

Volume 2 Issue 11 January to June 2023

Proclaim

the voice of the aimers



Web 3.0 impact

Web 3.0, often referred to as the decentralized web, has the potential to significantly impact various aspects of technology, society, and economy:

Decentralization: Web 3.0 aims to reduce reliance on centralized authorities by leveraging decentralized technologies like blockchain and distributed ledger technology. This could lead to increased transparency, security, and trust in online transactions and interactions.

Data Ownership and Privacy: With Web 3.0, individuals may have more control over their data, as they can store it on decentralized networks and grant access on their terms. This could enhance privacy and mitigate concerns about data breaches and misuse by centralized entities.

Peer-to-Peer Economy: Web 3.0 enables direct peer-to-peer transactions without intermediaries, potentially disrupting traditional industries such as finance, real estate, and supply chain management.

Content Creation and Distribution: Decentralized platforms could empower content creators by allowing them to monetize their work directly without relying on third-party platforms.

Censorship Resistance: Decentralized networks are more resistant to censorship and manipulation, as information is distributed across multiple nodes rather than controlled by a single entity.

Overall, Web 3.0 has the potential to foster a more open, inclusive, and equitable digital ecosystem, but its full impact will depend on widespread adoption and continued innovation in decentralized technologies.

By,

S.Mathivanan

**2nd Year MBA
(General)**



Name of the Activity	“BUSICONZ-2023”
Type of Activity	National Level Intercollegiate Management meet
Date & Time	17.02.2023 & 10:00 a.m. – 05:00 p.m
Details of Participants	204
Coordinator	Dr.M. Ayisha Millath,, Assistant Professor,
Organizing Department	Alagappa Institute of Management
Description	In Alagappa Institute of Management syllabus,we have a course titled “workshop on organizing skills”. This course is completely based on the activities to managerial skills. The Students evaluation is done based on organizing an event. So MBA students organized an event named “BUSICONZ23” on 17 th February 2023. The event completely organized by the students under the guidance of Faculty coordinator Dr.M.Ayisha Millath, Assistant Professor,Alagappa Institute of Management. Chief guest of event Dr.R.Stalin, Assistant Superintendent of police, Karaikudi delivered a special speech.
Outcome	<p>First year MBA students of Alagappa Institute of Management organized a national level intercollegiate management event "BUSICONZ'23" on 17th February 2023 at L.C.T.L Palaniappa Chettiar Memorial Auditorium, Karaikudi. BUSICONZ'23 is a celebration of gathering youthful and energetic minds from different institutions and providing them a platform where they can showcase their talent by participating and winning the competitions.</p> <p>In this event 204 students from 26 colleges in and around Tamil Nadu have participated and benefited through this management event.</p> <p>Dr. R. STALIN IPS officer tamil nadu 2020 batch, who is presently posted as ASP (Assistant superintendent of police) Karaikudi sub-Division sivaganga district delivered the inaugural address.</p> <p>In the valedictory function, Honourable Vice Chancellor of Alagappa University Prof.G.Ravi distributed the prizes to the winners and inspired the young minds with his motivating words.</p>

Photo



FIN TECH

Fintech is a portmanteau of the words “financial” and “technology”. It is the use of technology to improve and automate the delivery and use of financial services. It encompasses a broad range of applications, from mobile banking and payments to investment management and crowd funding. This refers to any app, software, or technology that allows people or businesses to digitally access, manage, or gain insights into their finances or make financial transactions.

Fintech companies are disrupting the traditional financial industry by offering innovative and user-friendly solutions that are often more efficient and affordable than traditional methods. For example, mobile banking apps allow users to check their account balances, transfer money, and pay bills anytime, anywhere. Fintech companies are also using artificial intelligence (AI) and big data to develop new products and services, such as robot-advisors that can provide automated investment advice.

The rise of fintech has had a significant impact on the financial services industry. It has led to increased competition, innovation, and efficiency. It has also made financial services more accessible to a wider range of people, including those who are unbanked or under banked.

