



# 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



2023 - 2024  
(JULY 2023 - JUNE 2024)

## NEWS LETTER



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## **ABOUT THE DEPARTMENT**

The Department of Management Studies, established in 2008 and permanently affiliated to Anna University, Chennai, continues to deliver excellence in management education. With a well-established infrastructure and a team of experienced and committed faculty members, the department offers a robust MBA program with an annual intake of 60 students. The curriculum is thoughtfully designed with dual specialization options, allowing students to gain expertise in two areas of their interest. The first year focuses on core management subjects, providing a strong foundation across all functional domains. In the second year, students can choose electives aligned with their specializations to deepen their knowledge and skills.

To enhance industry exposure and real-time learning, the department regularly organizes guest lectures, industrial visits, conferences, workshops, and industry-institute interaction programs. These initiatives enable students to understand emerging business trends and prepare them for the dynamic corporate environment. The department offers a wide range of specialization areas, including Human Resource Management, Finance, Marketing, Systems, Entrepreneurship Development, Operations, Logistics and Shipping Management, Tourism and Hotel Management, and Hospital Management. With a commitment to academic excellence and holistic development, the Department of Management Studies continues to shape future managers and leaders with competence, confidence, and a strong ethical foundation.



## 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):

PO1	Business Environment and domain knowledge	Apply the knowledge about functioning of local and global business environment.
PO2	Critical thinking business analysis and innovative solutions	Foster analytical and critical thinking abilities for data-base decision making in functional and sectoral areas.
PO3	Leadership and Team Work	Exhibit appreciate leadership skills to work with multi-disciplinary team for the achievement of business boundaries.
PO4	Effective communications	Ability to communicate and negotiate effectively to achieve organizational and individual goals.
PO5	International and Cross-Culture Connect	To demonstrate global outlook with the ability to identify aspects of global business and cross-culture understanding.
PO6	Professional Ethics and Social Responsibility	Graduates are expected to identify contemporary social problems and demonstrate ethical standards in organizational decision.



# MBA

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## CONFERENCE / JOURNAL PUBLICATION BY THE FACULTY

- Dr.A.Ravisankar, Professor, Department of Management Studies, et.al. (2023). Analysis Role of ML and Big Data Play in Driving Digital Marketing's Paradigm Shift in Proceedings - 2023 IEEE World Conference on Applied Intelligence and Computing, AIC 2023, 2023, pp. 388–394. (Article Scopus Indexed).
- Dr.A.Ravisankar, Professor, Department of Management Studies, has published a paper on "Stage by stage E- Ecommerce market database analysis by using machine learning models", in EAI ICISML 2023 - EAI 2nd International Conference on Intelligent Systems and Machine Learning organized by Sri Sri University Odisha (Accepted and to be published in - Scopus indexed journal).
- Dr.A.Ravisankar, Professor, Department of Management Studies, et al. 2023, CSR and its role in achieving sustainable development goals in First International Conference on Recent trends in corporate social responsibility and sustainability development goals (ICON- 23) organized by VET Institute of Arts & Science College, Erode, Shanlax Publications ISBN No:9788119042425, pages:83-87.
- Dr.A.Ravisankar, Professor, Department of Management Studies, et al. 2023, Stage by stage E-commerce market database analysis by using machine learning models in EAI ICISML 2023 - EAI 2<sup>nd</sup> International Conference on Intelligent Systems and Machine Learning organized by Sri Sri University Odisha (Accepted and to be published in - Scopus indexed journal).
- Dr.A.Ravisankar, Professor, Department of Management Studies, et al. 2023, Environmental Considerations in the Ethics of AI Adoption in Healthcare: Striving for Sustainable and Responsible Practices in International Conference on Artificial Intelligence and its Application (ICAIA - 2023), (Accepted and to be published in - Scopus indexed journal).
- Dr.A.Ravisankar, Professor, Department of Management Studies, et al. 2023, Application of social media in business-to- business marketing under the perspective of marketing process in first International conference on Humanities for Smart Societies 2023 (HMSS- 2023) (Accepted and to be published in SEAS Transactions Scopusindexed journal).
- Dr.A.Ravisankar, Professor, Department of Management Studies, et al. 2023, Customer Impulsive Buying Behaviour : A study of persuasion for buying the product in Seybold Report, ISSN 1533-9211, Volume 18, Issue 08, Pages: 78-86, Scopus Indexed Journal.
- Dr.A.Ravisankar, Professor, Department of Management Studies, et al. 2023 Integrating learning context and characteristics of Gen Z and Gen α in Korea Review of International Studies, ISSN 1226-4741, Volume 16, Issue 46, Pages: 175-181, ABDC Rating Journal 'C' Category.

