

Volume 2 Issue 5 January to June 2020

Proclaim

the voice of the aimers



DEJAVU & PARALLEL UNIVERSE

According to James J Giordano, professor of neurology at Georgetown University in Washington D.C, Deja vu is literally a person's subjective experience of repeating a particular set of events, activities, thoughts and feelings, even though that has never in reality occurred before.

Around 90 percent of the population has experienced deja vu and the frequency of it decreases as we age. He has explained that, our brain basically works like a time and space machine. It takes everything in our present and relates it to something similar or dissimilar in our past. This way, it will be able to essentially plan the future. But there's a possibility that these signals could get mixed up.

Giordano suggests the phenomenon could have to do with an area in the middle of the brain called the thalamus. All information such as hearing, taste, touch etc. must pass through the thalamus to the brain's cerebral cortex (the outermost layer) for further interpretation and processing. And if the speed of those interactions is a bit different, it then feels to us as if we're experiencing the present, as though we remember it. So, what our brain has done is literally confused the present with the past.

Theoretical physicist Dr. Michio Kaku believes that deja vu is a form of memory glitch that happens when fragments of memories stored in the brain... are elicited by moving into an environment that resembles something we've already experienced." He also theorizes about the possibility of flipping between different universes – and whether deja vu could be trying to tell us something about our position in those universes. There is a high chance that déjà vu is caused when two parallel universes collide.

-Divyalakshmi B, MBA

Name of the Activity	ROAD SAFETY AWARENESS PROGRAMME - 2020
Type of Activity	Social Responsibility and Extension activity
Date & Time	29.01.2020& 10:00 a.m. – 12:00 Noon
Details of Participants	120 MBA Students
Coordinator	Dr.M.AyishaMillath, Assistant Professor
Organizing Department	Alagappa Institute of Management
Collaborating Agency	Tamil Nadu Police, Alagappapuram, Karaikudi
Description	Alagappa Institute of Management has launched a social extension activity focused on road safety awareness. The initiative aims to educate the public about the dangers of high beam lights. Students actively engage in spreading awareness and promoting safety on the roads.
Outcome	Students of Alagappa Institute of Management went a rally from Faculty of Management campus to the junction road near Sriram nagar railway gate. They carried out pasting black stickers in the headlights of two wheelers, four wheelers and heavy vehicles to reduce the effect of high beam light. Also created awareness among the public about how the effect of high beam headlights on the drivers on opposite vehicle can cause fatal accidents

STUDENTS GET ON BUSINESS LADDER

Spaces are filling up for the official launch of a joint venture between one of derby's most successful entrepreneurs and burton and south Derbyshire college. The Kavita Oberoi and BSDC enterprise academy has been set up to put young people in touch with firms in need of fresh talent. The idea behind it is to fuse the vocational talents of learners at the college with the needs of companies. Students work on real-life Kavita Oberoi wants to link young people with businesses. Projects that enhance their skills, experience and employability, while businesses get enthusiastic workers. The venture is being launched on Tuesday, march 18, at burton and south Derbyshire college's town centre campus. Mrs Oberoi is the founder and managing director of Oberoi consulting, on pride park and is a patron of the college. She said: "I piloted theacademy within my own company, so I have first-hand understanding of how the model has provided me with a strong insight into the future needs of my customer base."

- Muthu Priya

Name of the Activity	SAMRAJIAIM 2020
Type of Activity	National Level Intercollegiate Management meet
Date & Time	07.02.2020& 10:00 a.m. – 05:00 p.m
Details of Participants	210
Coordinator	Dr.S.Chandramohan, Professor
Organizing Department	Alagappa Institute of Management
Description	<p>Alagappa Institute of Management organizes a national level management meet every year under the banner 'SAMRAJIAIM'. 9th Version of SAMRAJIAIM 2020 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.</p>
Outcome	<p>The event is mainly organized with intent of providing a platform to the students in 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. Samrajiaim makes the students in shaping their future and aiding career growth.</p> <p>In this event 210 students from 29 colleges in and around Tamil Nadu have participated and benefited through this management event.</p>

Photo



EMPLOYERS PLAY A CRUCIAL ROLE IN ORGANIZATIONS FOR SEVERAL REASONS:

Leadership and Direction: Employers provide leadership and direction to the organization. They set the vision, mission, and goals, and guide employees towards achieving them.