10 Fintech Companies in India:

- Paytm
- Lending kart
- Money Tap
- Instamojo
- Razorpay
- Shiksha Finance
- Pine Labs
- Zest Money
- Policy Bazaar
- InCred.



By
SAI GAYATHRI S
II year MBA

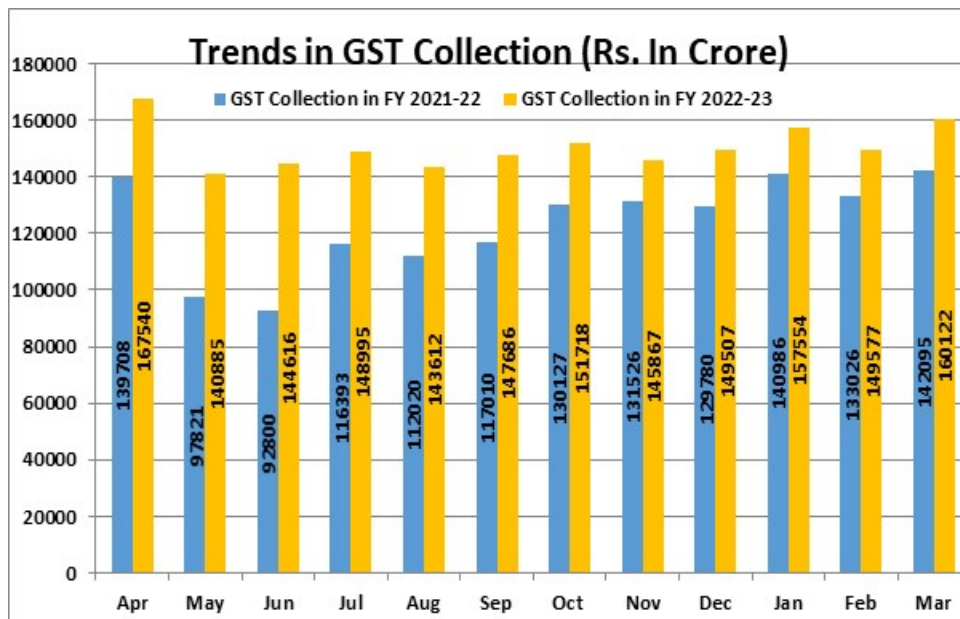
Name of the Activity	VILLAGE EXTENSION PROGRAMME - 2023
Type of Activity	Outreach programme
Date & Time	From 10.03.2023 to 12.03.2023 & 10:00 a.m. – 05:00 p.m
Details of Participants	70
Coordinator	Dr.M.AyishaMillath, Assistant Professor Dr.P.S. Nagarajan, Assistant Professor
Organizing Department	Alagappa Institute of Management
Collaborating Agency	SakkavayalPanchayat
Description	<p>The Alagappa University has introduced a novel course in the curriculum namely 'village placement programme' in the year 2011 to provide an exposure to students on issues confronting villages.</p> <p>The programme would identify the demands and requirements of the village community. In the process, the students would educate, enlighten, empower and motivate the people to improve their knowledge and change their attitude for a quality life.</p>
Outcome	<p>The student groups had taken responsibilities of each zone in the temple and out the temple to clean it. Three Team have taken inner places in the temple, where in two group planned to carry out the functions outside. Many of our students participated actively to clean the entire temple in that village.</p> <p>Medical camp was conducted by our students with a motive to avail free check-up to all the villagers free from all kind of diseases. This medical camp was conducted by our student's belonging to group4, and under the leadership of Immanuel Raja. More than 100 villagers were benefited.</p> <p>Tree planting is the process of transplanting tree seedling generally for the forestry, land reclamation or landscaping purposes. It differs from the transplanting of large trees in arboriculture, and from lower cost but less reliable distribution of tree seeds. Tree plantation has held on 12.03.2023 between 11.00a.m to 1.30p.m. Tree was planted by panchayat union chairman, Sakkavayal. Our faculty Dr. M. AyishaMillath and Dr. P.S. Nagarajan also made initiatives for this followed by our students.</p>

GST REVENUE

The gross GST revenue collected in the month of March 2023 is **Rs.1,60,122 crore** of which CGST is **Rs.29,546 crore**, SGST is **Rs.57,314 crore**, IGST is **Rs.82,907 crore** (including ₹42,503 crore collected on import of goods) and cess is **Rs.10,355 crore** (including ₹960 crore collected on import of goods). It is for the fourth time, in the current financial year that the gross GST collection has crossed ₹1.5 lakh crore mark registering second highest collections since implementation of GST. This month witnessed the highest IGST collection ever.