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- Dr.A.Ravisankar, Professor, Department of Management Studies, et al. 2023 Impact of Stress and its Employees Performance in it Industries in World Journal of Management and Economics, ISSN 819- 8643, Volume 16, Issue 01, Pages: 273-282, ABDC Rating Journal 'C' Category. PUBLICATIONS- (ARTICLE/BOOK CHAPTER / ABDC / CONFERENCE / SCOPUS)
- Dr. S. M. Uvaneswaran, Professor, Department of Management Studies, et al. 2023, "Role of Artificial Intelligence in Business Intelligence and Decision Making: An Empirical Study", in European Chemical Bulletin, 2023, 12 (S3), 165 – 172, DOI: 10.31838/ecb/2023.12.s3.024.
- Dr. S. M. Uvaneswaran, Professor, Department of Management Studies, et al. 2023,"Role of artificial intelligence in human resource management of selected it companies at Chennai city", International Journal of Management and Commerce, Volume 5, Issue 1, 2023, Page No. 102-106, Online ISSN: 2664-6854, Print ISSN: 2664-6846.
- Dr. S. M. Uvaneswaran, Professor, Department of Management Studies, et al. 2023, "A Study on Organisational Culture and It's Impact on Employees Behaviour with Special Reference to Christy Fried gram Industry, Trichengode", in International Journal of All Research Education and Scientific Methods (IJARESM), ISSN: 2455-6211, Volume 11, Issue 4, April-2023, Impact Factor: 7.429.
- Dr. S. M. Uvaneswaran, Professor, Department of Management Studies, et al. 2023, "The Influence of Tax Education on Tax Compliance of A B C Category Tax Payer's", in International Journal of Creative Research Thoughts (IJCRT), ISSN: 2023-2882, Volume 11, Issue 1 January 2023.
- Dr. S. M. Uvaneswaran, Professor, Department of Management Studies, et al. 2023, "CSR and Corporate Governance Interdependence: A Conceptual Study", in Journal of Harbin Engineering University, ISSN: 1006-7043, Vol 44 No. 6, June 2023.
- Mr. M. Nandhakumar, Assistant Professor, Department of Management Studies, et al. 2023, "A Study on Performance Appraisal of Employees with Special Reference to Lanco Agro Foods Pvt. Limited Erode", in International Journal of All Research Education & Scientific Methods, ISSN: 2455-6211, Impact Factor: 7.429, Volume 11 Issue 4, April-2023.
- Dr. R. Shanthi, Professor, Department of Management Studies, "The impact of Emotional Intelligence in Leadership Effectiveness among the Postsecondary Academic Level Educationalist" in Business Opportunities of Digital Horizon in Global Economy (BODHI – G2023) (Page; 43-47)
- Dr. R. Shanthi, Professor, Department of Management Studies,has participated amd presented a paper title "A Study on Brand Loyalty and Customer satisfaction on Cosmetic Products in Coimbatore City", in the International conference on 'Business Opportunites of Digital Horizon in Global Economy", Volume 1 Issue I- 2023(Page; 36-41)

- **Dr.A.Ravisankar**, Professor, Department of Management Studies, et.al. (2023). Emerging Paradigms in Multidisciplinary Research in Weser Books.
- **Dr. A. Ravisankar**, Professor, Department of Management Studies, Economic Studies on Automobile Management: Working Capital and Investment analysis, in Multicipilnary Approaches to Organisational Governance During Health Crises, IGI Global, March 2023, PP 169-198, DOI:10.4018/978-1-7998-9213-7.ch009.
- **Dr. A. Ravisankar**, Professor, Department of Management Studies, Harnessing 6G for Consumer-Centric Business Strategies Across Electronic Industries, in AI Impacts in Digital Consumer BehaviourIGI Global, March 2024, PP 241-270, DOI:10.4018/979-8-3693-1918-5.ch010
- **Dr.A.Ravisankar**, Professor, Department of Management Studies, et.al. (2023). Analysis Role of ML and Big Data Play in Driving Digital Marketing's Paradigm Shift in Proceedings - 2023 IEEE World Conference on Applied Intelligence and Computing, AIC 2023, 2023, pp. 388–394. (Article Scopus Indexed).
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- Mr. M. Nandhakumar, Assistant Professor, Department of Management Studies, et al. 2023, "A Study on Performance Appraisal of Employees with Special Reference to Lanco Agro Foods Pvt. Limited Erode", in International Journal of All Research Education & Scientific Methods, ISSN: 2455-6211, Impact Factor: 7.429, Volume 11 Issue 4, April- 2023.
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- Dr. R. Shanthi, Professor, Department of Management Studies, has presented a paper entitled "Women Entrepreneurship In Effective Poultry Management" in the National Level Conference on Emerging Technologies in Engineering and Medicine (INNOVISTA'23), organized by QCPRL & CMRL in association with NSS BIT (unit-1) during 12-13 October 2023.

#### **AWARDS RECEIVED**

#### **MASTER OF BUSINESS ADMINISTRATION**

- Dr. A. Ravisankar, Professor, Department of Management Studies received an award in the Courtesy of EduArena India Pvt Ltd, Bihar on 12.12.2022



## Academic Outreach: Faculty Act as a Resource Person

- **Dr.A.Ravisankar**, Professor, Department of Management Studies, Erode Sengunthar Engineering College, Erode, has act as a Resource person for NBA preparatory audit organized by Sai Ram Institute of Technology, Chennai on 18.10.2023 & 19.10.2023.
- **Dr.A.Ravisankar**, Professor, Department of Management Studies, Erode Sengunthar Engineering College, Erode, has act as a Conference Chair Member for Fourth International Conference on Advancements in Research & Development (ICARD 2024) & Jointly Organized by Department of Commerce, Indira Priyadarshini Govt. Degree College for Women, Autonomous, Nampally, Hyderabad, Telangana, India & RSP.Conference Hub,Coimbatore, TamilNadu, India on 31.01.2024.
- **Dr. Ravisankar**, Professor and Head, Department of Management Studies, as a chairperson for the session Commerce, Business and its Applications in the National Conference on Mathematics, Computer Science, Business, Commerce, Management, Engineering & Technology (NCMCBCMET 2023) on 30th December 2023.
- **Dr.R.Shanthi**, Professor, Department of Management Studies, Erode Sengunthar Engineering College, Erode, has act as a Resource person for DST sponsored (ONLINE) "Technology based Entrepreneurship Development Program on IoT" - Topic: Cash Flow and Production Planning, organized by the KG College of Arts and Science on 29.01.2024
- **Dr.R.Shanthi**, Professor, Department of Management Studies, Erode Sengunthar Engineering College, Erode, has act as a Resource person for DST sponsored (ONLINE) "Technology based Entrepreneurship Development Program on IoT" - Topic: Crafting detailed Business Plans with focus on Production and Purchasing Strategies organized by the KG College of Arts and Science on 24.01.2024