Decision Making: Employers make important decisions that impact the organization's present and future. They decide on strategies, policies, and resource allocations.

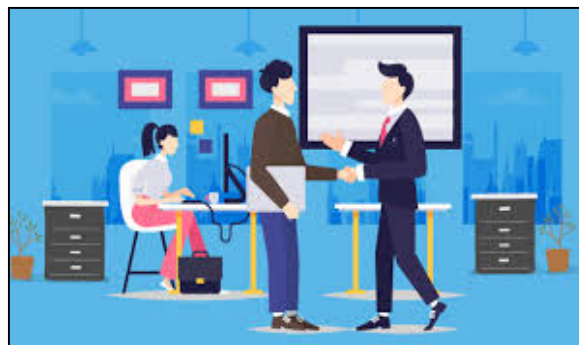
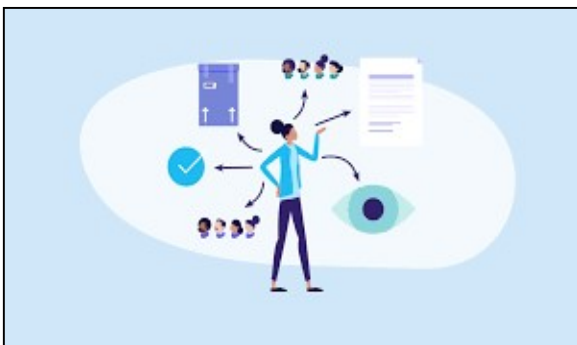
Resource Management: Employers manage the organization's resources, including finances, human resources, and technology, to ensure optimal utilization and efficiency.

Employee Engagement: Employers are responsible for creating a positive work environment that motivates and engages employees. This includes providing opportunities for growth, recognition, and work-life balance.

Risk Management: Employers identify and manage risks that could affect the organization's performance and reputation. They implement measures to mitigate these risks.

Stakeholder Relations: Employers manage relationships with various stakeholders, including employees, customers, suppliers, and the community. They ensure that the organization's actions are aligned with stakeholder expectations.

Overall, employers are instrumental in shaping the culture, strategy, and performance of an organization, making their role highly meaningful in the organizational context.



BY

INDHUJA K

II MBA

Corporate social responsibility

- Ethical Business Practices**: CSR involves conducting business ethically and transparently, adhering to laws and regulations, and promoting honesty and integrity in all operations.
- Environmental Sustainability**: Companies engage in CSR by implementing eco-friendly practices to minimize their environmental impact. This can include reducing carbon emissions, conserving resources, and investing in renewable energy.
- Social Impact**: CSR initiatives often focus on improving social welfare by addressing issues such as poverty, education, healthcare, and human rights. Companies may contribute to community development projects, support education programs, or provide aid during natural disasters.
- Stakeholder Engagement**: CSR entails actively engaging with stakeholders, including employees, customers, suppliers, shareholders, and local communities. Companies seek to understand and address the concerns and needs of these stakeholders while building mutually beneficial relationships.
- Philanthropy and Charitable Giving**: Many corporations allocate funds and resources to support charitable causes and nonprofit organizations. This can include donations, sponsorships, volunteer programs, and in-kind contributions.
- Employee Well-being**: Companies prioritize the well-being and development of their employees through fair wages, safe working conditions, training and development opportunities, and initiatives promoting work-life balance and diversity and inclusion.
- Responsible Supply Chain Management**: CSR involves ensuring that suppliers and business partners uphold similar ethical and sustainable standards. This includes monitoring labor practices, human rights, and environmental impact throughout the supply chain.
- Transparency and Accountability**: Companies practicing CSR are transparent about their policies, practices, and performance regarding social and environmental issues. They regularly report on their CSR initiatives and progress, demonstrating accountability to stakeholders.
- Long-term Sustainability**: CSR is not just about short-term philanthropy or public relations; it's about building sustainable business models that create long-term value for all stakeholders while minimizing negative impacts on society and the environment.
- Legal and Regulatory Compliance**: CSR efforts also involve complying with relevant laws and regulations governing business operations, environmental protection, labor rights, and consumer protection.