The government has settled ₹33,408 crore to CGST and ₹28,187 crore to SGST from IGST a regular settlement. The total revenue of Centre and the States in the month of March 2023 after IGST settlement is ₹62,954 crore for CGST and ₹65,501 crore for the SGST.

The revenues for the month of March 2023 are **13% higher** than the GST revenues in the same month last year. During the month, revenues from import of goods were **8% higher** and the revenues from domestic transaction (including import of services) are **14% higher** than the revenues from these sources during the same month last year. The return filing during March 2023 has been highest ever. 93.2% of statement of invoices (in GSTR-1) and 91.4% of returns (in GSTR-3B) of February were filed till March 2023 as compared to 83.1% and 84.7%, respectively same month last year.





ALAGAPPA INSTITUTE OF MANAGEMENT ALAGAPPA UNIVERSITY

[A State University Accredited with A+ Grade by NAAC (CGPA: 3.64) in the Third Cycle,
Graded as Category-I and Granted Autonomy by MHRD - UGC]

Karaikudi – 630 004, Tamilnadu, India



FINCLAIM CORDIALLY INVITES YOU TO THE SPECIAL
LECTURE ON

Budget Highlights - 2023

Fin CLAIM

Finance Club Of AIM

Chief Guest

Mr.S. Muralidharan B.Com.,F.C.A.,D.I.S.A.,
Chartered Accountant

14th February, 2023, Tuesday, @ 2.30PM
Venue: AIM Conference Hall

A.Arun
President- FINCLAIM
M.Jaya shruthi
Secretary- FINCLAIM

Dr. S. SudhaMathi
Faculty Co-ordinator - FINCLAIM

Dr.S.Rajamohan
Registrar i/c



ALAGAPPA INSTITUTE OF MANAGEMENT
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Karaikudi – 630 004, Tamil Nadu, India

FIN CLAIM

Finance Club of AIM

Programme Schedule

02:30 PM	Prayer Song	
02:32 PM	Lamp Lighting	
02:33 – 02:38PM	Welcome Address	Dr S. Sudhamathi Faculty co-ordinator : Fin Claim
02:39 - 02:45PM	Presidential Address	Prof. S. Rajamohan
02:46 – 02:50PM	Chief Guest Introduction	
02:51 – 03.56PM	Inaugural Address	Mr.S. Muralidharan Chartered Accountant
03:57 – 04.00 PM	Vote of thanks	M. Jaya Shruthi 2 nd MBA



GLIMPSES OF FINCLAIM BUDGET HIGHLIGHTS 2023

Alagappa Institute of Management boasts a variety of clubs, one of which is FINCLAIM, a financial club organized by MBA students and overseen by Dr. S. Sudhamathi, Assistant Professor at AIM. This financial club comprises various positions, including president and secretary. The most outstanding students in financial management are selected to serve as president and secretary, with final-year students assuming the role of president and first-year students taking on the position of secretary. The financial club actively engages in organizing programs aimed at promoting financial awareness. One such program was conducted to scrutinize and discuss the budget presented in the Indian Parliament by the Government of India. The event featured Mr. S. Muralidharan, a chartered accountant, as the invited guest speaker. During the session, Mr. Muralidharan elucidated the key figures of the budget, fostering an interactive environment. The students provided overwhelmingly positive feedback about the program.

New product development processes

1. Market Research and Target Audience:

Understand your market: Conduct research to identify existing market trends, competitor analysis, and potential customer needs.