## **FACULTY PARTICIPATION – SEMINAR / WORKSHOP / FDP**

- Dr.A.Ravisankar, Professor, Department of Management Studies has participated on the topic, "Teaching Strategies - A Pedagogy", One Week Online National Level Faculty Development Program on Teaching Strategies - A Pedagogy held from 16.02.2024 to 22.02.2024.
- Dr.A.Ravisankar, Professor, Department of Management Studies has participated in workshop on "Structural Equation Modeling: Advances in Research methodology and Research Publications", Organized department of Humanities and Management, Dr B R Ambedkar National Institute of Technology, Jalandhar, from 03.07.2023 to 07.07.2023.
- Dr.A.Ravisankar, Professor, Department of Management Studies has participated in International Conference on Contemporary Challenges in Science and Its Engineering Applications (IC3SEA 2023) on "Designing an effective performance management system in the age of remote work involving the ethics of HR through artificial intelligence", Organized by Study World College of Engineering, Coimbatore, on 05 & 06.05.2023.
- Dr.A.Ravisankar, Professor, Department of Management Studies has participated in First International Conference on Recent trends in corporate social responsibility and sustainability development goals (ICON-23) on "CSR and its role in achieving sustainable development goals". Organized by VET Institute of Arts & Science College, on 18.02.2023.
- Dr.A.Ravisankar, Professor, Department of Management Studies has participated "Structural Equation Modeling: Advances in Research Methodology and Research Publications", organized by Department of Humanities and Management, Dr B R Ambedkar National Institute of Technology, Jalandhar from July 03.07.2023.
- Dr.A.Ravisankar, Professor, Department of Management Studies has participated in ICSSR Sponsored - Two Days National Seminar on "Innovation Start-ups for young Entrepreneurs in Digitalized Era", Organized by Department of Management Studies, K.S.R College of Arts and Science, Tiruchengode, on 23 & 24.02.2023.
- ❖ Dr. S. M. Uvaneswaran, Professor, Department of Management Studies has participated "Structural Equation Modeling: Advances in Research Methodology



- National Level Conference on Emerging Technologies in Engineering and Medicine(INNOVISTA'23), organized by QCPRL & CMRL in association with NSS BIT (unit-1) during 12-13 October 2023.
- Dr. R. Shanthi, Professor, Department of Management Studies,has participated in the Faculty Development Program "Research Problem: Identification and Formulation" organized by the Jansons School of Business (Autonomous), Coimbatore on 24.02.2024.
- Dr. R. Shanthi, Professor, Department of Management Studies,has participated in the Online Faculty Development Program "Theory Building, Theory Testing and Theorizing in Management Research" organized by the School of Management Studies, University of Hyderabad on 16 & 17.02.2024.
- Dr. S. Raj Kumar, Associate Professor, Department of Management Studies has participated in First International Conference on Recent trends in corporate social responsibility and sustainability development goals (ICON-23) on "Corporate with NGOs". Organized by VET Institute of Arts & Science College, on 18.02.2023.
- Dr. S. Raj Kumar, Associate Professor, Department of Management Studies has participated in ICSSR Sponsored - Two Days National Seminar on "Innovation Start-ups for young Entrepreneurs in Digitalized Era", Organized by Department of Management Studies, K.S.R College of Arts and Science, Tiruchengode, on 23 & 24.02.2023.
- Dr. V. Gayathri, Assistant Professor, Department of Management Studies has participated in First International Conference on Recent trends in corporate social responsibility and sustainability development goals (ICON-23) on "The Sustainable Approach to Corporate Social Responsibility: A Global Analysis and Future Trends". Organized by VET Institute of Arts & Science College, on 18.02.2023.
- Dr. V. Gayathri, Assistant Professor, Department of Management Studies has participated in ICSSR Sponsored - Two Days National Seminar on "Innovation Start-ups for young Entrepreneurs in Digitalized Era", Organized by Department of Management Studies, K.S.R College of Arts and Science, Tiruchengode, on 23 & 24.02.2023.
- Mr. Somnath Bhattacharjee, Assistant Professor, Department of Management Studies has participated in First International Conference on Recent trends in corporate social responsibility and sustainability development goals (ICON-23) on "Corporate with NGOs". Organized by VET Institute of Arts & Science College, on 18.02.2023.



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- Mr. Somnath bhattacharjee, Assistant Professor, Decision-making Tools and Techniques, on SRM TRP Engineering College, on 12.02.2023 to 17.02.2023.
- Mr. V. Malaravan, Assistant Professor, Department of Management Studies has participated in First International Conference on Recent trends in corporate social responsibility and sustainability development goals (ICON-23) on "History of CSR in India". Organized by VET Institute of Arts & Science College, on 18.02.2023.
- Mr. V. Malaravan, Assistant Professor, Department of Management Studies has participated in ICSSR Sponsored - Two Days National Seminar on "Innovation Start-ups for young Entrepreneurs in Digitalized Era", Organized by Department of Management Studies, K.S.R College of Arts and Science, Tiruchengode, on 23 & 24.02.2023.
- Mr. M. Nandhakumar, Assistant Professor, Department of Management Studies has participated in First International Conference on Recent trends in corporate social responsibility and sustainability development goals (ICON-23) on "Corporate Social Responsibility And Sustainability: From A Corporate Governance Perspective". Organized by VET Institute of Arts & Science College, on 18.02.2023.
- Mr. M. Nandhakumar, Assistant Professor, Department of Management Studies has participated in ICSSR Sponsored - Two Days National Seminar on "Innovation Start-ups for young Entrepreneurs in Digitalized Era", Organized by Department of Management Studies, K.S.R College of Arts and Science, Tiruchengode, on 23 & 24.02.2023.
- Mr. M. Ramarajan, Assistant Professor, Department of Management Studies, has participated in the One Day National Webinar on "CONSUMER RIGHTS AND EDUCATION" held on 19.10.2023.
- Mr. M. Ramarajan, Assistant Professor, Department of Management Studies, has successfully participated in IP Awareness/Training program under National Intellectual Property Awareness Mission on 16.10.2023.



