

# TSM MDP & Consultancy List

## Content


Name of the teacher-consultants	Name of consultancy project/corporate training program	Consulting/Sponsoring agency with contact details	Year
Dr Sathyakumar, Dr. Malay Biswas, Dr. Mutharasi, Dr. Saraswathi, Dr. Niveditha	Worklife Balance	HiTech Arai	2017-18
All Faculty	HiTech Arai – Executive Development Programme	HiTech Arai	2018-19
All Faculty	Young Managers Programme (YMP)	SPIC	2018-19
Dr. B. Janarthanan	Workshop on Art of publishing in High Quality Journal	Open	2019-20
All Faculty	MDP	SPIC	2019-20
Dr.N.Manjula	Certificate in Business Analytics	Open	2020-21
Dr. M. Selvalakshmi	Refresher course on data driven strategies for sales and marketing	Open	2020-21
Dr. B. Nataraj	Go to Market Strategic	Open	2020-21
Dr. B. Nataraj	Finance for Decision Making	Open	2020-21
Dr. Nataraj	Consultancy	Malliga Asafoetida Company	2020-21
Dr. Nachiketas, Dr.Selvalakshmi, Dr.Nataraj, Dr. Mathiazagan	Consultancy	Sri Krishna Nagai Maligai	2021-22

Dr. Nachiketas, Dr. Selvalakshmi, Dr. Nataraj	Consultancy	PVC Karur Startup- Mr. Subramanian	2021-22
Dr Rameshkumar Dr Manjula	Consultancy	Thillai Masala	2021-22
Dr. Goutham Sutar	MDP on supply chain Management	TSM	2021-22
Dr. Nataraj B	MDP – Business analytics and data visualisation	TSM	2021-22
All Faculty	MDP	SPIC	2021-22
All Faculty	CWP – I	Greenstar fertilizer	2021-22
All Faculty	CDP –II	SPIC	2021-22
All Faculty	YMP – V	SPIC	2021-22
All Faculty	MDP – II	SPIC	2021-22
All Faculty	CWP – II	Greenstar fertilizer	2021-22
All Faculty	CDP – III	Greenstar fertilizer	2021-22
All Faculty	MDP on Interpersonal growth through communication	Loyal Textiles	2021-22
Dr. Ramesh Kumar J	FDP - Research Methodology, Data Analysis and Case Writing	TSM	2021-22

## Year 2017 – 2018

<b>Name of the teacher-consultants</b>	<b>Name of consultancy project/corporate training program</b>	<b>Consulting/Sponsoring agency with contact details</b>	<b>Year</b>
Dr Sathyakumar, Dr. Malay Biswas, Dr. Mutharasi, Dr. Saraswathi, Dr. Niveditha	Worklife Balance	HiTech Arai	2017-18

**TAX INVOICE**

<b>Inv No: TSM / 2016-17 / 006</b>		<b>DATE:20.03.2018</b>	
To, Hindustan Petroleum Madurai regional office By Pass Road Madurai			
DESCRIPTION		AMOUNT (INR)	
<b>Charges for conducting a training programme for HPCL Officers &amp; Dealers (08.03.2017 to 11.03.2017)</b>			
Faculty Honorarium, Course Material, Infrastructure Charges		1,56,400	
Food Charges		25,000/-	
<b>AMT</b>		<b>1,81,400/-</b>	
<b>GST 9%</b>		16,326/-	
<b>GST 9%</b>		16,326/-	
<b>Invoice Amount</b>		<b>2,14,052/-</b>	
In Words: Two lakh fourteen thousand and fifty two only			
<b>PAYMENTS TO BE MADE IN FAVOUR OF M/S Thiagarajar School of Management</b>			
<b>GSTIN.: 33AAATM4917G2ZR</b>			
<b>PAN NO.:AAATM4917G</b>			
<b>For Thiagarajar School of Management</b>			
 <b>Authorized Signatory</b>			





**THIAGARAJAR SCHOOL OF MANAGEMENT, MADURAI**  
**TRAINING PROPOSAL FOR Hi -Tech Arai Private Ltd - MADURAI IN GENERAL MANAGEMENT**

09 November 2017

**Background Note:** Thiagarajar School of Management approached, Hi -Tech Arai Private Ltd, Madurai to impart a training programme in selected areas of Human Resources Management (Human touch points for their employees). After interactions with the management, TSM designed two programs addressing the needs of employees of Hi -Tech Arai Private Ltd. The following proposal is submitted for finalization.

