

# OYSTER'24

Department Of Management Studies

**ANNUAL TECHNICAL MAGAZINE**  
**2023-2024**



# ROHINI

**COLLEGE OF ENGINEERING AND TECHNOLOGY**  
Approved by AICTE And Affiliated to Anna University,(an ISO Certified Institution)



“ COLLEGE IS LIKE A FOUNTAIN OF KNOWLEDGE AND  
THE STUDENTS THERE TO DRINK ”



I deem it to be a matter of immense pleasure and honour for me to address you all through the website of Rohini College of Engineering & Technology. It is indeed very heartening to witness that the college has carved a name for itself in the academic scenario of the region. Education is the most powerful tool to bring desirable changes in our personality and also to bring positive changes in our society. It is the only medium which enables you to move from darkness to brightness.

Dear friends, I strongly believe that, there can be no better way to drive and improve our nation's prosperity and social economic well-being than through its education system.

I also believe that, Rombaass are the key to continued economic and Managerially advancement of our country.

I would take this opportunity to urge you all to focus on all round development. You should always have your education laced with morality and ethics. we should inculcate honesty and integrity in all what we do.

I earnestly hope and trust that, my esteemed academicians and budding Rombaass will work with sincerity, honesty and dedication and thereby contribute to make this world a better place to live in.

**Best Wishes,  
Shri.K.NEELA MARTHANDAN  
Chairman  
ROHINI Groups.**

# “THE FOUNDATION OF EVERY STATE IS THE EDUCATION OF ITS YOUTH”



As the Pro chairman of Rohini College of Engineering and Technology. I extend my warm greetings to all of you. I am extremely proud and delighted to see your initiative to bring forth a Department magazine.

Your eagerness to showcase your talent and creativity is commendable and I wholeheartedly support your effort. And department magazine serves as a medium to showcase the talents and potential of the students and I am sure that this magazine will be a testament to the hard work and dedication of the students. I am confident that you will make the most of this opportunity.

I wish you all the best in your endeavors. ur college is renowned for its commitment to providing quality education and creating a positive and supportive learning environment. Our faculty and staff are dedicated to helping you reach your full potential and achieve your academic and personal goals. In addition to a comprehensive curriculum. Our college offers a wide range of extracurricular activities, clubs, and organizations that will allow you to explore your interests and develop your skills outside of the classroom. We also have state-of-the-art facilities and resources, such as modern labs and libraries, that will enhance your learning experience. As you settle into life at our college, I encourage you to take advantage of all that this institution has to offer. Engage with your peers and make new friends, participate in events and activities, and take advantage of opportunities to learn and grow. Finally, I wish you all the best in your studies and your future endeavors. I am confident that you will make the most of your time at our college and emerge as well-rounded individuals, ready to make a positive impact on the world.

**Best Wishes,  
Dr. N Neela Vishnu, MBA, Ph. D,  
PRO-Chairman,  
RCET**

# “ITS DOESN'T MATTER HOW SLOW YOU GO AS LONG AS YOU DON'T STOP”



As the Managing Director of this Rohini College of Engineering and Technology, I am proud of the creativity, talent, and drive that you bring to this project. Creating magazine is a wonderful opportunity to showcase the talents, perspectives, and achievements of our students, as well as to foster a sense of community and collaboration within our college. I have no doubt that the magazine you create will be a true reflection of the spirit and energy that make our institution so special. As you work on this magazine, I encourage you to be bold and imaginative, to challenge yourselves and each other, and to take advantage of every opportunity to learn and grow.

I also encourage you to seek out guidance and support from your peers, teachers, and other members of our college community as needed. I am proud to lead such dedicated and talented group of individuals, and I am confident that we will achieve great success together. This year, our department is poised to continue providing students with a world-class education and a positive and supportive learning environment. Our faculty and staff are committed to helping each student reach their full potential and achieve their academic and personal goals. I also encourage everyone to participate in the many extracurricular activities, clubs, and organizations offered by our college. These opportunities allow you to explore your interests, develop new skills, and make new friends. As we embark on this new academic year, I wish each of you the best of luck and success. Whether you are a student, a faculty member, or a staff member, I am confident that you will make a positive impact on our college community. Let's work together to make this year one of growth, discovery, and achievement for all.