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## Institute – Institute Interaction

S. No.	Name& Designation	Organization	Date of Visit	Purpose of visit
1	Dr. S. Kumaraperumal, Associate Professor, Head marketing	Rajalaskmi School of Management (B-School), Chennai	12.12.2023	Delivered a special speech on Market Structures for our MBA Students
2	Dr. Seranmadevi R, Associate Professor, Department of Professional studies	CHRIST (Deemed to be University), Central Campus, Hosur Road , Bangalore - 560 029	09.11.2023	The purpose of placing the student in a "real world" situation and applying reflection and critical thinking skills to contemplate appropriate solutions, decisions for our MBA Students
3	Dr. S. Kumaraperumal, Associate Professor, Head marketing	Rajalaskmi School of Management (B-School), Chennai	05.10.2023	Delivered a special speech on Supply and Demand for our MBA Students
4	Dr. S. Kumaraperumal, Associate Professor	Head Marketing, Rajalaskmi School of Management (B-School), Chennai	03.07.2023	Delivered a special speech on Scheduling and Sequencing in Manufacturing Plant for our MBA Students
5	Dr. Karthikeyan Parthasarathy, Associate Professor,	Department of Management Studies, Kongu Engineering College, Erode	06.06.2023	Delivered a workshop on Scheduling and Research tools for budding managers for our MBA Students





## FACULTY BOOK CHAPTER PUBLICATION

- Dr.A.Ravisankar, Professor, Department of Management Studies, et.al. (2023). Emerging Paradigms in Multidisciplinary Research in Weser Books.
- Dr. A. Ravisankar, Professor, Department of Management Studies, Economic Studies on Automobile Management: Working Capital and Investment analysis, in Multiciplinary Approaches to Organisational Governance During Health Crises, IGI Global, March 2023, PP 169-198, DOI:10.4018/978-1-7998-9213-7.ch009.
- Dr. A. Ravisankar, Professor, Department of Management Studies, Harnessing 6G for Consumer-Centric Business Strategies Across Electronic Industries, in AI Impacts in Digital Consumer Behaviour IGI Global, March 2024, PP 241-270, DOI:10.4018/979-8-3693-1918-5.ch010



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# STUDENT PARTICIPATION

Workshop /Seminar Attended Details						
S. No.	Name of the Student	Year / Semester	Name of the event (Workshop / Seminar)	Name of the Institution organized	National / International Level	Date
1	AARTHI.S (12.02.2002)	II / III	Two days SPSS Workshop on research methods	Sri Krishna College of Engineering and Technology	National	09.6.2023 to 10.06.2023
2	AARTHI.S (01.04.2002)	II / III	Two days SPSS Workshop on research methods	Sri Krishna College of Engineering and Technology	National	09.6.2023 to 10.06.2023
3	ABIGAIL. J	II / III	Two days SPSS Workshop on research methods	Sri Krishna College of Engineering and Technology	National	09.6.2023 to 10.06.2023
4	ABIMANYU.P	II / III	Two days SPSS Workshop on research methods	Sri Krishna College of Engineering and Technology	National	09.6.2023 to 10.06.2023
5	ANANDHARAMAN. K	II / III	Two days SPSS Workshop on research methods	Sri Krishna College of Engineering and Technology	National	09.6.2023 to 10.06.2023
6	ANAND KUMAR.C	II / III	One day National Workshop on "Hands on training of Khadi Products"	Vellalar College for Women	National	19.07.2023
7	ARUN KUMAR.S	II / III	One day National Workshop on "Hands on training of Khadi Products"	Vellalar College for Women	National	19.07.2023
8	ARUN PRASATH.P	II / III	One day National Workshop on "Hands on training of Khadi Products"	Vellalar College for Women	National	19.07.2023
9	BALASUBRAMANIA N.V	II / III	One day National Workshop on "Hands on training of Khadi Products"	Vellalar College for Women	National	19.07.2023
10	DEVA. S	II / III	One day National Workshop on "Hands on training of Khadi Products"	Vellalar College for Women	National	19.07.2023
11	DHARANISH.S	II / III	One Day National Workshop on "Technovista 23"	Sri Eshwar College Engineering	National	08.09.2023
12	DIVAKAR.M	II / III	One Day National Workshop on "Technovista 23"	Sri Eshwar College Engineering	National	08.09.2023
13	GOKUL.S	II / III	One Day National Workshop on "Technovista 23"	Sri Eshwar College Engineering	National	08.09.2023
14	GOWTHAMI.M	II / III	One Day National Workshop on "Technovista 23"	Sri Eshwar College Engineering	National	08.09.2023