By

S.Nithishkanth

2nd year MBA

Name of the Activity	“EMPOER – 2020” Women Entrepreneurs Conclave
Type of Activity	Entrepreneurs Conclave
Date & Time	06.03.2020& 10:00 a.m. – 05:00 p.m
Details of Participants	590
Coordinator	Dr.S.Sudhamathi, Assistant professor,
Organizing Department	Alagappa Institute of Management
Description	Alagappa Institute of Management organized the programme "EMPOWER 2020" on 6th march 2020. The programme was organized by the students of the department under the supervision of Dr.S.Sudhamathi. The major theme of the event was to motivate female students to become as entrepreneurs.
Outcome	Students from various institutions in Sivaganga district, as well as nearby districts like Madurai, Pudukottai, Trichy, and Ramanathapuram, are invited to participate and benefit from the Entrepreneurs' Conclave. The successful women entrepreneurs are shared their experience and encouraged the female students. The participants are interacted with women entrepreneurs. Students asked various questions regarding the hurdle's entrepreneurs came over in their career. The participants delivered a very good feedback on the programme. Students emphasized that this programme had changed with their perception on women entrepreneurs. Some of the participants said they were interested begin their career as an entrepreneur.

Photo



Digital marketing

A/B testing – a method in marketing research where variables in a control scenario are changed and the ensuing alternate strategies tested, in order to improve the effectiveness of the final marketing strategy

advertising network – a network representing many Web sites in selling advertising, allowing advertising buyers to reach broad audiences relatively easily through run-of-category and run-of-network buys.

affiliate marketing – revenue sharing between online advertisers/merchants and online publishers/salespeople, whereby compensation is based on performance measures, typically in the form of sales, clicks, registrations, or a hybrid model

B2B – business that sells products or provides services to other businesses.

B2C – business that sells products or provides services to the end-user consumers

cookie – information stored on a user's computer by a Web site so preferences are remembered on future requests.

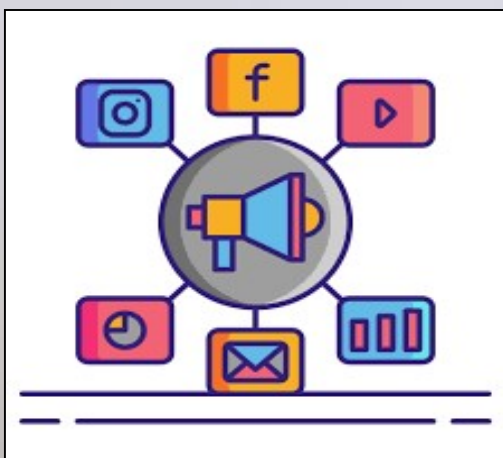
cost per action (CPA) – online advertising payment model in which payment is based solely on qualifying actions such as sales or registrations.

cost per click (CPC) – the cost or cost-equivalent paid per click-through.

cost per lead (CPL) – online advertising payment model in which payment is based on the number of qualifying leads generated.

CPM – cost per thousand impressions.

customer acquisition cost – the cost associated with acquiring a new customer.



