

Volume 2 Issue 3 January to June 2019

Proclaim

the voice of the aimers



"Use of IT applications for HRM"

Meaning: The use of Information Technology (IT) applications in Human Resource Management (HRM) has significantly transformed how HR functions are performed, making them more efficient, scalable, and data-driven. These applications cover a broad spectrum of HR activities, from recruitment and selection, training and development, performance management, to payroll and benefits administration.

Recruitment and Selection: Online recruitment platforms and Applicant Tracking Systems (ATS) enable organizations to post job vacancies, screen applicants, and manage the recruitment process more efficiently. These systems can automate the short list in process by matching candidates' profiles with job requirements, thus saving time and reducing biases.

Training and Development: E-learning platforms and Learning Management Systems (LMS) offer flexible, accessible, and personalized learning experiences for employees. These platforms can track progress, administer tests, and ensure employees complete necessary certifications or training programs.

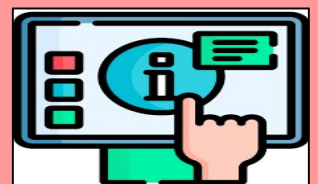
Performance Management: IT applications facilitate the setting, tracking, and review of employee performance goals. Modern systems allow for continuous feedback and performance reviews, moving away from the traditional annual review process. This helps in keeping employees engaged and focused on their objectives.

Payroll and Benefits Administration: Payroll software automates the process of paying employees, calculating taxes, and managing deductions. Benefits administration platforms help employees manage their benefits packages, enroll in new benefits, and understand their compensation package better.

Employee Self-Service Portals: These portals allow employees to manage their personal information, apply for leave, access pay slips, and benefits information, and communicate with HR departments directly. This reduces administrative burden on HR and empowers employees.

Data Analytics and Reporting: HR analytics tools provide insights into various HR processes, helping in making data-driven decisions. These insights can be used for work force planning, understanding turnover rates, and optimizing recruitment strategies.

Collaboration and Communication Tools: With their support for remote work, tools for virtual collaboration and communication have become integral to HRM. These tools help in maintaining team cohesion, facilitating remote hiring, onboarding, and maintaining a strong organizational culture.



Portfolio Management in India

Portfolio management in India plays a pivotal role in optimizing investment strategies and maximizing returns for investors. As the financial landscape evolves, understanding the nuances of portfolio management becomes increasingly crucial.

- **Diverse Investment Avenues:** India offers a plethora of investment options, including equities, bonds, mutual funds, real estate, and more. Effective portfolio management involves strategically diversifying investments to mitigate risks and capitalize on diverse market opportunities.
- **Equity Investments:** The Indian stock market, represented by indices like Nifty and Sensex, presents lucrative opportunities. Portfolio managers analyze market trends, company performance, and economic indicators to make informed equity investments. The aim is to achieve capital appreciation over the long term.
- **Risk Management:** Mitigating risks is a cornerstone of portfolio management. India's financial markets can be volatile, and skilled portfolio managers employ risk management techniques, such as asset allocation and diversification, to protect investments from market fluctuations.
- **Mutual Funds:** With a robust mutual fund industry, portfolio managers often leverage professionally managed funds to optimize returns for investors. They allocate assets across various mutual funds based on risk tolerance, investment goals, and market conditions.
- **Government Securities and Bonds:** Conservative investors often include government securities and bonds in their portfolios for stable returns. Portfolio managers evaluate interest rate trends and economic indicators to make informed decisions regarding fixed-income securities.
- **Regulatory Environment:** The Securities and Exchange Board of India (SEBI) regulates the securities market in India. Portfolio managers operate within the regulatory framework defined by SEBI, ensuring transparency, investor protection, and fair market practices.
- **Technology Integration:** In the digital age, technology plays a pivotal role in portfolio management. Robust analytical tools, artificial intelligence, and data-driven insights empower portfolio managers to make informed decisions and adapt to dynamic market conditions.
- **Emerging Trends:** Sustainable and socially responsible investing are gaining prominence in India. Portfolio managers increasingly consider environmental, social, and governance (ESG) factors when constructing portfolios, aligning investments with ethical and sustainable practices.
- **Investor Education:** Portfolio managers in India prioritize investor education, empowering individuals to make informed investment decisions. Seminars, workshops, and online resources contribute to a more knowledgeable investor base.