Define your target audience: Identify the specific group of people most likely to buy your product. This involves creating buyer personas, detailed profiles that represent your ideal customer.

2. Product Positioning and Messaging:

Value proposition: Clearly define what makes your product unique and valuable to your target audience. What problem does it solve, or what need does it fulfill?

Messaging: Craft a compelling message that resonates with your target audience and effectively communicates your product's value proposition.

3. Marketing Strategy and Planning:

Set marketing goals: Determine what you want to achieve with your marketing campaign, such as brand awareness, lead generation, or sales targets.

Channel selection: Identify the most effective marketing channels to reach your target audience. This could include social media, email marketing, content marketing, influencer marketing, or traditional advertising.

Develop a marketing mix: This refers to the "4 P's" of marketing: product, price, place (distribution), and promotion. Determine the right combination of these elements to achieve your marketing goals.

4. Product Launch and Evaluation:

Create pre-launch buzz: Generate excitement and anticipation for your product launch through teasers, social media campaigns, or influencer partnerships.

5. Execute your launch plan: Implement your marketing plan and monitor its effectiveness.

6. Gather feedback and iterate: Continuously gather feedback from your target audience and make adjustments to your marketing strategy or product based on their input.

7. Utilize the product development process: Integrate marketing efforts early on in the product development process to ensure the product aligns with market needs and customer desires.

8. Leverage data and analytics: Use data and analytics to track your marketing performance, measure success against your goals, and optimize your campaigns for better results.

9. Maintain brand consistency: Ensure your marketing efforts are consistent with your overall brand identity and messaging.

By following these steps and continuously adapting your strategy, you can increase your chances of successfully launching and marketing your new product.

FINANCIAL MODELING GLOSSARIES

Monte Carlo Simulation: A technique used to model the probability of different outcomes in a process that cannot easily be predicted due to the intervention of random variables. In finance, it is often used to assess the risk and uncertainty associated with investment decisions.

Dupont Analysis: A method of decomposing return on equity (ROE) into its component parts, such as profit margin, asset turnover, and financial leverage, to analyse the sources of a company's profitability.

Growth Investing: An investment strategy that focuses on buying stocks of companies expected to grow at an above-average rate compared to other firms in the market. Growth investors typically prioritize revenue and earnings growth potential over current valuation metrics.

Value Investing: An investment strategy that focuses on buying stocks that are undervalued relative to their intrinsic value, as determined by fundamental analysis. Value investors typically look for stocks with low price-to-earnings (P/E) ratios, low price-to-book (P/B) ratios, or high dividend yields.

Stress Testing: A risk management technique used to assess the resilience of a financial system or portfolio to adverse events or scenarios, such as economic downturns, market crashes, or geopolitical shocks.

Binomial Option Pricing Model: A method used to value options contracts based on the assumption that asset prices can move up or down in discrete intervals over time. It is often used to price American-style options.

Volatility Smile: A graphical representation of the implied volatility of options contracts plotted against their strike prices. The volatility smile typically shows higher implied volatility for out-of-the-money options compared to at-the-money or in-the-money options, indicating investor expectations of extreme price movements.

Variance Swap: A financial derivative that allows investors to trade the future realized volatility of an underlying asset. The payoff of a variance swap is based on the difference between the realized variance of the asset's returns and a predetermined strike variance.

Variance Swap: A financial derivative that allows investors to trade the future realized volatility of an underlying asset. The payoff of a variance swap is based on the difference between the realized variance of the asset's returns and a predetermined strike variance.

Calibration: The process of adjusting the parameters of a financial model to match observed market prices or data. Calibration is commonly used in the valuation of complex derivatives and structured products.



S. MANIMALA

MERGER AND ACQUISITIONS

1. Horizontal acquisition

A horizontal acquisition is when one company acquires another company that is in the same business. For example, ABC Inc., a widget manufacturer, acquires XYZ Corp., another widget manufacturer.

2. Vertical acquisition

A vertical acquisition is when one company acquires another company that is in a different position on the supply chain

3. Conglomerate acquisition

A conglomerate acquisition is when the acquirer and target are in unrelated industries or engaged in unrelated activities. For example, a company involved in the real estate business acquires an insurance company. (Or either company acquires our widget manufacturer.)