- I. **Training objectives:** This programme is designed to enhance the participant’s personal and interpersonal effectiveness.
- a. Develop a critical appreciation of concepts related to Talent management and Employee Engagement, and insights into organizational process and policy action advancing the objective of talent management and employee engagement.
  - b. Help the participants develop and practice the skills related to performance counseling, feedback, coaching, and so on necessary for engaging talent.
  - c. Help the participants gain insights into their own interpersonal and emotional make up in dealing with their subordinates.
  - d. The individual - how and why people respond or react to change.
  - e. The organization - how change initiatives are formulated and implemented within the organization in response to strategic objectives and environmental influences.
  - f. The change agent and their role in organizations.
  - g. The focus will be on the key skills involved in managing change. These skills revolve around communication, conflict resolution, negotiation, team skills, networking and process skills.
  - h. Helping the participants analyze the antecedents and consequences of work-life conflict. Making the participants understand the challenges associated with managing professional life and personal life.
  - i. Enhancing self-awareness and developing capabilities to maintain a healthy work-life balance. Developing strategies to integrate work into overall life issues effectively.

- II. **Training Scope:** The programme intends to address, but may not be limited to, the following topics:
- Work Life Balance

**Training Methods:**

- Triggering discussions wherever possible to sensitize the participants in the concepts of management and apply them.
- Training will be delivered through the use of interactive methods. These will include: □ Self-assessment inventories and psychometric tests. □ Case studies □ Group discussion □ Role play □ Lecture and Experiential exercises.

III. **Target Participants:** 20 participants.

IV. **Training Venue:** The training will be conducted in Hi Tech Arai Private Ltd, Madurai.

V. **Program dates & Training Hours:** 22.011.2017, 06.01.2018(9.30 a.m. to 5.30 p.m.)

A. **TERMS:** Break up of Professional Charges

Description	Amount (INR)
Faculty Honorarium (8 hours@ Rs 4000/-)	32000.00
Incidental Materials)	1,500.00
Conveyance	1,500.00
Certificates	1,000.00
	<b>35,500.00</b>
GST as applicable.	

- B. **Payment:** All payments are to be made in favor of “Thiagarajar School of Management” Madurai.
- 15 days before the commencement of the MDP - 25%
  - After completion of MDP within 7 days - 75%

## **Resource Persons:**



**Dr. J Sathyakumar, M. Com, MA, MBA, PhD**

Prof Sathyakumar has over 25 years of experience in the corporate sector and 10 years in academics. Prior to joining TSM he has occupied senior position in SPIC group of companies. His research interest includes Human Resource Management and Occupational Psychology. He also published several research papers and reports in the areas of his expertise in international and national journals and conferences. He has conducted management developed programs for Loyal Textiles, SPIC group of companies, TVS Group and Indian Postal Department.



**Dr. Malay Biswas, PhD D (North Maharashtra University), M.P.A.(DAVV), B.Com. (Hons.)  
Calcutta University**

Biswas Ph.D., is currently working as Associate Professor (Organizational Behavior/Human Resource Management) at the Thiagarajar School of Management, Madurai. Earlier he worked as Assistant Professor at the Indian Institute of Management (IIM), Rohtak (2011-2017) and earlier worked as Dean - Management Studies and Senior Faculty Member at the Institute of Hotel Management, Aurangabad, Maharashtra (2003-2011). He worked with the Taj Hotels Resorts and Palaces in their various human resource functions before choosing to be an academic (1993-2003). He has over 24 years of experience in the hospitality industry and teaching. He has conducted management developed programs for Asian Paints, Canara Bank, Peerless, Indian Oil Corporation, Life Insurance Corporation of India, State Bank of India and Taj Group of Hotels. Dr Biswas published textbook titled HR in Hospitality Industry (Oxford Publication). He also published several research papers and reports in the areas of his expertise in international and national journals and conferences.



