

NEWS LETTER

VOLUME XXIV – MARCH 2026



**ASAN INSTITUTE
OF MANAGEMENT**



A Unit of

Asan Memorial College of Arts and Science

AICTE Approved & Affiliated to the University of Madras



About Asan Institute of Management

Asan Institute of Management (AIM) was established in the year 1997, in recognition of the vital need to develop competent managers and IT professionals to meet the growing needs of the country. During the short span, the Institute has emerged as one of the premier Institutes in the South, providing high quality education in the areas of Management & Information Technology.

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"Innovation distinguishes leaders from followers." – Steve Jobs



AIM

◆ Knowledge Enrichment Seminars ◆



“Career Perspectives” orientation programme was conducted on December 22, 2025 by Mr. Lingesh Anandhan, Founder and CEO of The Brandeu.



“Leadership is about inspiring others to achieve more than they imagined possible.”

– John C. Maxwell

◆ Knowledge Enrichment Seminars ◆



On December 23, 2025, AIM in collaboration with V-EDGE Software Labs, conducted a seminar at the Research Hub where Mr. Jayaraj Srinivasan R shared insights on **“Business Etiquette”**



“Great businesses are built on trust and relentless focus on the customer.” – Jeff Bezos

◆ Workshop on Social Media Marketing ◆



Mr. Sathish Raj, CEO of E-Crusaders
12th January, 2026



*"Challenges are opportunities in disguise."
– Richard Branson*

Value Added Programmes



Training Program based on Specialization



Upskilling and Knowledge Enhancement Program



◆ VALUE ADDED PROGRAMS ◆



HR & FINANCE ANALYTICS



LOGISTICS MANAGEMENT



Name of the Course	Department	Company Name	Duration
Professional Communication	MBA & MCA	Consonare	25 hrs
Technical Development	MCA	Techforce	30 hrs
HR & Financial Analytics	MBA	CIEL	30 hrs
Logistics Management	MBA	Logistics Skills Council	30 hrs

*"The best way to predict the future is to create it."
– Peter Drucker*

◆ VALUE ADDED PROGRAMS ◆

PG DIPLOMA PROGRAMS

SPECIALIZATION BASED PG DIPLOMA PROGRAMS

- PG Diploma in Financial Management
- PG Diploma in Marketing Management
- PG Diploma in Human Resource Management
- PG Diploma in Logistics and SCM
- PG Diploma in Programming in Python & Data Structures



PG Diploma Programs



Upskilling & Knowledge Enrichment Programme



Employability Training



Professional Skills



*Success usually comes to those who are
too busy to be looking for it.
– Henry David Thoreau*

◆ MEGA EVENTS ◆

AIM TO IGNITE 2K26



"AIM2IGNITE" Poster Launch on 2nd February 2026

◆ AIM TO IGNITE 2K26 ◆

AIM ASAN INSTITUTE OF MANAGEMENT
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AIM 2 IGNITE

INTER COLLEGIATE MANAGEMENT FEST

5th FEBRUARY 2K26

SPARK YOUR POTENTIAL

ACT IT OUT

CONNECTION

CON-TAC-TIX

TREASURE HUNT

BIZ WIZ CHALLENGE

WIN EXCITING TROPHIES AND CASH REWARDS

RULES & REGULATIONS

STUDENT COORDINATORS
HANTHUSI M - 9179962004
MA SHALINI S - 9380133884

STATE COORDINATOR
DR.S.SENTHIL ELMAR - 9178318888
MR.S.KEERIN BABU A - 9847068888

For more updates - @asan.institute.of.management

REGISTRATION FEE



◆TECHTANGLE FEST 2K26◆



**“Techtangle Fest
2k26” conducted
on 5th March 2026**



◆ WOMENS DAY CELEBRATION 2K26 ◆



Women's Day was celebrated with great enthusiasm through an award ceremony recognizing the contributions of three women achievers.

In addition, the ASAN women actively participated in various competitions and cultural programs, making the celebration vibrant and memorable on 10.03.2026

◆ THIRAN 2K26 ◆



17.02.2026

◆ YUVA 2K26 ◆



18.02.2026

◆ INDUSTRIAL VISITS ◆



On December 19, 2025, visited
Centre of Logistics Training for Excellence (COLTE).