**Best Wishes,  
Dr. V M Blessy Geo , M. Sc, Ph. D,  
Managing Director,  
Rcet**

## “EDUCATION IS LEARNING WHAT YOU DIDN’T EVEN KNOW YOU DIDN’T KNOW”



As the Principal of this Rohini College of Engineering. and Technology, I would like to express my heartfelt gratitude to all of you who have worked so hard to create a department magazine for our college. Your hard work, creativity, and passion are truly inspiring, and I am deeply proud of all that you have accomplished. The department magazine is a wonderful way to showcase the talents, perspectives, and achievements of our students, as well as to foster a sense of community and collaboration within our department. Your publication is a true reflection of the spirit and energy that make our college so special, and I have no doubt that it will be a source of pride and inspiration for all who read it.

I am confident that with hard work, dedication, and a positive attitude, you will achieve great success this year and beyond. Remember that your college experience is what you make of it. Take advantage of all the opportunities available to you, whether in the classroom or through extracurricular activities, and challenge yourself to grow and develop in new ways. Surround yourself with positive, supportive individuals who will encourage you and help you achieve your goals. I also encourage you to be proactive in seeking out help and support when you need it. Our faculty and staff are here to support you and to help you succeed. Don't be afraid to ask for assistance when you need it, and never hesitate to reach out to us if you have any questions or concerns. Finally, I would like to wish each and every one of you the best of luck as you embark on this new academic year. I am confident that with hard work and determination, you will achieve great success and make the most of your time at our college.

**Best Wishes,  
Dr. R Rajesh, M.E, Ph. D,  
Principal,  
Rohini College Of Engineering &  
Technology.**

**“EDUCATION IS NOT PREPARATION FOR LIFE ,  
EDUCATION IS LIFE ITSELF”**



I would like to extend my sincere congratulations to all of you who have worked so hard to create a magazine for our department. Your dedication, creativity, and passion are truly inspiring, and I am proud to be a part of such a talented and driven group of individuals. The department magazine is a wonderful way to showcase the achievements and perspectives of our students, and to foster a sense of community and collaboration within our department. Your publication is a true reflection of the hard work and dedication that are the hallmarks of our department, and I have no doubt that it will be a source of pride and inspiration for all who read it. As you continue to pursue your academic and personal goals.

I encourage you to continue to seek out opportunities to challenge yourselves and grow, both in and out of the classroom. As you continue to pursue your academic and personal goals, I encourage you to continue to seek out opportunities to challenge yourselves and grow, both in and out of the classroom.

Whether you are exploring new subjects, developing new skills, or making new friends, I am confident that you will find success and fulfillment in all that you do. Once again, I would like to extend my sincerest thank and congratulations to each and every one of you for your hard work and dedication in creating this department magazine. You have made a lasting contribution to our department and have set a high standard for future generations to follow.

**Regards;**

**Dr. G. Prem Shankari, M.B.A., M.Phil.,  
Ph.D. Professor & Head of the  
Department,  
MBA/RCET**

# DEPARTMENT FACULTY WISHES



I am writing to express my admiration for your initiative to create a department magazine. Your passion for writing, photography, art, and other creative endeavors is truly inspiring, and I am honored to have the opportunity to support you in this endeavor. I have no doubt that your collective efforts will result in a truly outstanding magazine that reflects the vibrant spirit and intellectual energy of our college community.

**Dr. Anand.S. T, Ph.D, MBA.**

**(AP/RCET)**

---



I would like to extend our warmest wishes to all of you as you embark on this exciting journey of creating a college magazine. Your initiative to bring forth a publication that showcases the talents and creativity of the students is truly commendable and we are proud to support you in this endeavor. It is through initiatives like this that we can foster a culture of learning and growth, and I am confident that you will make the most of this opportunity.

**Dr. Dhaneesh, Ph.D, MBA.,**

**(AP/RCET)**



# DEPARTMENT FACULTY WISHES

Victories teach you to be humble, but mistakes make you more skilful. The world is your stage, and here's your first performance! Don't worry, it's going to be great. Keep up with your studies and good luck in your upcoming years.

**- Mrs.George Mary Aarthi.F, MBA.,  
(AP/RCET)**



I am extremely grateful for the magazine for our department. You're a real warrior. Keep your spirit high, your eye on the prize, and there'll be no stopping you. Good luck with your first year. You've got this.