By

Asika A

2nd year MBA
(General)



ALAGAPPA UNIVERSITY ALAGAPPA INSTITUTE OF MANAGEMENT

(A State University Accredited with A+ Grade by NAAC (CGPA: 3.64) in the Third cycle, Graded as Category -1 University and Granted Autonomy by MHRD-UGC in 2019, NIRF Rank - 28, QS India Rank - 20, QS Asia Rank - 216, BRICS rank - 104)

Karaikudi - 630 003, Tamil Nadu



Vajal Dr. RM. Alagappa Chettiar

Webinar

on

"BUSINESS OPENINGS AND CHALLENGES FOR START-UPS AMIDST NOVEL COVID-19 PANDEMIC"

Under the Presidentship of



Prof. N. RAJENDRAN
Vice-Chancellor, Alagappa University, Karaikudi

Resource Persons



Mr. RAJESH KARTHIK
Senior Manager
Robert Bosch (SEA) Pvt. Ltd.,
Singapore
Booming Start-Up Solutions during
COVID-19 Pandemic



Mr. T. SELVAM
Senior Manager
Indian Bank, Pillaiyarpatti
Sivaganga District
Financial Schemes for Start-Ups to Overcome
latest COVID-19 Pandemic

Date: 22.05.2020.

Time: 10.00 a.m. to 12.00 noon

Instructions

Research Scholars/ PG Students, Faculty Members and Industry Professionals may attend the above said webinar through Laptop/ Desktop Computer / Mobile Phone using the below link.

*No Registration Fee.

All are requested to register through the following link for the above webinar.

Registration Link : <https://forms.gle/jthZ5jwjEEmwQe7MA>

Webinar Link : <https://meet.google.cc/n/sjb-ahns-pzz>

** E-Certificate will be provided to all the participants through email: ayisham@alagappauniversity.ac.in
Contact no : +91 98421 44984

Dr. M. AYISHA MILLATH
Co-ordinator

Prof. S. RAJAMOCHAN
Convener

Prof. H. GURUMALLESH PRABU
Registrar

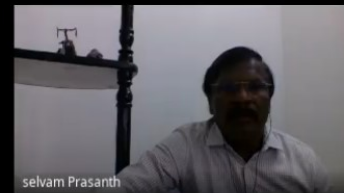
FINANCIAL SCHEMES FOR START-UPS TO OVERCOME LATEST COVID-19 PANDEMIC

Mr.T.SELVAM
Senior Manager
Indian Bank, Pillaiyarpatti
Sivaganga District



Stand Up India

- ▶ The objective of the Stand Up India scheme is to facilitate bank loans between ₹ 10 lakh and 1 Crore and to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower and at least one woman borrower per bank branch for setting up a Greenfield enterprise.
- ▶ This enterprise may be in manufacturing, services or the trading sector. In case of non-individual enterprises at least 51% of the shareholding and controlling stake should be held by either an SC/ST or Woman entrepreneur.



GOVERNMENT SCHEMES

- ▶ **MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES**
- ▶ 1. Prime Minister's Employment Generation Programme (**PMEGP**)
- ▶ The scheme is implemented by Khadi and Village Industries Commission (KVIC) functioning as the nodal agency at the national level. At the state level, the scheme is implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs), District Industries Centres (DICs) and banks. In such cases KVIC routes government subsidy through designated banks for eventual disbursement to the beneficiaries / entrepreneurs directly into their bank accounts.



Picture Source: Microsave Consulting



Booming Startup Solutions during Covid-19 Pandemic
Rajesh Karthik



Booming Startup Solutions during Covid19 Pandemic Current Situation

Expectations



We will have "Flying Cars" by 2020

Reality



Even the planes are not flying in 2020



Google Search Statistics during COVID-19

90% users searched new hygiene standards

28.5% users searched for 'quit smoking'

5437% increase in searches related to sanitizers

4% increase in searches related to online banking

Google

Google Search: I'm Feeling Lucky
Google offered in: ५२ (28%) Malayalam ५५ (3%)