◆ INDUSTRIAL VISITS ◆



On January 30, 2026 visited to the
Rajshree Sugars & Chemicals Ltd (RSCL) facility in Gingee (Semmedu)

◆ STUDENTS PARTICIPATION ◆

Online certification course from Cambridge International Qualifications (UK): “Basics of Digital Marketing & Basics of Market Analysis – Frameworks,” completed on 30th December 2025.



National-Level Inter-Collegiate Finance Summit 2026 on “Financial Resilience and Sustainable Growth in a Dynamic Economy,” conducted by S.A. College of Arts & Science, Chennai.



Inter-Collegiate Finance 2026 organized by S.A. College of Arts and Science 9th January 2026.

MBA participated in ‘THE SPARK 2026,’ organized by AM Jain College, on 6th February 2026



Continuous learning is the minimum requirement for success in any field.” – Brian Tracy

◆ STUDENTS PARTICIPATION ◆

I MBA participated in, 'SASOM MELANGE 26' organized by S.A. College of Arts and Science 12th February 2026.

Won the Second place in, "MATRIX" organized by Vel Tech Rangarajan Dr.Sagunthala R&D Institute Of Science And Technology on 13th February 2026.



Won the First place in Inter-collegiate event – BIZ-BLITZ 2K26 organised by Jeppiaar college of arts and science on 20th February 2026..

Distinguished Conclave on "Unlocking India's Women Dividend: Accelerating the Journey from Education to Economic Empowerment," organized by MMA on 6th March 2026.



