



Just The *Fact*

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ASAN INSTITUTE OF MANAGEMENT



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

(AICTE approved, Affiliated to University of Madras and Re-Accredited by NAAC)

Velachery-Tambaram Road, Jaladampet, Chennai - 600 100.



Just The Facts

Second Year Anniversary



SRI. A.K. GOPALAN

Chairman & Founder General Secretary
Asan Memorial Association, Chennai.

A Visionary Ahead of His Time

A life well – lived is a legacy of joy and pride and pleasure, a living 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.



Just The Facts

Directors' Desk



Dr.T.S. Santhi
Director, AIM

Greeting from AIM!

Welcome to the 7th Issue of our newsletter "Just the facts". With the blessings of the God almighty, consistent support and encouragement from the management, 2016-17 was an eventful year despite the natural calamity and other issues.

Hearty congratulations and best wishes to the students entering in to the corporate world through on and off campus interviews

My sincere thanks to the faculty and students team for their earnest efforts to maintain the progress and upholding the image of the institute.

Happy reading!

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



Just The Facts

Special Lectures

An informative session on "Financial Leverage" by Mr. Ramani, Director, Sattva Logistics Group on 10th January 2017.

An Interesting and Interactive Session on "Labour Laws" by Mr. Ranganathan, HR & Legal Consultant between 30th January 2017 and 2nd February 2017.

A special lecture on "EXIM - Export & Import" by Mr.S.Ram Vice President (Rtd), Tech Mahindra, Chennai, on 10th February 2017.



Workshop on Case Study Analysis

One day workshop on "Enhancing the Decision Making Skills through Case Study Analysis" was conducted by Dr.K.Sampath Kumar, Professor, SSN School of Management & Dr.Ashok Kumar, Professor, SSN School of Management, on 18th February 2017.



"Never give an order that can't be obeyed" – General Douglas MacArthur



Just The Facts

Extended Activities

AIM extended its expertise to the UG students of AMCAS and conducted various programmes to enhance their skills and improve their abilities.

1. A three days Workshop on "Logical Reasoning" on 9th, 10th & 11th January 2017.
2. A session on "GD & Interview Skills" between 24th January and 2nd February 2017.
3. A guidance programme on "Career Decisions" between 13th March to 22nd March 2017.

Dr. P.Muthukumar, Training & Placement officer has conducted the sessions and the same was well received by the students.



Extra hours on all working days between 2 p.m. to 3.30 p.m. to provide a platform for the students to improve their presentation, communication and interpersonal skills is conducted.

"Make your top managers rich and they will make you rich." – Robert H. Johnson

Beyond Classroom

MAGMA – A Battle of Professionals

MAGMA, the Annual Mega Inter Collegiate Management was conducted on 1st March 2017. Around 350 participants from 17 colleges across the state participated in the meet.

Mr. Prasad.M, Founder & CEO, Prozenics, Chennai inaugurated the meet and **Mr. Balaji Renganathan**, General Manager-HR, TTK- Health care Chennai released 'Cognizance' an annual E-Magazine exclusively for the Students of Asan Institute of Management and the same was received by our honourable General Secretary **Mrs. Shyamla Jayaprakash**. Various events to bring out the technical and managerial skills of both UG and PG students were conducted in the meet. **Mrs. M.P. Nirmala IAS (Retd)**, Principal Secretary to Govt. Food and Consumer Protection, delivered the valedictory address and distributed the prizes to the winners. Overall Championship was bagged by Gurunanak College, Chennai.



“Don't watch the clock, do what it does, keep going” – Quintillian



Just The Facts

Beyond Classroom

Sports Day

The 23rd Annual Sports Meet of the college was conducted on 7th March 2017. **Dr.V.Magadevan**, Director of Physical Education, Member Syndicate, University of Madras was the chief guest.

The individual championship was won by **Mr.Meresh Raj. J.**, MBA 1st Year



International Women's Day

On 8th march 2017 International women's day was celebrated in the campus. **Mrs. Chandra**, an employee who was associated with the institution for more than 30 years was honoured.