**- Mrs.Jehitha .M.S,MBA., M.Phil  
(AP/RCET)**



I feel immense pleasure to be take part in this magazine created by our team who progressively worked for our institution. there is no doubt that you will be missed but do your best and show them what you've got. Make us proud. Rooting for you, dear.

**- Mrs.Lakshmi .J (A) Faseeha,MBA., M.Phil.  
(AP/RCET)**



# DEPARTMENT FACULTY WISHES



Thank you for putting your effort for designing this magazine. You were always attentive, and you were willing to help others who did not understand everything. I appreciate that you have a kind heart, as well as being super smart. You have tons of potential and are eager to learn, so I am sure you will have a wonderful future ahead of you.

**-Mrs.Dhivya Bharathi.S.R,MBA., M.Phil.,  
(AP/RCET)**

---



I'm pleased to pen for this wonderful magazine as an appreciation for the commendable efforts put forth by the team for its grand beginning. Life is always moving, so don't stop your feet, not for a while, always go after your dream, no matter how big it is. Enjoy your joyride and welcome every challenge.

**- Mrs.Ajisha A .,B.E,MBA.,  
(AP/RCET)**

# ABOUT RCET

Rohini college of Engineering and Technology (RCET) was started in the year 2012 by Shri.K.Neela Marthandan, a great Industrialist and philanthropist and now managing by his son Dr.N.NeelaVishnu. It is located at Palkulam near Anjugramam junction & Kanyakumari, the southernmost town in India. RCET is about 5 kms from the Kanyakumari railway station and 14 kms from Nagercoil junction. RCET is approved by All India Council for Technical Education (AICTE), New Delhi & affiliated to ANNA University, Chennai since 2012. The main feature of the college comprises world class infrastructure with experienced and talented faculties, excellent pass percentage, good placement records and society-oriented products/projects developed by the students.



## **Our Vision**

To be an academic institute of continuous excellence towards education and research in rural regime and provide service to nation in terms of nurturing potentially higher social,ethical and engineering companion graduands

## **Our Mission**

To foster and promote technically competent graduands by imparting the state of art Engineering education in rural regime.

To enunciate research assisted scientific learning by dissemination of knowledge towards science, agriculture, industry and national security

## **Quality Policy**

Committed to impart quality education for the continual enrichment of the moral values of technically competent graduands

# ABOUT DEPARTMENT

The Department of Management studies (DOMS-RCET) was established in 2020 with an initial intake of 60 students to the MBA programme. This nascent department is aimed at equipping the students with cutting-edge knowledge for contemporary areas of management and fostering entrepreneurship with innovation.

The Department accommodate Outcome Based Education which help the students to learn, think, develop and make the World a better planet. The department has experienced and dedicated faculty specialized in various functional areas of Management viz Marketing, HR, Finance, Business Analytics, Logistics & Supply Chain Management. The faculty members have published more than 30 papers in National/ International Journals/ Conferences. The students are provided with lot of opportunities to work on project and skill development apart from regular curriculum.

The Department provides value added knowledge to ignite the spirit of entrepreneurship and innovation. Students regularly undergo Internship and In-plant training in industries, state and the central government organizations and actively involved in participating competitions organized by various other Institutes. The department offers continuous learning through conferences, Faculty Development Programs (FDP), Symposium, Sales day and Workshop. The department regularly organizes guest lectures and experts talk, entrepreneurs' interview in various courses to impart enhancement in learning. Business table concept is established to develop team building, entrepreneurship and managerial thoughts in students. The details of the department activities are published in an annual newsletter "" which serves as a window of the department. The department has well established laboratory facility. The students are imparted learning with prudent managerial skills and entrepreneurial thoughts twined with ethical values to make a better living all around.

## Department Vision

“To be a nurturing milieu for Learning, disseminating, management knowledge (in rural regime) and to secure nation by providing socially and ethically prudent management graduates”

## Department Mission

- To Foster career – Oriented socially and ethically sensible innovative, management graduates with the aid of methodologies to equip students with necessary professional & Life skill
- To Engage in research Stimulating management intelligence in graduates, there by promoting socio economic & Cultural development Of the Nation.