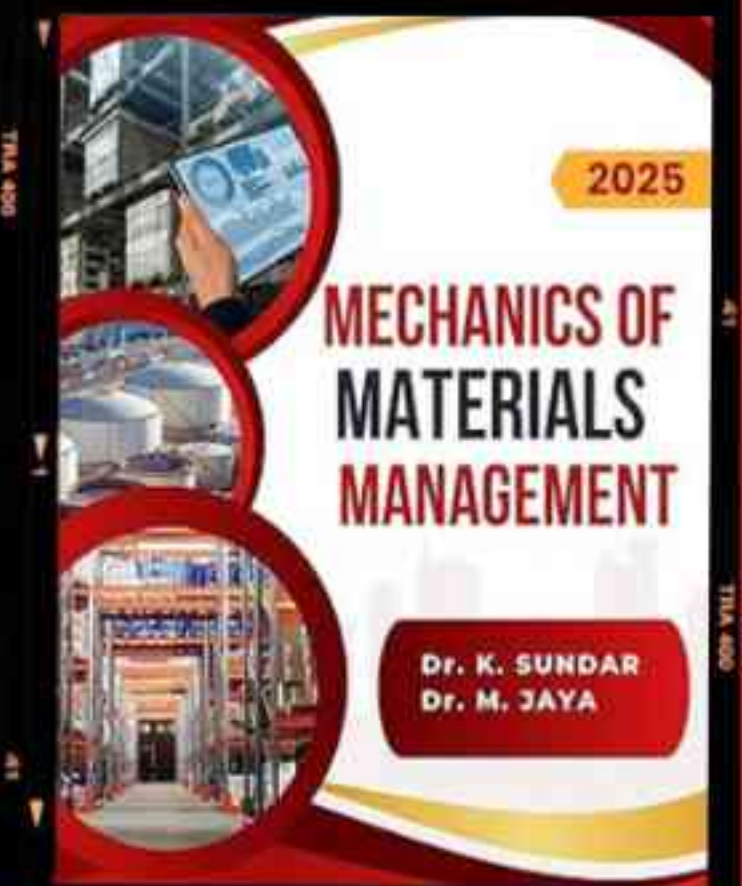
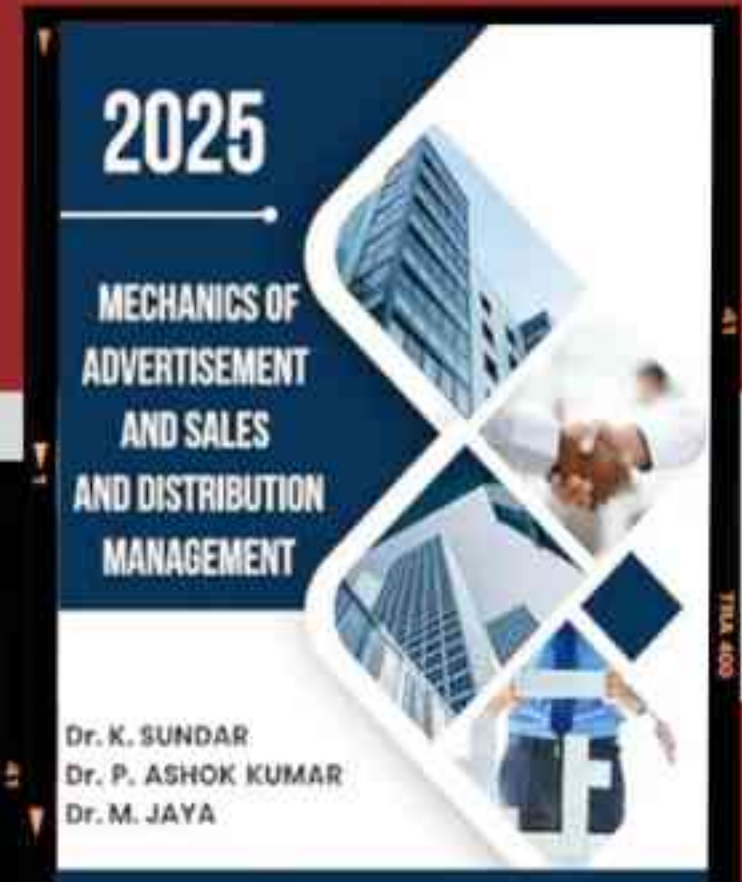
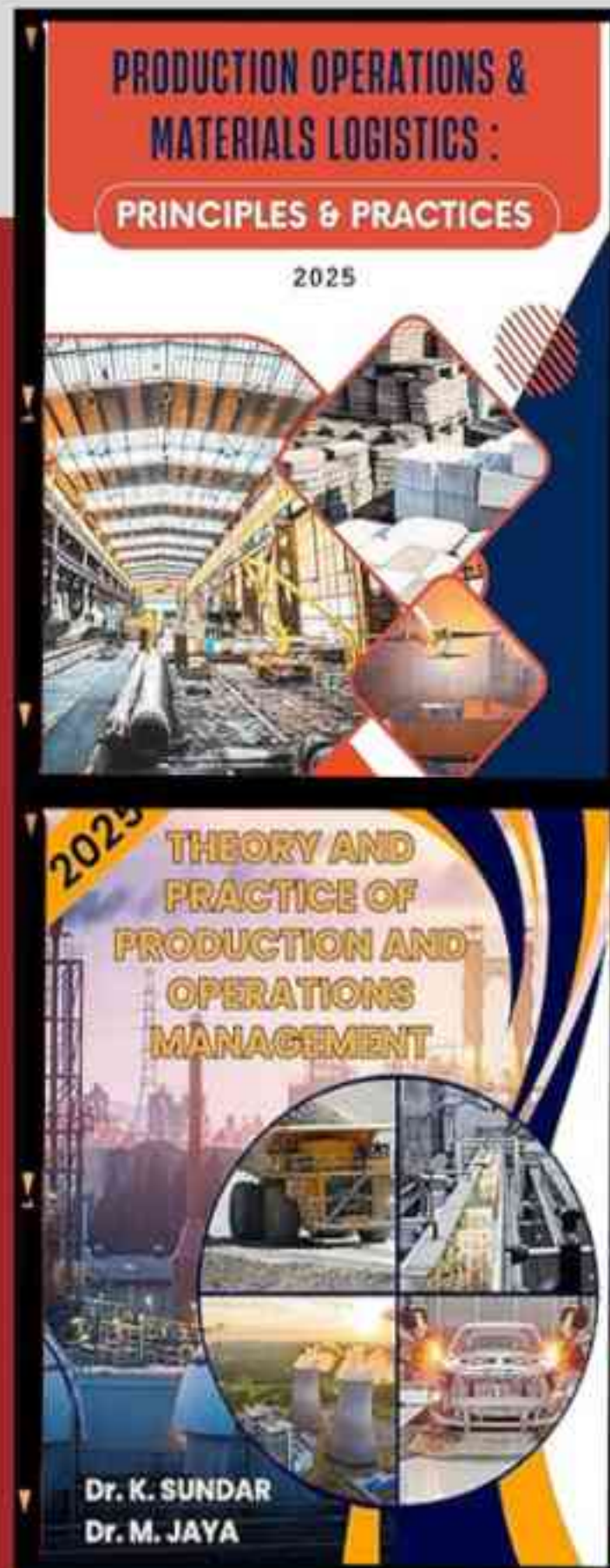
*The distance between insanity and genius is
measured only by success.
– Bruce Feirstein*