**Prof. P Mutharasi, BA (Eng. Lit), MBA, PhD**

Prof Mutharasi teaches Organizational Behavior, Human Resource Management and its elective courses. She has 11 years of teaching experience and her doctoral research is in the area of Organizational Behavior - focusing on Organizational Citizenship Behavior and Organizational Climate. She has conducted General management programs for Head Masters under the Rashtriya Madhyamik Shiksha Abhiyan. She has trained employees of India Post in the Central Government Project Arrow in areas like Change Management, Conflict management and Inter personal effectiveness. She has conducted training programmes in her area of expertise for TVS Group of Companies, HPCL, Apollo Hospitals and also for undergraduate students of colleges in and around Madurai.



**Dr. Nivethitha S, MBA, PhD (Joint program - IIT-M and University of Passau, Germany)**

Dr. Nivethitha S has completed her PhD (Joint Doctoral Degree Program) in OB/HR from IIT Madras, India and University of Passau, Germany. She has teaching experience in India and Germany. Her teaching interests include Organizational Behaviour, Human Resource Management and International Human Resource Management. She has published in peer-reviewed international journals. Her research interests include HRM practices, Psychological Contract, Organizational Identification and Employee Turnover.



**Dr. R. Saraswathy, MBA (NIT Trichy), PhD (NIT Trichy), BAI (IIMB)**

Dr. Saraswathy has over 18 years' experience in academics/research and industry. She is a compassionate, yet SLA driven educator who believes in nurturing an environment conducive to high-quality learning, allowing students to explore, feat and hone their latent skills. She teaches courses on Organizational Behavior, Human Resource Management, Talent Management, HR Analytics, Learning & Development and Entrepreneurship Development. Her research interests include Employer Branding, Human Capital Development & Talent Management, Women in Management and Entrepreneurship. She has published and presented her research in international peer-reviewed journals and conferences. She has designed and delivered sessions on Leadership Development, Team Dynamics, Change Management, Interpersonal Effectiveness, Career Management and Work Life Balance for diverse MNCs and PSU. Currently, she is working on evaluating effectiveness of CSR initiatives, Management of emotions in the work place, Human Capital Management, Talent Management, Employer Branding, Employee Wellness, and HR Analytics.

## Year 2018 – 2019

<b>Name of the teacher-consultants</b>	<b>Name of consultancy project/corporate training program</b>	<b>Consulting/Sponsoring agency with contact details</b>	<b>Year</b>
All Faculty	HiTech Arai – Executive Development Programme	HiTech Arai	2018-19
All Faculty	Young Managers Programme (YMP)	SPIC	2018-19

Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	MDP: EXECUTIVE DEVELOPMENT PROGRAMME FOR HI-TECH ARAI
2	Date(s)/Time	Nov 15, 2018 – Feb 21, 2019
3	Venue	TSM, Madurai & JC Residency, Madurai
4	Main faculty coordinator (s)	Prof. Balaji Subramanian, Prof. Malay Biswas
5	No of participants	30
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Faculties of TSM
6.2	Organisation	
6.3	Position/Designation	
6.4	Other details, if any	
7	Event highlights	
	<ul style="list-style-type: none"> <li>• The Executive Development Programme was conducted for the Hi-Tech Arai middle-level managers. The programme had 30 participants from various departments of Hi-Tech Arai.</li> <li>• The programme ran from Nov 15, 2018 to Feb 21, 2019. Sessions were held on every Wednesday (2 sessions), Saturday (2 sessions) and Sunday (3 sessions).</li> <li>• The sessions were conducted at TSM, Madurai and at JC Residency hotel, Madurai.</li> <li>• The programme had a total of 70 sessions including topics from all areas of management such as finance, marketing, human resources, communication, operations and economics.</li> </ul>	

8 Photographs





9	Other comments, if any	
10	Name of the faculty filing this report	Prof. Balaji Subramanian
11	Faculty filing this report	
12	Date of filing this report	Aug 27, 2019

**TAX INVOICE**

**GST Inv No: TSM / 2018-19 /Mar001**

**DATE: 01.03.19**

To,  
Shri B. T. Bangera,  
Managing Director,  
Hi-Tech Arai Private Limited,  
33, Sarojini Street,  
Chockikulam  
MADURAI  
Tamil Nadu – 33AAACH3917N1ZJ