## STUDENT PARTICIPATION

### Paper / Conference Presentation Details

S. No.	Name of the Student	Year / Semester	Name of the event (Workshop / Seminar)	Name of the Institution organized	National / Inter	Date	Duration
1	MARI MUTHU M	II/III	One day Natioal Level conference on "Technovista 23"	Sri Eshwar College Engineering	National	08.09.2023	One day
2	MADHUMITA.S	II/III	One day Natioal Level conference on "Technovista 23"	Sri Eshwar College Engineering	National	08.09.2023	One day
3	MEENA.P	II/III	One day Natioal Level conference on "Technovista 23"	Sri Eshwar College Engineering	National	08.09.2023	One day
4	MEGANATHAN.V	II/III	One day Natioal Level conference on "Technovista 23"	Sri Eshwar College Engineering	National	08.09.2023	One day
5	MOHAMMED ANSARI.A	II/III	One day Natioal Level conference on "Technovista 23"	Sri Eshwar College Engineering	National	08.09.2023	One day
6	MOHANAKRISHN AN.S	II/III	One day Natioal Level conference on "SCHEMCON'23"	Kongu Engineering College	National	22.09.2023	One day
7	MOUNEESH.G.S	II/III	One day Natioal Level conference on "SCHEMCON'23"	Kongu Engineering College	National	22.09.2023	One day
8	NAMACHIVAYA M K	II/III	One day Natioal Level conference on "SCHEMCON'23"	Kongu Engineering College	National	22.09.2023	One day
9	NARESH BAABU.M	II/III	One day Natioal Level conference on "SCHEMCON'23"	Kongu Engineering College	National	22.09.2023	One day
10	NAVEENKUMAR. R.K	II/III	One day Natioal Level conference on "SCHEMCON'23"	Kongu Engineering College	National	22.09.2023	One day
11	MD TAJREYAN ALAM	I/I	3rd International Conference on 'Sustainability Change Management (SCM 2023)	Nehru Arts and Science College	International	11.10.2023	One day

12	MUNIYAPPAN B	I/I	3rd International Conference on 'Sustainability Change Management '(ICSCM 2K23)	Nehru Arts and Science College	International	11.10.2023	One day
13	NAVEEN R	I/I	3rd International Conference on 'Sustainability Change Management '(ICSCM 2K23)	Nehru Arts and Science College	International	11.10.2023	One day
14	NITHISH P	I/I	3rd International Conference on 'Sustainability Change Management '(ICSCM 2K23)	Nehru Arts and Science College	International	11.10.2023	One day
15	PAADAGALINGES HWARAN S	I/I	3rd International Conference on 'Sustainability Change Management '(ICSCM 2K23)	Nehru Arts and Science College	International	11.10.2023	One day
16	PRAKALATHAN R	I/I	3rd International Conference on science, Technology and Management' ICSTM 2023	KCT Tech Park, Saravanampatti, Coimbatore	International	26.10.2023	One day
17	PRAKASH P	I/I	3rd International Conference on science, Technology and Management' ICSTM 2023	KCT Tech Park, Saravanampatti, Coimbatore	International	26.10.2023	One day
18	PRIYA E	I/I	3rd International Conference on science, Technology and Management' ICSTM 2023	KCT Tech Park, Saravanampatti, Coimbatore	International	26.10.2023	One day
19	PRIYADHARSHINI M	I/I	3rd International Conference on science, Technology and Management' ICSTM 2023	KCT Tech Park, Saravanampatti, Coimbatore	International	26.10.2023	One day
20	RITHESH KUMAR S	I/I	3rd International Conference on science, Technology and Management' ICSTM 2023	KCT Tech Park, Saravanampatti, Coimbatore	International	26.10.2023	One day
21	UJJWAL MISHRA	I/I	3rd International Conference on science, Technology and Management' ICSTM 2023	KCT Tech Park, Saravanampatti, Coimbatore	International	26.10.2023	One day
22	YOGESHWARAN K	I/I	3rd International Conference on science, Technology and Management' ICSTM 2023	KCT Tech Park, Saravanampatti, Coimbatore	International	26.10.2023	One day

## STUDENT PARTICIPATION

S. No	Name Of The Student	Year / Semester	Name of the Technical Event attended	Name of the Institution organized	Date	Duration
1	PRADEEP NA S	II/III	Technical Symposium in "Technovista 23"	Sri Eshwar College Engineering	08.09.2023	One day
2	PRAVEEN KUMAR.M	II/III	Technical Symposium in "Technovista 23"	Sri Eshwar College Engineering	08.09.2023	One day
3	RAJNISH KUMAR JHA	II/III	Technical Symposium in "Technovista 23"	Sri Eshwar College Engineering	08.09.2023	One day
4	RAMESH BABU.P	II/III	Technical Symposium in "Technovista 23"	Sri Eshwar College Engineering	08.09.2023	One day
5	RAMYA.R	II/III	Technical Symposium in "Technovista 23"	Sri Eshwar College Engineering	08.09.2023	One day
6	RAUSHAN KUMAR	II/III	Technical Symposium in "KRIZEN"	Sri Krishna College of Engineering and Technology	15.09.2023	One day
7	SANJAYKUMAR.M	II/III	Technical Symposium in "KRIZEN"	Sri Krishna College of Engineering and Technology	15.09.2023	One day
8	SANTHOSH S	II/III	Technical Symposium in "KRIZEN"	Sri Krishna College of Engineering and Technology	15.09.2023	One day
9	SANTHYA.S	II/III	Technical Symposium in "KRIZEN"	Sri Krishna College of Engineering and Technology	15.09.2023	One day
10	SANTOSH KUMAR MUKHIYA	II/III	Technical Symposium in "KRIZEN"	Sri Krishna College of Engineering and Technology	15.09.2023	One day
11	SRITHAR.A	II/III	Technical Symposium in "KRIZEN"	Sri Krishna College of Engineering and Technology	15.09.2023	One day