◆ FACULTY PARTICIPATION ◆

Faculty Achievements – Dr. M. Jaya

Published four textbooks:

- Theory and Practice of Production & Operations Management (ISBN: 978-93-343-7264-9)
- Mechanics of Materials Management (ISBN: 978-93-343-9396-5)
- Production Operations & Materials Logistics: Principles & Practices (ISBN: 978-93-343-7264-9)
- Mechanics of Advertising, Sales & Distribution Management (ISBN: 978-93-343-4426-4)



"Passion fuels excellence, and excellence drives sustainable success." – Indra Nooyi

◆ FACULTY PARTICIPATION ◆

Dr. P. Parameswari

- Participated in a one-day webinar on “How to Protect Your Innovation: A Simple IP Guide for Early-Stage Startups” organized by Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology (05 Jan 2026).
- Acted as Subject Expert for Staff Qualification Approval at SRM Arts and Science College, Kattankulathur, appointed by the University of Madras (29 Jan 2026).

Participated in a five-day virtual FDP on “Patents in the AI Era: Protecting Innovations in the Digital World” (19-23 Jan 2026), organized by Jeppiaar Institute of Technology in association with TATTI.

Published a paper titled “The Impact of Fintech on Financial Innovations” in the International Journal for Multidisciplinary Research (IJFMR), Volume 8, Issue 1 (Jan-Feb 2026).

– Dr. S. Senthil Kumar

- Published an article in IJRPR (Dec 2025) on environmental-friendly public transport initiatives in Chennai.
- Published an article in IJRAR (Jan 2026) on financial, technical, and operational challenges in achieving high-speed trains in Indian Railways.
- Attended a workshop on Sensitization Against Digital Media Addiction at the University of Madras (12 Dec 2025).

*“Collaboration and vision turn ambitious goals
into extraordinary achievements.”*

– Satya Nadella

◆ FACULTY PARTICIPATION ◆

Dr. S. Senthil Kumar

- Completed a certification in Digital Leadership in Business through Simplilearn SkillUp (21 Dec 2025).
- Participated in a workshop on Effective Teacher Communication – Learning and Development Intervention (31 Dec 2025).
- Attended a workshop on How to Protect Your Innovation: A Simple IP Guide for Early-Stage Start-ups (5 Jan 2026).

Mrs. Reegin Babila

- Participated in a one-day webinar on “How to Protect Your Innovation: A Simple IP Guide for Early-Stage Startups” organized by Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology (05 Jan 2026).
- Participated in a one-day International Webinar on “Technology & Sustainability” organized by PES University (31 Jan 2026).
- Published a research paper titled “Customer Satisfaction Level Towards Shopping Malls” in the journal ZHUZAO/FOUNDRY (ISSN: 1001-4977), Volume 28, Issue 8 (2025).