**DESCRIPTION**

**AMOUNT  
(INR)**

Consultancy and professional charges for assessment of training and developmental (T&D) needs of Hi-Tech Arai executives including recommendations regarding the nature and type of T&D programmes

Rs 4,00,000/-

CGST 9%

Rs 36,000/-

SGST 9%

Rs 36,000/-

**Total Invoice Amount**

**Rs 4,72,000/-**

In Words: Four Lakh Seventy Two Thousand Only

**PAYMENTS TO BE MADE IN FAVOUR OF M/S Thiagarajar School of Management**

**GSTIN.:33 AAATM4917G2ZR**

**PAN NO.:AAATM4917G**

**Account particulars for NEFT / RTGS:**

Account Number: 20940100009995

Bank: Federal Bank

Branch: Thubariman Branch

IFSC: FDRL0002094

**For Thiagarajar School of Management**

**Authorized Signatory**





**TAX INVOICE**

**GST Inv No: TSM / 2018-19 /Mar001**

**DATE: 01.03.19**

To,  
Shri B. T. Bangera,  
Managing Director,  
Hi-Tech Arai Private Limited,  
33, Sarojini Street,  
Chockikulam  
MADURAI  
Tamil Nadu – 33AAACH3917N1ZJ

DESCRIPTION	AMOUNT (INR)
Professional charges for design and delivery of General Management Programme for Hi-Tech Arai executives	Rs 8,00,000/-
CGST 9%	Rs 72,000/-
SGST 9%	Rs 72,000/-
<b>Total Invoice Amount</b>	<b>Rs 9,44,000/-</b>

In Words: Nine Lakh Forty Four Thousand Only

**PAYMENTS TO BE MADE IN FAVOUR OF M/S Thiagarajar School of Management**  
**GSTIN.:33AAATM4917G2ZR**  
**PAN NO.:AAATM4917G**

**Account particulars for NEFT / RTGS:**

Account Number: 20940100009995  
Bank: Federal Bank  
Branch: Thuvariman Branch  
IFSC: FDRL0002094

**For Thiagarajar School of Management**

*[Signature]*  
Authorized Signatory



Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	MDP: YOUNG MANAGERS' PROGRAMME FOR SOUTHERN PETROCHEMICAL INDUSTRIES CORPORATION LTD. (SPIC)
2	Date(s)/Time	Jun 15 – 28, 2019
3	Venue	SPIC Training Centre, Tuticorin
4	Main faculty coordinator (s)	Prof. Balaji Subramanian, Prof. Malay Biswas
5	No of participants	22
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Faculties of TSM, Mr. GD Sharma, Principal, Beeline HR Advisory
6.2	Organisation	
6.3	Position/Designation	
6.4	Other details, if any	
7	Event highlights	
	<ul style="list-style-type: none"> <li>• The Young Managers' Programme was conducted for the SPIC junior-level managers. The programme had 22 participants from various departments of SPIC.</li> <li>• The programme was conducted at the SPIC training centre, Tuticorin. All the participants stayed in the training centre for the whole duration of the programme.</li> <li>• The programme had 41 sessions on general management topics and 8 sessions on fertilizer industry / spic specific topics</li> <li>• Programme content included basic introductory managerial inputs from all areas of management such as finance, marketing, human resources, communication, operations and economics.</li> <li>• The programme received very positive feedback with a score of above 4 out of 5 in all the three objectives, which are as follows. <ul style="list-style-type: none"> <li>○ Appreciation of basic, introductory managerial inputs, that will be useful for the current and future managerial assignments (4.32/5)</li> <li>○ Familiarity with basic analytical tool kit for managerial decisions (4.09/5)</li> <li>○ Exposure to a broad perspective on business (4/5)</li> </ul> </li> </ul>	

8

Photographs





9	Other comments, if any	
10	Name of the faculty filing this report	Prof. Balaji Subramanian
11	Faculty filing this report	
12	Date of filing this report	Aug 27, 2019



## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : contact@tsm.ac.in	Invoice No. <b>TSM/GST-inv - 019</b>	Dated <b>19.08.2019</b>
	Delivery Note	Mode/Terms of Payment <b>NEFT / RTGS / DD</b>
	Supplier's Ref.	Other Reference(s)
	Buyer's Order No.	Dated
Buyer <b>SOUTHERN PETROCHEMICAL INDUSTRIES CORPORATION</b> O, Spic Nagar, Muthiapuram Post Tuticorin - 628005	Despatch Document	Delivery Note Date
GSTIN/UIN: 33AAACS4668K1Z4 State Name : Tamil Nadu, Code : 33	Despatched through	Destination

