



August -2022 | volume2 issue 3

TWO-DAY INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN COMMERCE AND MANAGEMENT - ICCICM 2022

The world today is constantly demanding new things and new ways to do things. Without research, demands would go completely unrecognized. Curiosity is the mother of all inventions. To facilitate the interchange of information, establishment of standards, new techniques and find new solutions to problems, the School of Commerce and Management of Agurchand Manmull Jain College conducted ICCICM 2022 a two-day International Conference on 4th & 5th of August 2022, on Contemporary Issues in Commerce and Management in Bhagwan Mahaveer Gyan Bhavan.



The International conference commenced with the inaugural session, a welcome note by Dr. M.M. Ramya, Dean. The conference overview was presented by Dr. E. Mahendiran, Convener. This was followed by the Presidential Address by Dr. N. Venkataramanan, Principal. The chief guest was honoured by Mr.Pannalal Chordia , Management Committee Member. The release of the conference proceedings was carried out by Cllr. Dr. Monica Devendran MD, Deputy Mayor of Historic Amesbury – The Homage Of Stonehenge, London, England, UK.

The International conference witnessed a participation of nearly 302 members from 61 Institutions around the globe. The Conference found many enthusiasts participating. A lot of research scholars participated by presenting their research papers of research. Around 127 papers submitted by authors, were accepted for presentations and made its way to the Conference Proceedings. The renowned speakers from various fields graced the event with their diverse views. Guest of honour Cllr. Dr. Monica Devendran MD, Deputy Mayor of Historic Amesbury – The Homage Of Stonehenge, London, England, UK, Prof. Kim Cassidy, Senior Professor of Service Marketing Edge Hill University, Lancashire, UK, Dr. Arockiasamy Soosaimanickam, Dean, College of Economic Management and Information systems University of Nizwa, Mr. V M Karthikesh Rangan, Zonal – Head South Mahindra Manulife Investment Management Ltd., Chennai, India, Dr. Lahori Director Anekat Institute of Management Studies AIIMS, Pune Maharashtra, India, Dr. Swatti Watts Marketing Analyst RX Infotech Pvt Ltd., Faridabad, Haryana, India, Mr. Rob Peck Director of Client Services of Google Partner Florida, United States of America, graced the occasion. Panel Discussion was headed by Prof. Sridar Natarajan , Dean, Chennai Business school, Mr. Tom Cassaert, VP Procurement, Marketing & Quality CGA Partner, Mexico City. The two-day conference comprised of four technical sessions on hybrid mode. Each session was headed by a chairperson, who were experts in the domain. The contribution of inquisitive minds from diverse fields added a new dimension to the conference. This International Conference proved that Agurchand Manmull Jain College firmly believes in maintaining global academic standards.



SOFT SKILL TRAINING PROGRAM

The Placement Cell of Agurchand Manmull Jain college conducted a Soft Skill Training Program from 10.08.2022 to 12.08.2022 and 16.08.2022, a four-day training from 9 a.m. to 6 p.m. for 2023 batch final year students. The Chief Guest for the program was, Trainer from B-School - Mr Guru Vasudevan, MBA, Magnetz India Pvt Ltd, Chromepet. Enthusiastic students from departments of B. Com/B.Sc./BCA/B.A. attended the program. A total of 2611 students from both Shift I and Shift II, were benefited by participating in the program. The training program concentrated on the following topics.

1. Basic Etiquette for the Students Attending the Campus Placement Drive.
2. Resume Writing
3. HR Process rounds and questions
4. Group discussion - dos and don'ts
5. Confidence building measures
6. Strengths and Weaknesses of the students
7. Maintaining their profile on social media like LinkedIn, Naukri.com and other placement related websites.
8. Dos and don'ts for students during participating in the interview including body language.
9. Video clippings of all campus drives.

All the Students found the program to be very Informative



MOTIVATIONAL PROGRAM - BY PLACEMENT DRIVE

The Placement Cell of Agurchand Manmull Jain college conducted a Placement Motivational Program for each department final year students of Shift I and Shift II. Around 1200 students participated in the Indoor Stadium. The speaker was Dr S R Rajavarshan, MTech, MBA and Ph.D. (IHc), ASCARDIA CORP CEO & Director, Chennai. The whole session was interactive covering the future ambitions of students, HR Rounds and Group Discussion. Variety programs were conducted which included singing, dancing and mimicry. The program is set to be telecast in national television channel. The students gave excellent feedback.