MCA Faculty Participations:

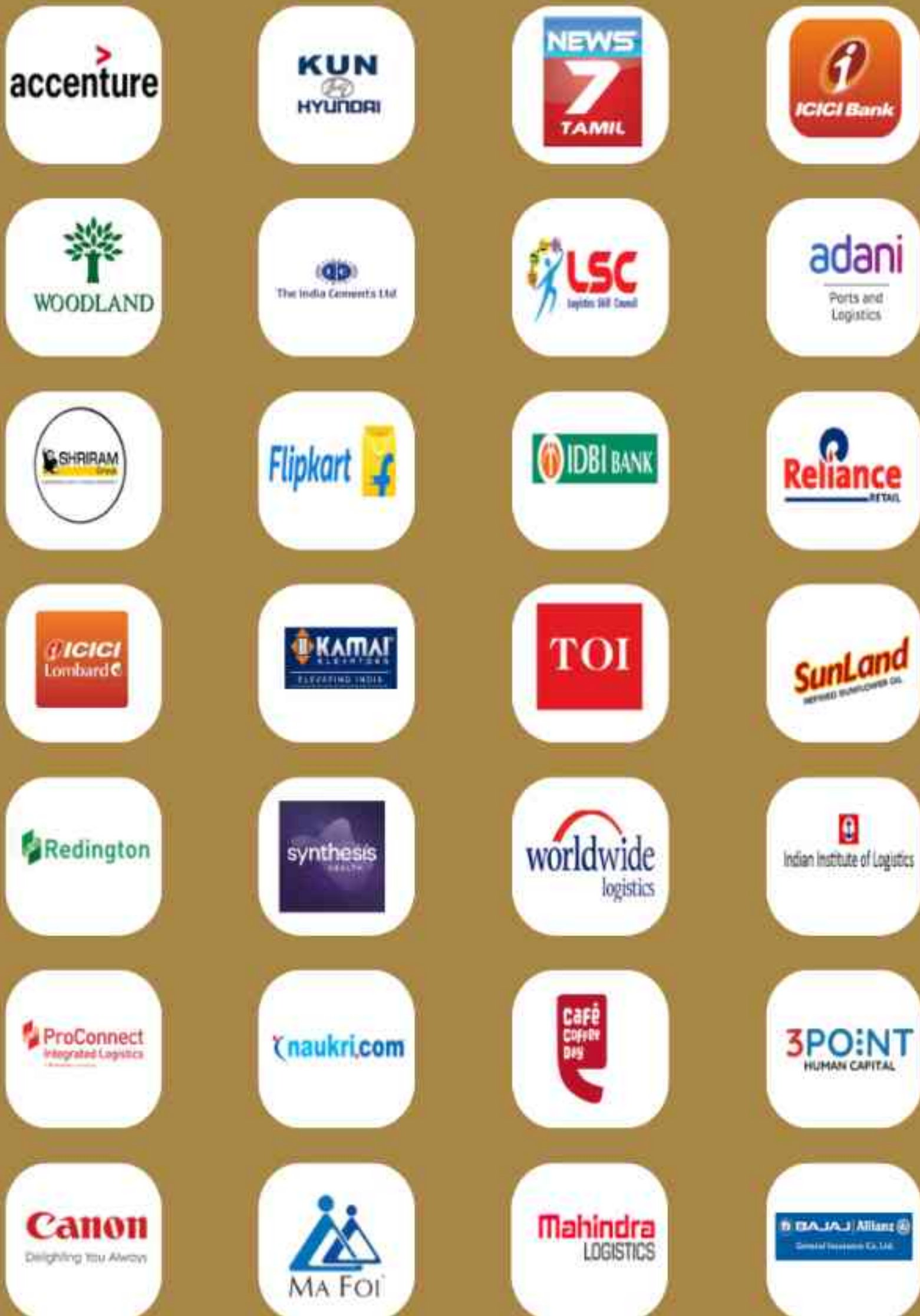
- **Mrs. A. Akila**, Assistant Professor, Department of MCA attended 6 days online national level Faculty Development Program on Generative & Agentic AI Tools & Demos organized by Sardar Vallabhbhai National Institute of Technology from 16th – 21st February 2026.

Don't let the fear of losing be greater than the excitement of winning.