Terms of Delivery

SI No.	Particulars	HSN/SAC	Quantit	Rate	Amount
1	<b>MANAGEMENT DEVELOPMENT PROGRAMME</b> Phase I (6-12 JULY 2019) Phase II (03-09 AUGUST 2019)				
	a) Charges for faculty support for TSM sessions		1	900,000	900,000.00
	b) Course / case materials from Harvard Business Publishing		1	24,768	24,768.00
	d) Faculty traveling		1	13,611	13,611.00
	c) Miscellaneous, Stationery Etc.,		1	7,000	7,000.00
					945,379.00
	CGST 9%				85,084.11
	SGST 9%				85,084.11
	Invoice Amount				1,115,547.22
	Rounding Off				(0.22)
	Total Invoice Amount				1,115,547.00

Amount Chargeable (in words)

E. & O.E

**Indian Rupees Eleven Lakh Fifteen Thousand Five Hundred and Forty Seven Only**

Company's PAN : **AAATM4917G**

**Bank Details:**

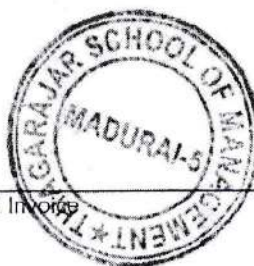
Account Name: Thiagarajar School of Management

Bank Name : Federal Bank, Thuvaraman Branch

Account Number: 20940100009995

IFSC: FDRL0002094

for THIAGARAJAR SCHOOL OF MANAGEMENT



*[Signature]*  
Authorized Signatory

This is a Computer Generated Invoice

## Thiagarajar School of Management, Madurai-625005

### SPIC – YOUNG MANAGERS' PROGRAMME (YMP)

SPIC Training Centre, Tuticorin  
15 – 28 June 2019

#### Programme Outline

##### Week 1

	Session # 1	Session # 2	Session # 3	Session # 4	Session # 5
<b>Date</b>	<b>9:00 – 10:15 pm</b>	<b>10:30 – 11:45 am</b>	<b>12:00 – 1:15 pm</b>	<b>2:15 – 3:30 pm</b>	<b>03:45-5:00 pm</b>
<b>Jun 15, Sat</b>	<b>OUTBOUND PROGRAMME</b>				
<b>Jun 16, Sun</b>					
<b>Jun 17, Mon</b>	Sense of Doing Business (Malay)	Understanding Business through Financial Statements (Arunkumar)	Understanding Business through Financial Statements (Arunkumar)	Fertilizer Industry and the Indian Economy (Goswami)	Inauguration, Introduction and Programme Overview (Time: 6 – 7.30 pm) Fertilizer Industry and the Indian Economy (Goswami)
<b>Jun 18, Tue</b>	Measuring Financial Performance through Financial Analysis (Arunkumar)	Measuring Financial Performance through Financial Analysis (Arunkumar)	<i>Fertiliser Industry Inputs 1</i>	Understanding Marketing Environment - Fertilizer Industry Perspective (Manjula)	Understanding Marketing Environment - Fertilizer Industry Perspective (Manjula)
<b>Jun 19, Wed</b>	Cost Concepts and Cost Analysis (Arunkumar)	Relevant Costs for Managerial Decisions (Arunkumar)	<i>Fertiliser Industry Inputs 2</i>	Managing Self for Proactive Action (Malay)	Managing Self for Proactive Action (Malay)
<b>Jun 20, Thu</b>	Towards Operational Effectiveness (Balaji M / Goutam)	Towards Operational Effectiveness (Balaji M / Goutam)	<i>Fertiliser Industry Inputs 3</i>	Psychology at Work (Malay)	Managing individual differences and conflicts (Malay)
<b>Jun 21, Fri</b>	Decision Analysis (Balaji M / Goutam)	Decision Analysis (Balaji M / Goutam)	<i>Fertiliser Industry Inputs 4</i>	Assertive Communication (Selvalakshmi)	Presentation Skills (Selvalakshmi)