## Programme Educational Objectives (PEOs)

- PEO1 :** To have a thorough understanding of the core aspects of the business.
- PEO2 :** To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
- PEO3 :** To prepare them to have a holistic approach towards management functions.
- PEO4 :** To inspire and make them practice ethical standards in business.
- 

## Programme Outcomes (POs)

- PO1 :** Ability to apply the business acumen gained in practice.
- PO2 :** Ability to understand and solve managerial issues.
- PO3 :** Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
- PO4 :** Ability to understand one’s own ability to set achievable targets and complete them.
- PO5 :** Ability to fulfill social outreach
- PO6 :** Ability to take up challenging assignments

# **STUDENT ARTICLE**

## **Impact of Artificial Intelligence on Human Resource Management**

In this competitive business world, for any kind of business the human resource (HR) is a mandatory asset /input for improving the organizational performance. To be successful, organizations have to strive for higher customer – satisfaction which is a vital key for their survival, and to achieve this, organizations have to adopt innovative HR – practices to improve their performance and be different among its competitors. In the near future, HRM is moving away from its foundation administrative functionality like recruitment, selection, appraising to more advanced progress like Automation, Augmented Intelligence, Robotics and Artificial Intelligence that are completely re – defining and re – shaping the way of their workforce characteristics and organizations. At present the buzz word is AI and how it is completely transforming the human resources, and how AI is seizing millions of jobs globally in each and every sector. However, HR is not traditionally associated with this emerging technology, failure to deploy AI with HR practices could prove to be a dreadful sin which makes the organizations difficult to grow big and survive in this globe driven by these advanced technologies and machines. Global workforce is completely threatened by AI and advanced self learning machines and they are wiping away the interference or involvement of humans in each and every aspect. But, in reality any advanced technology that is created and used for the benefit of humanity not for its destruction. To compete with AI and advanced machines the real challenge now lies within the respective HR – departments that how well they train and re-transform their workforce in understanding the AI and collaborating and working with AI & Robots.

**- JENCY ROSE  
II MBA**

# **STUDENT ARTICLE**

## **Social Media Analysis and online Marketing**

Social Media is incredibly trending platform for online marketing nowadays. It also provides people with the opportunity to share the post and information of business. Social Media Plays quite essential role in the growth of business using online marketing. Among millions of users, famous celebrities choose these platforms to establish their reputations. Social platforms have solved many issues of customers by responding to their complaints as quickly as possible. The idea behind all this is to create the web application which will allow users to get all the help in kick starting their business on Social Media. We aim to provide a complete guide from suggesting which social media platforms will be good for their particular business. We are also providing report of monthly growth of business. User doesn't need to go on another website. The project is based on an observation made in the most growing field of Digital Marketing.

Social Media is incredibly trending platform for online marketing nowadays. It also provides people with the opportunity to share the post and information of business. Social Media Plays quite essential role in the growth of business using online marketing. Among millions of users, famous celebrities choose these platforms to establish their reputations. Social platforms have solved many issues of customers by responding to their complaints as quickly as possible. The idea behind all this is to create the web application which will allow users to get all the help in kick starting their business on Social Media. We aim to provide a complete guide from suggesting which social media platforms will be good for their particular business. We are also providing report of monthly growth of business. User doesn't need to go on another website. The project is based on an observation made in the most growing field of Digital Marketing.

**- VENKATESH PERUMAL  
II MBA**

# **STUDENT ARTICLE**

## **Business Intelligence using Data Analytics**

Big data along with its detailed study has become one of the significant research areas. Developing innovations related to big data has been rolling out huge improvements in the manner the web based business and administrations work. Also it provides a huge platform of work to many organizations and academia via the business analytics and traditional data analytics. Detailed study of Big data which is called data analytics is an evolving data science and has acquired a position in the current world widely embraced beyond geographical regions, sectors, companies and individuals to promote the making of choices with the help of data for the goal achievement of business and individuals. In this paper we will cover how data analytics is impacting businesses and what's the future of trade intelligence and how can data analytics improve it further.

While the idea of BI has only arisen many decades ago, it is now becoming a major concern for businesses regardless of their size to consider whether or not they can invest in this program to fulfill the customer's needs and wishes. Data analytics nowadays create a real business value of data assets and provide remarkable progress in identifying and harnessing market opportunities. Many multinationals have implemented BI systems but others have struggled to adapt this system. Operational and organizational considerations including a firm's strategy, intellectual resources, leadership, community, quality control, and strategic orientation have a major effect on the implementation and application of the BI program. A crucial achievement in implementing data analytics for the firm's BI systems is the recognition of the capabilities of both technical and management dimensions.