Mrs.K.Saraswathi, Secretary General, Madras Chamber of Commerce and Industry,

Ms.B.Vijayalakshmi, Senior Editor, Deccan Chronicle,

Dr.T.G.Sivaranjani, Director. Obstetrician & Gynaecologist,
Dr.Kamakshi Memorial Hospital, Chennai were the guests of honour.

"Success in management requires learning as fast as the world is changing"

—Warren Bennis

Beyond Classroom

Annual Day

The 23rd Annual day of the college was conducted on 18th March 2017. Dr.S.Karunanithi, Registrar i/c, University of Madras was the Chief Guest.

S.No	Prize	Name	Class
01	Proficiency Prize	Sugasini .M	I MBA
02		Shahanah .A	II MBA
03	100% Attendance	Aruna .A	I MBA
04	Parakkat Balakrishnan Endowment	Shahanah .A	II MBA
05	Dr. P.V.Mathew Endowment Award	Ram Kumar .H	Passed out Student
06	Proficiency Prize	Vinod .V	MCA
07		Kavitha .K	MCA

Students Participation

The enthusiastic students of this Institute actively took part in "Think Edu – Conclave" Organized by "The New Indian Express", at ITC – Grand Chola, on 3rd and 4th March 2017.

Two students from I MBA participated in one day workshop on "Women Entrepreneurship" on 8th March 2017, at Anna University.



Faculty Participation

Mrs.P.Parameshwari, Asst. Professor published a research paper on the topic “Influence of Personality Traits on Herding Bias of individual Investors in Indian Capital Market” in AEIJMR International Journal of Multidisciplinary Research - Volume: 4 [issue 11] during November 2016.

Dr.T.S.Sanathi, Director, AIM, published a paper titled, “Stressors Barricading the Women Researchers” in AEIJMR International Journal of Multidisciplinary Research - Volume: 4 [issue 12] December 2016.

Dr.S.Jawhar and Mrs.Beulah Jeba Jaya have participated in the National Level Capacity Building Workshop on Big Data Analytics on 18th December 2016 organized by the Department of Computer Science, University of Madras, Chennai.

Mr.K.Iyyanar and Mr.Dakshinamoorthy have cleared SET exam in January 2017.

Dr.P.Muthukumar, Professor-Training & Placement as participated as a Chief member in Board of Studies Meeting by St.Mary’s College(Autonomous) Tuticorin on 3rd February 2017.

Mrs.P.Parameshwari, Asst. Professor presented a conceptual paper titled “Innovations in Higher Education” in the National Conference conducted by “IQAC” of AMCAS on 4th March 2017.



Asanite Speaks



Mr. Jagan

MBA in Asan has transformed myself into a better person in all aspects mainly through the efforts taken, in connecting us to the corporate experts and getting their valuable suggestions and advices was really very useful. The institute also has offered enormous opportunity like seminars, workshops, conferences and events for us to equip ourselves and to support us in reaching greater heights.

AIM not only has enabled me in securing good score academically but also it has identified the areas I need to improve and enabled me to perform better and made me understand my capabilities / abilities through the kind of exposure they gave me in both inside and outside the class. Our classes were enriched with enthusiasm and faculty members are encouraging and act as motivating figures.



Ms. Shahanah A



Ms. Ilakiya

One of my biggest drawbacks of being hesitant and reserved was completely swept away after joining AIM as they are concerned about bridging the student's abilities with that of corporate's expectations, by diversified and practical approach. In short I would say AIM is a place where I inculcated self-confidence in me and the Institute was supportive and facilitative in making me do that.



Just The Facts

Asanite Speaks



Mr. Sadanandha

AIM was really a wonderful platform for me to showcase my skills and interest which itself is a great asset and motivation for me. Now it has shaped me as “Who I am Today”. It has also taught me how to be sportive enough in facing the challenges in life and being practical in various situations.

I feel AIM as a junction where it connects all the dots of knowledge, skills, ability, emotions, interest, passion, aspiration and dream into Life. And it believes in the principle of ensuring that each and every student should set their own Principles and is their own Competitor, Influencer and Example in Life, which I feel is very important and was helpful in increasing the morale, ethics and values that I perceive and would like to follow in life and my career.



Mr. Srinath L

“Always deliver more than expected” – Larry Page

*“Good company will meet needs,
great companies will create markets”*



Our Recruiters :



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