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12	SUDHARSAN.M	II/III	Technical Symposium in "KRIZEN"	Sri Krishna College of Engineering and Technology	15.09.2023	One day
13	SARAN SRI.R	II/III	Technical Symposium in "SCHEMCON'23"	Kongu Engineering College	22.09.2023	One day
14	SARON.SK	II/III	Technical Symposium in "SCHEMCON'23"	Kongu Engineering College	22.09.2023	One day
15	SATHISH.K	II/III	Technical Symposium in "SCHEMCON'23"	Kongu Engineering College	22.09.2023	One day
16	SELVAMANI.G	II/III	Technical Symposium in "SCHEMCON'23"	Kongu Engineering College	22.09.2023	One day
17	SNEHA N	II/III	Technical Symposium in "SCHEMCON'23"	Kongu Engineering College	22.09.2023	One day
18	SOUNDARRAJ N	II/III	Technical Symposium in "TEXARITA 2K23"	Bannari Amman Institute of Technology	06.10.2023	One day
19	SREE SAI.K	II/III	Technical Symposium in "TEXARITA 2K23"	Bannari Amman Institute of Technology	06.10.2023	One day
20	UMA R	I/I	Technical Symposium in "TEXARITA 2K23"	Bannari Amman Institute of Technology	06.10.2023	One day
21	SUNNY KUMAR	I/I	Technical Symposium in "TEXARITA 2K23"	Bannari Amman Institute of Technology	06.10.2023	One day
22	VEERAKUMAR.K.S	I/I	Technical Symposium in "TEXARITA 2K23"	Bannari Amman Institute of Technology	06.10.2023	One day
23	VIGNESH K S	I/I	National Level Students Technical Symposium - 2K23	Velalar College of Engineering and Technology Erode	07.10.2023	One day
24	VIJAY .R.S	I/I	National Level Students Technical Symposium - 2K23	Velalar College of Engineering and Technology Erode	07.10.2023	One day
25	VIKRAM KUMAR MUKHIYA	I/I	National Level Students Technical Symposium - 2K23	Velalar College of Engineering and Technology Erode	07.10.2023	One day
26	VINOTH.T	I/I	National Level Students Technical Symposium - 2K23	Velalar College of Engineering and Technology Erode	07.10.2023	One day

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27	VINOTHINI.S	I/I	National Level Students Technical Symposium - 2K23	Velalar College of Engineering and Technology Erode	07.10.2023	One day
28	SANTHIYA S	I/I	Technical Symposium in MXCEL 2K23"	Kongu Engineering College	11.10.2023	One day
29	SATHIYAPRIYA D	I/I	Technical Symposium in MXCEL 2K23"	Kongu Engineering College	11.10.2023	One day
30	SAVITHA A	I/I	Technical Symposium in MXCEL 2K23"	Kongu Engineering College	11.10.2023	One day
31	SENTHIL NATHAN A	I/I	Technical Symposium in MXCEL 2K23"	Kongu Engineering College	11.10.2023	One day
32	SHAHINA B	I/I	Technical Symposium in MXCEL 2K23"	Kongu Engineering College	11.10.2023	One day
33	SIVA C	I/I	Technical Symposium in "INSIGHTX23"	Bannari Amman Institute of Technology	18.10.2023	One day
34	SIVASANKAR S (01-09-2000)	I/I	Technical Symposium in "INSIGHTX23"	Bannari Amman Institute of Technology	18.10.2023	One day
35	SIVASANKAR S (15-03-2002)	I/I	Technical Symposium in "INSIGHTX23"	Bannari Amman Institute of Technology	18.10.2023	One day
36	SNEHA S	I/I	Technical Symposium in "INSIGHTX23"	Bannari Amman Institute of Technology	18.10.2023	One day
37	SRIDHARAN D	I/I	Technical Symposium in "INSIGHTX23"	Bannari Amman Institute of Technology	18.10.2023	One day
38	SNEHA S	I/I	Technical Symposium in "INSIGHTX23"	Bannari Amman Institute of Technology	18.10.2023	One day
39	SRIDHARAN D	I/I	Technical Symposium in "INSIGHTX23"	Bannari Amman Institute of Technology	18.10.2023	One day
40	SUGUMAR A	I/I	Technical Symposium in "INSIGHTX23"	Bannari Amman Institute of Technology	18.10.2023	One day

#### SPORTS ATTENDED DETAILS

S. No .	Name Of The Student	Year / Semester	Name of the Title	Name of the Institution organized	National / International Level	Date	Duration
1	BARANIDHARAN.K .A	I/I	FOOT BALL	Anna University Sports Board, Chennai	National	19.10.2023 to 21.10.2023	Three Days

SPORTS Attended Details						
S. N o.	Name Of The Student	Year / Semest er	Name of the Title	Name of the Institution organized	National / Internation al Level	Date
1.	PREETHI.T	I/II	Kabbadi	Erode Sengunthar Engineering College	National	24.04.2025
2.	PREETHI.T	I/II	Throw Ball	Erode Sengunthar Engineering College	National	24.04.2025
3.	PREETHI.T	I/II	Hand Ball- Women	Erode Sengunthar Engineering College	National	24.04.2025
4.	RUBIKA.R	I/II	4*400M Relay	Erode Sengunthar Engineering College	National	24.04.2025
5	RUBIKA.R	I/II	Hand Ball- Women	Erode Sengunthar Engineering College	National	24.04.2025
6	DHARANE BAAI	I/II	Hand Ball- Women`	Erode Sengunthar Engineering College	National	24.04.2025
7	NIVETHA.V	I/II	Hand Ball- Women`	Erode Sengunthar Engineering College	National	24.04.2025
8	NIVETHA.V	I/II	Throw Ball	Erode Sengunthar Engineering College	National	24.04.2025
9	RANI.J	I/II	Throw Ball	Erode Sengunthar Engineering College	National	24.04.2025
10	RANI.J	I/II	Kabbadi	Erode Sengunthar Engineering College	National	24.04.2025
11	LOKESH.V	I/II	Volley Ball	Erode Sengunthar Engineering College	National	24.04.2025