**- IRENE ROPSEN  
II MBA**



# **STUDENT ARTICLE**

## **CHALLENGES OF HUMAN RESOURCE MANAGERS DUE TO WORKFORCE DIVERSITY**

Human Resource Management is a process which deals with managing the people to achieve organizational goals. To achieve the goals of the Organization, Human Resource Managers must understand the current trends in their field. One of the important trends to manage in this globalized environment is workforce diversity. People differ in many ways such as personality, background, beliefs and values. Such differences may have both positive and negative impact on an organization. This study was conducted with Human Resource Personnel from various industries to find out the challenges they face in managing a diverse workforce. Some of the findings reveal the following: it is time-consuming to communicate the same information in two or three languages to employees who speak different languages; it is not an easy task to tackle problems of a diverse workforce; there is always delay in the completion of work given to a group of employees from different backgrounds.

Based on the findings obtained in this study, it can be concluded that the extent of diversity does not really imply the level of challenges the Human Resource Managers may face when managing a diverse workforce since both companies which are more diverse and those which are less diverse experience more challenges having employees from different backgrounds. Hence there is no significant relationship between the extent of diversity and the overall challenges that HR Managers face due to workforce diversity.

**- MESMIN JINU  
I MBA**

# **STUDENT ARTICLE**

## **Supply Chain Management with Eco System**

The supply chain management system is a comprehensive framework designed to optimize the end-to-end processes involved in the production, distribution, and delivery of ion-based products. The system aims to streamline the flow of raw materials, manufacturing processes, distribution channels, and customer engagement to ensure operational efficiency, reduce costs, enhance customer satisfaction, and minimize environmental impact. The primary objective of the supply chain management system is to create a transparent, agile, and resilient supply chain ecosystem that meets the increasing demands of the market while minimizing waste and inefficiencies. It aims to showcase how this system can transform traditional supply chains into efficient, data driven, and customer-centric networks.

Supply chain management is a critical and complex field that plays a fundamental role in the success of businesses and organizations across various industries. In conclusion, our Supply Chain Management project has been an enriching experience, combining technical expertise with an in-depth understanding of supply chain operations. We should carry the knowledge and skills gained from this project into our future careers in supply chain management, where the ability to leverage technology, work effectively in teams, and manage time efficiently will continue to be paramount for success in this dynamic field.

**- NANDHA BABU R  
I MBA**

# STUDENT ARTICLE

## Management

Life is an art of management  
Many more things are still  
There for you just go and catch  
Change the gear of life and  
Say always no problem and  
Enjoy life without stress  
Life is yours and time is with you  
You are here to discover yourself  
And stay freely to revolve  
Round the sun with the earth  
Remember this earth is yours  
You are living on this earth  
To manage the life with others.

- **SUNIL KUKMAR T**  
**I MBA**

# STUDENT ARTICLE

## Verdant marketing

Being green and viridescent is both a necessity and a proclivity,

A shrewd approach to promote products and services with a  
positive environmental activity.

Aligning business goals with ecological responsibility is her  
amateur interest,

Highlighting sustainable perfectionism, she holds the  
responsibility with zest.

Her personality is admired for satisfying human needs with  
immaculate precision,

In green partnerships, she finds strength to reach a wider,  
passionate vision.

Her journey began with a single step, spanning a thousand miles,

Growing to influence customers with her eco-friendly styles.

Picky with her three toddlers—passion, purpose, and precision,

Just log yourself into the eco-friendly mission.

Redesigning the earth with purity, away from unchastity's  
derision.

- **JENIFER NEETI PAUL**

**I MBA**

NI COLLEGE OF ENGINEERING  
AND TECHNOLOGY

of MCA Programme -2023

# DEPARTMENT ASSOCIATION (ROMBAASS)



## MBA ASSOCIATION INAUGURATION 2023: LEARNING BEYOND THE CLASSROOM THROUGH ROMBAASS



The Department of Management Studies, in collaboration with its association, **ROMBAASS (Rohini MBA Association)**, organized departmental students association day on September 27, 2023, with the objective of broadening learning beyond the classroom. The goal is to create spaces that allow for staff-student contact and promote student involvement in the departmental learning communities.