REVIVING THE ETERNAL INDIAN GLORY: FRENCH AND SANSKRIT AS GLOBAL AMBASSADORS'

The Departments of French and Sanskrit jointly organized a two-day International Seminar, 'Reviving the Eternal Indian Glory: French and Sanskrit as Global Ambassadors' on 2nd & 3rd August 2022 at Parasmas Chordia Seminar Hall. This event was organized to commemorate the 75th year of Indian independence - Azadi ka Amrit Mahotsav.

The delegates of the seminar brought out the essential elements of the theme of the seminar through their presentations:

Day 1:

The visiting foreign dignitaries were accorded Guard of Honour and a red-carpet welcome into the college premises. Dr. Marion Vercreaene-Eairmal, Directrice, EFIS was the guest of honour. The Principal Dr. N. Venkataramanan welcomed the gathering and introduced the theme of the international seminar. The delegates were honoured with shawls and mementos. A traditional classical dance rendition by II B. Com (G) student Ms. RangaSri concluded the inaugural session. The international seminar commenced with the presentations by the delegates. Dr. Hugo David, Head of Indology of French Institute, Puducherry spoke on 'French Research Institutions in India: Their Contribution to Indian Studies'. He brought out the consistent efforts in discovering, studying and conserving the Sanskrit texts of ancient India.

Dr. R. Sathyanarayanan, charge de recherch , EFEO (French School of Asian studies), a research institution of the government of France in Puducherry brought out further crucial information in his presentation on 'Contribution of French Institutions to Sanskrit by Publishing Critical Editions of Unpublished Texts'. Manuscriptology and conservation techniques were discussed in a vivid manner.

Dr. Sushant Mishra, Professor from JNU, New Delhi spoke on 'Engagement of French Scholars with Indian Intellectual Traditions' and brought out the vital facts across the centuries.

Day 2:

Guard of Honour and a red carpet welcome was extended to Dr. K. E. Devanathan, Vice-Chancellor of Karnataka Sanskrit University, Bengaluru who spoke on 'Science hidden in Sanskrit'. He touched upon several streams of science wherein ancient Sanskrit texts had clearly brought out valuable scientific facts before several centuries. Dr. S. A. Vengada Soupraya Nayagar, Head, Department of French, KMGIPGSR, Puducherry, spoke on 'A Study on the Image of India in French Literature' and threw light on an array of elite literary figures whose work had the dominance and impact of the Indian flavour. The valedictory session was presided by the Guest of Honour Shri. Gnaneshwar Pettukola, Entrepreneur. He highlighted the validity and relevance of the Indian traditions and heritage in his speech. This was followed by the feedback by the participants on all the aspects of the International Seminar. The seminar was attended by seventy-eight students, research scholars and staff members from the colleges in and around Chennai that include Loyola, M.O.P., SDNBV, SAP. Around hundred students of Agurchand Manmull Jain College also gained information from this Seminar. The feedback recorded by them indicate that the international seminar has been highly educative, adding to their knowledge while instilling awe and respect for the great Indian values that French and Sanskrit languages carry forward for a global reach.



HAR GHAR TIRANGA 75 FLAG RELAY RUN

The Department of Tourism and Travel Management in Association with the Southern Regional Office (India Tourism) of Ministry of Tourism, Government of India conducted the "Har Ghar Tiranga 75 Flag Relay Run" on 14th August 2022. The relay started from Parris Corner to Express Avenue Mall, Chennai covering the major tourist attractions in Chennai from 06.00 AM to 02.00 PM as per the route plan given below:

