

FRONTLINE NEWS

APRIL 2024

VOLUME 3

ISSUE 11

HIGHLIGHTS

- Careers In Digital Marketing
- Optical Fibers And Solitons
- Drug Addiction And It's Legal Consequences
- Harvesting Sustainability: A Journey Into Organic Farming
- Saranalayam

CAREERS IN DIGITAL MARKETING

The department of Marketing Management organized a seminar on 20th March 2024 for the benefit of the students to help them learn about Marketing strategies in the industry today. The target audience for the seminar was Marketing Management students. This seminar endeavored to not only enhance the theoretical knowledge of the target audience but also provided them with tangible, practical skills that will be invaluable as they embark on their professional journey in the digital marketing sectors. The seminar was an opportunity for participants to learn more about the practical steps in the entrepreneurial development concept.



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OPTICAL FIBERS AND SOLITONS

The department of Physics with Computer Applications and Electronics Communications Science has organized a event on 21st March 2024.

Dr. Mani Rajan is a expert in the field of optical fiber and Solitons. He carried out his research in this area and published several papers. The students benefited about the applications of optical fibers in industry and other fields from the speech delivered by the guest.



Both the Chief Guest and the Deputy Dean interacted with the media about national scientific advancement.



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DRUG ADDICTION AND IT'S LEGAL CONSEQUENCES

The Rise and Shine club of Agurchand Manmull Jain College conducted a youth awareness programme entitled "Drug Addiction and it's Legal Consequences" for the students. The event was organized on 21st March 2024 with the motive of creating an awareness among today's young individuals on substance abuse and how the legal framework works on it. Ms. Sathyasri Sharmila, the first transgender advocate of India, graced the occasion as the chief guest. The session was remarkable and interactive. The enthusiastic guest of the day gave a lot of inputs on how drug usage impacted the life of the abusers and their family and how the law extends its tough hands on them.



The speaker briefly clarified the students about the third gender and also insisted them to be bold and courageous in the life's most difficult situations. She gave a clear insight on addiction and its types; legal and health issues addicts have to face as a result of their choice. The chief guest was highly impressed on the interaction with students. She was delighted with the excitement and involvement expressed by the audience. On the whole, the event was a grand success.



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HARVESTING SUSTAINABILITY: A JOURNEY INTO ORGANIC FARMING

The seminar on "Harvesting Sustainability: A Journey into Organic Farming" unveiled the importance of eco-friendly agriculture". It was conducted by the Karuna Club on 27th March 2024. The lecture was given by distinguished guest Dr. M. Damodharan, Government trainee in MSME and Organic Farming Trainer. This seminar highlighted organic farming's benefits: healthier produce, less harm to nature, and support for local communities. The speaker emphasised on how traditional foods play a vital role, connecting us to our roots and promote good health. He concluded the seminar stating that, by embracing traditional foods and organic methods, we preserve biodiversity, nurture soil health, and safeguard our well-being. It's a step towards a greener, healthier future for all.



SARANALAYAM

On the vibrant morning of March 25, 2024, the spirit of service and environmental stewardship converged as Rotaract students from A. M. Jain College (Shifts 1 and 2) gathered for the ambitious endeavour known as "Saranalayam." This multi-avenue project aimed at cleaning plastics from the Arignar Anna National Zoological Park in Vandalur, Tamil Nadu. Under the esteemed guidance of our beloved principal, Dr. N. Venkataramanan, nearly 130 enthusiastic Rotaract students engaged tirelessly from 9:00 am to 4:30 pm, demonstrating their commitment to environmental conservation and community engagement. The day unfolded with a sense of purpose and camaraderie as students, armed with gloves and determination, embarked on the task of cleaning the premises of the zoo. Amidst the chirping of birds and the rustling of leaves, they meticulously cleared plastic waste, ensuring the sanctuary's pristine beauty was restored. As the day progressed, the culmination of efforts drew near, marked by a poignant valediction ceremony. Here, our college representatives took the opportunity to honour the unsung heroes of the zoo – the dedicated animal guards.



These guardians of wildlife, whose (Signature) Co-Ordinator Principal / Dean tireless efforts often go unnoticed, were recognized for their exemplary service. In a heartwarming exchange, the honored guards graciously shared their invaluable experiences and insights with the students, offering glimpses into the world of animal care and conservation. Their tales resonated deeply, leaving an indelible impression on the young minds, fostering a profound appreciation for biodiversity, and instilling a sense of social responsibility. The event, Saranalayam, transcended its role as a mere cleanup initiative; it became a transformative journey for all involved. Through collective action and shared experiences, it not only addressed environmental challenges but also nurtured empathy, compassion, and a renewed sense of duty towards our natural world. As the sun set on this memorable day, it illuminated not just the skies but also the hearts and minds of all who participated, igniting a spark of change that will continue to shine brightly in the days to come.

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.

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 and reject the articles and their decision is final.

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