**Mr. Abrar Wasta, Human Resource Business Partner-Bharat Heavy Electricals Limited (BHEL)**, attended the event as the chief guest. The presidential address was given by Dr. R. Rajesh, the principal of RCET. The department head welcomed everyone to the special event and gave the introduction about the guest. Following the Chief Guest's inauguration, Mr. Abrar Wasta gave a technical presentation on the subject of "**Building Mindset for Business Success.**" Ms. Adlin Jino delivered vote of thanks and the programme was concluded with the technical session by the chief guest and II MBA students conducted Department Gaming Competition post lunch as part of the association day celebrations.

To undertake the activities of the association, an executive committee was formed. The committee consists of one president and Vice President from the final year MBA Class, selected by the co-coordinator of the association. The class representatives of the first and second year MBA will be the members. The H.O.D of Management Studies is the Director and Ms.Ajisha.A Assistant Professor will co-ordinate the activities of the association with help of student representatives and other staff members in the department.The Oath was taken by the members during the session is a reminder of their responsibilities and the trust that the fellow mates have placed in them.



## ROMBAASS INDUCTION PROGRAMME 2023

Rohini School of Management Studies (RSM) organized a week-long Induction Programme for MBA I Year students, Batch 2023-2025 from 04<sup>th</sup> September to 7<sup>th</sup> September 2023.

On 4<sup>th</sup> September 2023, Day 1 began with the Inaugural Ceremony. RSM was pleased to welcome the new batch of students and acquaint them with the institute's rules and regulations. **Dr.Prem Shankari. G Head of the Department of Management Studies** gave away the welcome address and introduced the features of the program to the new batch of students. **Dr. Rajesh, Principal of RCET** graced the occasion with his motivational words and also spoke about the current industry trends and how MBA students must prepare to be a part of the corporates. **Professor.Meenakshiammal, Dept of Computer Science and Engineering** narrated the features of RCET campus life.







Later on sessions were handled by, **Dr.Anand , Associate Professor of Management Studies** narrated on how academic and co-curricular activities are important for overall development for fetching better jobs and students were given management based activities to understand the importance of management in real life. **Ms.Aarthi, Ms.Lakshmi, Ms.Ajisha Assistant Professors of Management studies**, as a part of personality development activity conducted several management games for the fresher batch of students to develop communication among them. The purpose of these activities is to build management skills and train good managers.

## DAY 2, SESSION 1:

On 5th September 2023, Day 2 session began with essence of management thoughts and a positive message by student Natasha of I MBA. **Dr.D.S.V.Nagson, Head-Dept of Management Studies CSI Institute of Technology, Thovalai** headed the second day session on “Positive Attitude is the key to SUCCESS”, He ensured that students integrate well into, and across, their new system through an activity on Mind Mapping which helps students to find better solutions faster, help retain information, make for more effective collaboration to increase productivity into their daily life.



## DAY 2 ,SESSION 2 :



Session 2 was headed by **Mr.Ajith Kumar.S, Founder & MD of ASK Solutions Pvt. Ltd. Nagercoil** gave guidelines on “Pathway to Academic Excellence”. The lecture played a crucial role in preparing the students for the demanding business world. Mr. Ajith Kumar was able to help students grasp the significance of setting objectives for your long-term vision and short-term motivation during the very engaging session.

## DAY 3 SESSION 1:

On 7th September 2023, Day 3 session began with Learning management concepts through management games by **Dr.Arun Gladwin .K. Founder and MD of Vantage Academy, Nagercoil.** He imparted soft skills through management games, the importance of concepts learning through management activities. He touched upon the nuances of a great corporate career and discussed on how to give students' corporate careers effective starts.



## DAY 4, SESSION 1:



Session 4 was graced by Mr.Stalin Rose ,Founder and CEO of Staalin Audio Visuals. He delivered on the topic “My Journey as Entrepreneur”. He counselled about the importance of entrepreneurial mind-set, the challenges behind his success, the tips to overcome challenges and how to convert failure to success through his experience. Feedback and questions were posted by students that made the event more interactive.

Thus the entire programme was meticulously planned and executed by the organising committee Ms.Lakshmi, Ms.Ajisha, Ms.Jegitha and Ms.Aarthi with the help of student volunteers. The entire team extended the heartfelt gratitude to the management for the successful execution of the event.