1. Parris - Kalaivanar Arangam: 3 Kms - Start At 6 Am.
2. Kalaivanar Arangam - Gandhi Statue: 3. 1 Kms - 6.20Am
3. Gandhi Statue - Ambedkar Memorial: 3. 3 Kms - 6.40Am
4. Ambedkar Memorial - Theosophical Society: 3 Kms - 7 Am
5. Theosophical Society - Velankanni Church: 2. 4 Kms - 7. 20 Am
6. Velankanni Church - Indian Institute of Hotel Management Signal: 2. 6 Kms - 7. 40 Am.
7. Indian Instiitue Of Hotel Management Signal Marudeeshwarar Temple: 2. 5 Kms - 8am.
8. Marudeeshwarar Temple - Starbucks Coffee: 2. 9 Kms - 8.20Am
9. Starbucks - Ecr Food Street: 3. 2 Kms - 8. 40 Am
10. Ecr Food Street - Akkarai: 2. 7 Kms - 9 Am
11. Akkarai - Shollinganallur: 3kms.- 9. 20 Am
12. Shollinganallur - Holiday Inn Express: 3. 3 Kms - 9. 40 Am
13. Holiday Inn Express - Chennai I Sez: 3 Kms - 10 Am
14. Chennai I Sez - Niot: 2. 9 Kms - 10. 20 Am
15. Niot - Velachery Mrts Station: 3. 4 Kms - 10. 40 Am
16. Velachery Mrts Station - Velachery Check Post: 3. 1 Kms - 11Am
17. Velachery Check Post - Guindy Rly Station (Via Ashok Leyland): 3 Kms - 11. 20 Am
18. Guindy Rly Station - Kathipara Jn (Circling Gen. H. M. Mohite Park Thru Rudra Rd): 3. 1kms 11. 40 Am
19. Kathipara Jn - Ashok Pillar: 3. 4 Kms - 12 Noon
20. Ashok Pillar - The League Club - 3. 3 Kms - 12. 20pm
21. The League Club - Prime Indian Hospital: 2. 7 Kms - 12. 40 Pm
22. Prime Indian Hospital - Pachiappa's College: 2. 7 Kms - 1 Pm
23. Pachiappa's College - University Union Grounds: 2. 8 Kms - 1. 20 Pm
24. University Union Grounds - Express Avenue: 3.1 Kms - 2.00 Pm.

Nearly 80 students of various departments of our college had participated in the relay run. The run started with all the participants pumped up and shouting out patriotic phrases and slogans such as 'Bharat Mata Ki Jai' and 'Vande Mataram'. As the runners started the 5.5km long run there was no hesitation in their eyes and they all had patriotic energy that drove them to participate in such an event. Volunteers had been placed at every few hundred meters to ensure that the runners followed the designated path and were equipped with water so the runners could stay hydrated throughout the run.

Mrs. S. Padmavathi, Assistant Director, Southern Region, India Tourism congratulated the winners and the participants on completing the run. They proceeded to award the winners and participants with medals given by famous film personality Mr. John Vijay. The award ceremony was followed by Mr. Dipankar Gosh, program incharge thanking everyone for being a part of such a patriotic event. All the participants were awarded certificates and eatables to savour after such a tiring run. With the cooperation of the Southern Regional Office (India Tourism) Ministry of Tourism, Government of India the Patriotic relay run became a memorable event.



ART WORK



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IIB bsc computer science

INTRODUCTION TO NFT & METAVERSE - BLOCKCHAIN TECHNOLOGY

The Department of Software Applications (SA), Agurchand Manmull Jain College, invited Alumni Mr. G. K. Tirunavukarasu, Co-Founder & Director, NFT Creator Economy Pvt. Ltd, Chennai to give a special lecture on "Introduction to NFT & METAVERSE - Blockchain Technology" on 18th August 2022 at Parasmas Chordia Seminar Hall. The Seminar started with an invocation. The event was inaugurated with lighting of kuthuvilakku by dignitaries and followed by prayer. Welcome address was presented by Mr. S.R. Jayaraman, III B.Sc.(SA) greeting the distinguished Chief Guest and the other dignitaries to express gratitude for their presence. In the welcome address all the college dignitaries, chief guest along with Alumni Mr. S. Jayendra Nataraj, Senior Principal Consultant - NTT DATA, Mr. S Balaji, Quality Head - Gem Hospital, Mr.M.Karthikeyan, Customs and Security incharge - shipping were welcomed. Introduction to the Chief Guest was done by Dr. A. Udhayakumar, Coordinator Department of Software Applications, he mentioned that Mr. G. K. Tirunavukarasu, is a media professional with more than 15 years of experience in all facets of media Radio, Television, Web and Cinema. He is a subject matter expert in NFT, Web 3.0, and Mutual Fund also he presented shawl to the Chief Guest. Dr. M. M. Ramya, Dean, presented memento to Chief Guest. Mr. G. K. Tirunavukarasu addressed the gathering with the concept, importance of NFT & Metaverse and applications of Blockchain technology. He illustrated the concepts with certain examples and how to implement NFT with Metaverse. 120 students participated in the event. Vote of thanks was presented by Ms. P. Santhiya, II B.Sc. (SA). The event successfully ended with National Anthem.



