

# ASAN INSTITUTE OF MANAGEMENT

(A Unit of Asan Memorial College of Arts & Science)

[ AICTE approved, Affiliated to The University of Madras & Re - accredited by NAAC ]



**AIM**

*Just The Facts...*

**Volume V**  
March 2016

*Just The Facts...*



*First Year Anniversary*



## **SRI. A. K. GOPALAN**

Chairman & Founder General Secretary  
ASAN MEMORIAL ASSOCIATION, CHENNAI

*A Visionary Ahead of His Times*

*A life well-lived  
is a legacy of joy and pride and pleasure,  
a loving, lasting memory our grateful hearts will treasure*

- Shyamala Jayaprakash  
General Secretary  
ASAN Memorial Association, Chennai

*Fondly Remembered by*  
**ASAN Memorial Educational Institutions**  
**ASAN Memorial Association, Chennai**

## From the Director

### Greetings from AIM !!!

Welcome to the 5<sup>th</sup> issue of our newsletter '***Just the Facts***'. With the blessings of the god almighty and unvarying support from the Management and Principal we had a very active and fruitful year 2015 – 16.



Dr. T.S. Santhi  
Director, AIM

I place on record my sincere thanks and appreciations to all my faculty and students team for creating and maintaining the dynamic environment.

Happy reading.....!

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*"We are what we repeatedly do.  
Excellence, then, is not an act but a habit."*

*-Aristotle*

## Special Lectures

- A valuable talk on "FOREX" was given by **Mr. Ramani, Director, SATVA Logistics Group** on 25<sup>th</sup> January 2016.
- Three days session on "Legal Systems in Business" was handled by **Mr. Ranganathan, HR & Legal Consultant, Chennai** on 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> February 2016.
- A session on "Need for Mobile Apps Development" was conducted by **Mr. Saravanan, Project Manager, IFrames Technologies, Chennai**, on 4<sup>th</sup> February 2016.
- An interactive session on "Exports and Imports" was handled by **Mr. Ramani, Director, SATVA Logistics Group** on 22<sup>nd</sup> February 2016.



*"An ounce of practice is worth more than tons of preaching."*

*- Mahatma Gandhi.*

## Special Lectures

- **Mr. Chandrasekar, Director, KCIG** delivered a informative lecture on “**ERP Applications in Corporate Sector**” on 9<sup>th</sup> March 2016.
- **Mr. J. Raghunathan, Director, KCIG, Chennai** conducted an enlightening session on “**Digital Marketing**” on 10<sup>th</sup> March 2016.
- A session on “**HR practices in Indian Companies**” was handled by **Mr. Ramani, Director, SATVA Logistics Group** on 14<sup>th</sup> March 2016.
- A inspiring session on “**Reward Management**” was conducted by **Mr. S. Ram, Vice President (Rtd), Tech Mahindra, Chennai** on 15<sup>th</sup> March 2016.



*“If you do not like a rule, just follow it.  
Reach on the top and change the rule.”*

*– Adolf Hitler*

*Just The Facts...*



## Workshops

In association with  
**Business Standard** magazine a Panel Discussion on  
**“CELEBRATING ENTREPRENEURSHIP”**  
was organized on 22<sup>nd</sup> January 2016.



**Mr. Mohan Narayanan**  
Co-founder & CEO of KUBOS

**Ms. Suma Prashant**  
Director- RTBI, IIT, Chennai.



**Mr. Arun Prakash**  
Entrepreneur

*Don't wait for extraordinary  
opportunities, seize common occasions and make them great.*

*– Orison Swett Marden*

**Workshops**

**FINANCE**

A Workshop on “**COMMODITY MARKET**” was conducted on 29<sup>th</sup> January 2016.



**Dr. P. Pattabiraman**  
Vice Principal,  
Apollo Institute of Hospital  
Management & Allied Science,  
Chennai.

**Mr.S.Venkateswaran**  
Partner, Machonochie & Co.,  
Chennai.



**Mr. S. Anand**  
Senior Manager,  
PSB Securities Ltd., Chennai.



*“I don't believe in taking right decisions, I take decisions and then make them right.*

*– Ratan Tata*

*Just The Facts...*



## Workshops

### MARKETING

A Workshop on “**QUANTUM LEAP in the Marketing Era**” was conducted on 20<sup>th</sup> February 2016.



**Mr.P.Jayaram**  
Manager-Training,  
TCS, Chennai.

**Mr.G.Ganesh Ram**  
Senior Manager- Retail,  
Reliance Industries Ltd., Chennai.



An interesting event  
“**Ad- Promo**”  
was organized for the  
participants.



*“Good company will meet needs,  
great companies will create markets.”  
– Philip Kotlar*



*Just The Facts...*



## MAGMA – The Pride of AIM

**MAGMA**, the Annual Mega Inter Collegiate Management Meet was conducted on 5<sup>th</sup> March 2016. Around 375 participants from 30 Institutions across the state had participated in the meet.