Conclusion: Portfolio management in India is a dynamic field, blending traditional investment avenues with modern strategies. The ability to navigate the complex financial landscape, adapt to changing market conditions, and prioritize risk management is essential for successful portfolio management in India. As the market continues to evolve, staying abreast of regulatory changes and embracing technological advancements will be integral to achieving optimal investment outcomes.



POSITIVE IMPACT

Building Relationships and Staying Connected.

Finding Your Voice.

Showing Empathy and Kindness.

Offering Support.

Better Communication. Spreading News.

Building Business.

Establishing Authority.



NEGATIVE IMPACTS

Some negative effect soft social media on students are irregular sleep, eyes strain, damaging body image, symptoms of anxiety and depression, isolation, cyber bullying, FOMO (Fear of missing out) JOMO(Joy of missing out)



CHILD LABOUR



Short Article Writing

Child Labor in India

It is sad that for a long time child-labor has been in vogue in India. They are seen working at hotels and restaurants, factories and houses. Children are the automatic choice of the employers. For, they work more but are underpaid.

Working Conditions of Child Laborers: Child labor presents a grim picture of the socio-economic condition of a large section of our population. In a large overgrowing family, where there is hardly a square meal a day, the young child is compelled to go to work to earn bread.

Working under hazardous conditions they start living a life of perpetual unhappiness and frustration. It is a tale of deprivation and longing.

Causes: Poverty, over-population, parental neglect and social callousness turn them into child laborers.

Consequences: The engagement of child labor is a heinous social offence. Only a diseased society keeps up this evil practice. Children are born to live and bloom freely. Everyone should see to the full expression of their potentials. For, 'what is done to children, they will do to society'.

Child labor is a threat to our society. The evil effects of Child Labor are given below:

- Child labor is a major hurdle in the economic development of a nation.
- A child, when engaged in economic activities, is deprived of proper education.
- Child labor negatively affects the health of the child. Engagement of children in factories and mines often leads to severe diseases. This malpractice needs urgent attention.

Name of the Activity	SAMRAJIAIM 2019
Type of Activity	National Level Intercollegiate Management meet
Date & Time	27.02.2019 & 10:00 a.m. – 05:00 p.m
Details of Participants	190
Coordinator	Dr.S.Chandramohan, Professor
Organizing Department	Alagappa Institute of Management
Description	Alagappa Institute of Management organizes a national level management meet every year under the banner 'SAMRAJIAIM'. 8 the Version of SAMRAJIAIM 2019 focused on four events such as Best Manager, Business Plan Contest, Business Quiz and Adzap. The event aims at pooling the talents of budding managers from top B- schools in the country.
Outcome	<p>The event is mainly organized with intent of providing a platform to the student sin order to expose their creativity, analytical, technical and inter-personal skills in distinct events. The most important part of this event is how one should qualify himself to meet up with the demands of the market. Samraji aim makes the students in shaping their future and aiding career growth.</p> <p>In this event 190 students from 19 colleges in and around Tamil Nadu have participated and benefited through this management event.</p>



WOMEN'S RIGHTS

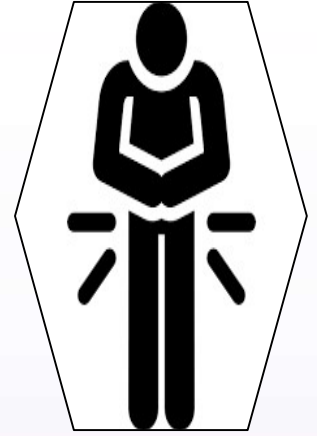
Women's rights,
Do you want to give to
Or not,
What do you say you
About women's rights,
It not, when will you to them
Their rights
Which we have been suppressing,
Oppressing for long
As they are poor, poor womankind,
Weaker woman?
Choke you not Their freedom
Their liberty,
Curb you not,
Trouble you not Their soul
As for being women, weaker oneself,
Dependent fellows?



V.HEBSIBA ANGEL

MBA - 1st YEAR

Pain



Each day,

You give up something more. Each hour,

It becomes harder to endure.

You thought you could bare it, but it turns out you can't.

You thought you could deal with it, but you failed.

You used to be happy. Now your depressed.

You used to be free. Now your locked up.

In a cell.

In a cage.

You have no life. Only before. Not now.

Not ever again.

G. Prabhakaran



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Newsletter of Alagappa Institute of Management

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