ARTIFICIAL INTELLIGENCE - SEMINAR

The department of Computer Science conducted a one-day Seminar on 22.08.2022 in Bhagwan Mahaveer Gyan Bhavan on the topic "Artificial Intelligence". The chief guest was Mr. S. AJAY MUKUND, Research Scholar, Department of Computer Science and Engineering, Anna University, Guindy. The seminar started with an invocation. The gathering was welcomed by Ms. P. Logambal of II Msc (CS). The Chief Guest introduction was rendered by Dr. S. Aruna, Coordinator, Department of Computer Science. The Chief Guest was felicitated with a memento Dr. M. M. Ramya, Dean and a shawl by Dr. T. Srinivasan, Senior Coordinator, Department of Computer Science. The staff members and students of B.Sc (CS) & M.Sc (CS) actively participated in the interactive seminar and gained knowledge on the concepts and growth of Data Science and machine learning applications of artificial intelligence. The vote of thanks was proposed by Mr. J. Vishnu Kannan II Msc (CS). The seminar ended with the National Anthem.



Congratulations

Dr. A. Udhaya Kumar, M.Sc.,M.C.A.,M.Phil.,Phd., Assistant Professor, Dept. of Software Applications have received SIMATS GLOBAL ICONIC EXCELLENCE BEST HEAD OF THE DEPARTMENT AWARD from SAVEETHA UNIVERSITY held on 29th -30th July, 2022.



Congratulations

The Department of Public Administration strives to encourage students to participate in various competitions which will boost them in their competitive exams. RAJ BHAVAN, GOVERNOR'S OFFICE of Tamil Nadu conducted State Level Essay Writing Competition on account of "AZADI KA AMRIT MAHOTSAV." THRISHA M of II B A Public Administration won the 1st PRIZE which included a Cash Prize of Rs.1,00,000. She received the Prize from the Honorable Governor of Tamil Nadu, THIRU R.N.RAVI along with the Honorable Chief Minister of Tamil Nadu, THIRU. M.K.STALIN. The STATE HUMAN RIGHTS COMMISSION of TAMIL NADU celebrated their "SILVER JUBILEE" this year. On account of the silver jubilee celebrations, the commission conducted various competitions for college students at State level. Thrisha M ,Subashini S, and Srivarshini M of II BA Public Administration participated in the English Essay Writing competition and won I, II & III prizes respectively. They received their prizes from the Honourable Chief Minister of Tamil Nadu, Thiru M. K. Stalin



THRISHA M of II B A Public administration receiving I prize from the Chief Minister of Tamil Nadu.



SUBASHINI S of II B A Public Administration, receiving II prize from the Chief Minister of Tamil Nadu



SRIVARSHINI M of II BA Public Administration, receiving III Prize from the Chief Minister of Tamil Nadu

இராணுவ ஆத்திச்சூடி

அம்மா அப்பா ஆசிபெறு
ஆயுதம் ஏந்து
இந்திய தேசம் காக்க
ஈடுபாட்டுடன் பயிலு
உறைந்த இமயப்பனியில்
ஊர்ந்து செல்
எல்லையில் நில்
ஏராளமான எதிரியைக் கொல்
ஐயம் தவிர்
ஒருங்கிணைந்து ஓடு
ஓராயிரம் எல்லையில்
ஒளசீரம் அடைதல்.
(ஒளசீரம் - ஆசனம்)



S.Venkatesh
20T004
3rd Year Public Administration

FROM THE CHIEF EDITOR'S DESK

Our college's fortnightly Newsletter "AMJC Front Line News" initiated from the academic year 2021 - 2022, will contain various information about the activities in the college.



Particulars :-

1. Painting
2. Photography
3. Staff Articles
4. Student Articles
5. Cartoon Strips
6. Poems
7. Tech Updates
8. DIY Projects
9. Video recordings of participation in music kutcheri's or music creation [It can be vocal carnatic, hindustani, veena, guitar] will be given as a link. Time duration 2 min

All articles must be submitted with self-declaration of the staff and student, that it is his/her original work and not taken from any other source.

Articles are published in this Newsletter on a first come first serve basis, the upcoming issues will carry the rest.

All selected and published articles and columns will have the Name, Photograph, Department and Roll number of the students.

With regard to publishing of the articles the editorial board has full rights to correct, change or reject the articles and their decision is final.

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(Principal)
2. Ms. S. Malini Jain
(Advisor)

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