

FRONTLINE



ORIENTATION ON IATA CERTIFIED COURSES

A decade of change has transformed aviation. Airlines are leaner, greener, safer and stronger. The industry had also grown to meet the needs of a globalizing world. Compared to 2001, freight shipments expanded by 17 million to 46 million tons annually. At the same time, air travel became accessible to a billion more travelers a year and we expect 3.8 billion people to fly in 2023”, stated Mr.D.Muralidharan, Chief Guest, Regional Manager – AAICLAS, International Airport, Chennai.

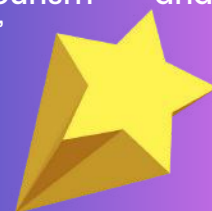
The department of Tourism and Travel Management organised an Orientation program on IATA certified courses on 11th August 2023. Dean Dr.M.M.Ramya presided over the function and stressed upon the importance of value-added courses. She said “IATA certified courses allow a candidate to work anywhere in the world. Its foundation courses offer in-depth knowledge and insights into the tourism and the travel industry.

Mr. M. Veerababu, Director, Sacca Institute of Freight and Tourism, Chennai, explained the syllabus and pattern of various types of courses offered by IATA, skills required for these courses, its global importance, perspectives, validity etc. The session was interactive in nature and the students has utilized the programme to clear their doubts in joining the course. Nearly 140 students from various departments participated in the programme.



HIGH LIGHTS

1. Orientation program on IATA certified courses on 11th August 2023.
2. ADTOI workshop on 10th August 2023.
3. Industrial visit to Hatsun Agro Pvt. Ltd. on 11th and 12th August 2023.
4. ICAI - Orientation Program on 11th August 2023.
5. How Teachers can make Difference - FDP at IIT Madras from 14th to 19th August 2023.
6. Seminar on “Promoting Creative Tourism - Current Issues in Tourism and Hospitality Sector”





ASSOCIATION OF DOMESTIC TOUR OPERATORS OF INDIA (ADTOI) WORKSHOP



The slogan 'Dekho Apna Desh' by Prime Minister has given boost to domestic tourism which became the concept of ADTOI workshop on 10th August 2023. Ten students from III B.A TTM accompanied by one escort faculty member Dr.P.Jayachitra, were a part of the workshop organized by Ministry of Tourism Government of India and Madura Travels Pvt. Ltd. The workshop was presided over by Mr. Sriharanbalan, Managing Director, Madura Travels Pvt. Ltd. The Chief Guest of the day was Mr. M. Appavu the Speaker of the Tamil Nadu Legislative Assembly. He said "The focus of the Convention this year is completely futuristic. The pandemic was tragic, brutal and truly devastating but the time is now right for us to move forward. When we are talking about "Transcending Borders", we refer to the crossing borders of countries because tourism doesn't need any borders. Tourism brings prosperity and peace to every country and it is a highly economic-driven sector, which is the backbone of every country." Thiru. K. Manivasan IAS, Principal Secretary to the Government of Tamil Nadu, Department of tourism culture and religious endowment said "Our Convention will serve as a conduit for fostering stronger bilateral relationships between India and other countries.

With around 200 tourism stakeholders participating in the B2B sessions, we expect this event to be a fruitful venue for networking and establishing strong business relations. Such interaction is vital in harnessing the growth of inbound and outbound travel from India and channeling it towards destinations that offer new, exciting experiences." The Deputy Director of India tourism, Ministry of tourism Mr. D Venkatesan said, "The future of the tourism sector in India is positive. A more buoyant market, together with continued commitment by Governments to promote destinations and implement measure will surely further assist in the Development of the tourism sector in the future. Kalaimamani Mr.V.K.T.Balan, Founder Chairman for Madura Travel service(P) Ltd and is the current President of Tamil Nadu Tour Travel and Hospitality Association, spoke on how to make sure the customer gets all his travel needs fulfilled at a single stop. He said, "our full-fledged service includes international and domestic Air tickets, bus and Train Bookings, Tour packages, and Hotels and Cab services". Other dignitaries who participated in the convention were Ms. S. Padmavathy, Assistant Director of India Tourism, Mr. Ravidas Chairman - VGP Groups and representatives from SK - Tours and Praveen travels. The program was well organized, informative and ended with an interactive session.



VISIT TO HATSUN AGRO PRIVATE LIMITED

On August 11th and 12th' 2023, two groups of about 100 students from the Department of Information System Management and the Department of Computer Application (Shift-II), along with the Facilitator and the faculty visited Hatsun Agro pvt Ltd, Thimmasamuthiram village, Kancheepuram district

The short video also indicated the safety and standard procedure which the management adopted in order to maintain the quality and shelf life of the raw milk collected from the farmers. Hatsun Agro Pvt Ltd has its presence in Tamilnadu, Karnataka, Andra Pradesh and Telangana and it is also set to be the largest private milk producer in the Indian Subcontinent. They also showed how ice cream is made, packed and stored. To ensure safety, accessories and mobile phones were not allowed. Lab Coats and their safety attire were provided during the visit.

VISIT TO PACKAGING UNIT:

The officials demonstrated as to how milk is being packed and transported to the cold storage facility. In the packaging unit 70% of the work is carried out with the help of conveyer belts and the rest is taken care by the people working there.