# STUDENTS – INDUSTRY TRAINING

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S. No	Name of the student	Duration	Title of the Internship
1	AARTHI.S (12.02.2002)	01.09.2023 to 30.09.2023	An Internship Report on Sri Karpaga Vinayaga Tiles
2	AARTHI .S (01.04.2002)	11.09.2023 to 11.10.2023	An Internship Report on Trident Tex Wallpaper
3	ABIGAIL. J	20.09.2023 to 20.12.2023	An Internship Report on Yali Mobility Private Limited
4	ABIMANYU.P	01.09.2023 to 30.09.2023	An Internship Report on Network Clothing Company
5	ANANDHARAMAN. K	25.09.2023 to 15.10.2023	An Internship Report on Marico Limited
6	ANAND KUMAR.C	14.09.2023 TO 14.10.2023	An Internship Report on Ranindia super Ductile TMT Bars Namakkal
7	ARUN KUMAR.S	01.09.2023 to 31.09.2023	An Internship Report on MSR coconut oil
8	ARUN PRASATH.P	01.09.2023 to 30.09.2023	An Internship Report on Akshara Spinning Mills Private Limited, Sathyamangalam
9	BALASUBRAMANIAN.V	01.09.2023 to 30.09.2023	An Internship Report on RBR Garments Private Limited
10	DEVA. S	01.09.2023 to 30.09.2023	An Internship Report on Aditya Trading Company
11	DHARANISH.S	13.09.2023 to 13.10.2023	An Internship Report on K.P. Textile Mills Private Limited
12	DIVAKAR.M	01.09.2023 to 30.09.2023	An Internship Report on SKS Automobiles Industries
13	GOKUL.S	01.09.2023 to 30.09.2023	An Internship Report on Sri Lakshmi Tex Erode
14	GOWTHAMI.M	01.09.2023 to 30.09.2023	An Internship Report on Lucky Yarn Tex India Private Limited
15	JANASIVAKUMAR.S	01.09.2023 to 30.09.2023	An Internship Report on Udhayam Food Machine Industries, Erode
16	JENCY GOLDA.K	01.09.2023 to 30.09.2023	An Internship Report on Jai Tex Unit Private Limited
17	KAAYIYA.T	18.09.2023 to 18.10.2023	An Internship Report on Jeyyam Global Foods Private Limited
18	KALAIVANI P	20.09.2023 to 21.10.2023	An Internship Report on KMC Hospital, Trichy
19	KARISHMAA.S	25.09.2023 to 30.10.2023	An Internship Report on Junior Kuppanna Kitchens Private Limited
20	KARTHI. V	17.10.2023 to 17.10.2023	An Internship Report on Kauvery Hospital, Tiruchy

21	KARTHIKEYAN.S	01.09.2023 to 30.09.2023	An Internship Report on CBC Fashions (ASIA) Private Limited
22	KAVINRAJ. P	11.09.2023 to 08.12.2023	An Internship Report on Mobiveil Technologies
23	KUMARESAN. L	01.09.2023 to 30.09.2023	An Internship Report on Quess Corp Limited
24	MANIKANDAN.M	01.09.2023 to 30.09.2023	An Internship Report on Intermarket India Private Limited
25	MARI MUTHU M	01.09.2023 to 30.09.2023	An Internship Report on CR Garments Tirupur
26	MADHUMITA.S	01.09.2023 to 30.09.2023	An Internship Report on Lucky Yarn Tex India Private Limited
27	MEENA.P	01.09.2023 to 30.12.2023	An Internship Report on Vision India Insurance Company
28	MEGANATHAN.V	01.09.2023 to 30.09.2023	An Internship Report on GRB Dairy Foods Private Limited
29	MOHAMMED ANSARIA	11.09.2023 to 08.12.2023	An Internship Report on Mobiveil Technologies
30	MOHANAKRISHNAN.S	01.09.2023 to 30.10.2023	An Internship Report on Sri Alamelu Steels
31	MOUNEESH.G.S	01.09.2023 to 30.10.2023	An Internship Report on Literact Fintech Solutions
32	NAMACHIVAYAM K	01.09.2023 to 30.10.2023	An Internship Report on Znano Technologies
33	NARESH BAABU.M	14.09.2023 to 15.12.2023	An Internship Report on Roots Industries India Private Limited
34	NAVEENKUMAR.R.K	11.09.2023 to 08.12.2023	An Internship Report on Mobiveil Technologies
35	PRADEEP NA S	01.09.2023 to 30.09.2023	An Internship Report on Andavar The Oil Mill Solution, Erode
36	PRAVEEN KUMAR.M	01.09.2023 to 30.09.2023	An Internship Report on Sakthi Sugars limited, Erode
37	RAJNISH KUMAR JHA	01.11.2023 to 30.11.2023	An Internship Report on Amara Raja Batteries Ltd
38	RAMESH BABU.P	01.09.2023 to 30.10.2023	An Internship Report on Alpha Polymers
39	RAMYA.R	13.09.2023 to 13.12.2023	An Internship Report on Dcamp Fitness
40	RAUSHAN KUMAR	01.09.2023 to 01.10.2023	An Internship Report on Anand Milk Union Limited Internship
41	SANJAYKUMAR.M	21.09.2023 to 20.10.2023	An Internship Report on Polyspin Exports Private Limited
42	SANTHOSH S	01.09.2023 to 30.09.2023	An Internship Report on Artika cotton Mills