4. Mergers and Acquisitions (M&A) – Forms of Integration

- **Statutory** :Statutory mergers usually occur when the acquirer is much larger than the target and acquires the target's assets and liabilities. After the deal, the target company ceases to exist as a separate entity.
- **Subsidiary**:In a subsidiary merger, the target becomes a subsidiary of the acquirer but continues to maintain its business.
- **Consolidation**:In a consolidation, both companies in the transaction cease to exist after the deal, and a completely new entity is formed



By GIFTSON ABISHEK

II -MBA

AI in Human Resources



Artificial Intelligence And a New Era Of Human Resource

Artificial intelligence (AI) can help usher in a new era of human resource management, where data analytics, machine learning and automation can work together to save people time and support higher-quality outcomes. As AI technology moves beyond automation to augmentation, companies may be looking at how AI tools can make the work of human resources (HR) better for employees and job seekers. It's not just about saving time; it's also about providing information, insights and recommendations in near real-time. And that's just the start of AI in human resources.

These conversations are happening as the workforce is undergoing a major change. According to a global study from the IBM Institute for Business Value (IBV), surveyed executives estimate that 40% of their workforce will need to reskill as a result of implementing AI and automation over the next three years. This shift is viewed as an expansion of job possibilities. In fact, 87% of respondents believe employee roles are more likely to be augmented than replaced by generative AI, with the effects varying depending on job function.

This transition will have a direct impact on HR departments as companies look to fill roles that perform augmented tasks and workers seek new jobs as their own functions change. AI adoption into HR technology has the potential to assist HR teams in this new landscape. Emerging AI tools are rapidly advancing past efficiency and becoming tools for innovation—something that frees up team members to think about HR more strategically while still providing a human touch.

How HR departments are using AI?

AI use in HR refers to the deployment of machine learning (ML), natural language processing (NLP) and other AI technologies to automate human resources tasks and support decision-making. It enables a data-based approach to talent acquisition, employee advancement

and retention that seeks to mitigate bias and enhance the job seekers' and employees' experiences.

AI tools have the capabilities to assist HR leaders in a wide range of areas, including the following:

- Employee records management
- Recruitment and hiring processes
- Payroll processing
- Performance management and assessments
- Benefits administration
- Onboarding new employees
- HR support or service desks

Companies today have the potential to use artificial intelligence in HR functions and processes to inform decision-making, make interacting with HR easier for employees and free up time to make better hiring decisions and invest in employee satisfaction and retention.

These are some possible use cases:

Professional learning and development:

Where do workers see themselves in five years? AI has the potential to assist in recommending personalized training modules for career mobility. By analyzing data on each employee, such as their skills and preferences, AI could tailor their training according to personal goals. AI could also have the potential to help HR managers identify hidden talent or identify employees ready for promotion.

Candidate sourcing and hiring:

A common complaint about the hiring process is that it's slow. AI can help pick up the pace by helping managers nurture each potential hire automatically, and it allows them to receive notifications when a candidate applies for an open position.

Procurement of short-term workers: AI in HR can help organizations fill open positions quickly, including short-term and temp positions. By using natural language processing (NLP) capabilities, AI tools for HR can automate manual procurement tasks, saving HR teams valuable time for planning strategic initiatives and meeting client needs. For example, AI tools can help managers compile requirements from stakeholders and then work within a vendor management

system (VMS) system to open a request with suppliers to find potential contractors and schedule interviews with hiring managers.

Onboarding:

AI can make the process of collecting information smoother and more personalized. AI-powered chatbots can guide new employees through the onboarding process, answer questions, provide information and send reminders about key documents—reducing time-consuming tasks and enhancing the new hire experience.

Automating HR service: Responding to employee needs is key to improving engagement and productivity, but navigating through complex corporate policies and HR and IT support processes can leave employees struggling to find answers—causing frustration and wasting time. AI-powered HR chatbots can help empower employees with fast answers and self-service support.