OUTCOME OF THE INDUSTRIAL VISIT:

The major goal of this tour was to comprehend the 9Ms, which stand for Men, Money, Machine, Method, Material, Morale, Maintenance, Market, and Management. The importance of teamwork, manufacturing ethics, occupational health, and safety measures were introduced to the students. The industrial visit was beneficial to all participants. The industrial tour provided a wonderful learning opportunity and the students gave positive feedback at the end of the visit.

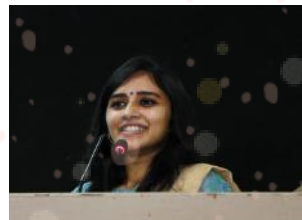


ORIENTATION PROGRAM FOR FIRST YEARS – ICAI

The Value Added Courses Committee conducted a program for the I Year B. Com and BBA students on 11th August 2023 at Bhagwan Mahaveer Gyan Bhavan on the title, ORIENTATION PROGRAM FOR FIRST YEARS – ICAI -to create awareness among students about the procedures and eligibility criteria followed in the Institute of Cost Accountants of India. The Chief Guest was CMA Divya Abhishek, Chairperson, SIRC of the Institute of Cost Accountants of India.



The program began by Lighting of Kuthuvilaku followed by Invocation. Ms. Shilpa S, Assistant Professor, Department of Accounting and Finance welcomed the gathering. Dr. R. Uma Maheswari, Facilitator, Department of Bank Management and Marketing Management introduced the Chief Guest. The Guest was felicitated with a shawl by Ms. Shilpa S and a memento by Dr. R. Uma Maheswari. Ms. Gomathi, Senior Administrative Officer in ICAI was felicitated with a shawl by Mr. Lijomon K.



The Chief Guest addressed the students on the various levels to be completed for being recognized as a Cost Accountant. She then guided the students with procedures for enrolling in every level. She motivated the students with real time examples which were well received by the students. She displayed an informative video describing the roles and responsibilities of a Cost Accountant.



The program then concluded with the Vote of Thanks which was proposed by Mr. Lijomon K, Assistant Professor, Department of Criminology and Police Administration.



HOW TEACHERS CAN MAKE A DIFFERENCE

The faculty development programme was conducted from 14 to 19th August 2023 between 09:30 am and 04:00 pm, at Indian Institute of Technology, Madras. There were 43 participants from our college. Prof. Ajit Kumar Kolar, Founder, Former Head of TLC, Prof. Edamana Prasad, Head of TLC Prof. Vijayan, Prof. Phani Kumar of IITM presided the sessions.



The first day session was presided by Prof. Ajit Kumar Kolar on the topic 'Designing Learning outcomes based on Bloom's Taxonomy' which included Writing, Adopting and Assessing the learning outcomes, the stake holders of OBE, active verbs used for Learning outcomes. Prof. Edamana Prasad explained the determination of faculty for understanding the level of students. Prof. Ajit Kumar Kolar addressed the post lunch session on the topic 'Motivation' including definition, types and level, importance of motivation followed by the factors of learner demotivation and concluded with 6 - C's of teacher's motivation to students.

The morning session of the second day was by Prof. Ajit Kumar Kolar on the topic 'Active Cooperative Learning Strategies'. He explained the strategies, techniques (BOOK END MODEL OF LECTURE) and implementation process. Prof. Edamana Prasad's session highlighted Effective Teaching Strategies defining the structure of an interactive class and also discussed the design of course instructional plan and how to apply instructional strategies. The main objective of the Book End Lecture quote was 'Reduce Lecturing and do more Activity Learning'. The afternoon session was handled by Prof. Vijayan on the topic 'Reflection as a Teacher for quality improvement' ensuring quality and excellence.

The third day session was presided by Prof. Phani Kumar who introduced new tools and technologies for conducting assessments like 'Slido.com, Moodle'. The session was experimented interestingly using Moodle software. Prof. Edamana Prasad spoke on the topic 'Active Cooperative Learning' which includes Positive interdependency, individual accountability measures and Group Processing (Peer instructions, JigSaw Method, Flipped classroom). The afternoon session continued with the OBE plan and framework for an assessment plan.

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PROMOTING CREATIVE TOURISM – CURRENT ISSUES IN TOURISM AND HOSPITALITY SECTOR



"Destinations across the world are beginning to replace or supplement culture-led development strategies with creative development. The seminar on the topic "Promoting Creative Tourism – Current Issues in Tourism and Hospitality Sector" critically analyzed the impact and effectiveness of creative strategies in tourism development and charts the emergence of 'creative tourism'.



The Chief Guest of the day was Dr. T. MILTON, Dean, Tourism and Hospitality Management, Bharath Institute of Higher Education and Research, Chennai. The Chief Guest gave the answers for the following questions like "Why has 'creativity' become such an important aspect of development strategies and of tourism development in particular? Why is this happening now, apparently simultaneously, in so many destinations across the globe? What is the difference between cultural tourism and creative tourism?" The Seminar critically examined the developing relationship between tourism and creativity, the articulation of the 'creative turn' in tourism, and the impact this has.

FROM THE CHEIF'S EDITOR DESK

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

*Contributions are invited from the
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from Shift I & Shift II.
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Along with recent passport size
photograph*

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

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