Inaugurated by  
**Mr.S. Ramasubramaniam**  
Associate Director, KPMG,  
Chennai.

Guest of Honour  
**Mr. Karthick Bhatt**  
Chartered Accountant.



**‘COGNIZANCE’**  
Annual magazine of AIM was released in  
Digital Format  
by  
**Dr. E. K. Purushothaman, Chairman, CMC.**

*“Always have a plan, and  
believe in it. Nothing happens by accident.”  
- Chuck Knox*

*Just The Facts...*



## MAGMA – The Pride of AIM

Various events to bring out the technical and managerial skills of both UG and PG students were conducted in the meet.

### PG Events

Paper Presentation, Best CEO and Best Management Team



### UG Events

Business Quiz, Tech & Non-Tech, Smart Marketing, Auction and Guess It



*“Innovation distinguishes  
between a leader and a follower.”*

*– Steve Jobs*

*Just The Facts...*



## MAGMA – The Pride of AIM

### VALEDICTORY SESSION



Chief Guest

**Mr. B. Shankar,**  
Quality Director, Polaris, Chennai.

Guest of Honour

**Mr. Ashwin Saravanan,**  
“Maya” - Film Fame Director.



### MAGMA CUP

Inter Collegiate tennis ball cricket  
tournament was conducted  
in association with Asan Business School.  
**Jerusalem College of Engineering**  
emerged as **Winners.**

*“You must be the change  
you wish to see in the world.”*

*– Mahatma Gandhi.*

## Beyond Classroom

### Soft Skill Development Program

A 30 hour intensive programme on language and communication is being conducted for the I MBA students.

## Student Participation

- **Eighteen students participated in 8<sup>th</sup> Youth National Conference held at SRM University.**
- **Two students participated in “Market Mania”, conducted by MEASI INSTITUTE OF MANAGEMENT, Chennai.**
- **Six students participated and presented the paper on the topic “MAKE IN INDIA” conducted by DB Jain College, Chennai on Feb 17<sup>th</sup> 2016.**
- **Twelve students from I MBA have participated in various events in the management meet conducted by Eswari Engineering College on 11<sup>th</sup> March 2016. Mr.Rohan and Team won 2<sup>nd</sup> Prize in Business Quiz, Ms.Hema Dubey and Team got 3<sup>rd</sup> Prize in Rush in a minute.**



*“Leadership is the ability to get extraordinary achievement from ordinary people.”*  
– Brian Tracy

## Sports Day

The **22<sup>nd</sup> Annual Sports Meet** of the college was conducted on 3<sup>rd</sup> March 2016. **Mr. Jestes Antony**, Former Indian football player was the Chief Guest.



## Annual Day

The **22<sup>nd</sup> Annual Day** of the college was celebrated on 16<sup>th</sup> March 2016. **Prof. David Jawahar, Registrar, University of Madras** was the Chief Guest.



## Faculty Participation

- **Mr.S.Jawahar, HOD, MCA Department** published a paper in international Journal of Engineering and Research on the topic **“A Study on Role of Intelligent Agent in Education”**.
- **Mr.S.Jawahar, HOD, MCA Department** published a paper in Indian Journal of Science and Technology on topic **“Quantification of Learner Characteristics for Collaborative Agent based E-Learning Automation”**.
- **Mr.S.Jawahar, HOD, MCA Department** presented a paper titled **“Mobile Agent in Enhancing the Computational Efficiency of E-Learning Environment”** in the international conference organized by the University of Madras.
- **Mr.S.Jawahar, HOD, MCA Department** published a paper in ARPN Journal of Engineering and Applied Sciences on topic **“Performance optimization of adaptive mobile agents for e-learning”**.

## Asanite Speaks



**Mr. R. Sreenath**

*I would say, mine is a victorious journey of 2 years with lasting long fellowship at AIM. Apart from academics, value added programs, communication and soft skill programs, extended hour activities, workshops, etc., gave me a lot of industry exposure and helped me to grow. I thank AIM wholeheartedly for providing a fantastic platform to learn and develop.*

*My ENTRY into AIM was with some exploratory goals and now my EXIT is into a successful path with the great wisdom of management. I feel ecstatic to identify myself as Asanite.....*



**Ms. M. Snegalatha**

*AIM is a haven for the complete transformation of young minds! The activities at AIM are academically relevant, industry oriented and inspiring. I feel proud to be a part of AIM family!*



**Mr. K. M. Saheen Ahamed**

*AIM is a pre-eminent centre to learn management. Every moment I spent here had enhanced my managerial skills and contributed a lot for my career growth. The conducive learning environment at AIM helped me to bring out my hidden talents and potentials and played a major role in my career growth.*



**Mr. Jinu Justin**

*"Educating the mind without educating the heart is no education at all."*

*– Aristotle*

# Recruiters

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