct 2021 - 1 Month
26.	Keerthana S	Aavin Milk Producers Union Ltd, Erode	Sep to Oct 2021 - 1 Month

S.NO	Name of the Student Benefitted	Name of the Organization	Duration
27.	Kowsik G	Samsung Electronics India Pvt Ltd, Chennai	Sep to Oct 2021 - 1 Month
28.	Mani Shankar S	Live Grand Hotel, Salem	Sep to Oct 2021 - 1 Month
29.	Manojkumar J	Ramraj Cotton Company Pvt Ltd, Tirupur	Sep to Oct 2021 - 1 Month
30.	Monica R	Sakthi Masala, Erode	Sep to Oct 2021 - 1 Month
31.	Nandhakumar T	Sakthi Sugars Ltd, Erode	Sep to Oct 2021 - 1 Month
32.	Navaaamirthakumar B	Sripathi Paper and Boards Pvt Ltd, Coimbatore	Sep to Oct 2021 - 1 Month
33.	Nithin K	Titan Company, Coimbatore	Sep to Oct 2021 - 1 Month
34.	Prakash J	Saint Gobain India Pvt Ltd, Erode	Sep to Oct 2021 - 1 Month
35.	Preethi U	Arun Ice Creams, Coimbatore	Sep to Oct 2021 - 1 Month
36.	Rajesh Kannan A	Rydon Industries Pvt Ltd, Coimbatore	Sep to Oct 2021 - 1 Month
37.	Ramya Bharathi S	Ford Motors, Chennai	Sep to Oct 2021 - 1 Month
38.	Rich Diselva A	Cotton Blossom (India) Pvt Ltd, Erode	Sep to Oct 2021 - 1 Month
39.	Saravanan C	V Guard Industries, Erode	Sep to Oct 2021 - 1 Month
40.	Sasikumar G	V Guard Industries, Erode	Sep to Oct 2021 - 1 Month
41.	Shayama Kant Mani Tipathi	Tata Motors, Banglore	Sep to Oct 2021 - 1 Month
42.	Sibichandan S S	Renault Nissan, Kanchipuram	Sep to Oct 2021 - 1 Month
43.	Sivanmoorthi C	HL Builders Pvt Ltd, Coimbatore	Sep to Oct 2021 - 1 Month
44.	Sowndharya R	New Food Hope Industries, Erode	Sep to Oct 2021 - 1 Month
45.	Subash P	BMW India Pvt Ltd, Kancheepuram	Sep to Oct 2021 - 1 Month
46.	Sujeet Kumar	Ford Motors, Chennai	Sep to Oct 2021 - 1 Month
47.	Tamizharasi B	CRI Pumps, Coimbatore	Sep to Oct 2021 - 1 Month
48.	Thenmozhi M	Milky Mist, Erode	Sep to Oct 2021 - 1 Month
49.	Varatharaj H	Samsung India P Ltd, Chennai	Sep to Oct 2021 - 1 Month
50.	Vignesh V	Amul Ice Creams Ltd, Erode	Sep to Oct 2021 - 1 Month
51.	Vinidha D	GRB Pvt Ltd, Erode	Sep to Oct 2021 - 1 Month
52.	Vishnu M	Asian Paints, Cuddalore	Sep to Oct 2021 - 1 Month

CONSULTANCY ACTIVITIES

S.NO	FACULTY INVOLVED	CLIENT DETAILS	TYPE OF INDUSTRY
1.	Dr. A. Ravisankar	SS Group Of Companies, 5/148 B, Near Chennai Silks, Salem.	E-commerce Service
2.	Mr. D. Nidhyananth	Siemens Centre Of Excellence -Nit Trichy, Tanjore Main Road, National High way 67, Thiruchurapalli	Automobile

Consultancy from Industry

S.NO	Nature of Assignment	Funding Company
1.	Marketing Strategies of Electrical goods and PVC pipes among the Constructors.	Vasantham Enterprises, Erode
2.	End user Perception on Hardware's and Plywood's	Vasantham Door & Plywoods, Erode
3.	Consumer attitudes towards products and services	Vasantham Tiles and Sanitary wares, Erode
4.	Investigating the size and structure of markets	Clifton Infrastructure (P) Ltd, Coimbatore
5.	Competitor analysis – understanding strategies, markets and performance.	PPC Blue Metals, Erode
6.	Market Survey on Home Decors designs and Customer trends	Emperor Home Decors, Erode
7.	Home Appliances preferences and anticipated pricing strategies	Best Marketing, Coimbatore
8.	Investigation of Coolers sales and services in industrial sectors (SIPCOT)	Swastiks Enterprises, Erode
9.	Customer Relationship Management for instruments and Educational support devices.	Neophron Technologies, Erode





STUDENTS PLACED IN COMPANIES AY 2021 – 22

S.NO.	NAME OF THE STUDENT	NAME OF THE EMPLOYER
1.	Vignesh V	Skien Technologies
2.	Subash P	Skien Technologies
3.	Dineshbabu.S	Tata Consultancy Service Ltd.,
4.	Dharunyaa.V	Lido Company Quality Tutorials pvt. Ltd.,
5.	Chinnadurai P	Tech Mahindra
6.	Hemalatha M	Tech Mahindra
7.	Abinaya S	Zuci Systems
8.	Bharath Kumar S	Zuci Systems
9.	Harisankar R	Zuci Systems
10.	Visnu M	BYJUS
11.	Thenmozhi M	BYJUS
12.	Monica R	BYJUS
13.	Nithin.K	Milky Mist Dairy Food Pvt.Ltd., Perundurai
14.	Ammar Subuktagin	Job World
15.	Elango.P	Job World
16.	Manojkumar.J	Job World
17.	Saravanan.C	Job World
18.	Shayama Kant Mani Tripathi	Job World
19.	Varatharaj. H	Job World
20.	Chandru M	NCR Corporation Pvt. Ltd.,
21.	Preethi U	NCR Corporation Pvt. Ltd.,
22.	Kavin M	Arrow Rebar Services
23.	Sibichandran SS	Arrow Rebar Services
24.	Prakash.J	Saint Gobain India Pvt Ltd.,
25.	Angudevi.S	N.U.M.S. Techno Fashion, Tirupur
26.	Azzuddin Iltumish	Saint Gobain India Pvt Ltd.,
27.	Rich diselva.A	N.U.M.S. Techno Fashion, Tirupur
28.	Sivanmoorthi. C	Saint Gobain India Pvt Ltd.,
29.	Kavin.E	N.U.M.S. Techno Fashion, Tirupur
30.	Sasikumar G	Ramraj Cotton, Erode
31.	Vinidha.D	Ramraj Cotton, Erode
32.	Rajesh kannan.A	L.G.Balakrishnan & Bros Ltd., Coimbatore
33.	Gowtham.A	KPR Mill Ltd., Processing Sipcot, Perundurai

MEMORANDUM OF UNDERSTANDING



GLIMPSES OF INDUSTRIAL VISITS – 2023



EAAMER LEAD COMPANY PVT. LTD, COIMBATORE



EAAMER LEAD COMPANY PVT. LTD, COIMBATORE



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