— Robert Kiyosaki

◆ AIM PLACEMENT CELL ◆

OUR RECRUITERS



Don't let the fear of losing be greater than the excitement of winning.
— Robert Kiyosaki

COLLABORATIONS



HAND IN HAND ACADEMY FOR
SOCIAL ENTREPRENEURSHIP



KNOWLEDGE CAPITAL INVESTMENT
GROUP



GALAXY INTERNATIONAL INSTITUTE
OF LOGISTICS



GRAND ALLIANCE FOR
MANAGEMENT EXCELLENCE



DIGITAL TRACK



THE MADRAS CHAMBER OF
COMMERCE & INDUSTRY



TIME IN SOLUTIONS



CAREERS SOFTWARE INSTITUTION
PRIVATE LIMITED



CAMBTECH TRAINING AND
PLACEMENT PVT LTD



X QUIZ IT



LOGISTICS SECTOR SKILL COUNCIL



TVS TRAINING & SERVICES LTD



CONSONARE MEDLA (OPC) PVT. LTD.



ANNA CENTENARY LIBRARY
KOTTURPURAM CHENNAI

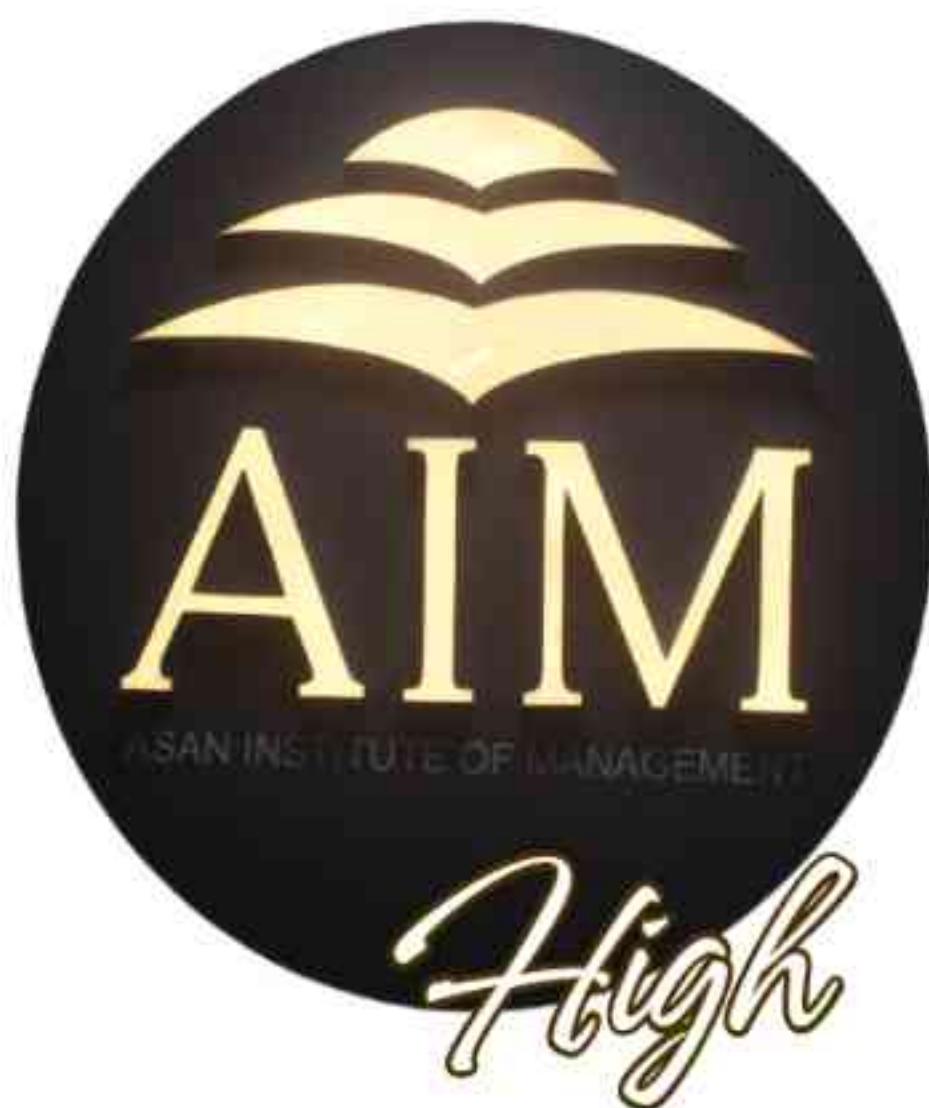


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Don't let the fear of losing be greater than the excitement of winning.
— Robert Kiyosaki