Benefits of AI in HR

If companies begin to use AI in HR to achieve more strategic goals, they may be able to see advanced benefits as well. Here are some examples:

Enhanced employee support:

In 2022, one in four employees was experiencing burnout symptoms, according to a global survey from McKinsey Health Institute. This poses a challenge to employers vested in worker satisfaction and performance. For teams that want to better understand their employees to improve job satisfaction and performance, AI can be a useful resource if used in a responsible way.

Increased efficiency: As noted above, automation and generative AI tools can save HR teams time by taking on routine task work. AI can also be a helpful source of data sets for reviewing processes and digging deeper into how HR staff can make more informed decisions or streamline work. For example, AI can help analyze the outcomes of recruiting efforts, allowing recruiters and hiring managers to identify and refine their most successful outreach strategies.

Enhanced candidate experiences: Along each step of the recruitment process, from hiring to onboarding, AI can help managers save time and better reach top talent. For example, managers can prompt generative AI tools to create customized messages that are automatically sent to each candidate. These messages can encourage engagement and move candidates along in the hiring process.

Challenges of AI in HR

AI is a disruptive technology that comes with some challenges and things to keep in mind:

Reskilling:

AI and automation can eliminate certain types of work traditionally performed by people and could impact the roles of some employees. Tackle this challenge head on with a plan for reskilling talent and restructuring job roles in a way that's empathetic to employees undergoing these changes.

Employee privacy:

Using AI to optimize processes and evaluate performance could raise concerns. Employee privacy should be taken seriously and addressed in a data management strategy before AI systems are used to collect and analyze personal data. Let employees know what data is being collected and used for AI systems. Creating or using an AI system founded on transparency is a first step towards helping to address privacy concerns.

Bumpy rollouts:

Organizations should be prepared to evolve AI models and continue to optimize processes. Initial rollouts might result in less-than-desired employee experiences and require tweaking. Companies should have the flexibility to change and adjust as needed.

Cybersecurity:

AI is susceptible to hacking, especially during the training pipeline where ML algorithms are created. Data poisoning attacks seed malicious code or information in the training sets, potentially infecting countless ML model runs and, ultimately, the company network. Business leaders should work alongside IT and security operation centers (SOCs) to create plans that will keep AI projects secure throughout their entire lifecycle.

CONCLUSION :

The integration of Artificial Intelligence (AI) in Human Resources (HR) has demonstrated significant potential to revolutionize various facets of HR operations. Through the analysis of vast amounts of data, AI algorithms can streamline recruitment processes, enhance employee engagement, optimize performance management, and improve decision-making within HR departments.

However, while AI offers numerous benefits, its implementation in HR also raises concerns regarding privacy, fairness, and the potential for bias in decision-making. Ethical considerations must be carefully addressed to ensure that AI technologies are deployed responsibly and equitably.

In conclusion, AI presents immense opportunities to transform HR practices, driving efficiency, and effectiveness. Nevertheless, organizations must navigate the ethical and regulatory landscapes to harness the full potential of AI while upholding the values of fairness, transparency, and inclusivity in their HR processes. With careful consideration and strategic implementation, AI can empower HR professionals to make more informed decisions and create a more engaging and productive work environment for employees.

By

Hari haran

2ND YEAR MBA

AUTOMOTIVES INDUSTRY IN INDIA

The **automotive industry in India** is the fourth-largest by production in the world as per 2022 statistics. As of 2023, India is the *3rd largest automobile market* in the world in terms of sales. In 2022, India became the fourth largest country in the world by the valuation of its automotive industry. As of April 2022, India's auto industry is worth more than US\$100 billion and accounts for 8% of the country's total exports and 7.1% of India's GDP. According to the 2021 National Family Health Survey, barely 8% of Indian households own an automobile. According to government statistics, India has barely 22 automobiles per 1,000 people.