## **RCET CELEBRATES THE SPIRIT OF WORLD ENTREPRENEURS DAY**

RCET's Entrepreneur Development Cell (EDC) and Institution Innovation Council (IIC) celebrated the World Entrepreneurs' Day on 21<sup>st</sup> August 2023. Coordinator of EDC Dr. Prem Shankari-Head of the Department Management Studies organized a session on the topic "Opportunity Identification for Budding Entrepreneurs" by Dr. G. Magesh Kuttalam, Director, Center for Entrepreneurship, Hub coordinator, EDII Hub, MS University, Tirunelveli.

About 120 students from Engineering and Management Studies Department attended the session which was very interactive and thought provoking which provided our students with the opportunity to think out of the box.

World Entrepreneurs Day is a celebration of the visionary individuals who dare to dream, innovate, and create.. Dr. G. Magesh Kuttalam in his speech explained the benefits of participating in entrepreneurial events or programme, assisted students to set their entrepreneurial mindset and Future goal. Provided guidelines to identify opportunities in every problem finally students were made to realize the importance of entrepreneurial skill. This annual observance recognizes the pivotal role that entrepreneurs play in driving economic growth, fostering innovation, and shaping the world's business landscape. Their unwavering determination, resilience, and ingenuity have not only transformed industries but also inspired countless others to embark on their entrepreneurial journeys

# **G20 MEGA BEACH CLEAN UP CAMPAIGN HELD**

## **UNDER G20 INDIA 2023**

The Ministry of Environment, Forest and Climate Change of India (MOEF), Government of India in association with Tamil Nadu Pollution Control Board is conducted THE G20 MEGA BEACH CLEANUP DRIVE in the Presence of Thiru.T.Mano Thangaraj, Hon'ble Minister for Milk & Dairy Development, Government of Tamil Nadu, Thiru.P.N.Sridhar I.A.S., District Collector, Kanniyakumari Distirct.

The G20 Mega Beach Clean Up Campaign is an initiative undertaken as part of the G20 India summit 2023, aimed at addressing marine pollution and promoting the preservation of coastal ecosystems. It involves organized efforts to clean up and raise awareness about the importance of maintaining clean beaches. Finally, the Segregated Waste were handed over to Local Bodies and Certificates were distributed to the volunteers. This event served as a forum to highlight the global commitment to the conservation of coastal and marine ecosystems. Department of Management Studies at RCET actively participate d in it whose effort incorporates climate-positive practices in the day-to-day lives to save the environment



Rohini MBA association(ROMBASS) in collaboration with Rohini Eco Club (REC) conducted Drawing competition on the theme ‘Marine Bio Diversity’. Drawing competitions are an excellent way for young minds to develop their artistic skills, express their creativity, and gain valuable experience and recognition. This Initiative could showcase their creativity and express their thought by painting G20 themes and Students participation were appreciated.The Group of Twenty (G20) is the premier forum for international economic cooperation. It plays an important role in shaping and strengthening global architecture and governance on all major international economic issues.S.Jegan,Studnet of BE Agricultural Engineering got first prize and Sabarish, Student of III BE Mechanical Engineering grabbed second prize from The Minister of Milk & Dairy Development of Tamilnadu, Mr.Mano Thangaraj. In his address, he highlighted the role of G20 in addressing the major global challenges and underlined the relevance of G20 theme “One Earth, One Family, One Future” in India’s context. These competitions provide a platform for children to showcase their talent, learn from others, and explore their artistic potential





# ENTREPRENEURSHIP DEVELOPMENT ACTIVITIES FOR THE OUTGOING STUDENTS OF RCET



Department of MSME, EDII TN in collaboration with Rohini IIC and EDC organized Entrepreneurship Development Activities for the Outgoing Students of RCET on 8th May 2023, to give an idea on how to operate business in markets easily and how to overcome challenges and establish a balance between various components of a business. Honourable guest Mr.SakthiPrasath, AP-PSG College of Engineering, Founder Director of Centre for Entrepreneurship and skill Development. Mr.C.Sanjeev, Researcher- Manonmaiyyum Sunderanar University, Tirunelveli, Mr.Dheebin, Founder and MD of Kumari Shoppy.

Setting up students for success after graduation requires greater extent of encouragement to them to improve their entrepreneurial talents. Such activities motivate students to create a mind-set among the students to be job creators. These interactive and practical session provided the knowledge about how to run a business. These eye-opening sessions made students believe that they can become financially independent at a young age. Emphasis was on Personality Development, technical skills, provided financial knowledge, analytical, interpersonal, decision making and creative skills.