3460% increase in searches related to

62% and **~69,086** conversations on Motivation

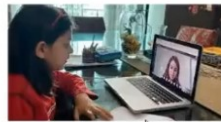
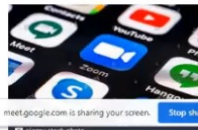
81% and **~93,133** conversations around Throwback

21% viewership **~13,323** conversations on #OldTVshows

meet.google.com is sharing your screen. Stop sharing Hide



COVID-19 Impact on Digital & Social Media



meet.google.com is sharing your screen. Stop sharing Hide



Glimpses of Webinar on Business openings and challenges for start-ups amidst novel covid-19 pandemic

Program Coordinator: Dr. M. AyishaMillath

Department: Alagappa Institute of Management

Date: 22/05/2020

Dr. M. AyishaMillath, the Program Coordinator at Alagappa Institute of Management, orchestrated a compelling webinar titled "Business Openings and Challenges for Start-ups Amidst the Novel COVID-19 Pandemic." The event featured distinguished guest speakers, Mr. Rajash Karthik, Senior Manager at Robert Bosch (SEA) Pvt Ltd, and Mr. T. Selvam, Senior Manager at Indian Bank, Sivaganga district. The webinar, tailored for MBA students and research scholars, witnessed active engagement from participants, showcasing the organizational prowess of Dr. M. AyishaMillath. A noteworthy aspect of the event was the interactive session led by Mr. Rajash Karthik, which facilitated a dynamic exchange of ideas between the speaker and the audience. Mr. Rajash Karthik, leveraging his role as a Senior Manager at Robert Bosch (SEA) Pvt Ltd, played a pivotal role in enriching the learning experience. His expertise and experience were instrumental in providing valuable insights into the dynamic nature of the business landscape during the COVID-19 pandemic. The selected participants, comprising MBA students and research scholars from Alagappa Institute of Management, ensured that the content delivered was not only relevant but also tailored to the academic background and interests of the attendees. The success of the webinar can be attributed to the seamless coordination by Dr. M. AyishaMillath and the valuable contributions of Mr. Rajash Karthik as the guest speaker. In conclusion, the webinar stands as a testament to the commitment of Alagappa Institute of Management in delivering quality educational experiences and staying at the forefront of emerging trends in the business world. The insights shared during the event have equipped participants with a better understanding of the challenges and opportunities for start-ups amidst the ongoing COVID-19 pandemic.



**ALAGAPPA INSTITUTE OF MANAGEMENT
ALAGAPPA UNIVERSITY**

Accredite With A+ Grade by NAAC (CGPA : 3.64) Grade - I
University and Granted Autonomy by MHRD UGC

KARAIKUDI - 630 003, Tamil Nadu, India



*We request the honour of your presence
at the inaugural function of*

FITNESS CLUB

On Tuesday, 7th January 2020 at 3:00 PM
in th Seminar Hall, AIM, Alagappa University

- Welcome Address** : **S. Kheerthana Priya**
President - Fitness Club
- Thematic Address** : **Dr. M. Ayisha Millath**
Faculty Coordinator - Fitness Club
- Presidential Address** : **Dr. S. Rajamohan**
Director i/c - AIM
- Inaugural Address** : **Dr. D. Maniazhagu**
Assistant Professor
Department of Physical Education
- Vote of Thanks** : **S. Vairamanikandan**
Secretary - Fitness Club

S. Kheerthana Priya
President - Fitness Club

Dr. M. Ayisha Millath
Faculty Coordinator

Dr. S. Rajamohan
Director i/c - AIM



Glimpses of FITNESS CLUB

Alagappa Institute of Management actively fosters a culture of practical learning by offering a diverse range of clubs aimed at engaging students. These clubs orchestrate various programs, each boasting faculty and student coordinators to ensure comprehensive and effective execution. Among these, the Fitness Club was established in 2020 with the primary objective of promoting both physical and mental well-being.