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43	SANTHYA.S	13.09.2023 to 13.12.2023	An Internship Report on Literact Fintech Solutions
44	SANTOSH KUMAR MUKHIYA	01.09.2023 to 01.10.2023	An Internship Report on Anand Milk Union Limited Internship
45	SARAN SRI.R	15.09.2023 to 16.10.2023	An Internship Report on KMB Marbles and Granites India Private Limited
46	SARON.SK	01.09.2023 to 30.09.2023	An Internship Report on KCP Solar Industry
47	SATHISH.K	01.09.2023 to 30.09.2023	An Internship Report on Goldline Export Private Limited
48	SELVAMANI.G	01.09.2023 to 30.09.2023	An Internship Report on Goldline Export Private Limited
49	SNEHA N	13.09.2023 to 13.12.2023	An Internship Report on Brand Monk Consulting at Coimbatore
50	SOUNDARRAJ N	15.09.2023 to 16.10.2023	An Internship Report on Sri Muhuntha Paper Boards
51	SREE SALK	01.09.2023 to 30.09.2023	An Internship Report on KMB Limited, Salem
52	SRITHARA.A	01.09.2023 to 30.09.2023	An Internship Report on Chola Spinning Mills Private Limited Internship
53	SUDHARSAN.M	01.09.2023 to 30.09.2023	An Internship Report on Surya Batteries
54	VEERAKUMAR.K.S	01.09.2023 to 30.09.2023	An Internship Report on Angel Label Division, Tiruppur
55	VIGNESH K S	01.09.2023 to 30.11.2023	An Internship Report on Tex in Export Printers
56	VIJAY .R.S	01.09.2023 to 30.09.2023	An Internship Report on AR Dairy Food Private Limited
57	VIKRAM KUMAR MUKHIYA	01.09.2023 to 01.10.2023	An Internship Report on Anand Milk Union Limited Internship
58	VINOTH.T	01.09.2023 to 30.09.2023	An Internship Report on Shri Rohith Spinners Private Limited
59	VINOTHINIS	01.09.2023 to 30.09.2023	An Internship Report on Bluez Informatic solutions

## GLIMPSES OF INDUSTRIAL VISITS – 2023-2024



### KOCHIN



### INDUSTRIAL VISIT IN SOULSITARA WELLNESS PRODUCTS PRIVATE LIMITED, ERODE

### MASCO TEA FACTORY IN VAGAMON

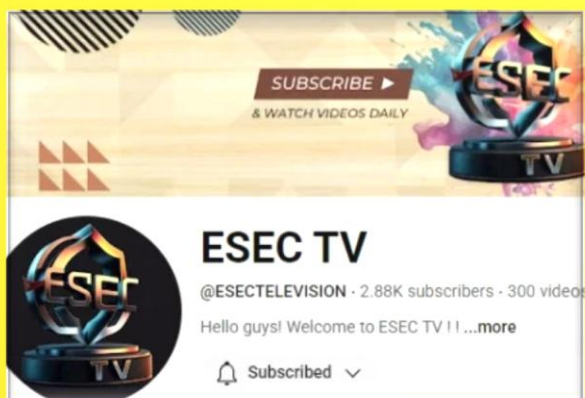
## STUDENTS PLACED IN COMPANIES AY 2023 – 24

S.NO.	NAME OF THE STUDENT	NAME OF THE EMPLOYER	Salary Package (LPA)
1.	AARTHI .S (01.04.2002)	NUMS Techno Fashion, Tirupur	320000 P.A
2.	ABIGAIL. J	Dhyan Networks and Technologies	300000 P.A
3.	ABIMANYU.P	NUMS Techno Fashion, Tirupur	320000 P.A
4.	ANANDHARAMAN. K	Arrow Rebar Services	400000 P.A
5.	ANAND KUMAR.C	KPR Mill Ltd., Processing Sipcot, Perundurai	330000 P.A
6.	BALASUBRAMANIAN.V	Ambal Autos, Erode	250000 P.A
7.	DIVAKAR.M	L.G.Balakrishnan & Bros Ltd., Annur Plant, Coimbatore	300000 P.A
8.	GOKUL.S	NUMS Techno Fashion, Tirupur	320000 P.A
9.	MANIKANDAN.M	Tata Consultancy Service Ltd., Chennai	400000 P.A
10.	MARI MUTHU M	AMD Overseas Impex India Pvt.,Ltd., Tiruppur	350000 P.A
11.	KARTHIKEYAN.S	Saint Gobain India Pvt Ltd.,Perundurai	400000 P.A
12.	SATHISH.K	Ambal Autos, Erode	250000 P.A
13.	SELVAMANI.G	Ramraj Cotton, Erode	260000 P.A
14.	VIGNESH K S	Tech Mahindra	300000 P.A





## FACILITIES



**ESEC TV**



**ESEC SCHOOL OF ANIMATION AND GAMING**





**ESEC – IAS ACADEMY**



**ESEC – HOSTEL**



**ESEC – ATM CENTER**



**ESEC – AMENITIES CENTER**



**ESEC – PLAY GROUND**



**ESEC – GYM**

# **NEWS LETTER**

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