## EXPERIENCE THE REAL-TIME TRANSMISSION OF INFORMATION: LIVE STREAM TO CREATE AWARENESS ABOUT MSME THROUGH AIRNXT

RCET in collaboration with All India Radio Nagercoil-Kumari fm 101 organised an awareness programme about MSME. **AIRNxt** a talent hunt show, has offered youth a platform to air their voices as part of the ongoing **Azadi Ka Amrit Mahotsav** celebrations. AIR stations allow youngsters from local colleges, universities to take part in programming, allowing them to discuss and curate youth-centric shows.

These shows would encourage the youth to speak about the achievements of the country during the last 76 years of independence and where do they expect the country to reach in various fields. This way, the youth can air their big dreams and define the future of India. It is the biggest single theme show on All India Radio involving thousands of youth and hundreds of Educational Institutions across the country. This unprecedented step make changes in students life which gives ample amount of opportunity for students to voice out their dreams.



# EMPLOYMENT OPPORTUNITIES AT INDIAN CAPITAL MARKETS



Department of Business Administration organized a guest lecture on **“EMPLOYMENT OPPURTUNITIES AT INDIAN CAPITAL MARKETS”** on 01/12/2022 for the first and second year students of MBA in the presence of the Principal Dr. R. Rajesh, the Head of the Department Dr.Prem Shankari. G and The gathering was welcomed by Ms.Kowshika, a student of MBA. Special welcome was extended to **Dr.P.Lovelin Auguskani,Franchise Partner,Finmark Trainers India Pvt Ltd.,Chennai**, presided over the session and gave the talk stock market and the benefits of trading. The speakers discussed the different types of shares like stock, future and option. They were also told about the tremendous growth of the capital market in India over the past few years.He also shared about the basic principles to be followed in stock market and emloymnet oppurtunities in Capital Market. An interactive session was arranged for the Finance specialized student at the end of the session.

Dr.PremShankari.G honored the guest for sharing his personal experience starting the business and guidelines to follow stock market. Ms.Kowshika extended thanking message to the head of the department, faculty members, and the management for showing keen interest in the development of entrepreneurial skill.

# **THE ROLE OF LOGISTICS IN IMPORT AND EXPORT MARKET**

Department of Business Administration organized a guest lecture on "The role of Logistics in Import and Export Market" for the final year students of MBA in the presence of the Principal Dr. R. Rajesh, the Head of the Department Dr.Prem Shankari. G and the guest Mr.Sam Blesswin Loy, Comorin Consultancy, Import and Export Solution, Chennai. The gathering was welcomed by Ms.Kowshika, a student of MBA. He defined the concept of Supply Chain Management and Logistics, The functional activities within a global supply chain, and The role of logistics in import and export trade also guided students to become Entrepreneurs after their course, the challenges to be faced, and how to overcome the challenges. An interactive session was arranged for the Supply chain and Logistics specialized student at the end of the session.

Dr.PremShankari.G honored the guest for sharing his personal experience starting the business and guidelines to start Import and Export Business. Ms.Kowshika extended thanking message to the head of the department, faculty members, and the management for showing keen interest in the development of entrepreneurial skills.

Department of Business Administration organised A workshop on **EQ and Group dynamics** for its first year MBA students. With an objective to improve or grow their critical skills for personal and professional success because emotionally intelligent students are better equipped to deal with negative emotions that might disrupt learning and importance of group dynamics in our daily life that influence individuals personality, power, and behaviour on the group process.



The inaugural session was successfully started with august presence of Patrons , Principal ,Head of the Department and the Guest of the day ***Dr.S.A. Deepa Alageshwari ,NLP Master*** who carefully designed the EQ session where student would know their Strength and Weakness along with Oppurtunities and Threats available in the external environment.

The second session on Group Dynamics went on with the guidance of ***Mr.Arun Gladwin- Director VANTAGE***. He gave a clear picture on understanding of group dynamics and the role it plays in business, is a critical component of successful management. Both the session was meticulously planned by the faculty of Department of Business Adminstration Dr.R.Prem Shankari -Head, Assistant Professors Ms.George Mary Aarthi,Ms.Rajalakshmi, Ms.Jegitha with the support of the Management.