The inauguration of the Fitness Club, a significant milestone, occurred in 2020 and was presided over by Dr. D. Maniazhagu, an esteemed Associate Professor in the Department of Physical Education and Health Science. During the inaugural program, Dr. Maniazhagu delivered a compelling lecture, underscoring the crucial importance of maintaining physical fitness for overall well-being.

What sets the Fitness Club apart is not only its mission but also the unique collaborative effort that goes into its organization. The entire event was meticulously planned and executed by the proactive involvement of first-year and second-year MBA students. This student-driven initiative speaks volumes about the institute's commitment to empowering its learners with practical experiences and responsibilities.

Guiding this student-led endeavor was Dr. M. Ayisha Millath, an Assistant Professor at Alagappa Institute of Management. Her mentorship played a pivotal role in ensuring the seamless execution of the Fitness Club's inaugural event, showcasing the symbiotic relationship between faculty guidance and student initiative.

The success of the Fitness Club's inauguration was evident in the enthusiastic and active participation of the students. Their positive feedback further underscored the effectiveness of the program, emphasizing its value in promoting not just physical fitness but also contributing positively to the mental well-being of the participants.

In essence, the Alagappa Institute of Management's commitment to holistic education is vividly portrayed through the establishment and successful initiation of the Fitness Club. This initiative not only enhances practical learning but also fosters a culture of well-rounded development among its students, creating an enriching and dynamic educational environment.



ALAGAPPA UNIVERSITY

(A State University Established in 1985)
KARAIKUDI - 630 003, Tamil Nadu, India
www.alagappauniversity.ac.in



ALAGAPPA INSTITUTE OF MANAGEMENT

*We request the honour of your presence
at the inaugural function of*

RUSA 2.0 Sponsored

TWO DAYS COMPETENCE BUILDING & SOFT SKILL DEVELOPMENT PROGRAM



Seminar Hall, AIM, Alagappa University



9th & 10th January 2020 @ 10.00 AM

Dr. M. Ayisha Millath
Organizing Co-ordinator

Prof. S. Rajamohan
Director i/c - AIM

Prof. H. Gurumallesh Prabu
Registrar



**ALAGAPPA INSTITUTE OF MANAGEMENT
ALAGAPPA UNIVERSITY**

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*We request the honour of your presence at the valedictory
function of*

**RUSA 2.0 Sponsored
TWO DAYS
COMPETENCE BUILDING
&
SOFT SKILL DEVELOPMENT PROGRAM**

Seminar Hall, AIM, Alagappa University on 10.01.2020 @ 4.30 pm

Dr. M. AYISHA MILLATH
Assistant Professor, AIM, Alagappa University
Welcome Address

Dr. S. CHANDRAMOHAN
Professor, AIM, Alagappa University
Presidential Address

Prof. T. R. GURUMOORTHY
Member Syndicate, Alagappa University
Valedictory Address

Prof. Sanjeev Kumar Singh
RUSA Co-ordinator, Alagappa University
Special Address

Dr. M. Ayisha Millath
Organizing Co-ordinator

Prof. S. Rajamohan
Director i/c - AIM

Prof. H. Gurumalles Prabu
Registrar









Glimpses of soft skill development program 2020

In its commitment to enhance the abilities of MBA students, the Alagappa Institute of Management implemented a targeted skill enhancement program. In line with the strategic objective of developing essential skills, the department conducted an extensive two-day training program focused on cultivating soft skills and building competence. Mr. A. Victor ValanArasu, Assistant Professor at Loyola Arts & Science College, Chennai, School of Human Excellence, played a key role in organizing and leading this initiative. The training program delivered significant benefits, notably enhancing the skills of the participating students. As a result, final-year students emerged well-prepared to navigate the competitive professional landscape. The emphasis on soft skills and competence recognizes their crucial importance in today's dynamic environment, and this training has effectively equipped graduating students with these essential capabilities.



Alagappa Institute of Management

Alagappa university, Karaikudi – 630004

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Newsletter of Alagappa Institute of Management

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