India's major automobile manufacturing companies includes Maruti Suzuki, Hyundai Motor India, Tata Motors, Ashok Leyland, Mahindra & Mahindra, Force Motors, Tractors and Farm Equipment Limited, Eicher Motors, Royal Enfield, Sonalika Tractors, Hindustan Motors, Hradyesh, ICML, Kerala Automobiles Limited, Reva, Pravaig Dynamics, Premier, Tara International and Vehicle Factory Jabalpur.

In 1897, the first car ran on an Indian road. Through the 1930s, cars were imports only, and in small numbers.

An embryonic automotive industry emerged in India in the 1940s. Hindustan Motors was launched in 1942 building Morris products, long-time competitor Premier in 1944, building Chrysler Corporation products such as Dodge and Plymouth, and beginning in the 1960s, Fiat products.[□] Mahindra & Mahindra was established by two brothers in 1945 and began assembly of Jeep CJ-3A utility vehicles. In the same years, J. R. D. Tata, the chairman of Tata Group founded TATA Engineering and Locomotive Company (now Tata Motors) in Jamshedpur.

ALAGUMURUGAN B

MBA GENERAL



Startup business in India

- 1.Flipkart
- 2.Ola
- 3.Zomato
- 4.Paytm
- 5.Cred
- 6.Meesho
- 7.Swiggy
- 8.Nykaa
- 9.Razorpay
- 10.Boat
- 11.Groww
- 12Udaan
- 13.Byju's
- 14.Digit insurance
- 15.Phrameasy
- 16.Skit.ai
- 17.Apna
- 18.Upgrad
- 19.Oyorooms
- 20.1mg

- Pradeepa. S



TWO DAY COMPETENCE BUILDING & SOFT SKILL DEVELOPMENT PROGRAM

ORGANISING COORDINATOR

- ❖ Dr.M.AYISHA MILLATH, ASSISTANT PROFESOR, ALAGAPPA INSTITUTE OF MANAGEMENT

DATE

- ❖ 05th&06th JANUARY 2023

MAIN OBJECTIVE

- ❖ To develop students competence and soft skill through 2 days training program

PURPOSE

- ❖ To build confidence among students
- ❖ To strengthen their communication skills
- ❖ To develop leadership qualities and Professional Skills
- ❖ To help them achieve their desired vision
- ❖ To imbibe more insights on Life Coping Skills

PARTICIPANTS

- ❖ First year MBA students of ALAGAPPA INSTITUTE OF MANAGEMENT

TOPICS TO BE COVERED

- ❖ SSS (Confidence, Image & Esteem)
- ❖ CCC (Conviction, Conversion & Communication)
- ❖ Competence Building
- ❖ Team Building
- ❖ Various Thinking patterns
- ❖ Professional Skills
- ❖ Interview Guidance

ABOUT RESOURCE PERSONS (Soft Skills Trainers)

Mr. Victor ValanArasu currently working as Asst. Professor at School of Human Excellence, **Loyola College, Chennai** and **Mr. Gerald Nathan,Chief Evangelist-Digital Transformation Corporate Trainer at MicroMediaCloud, Bangalore** having more than 16 years of experience in conducting

Soft Skills training in various organizations like Universities, Colleges, Schools, Corporate, and NGOs to train the Participants. The methodology of the programme is Activity Based Model (ABL) where the participants synthesize, analyze and develop skills. The rating of participants in the past programmes on the training programme was very highly appreciated and welcomed.



Glimpses of soft skill training Programme 2023

Alagappa Institute of Management was dedicated to enhancing the skills of MBA students. In line with the skill development initiative, the department organized a two-day soft skills and competence-building training program. Dr. M. Ayisha Millath, Assistant Professor at Alagappa Institute of Management, spearheaded the organization of the program. The training proved to be beneficial, significantly enhancing the students' skills. As a result of the program, final-year students are now well-prepared to face the competitive world. Soft skills and competence are crucial in today's environment, and through the training final year students successfully acquired both skills.



Alagappa Institute of Management
Alagappa university, Karaikudi – 630004

Proclaim – The voice of aimers
Newsletter of Alagappa Institute of Management

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A decorative graphic in the bottom right corner of the page, resembling a folded corner or a stylized arrow pointing towards the center.