**Note:** Sessions that are highlighted will be handled by SPIC

Week 2

	Session # 1	Session # 2	Session # 3	Session # 4	Session # 5
Date	9:00 – 10:15 pm	10:30 – 11:45 am	12:00 – 1:15 pm	2:15 – 3:30 pm	03:45-5:00 pm
Jun 22, Sat	<b>OUTBOUND PROGRAMME</b>				
Jun 23, Sun	HOLIDAY				
Jun 24, Mon	Cost Control through Standard Costing <b>(Venkiteswaran)</b>	Cash Flow Management and Operating Decisions <b>(Venkiteswaran)</b>	<b>Fertiliser Industry Inputs 5</b>	Working in Team: Team Building <b>(Mutharasi)</b>	Working in Team: Leading Team <b>(Mutharasi)</b>
Jun 25, Tue	Value Creation: Time Value of Money <b>(Venkiteswaran)</b>	Value Creation: Investment Analysis <b>(Venkiteswaran)</b>	<b>Fertiliser Industry Inputs 6</b>	Emotional Intelligence <b>(Balaji S)</b>	Essence of Effective Leadership <b>(Balaji S)</b>
Jun 26, Wed	<b>Fertiliser Industry Inputs 7</b>	Achieving Work-Life Balance <b>(To be firmed up)</b>	Employee Engagement <b>(To be firmed up)</b>	Supply Chain management <b>(Balaji M / Goutam)</b>	Supply Chain management <b>(Balaji M / Goutam)</b>
Jun 27, Thu	Project Management <b>(Balaji M / Goutam)</b>	Project Management <b>(Balaji M / Goutam)</b>	Negotiation Skills <b>(Selvalakshmi)</b>	Negotiation Skills <b>(Selvalakshmi)</b>	<b>Fertiliser Industry Inputs 8</b>
Jun 28, Fri	The Concept of Strategy <b>(Selvalakshmi)</b>	The Concept of Strategy <b>(Selvalakshmi)</b>	Industry Analysis & Value Chain Analysis <b>(Venkiteswaran)</b>	Taking it forward - Agenda for the Future <b>(Malay)</b>	Programme Feedback and Valediction

**Note:** Sessions that are highlighted will be handled by SPIC

### **Fertilizer Industry Inputs Sessions (Handled by SPIC)**

Fertiliser Industry Inputs - 1	Fertilizer Manufacturing - An appreciation for non-plant personnel.
Fertiliser Industry Inputs - 2	Achieving Environmental, Energy & Quality Norms
Fertiliser Industry Inputs - 3	Basics of Fertilizer Marketing & Best Practices
Fertiliser Industry Inputs - 4	Project Management - Recent Trends in our Fertilizer Complex
Fertiliser Industry Inputs - 5	Fertilizer Industry - Successes & Failures
Fertiliser Industry Inputs - 6	Availability of Spares/Raw materials - Efficient Logistic Operations
Fertiliser Industry Inputs - 7	Finance in Fertilizer company
Fertiliser Industry Inputs - 8	Developing and installing management systems and procedures

### **TSM Faculty List:**

Prof. Arunkumar A, B.Com., ACA., LCS., PGDBA: Finance  
Dr Balaji M, PhD: Operations  
Dr Balaji S, BE, MBA, PhD: HR and Behaviour Sciences  
Dr Goswami S, MMM, MA, PhD: Marketing and Strategy  
Dr Goutam Sutar, PhD: Operations  
Dr Malay Biswas, MPAA, PhD: HR and Behaviour Sciences  
Dr Manjula N, MBA, MPhil, PhD: Marketing  
Dr P. Mutharasi, MBA, PhD: HR and Behaviour Sciences  
Dr Selvalakshmi M, MBA, MPhil, PhD (Principal, TSM): Strategy, Communications, Negotiations  
Prof. Venkiteswaran N, BA, ACA (Director, TSM): Finance, Strategy and Corporate Governance



## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : contact@tsm.ac.in	Invoice No.	Dated
	<b>TSM/GST-inv - 015</b>	<b>01.08.2019</b>
	Delivery Note	Mode/Terms of Payment
		<b>NEFT / RTGS / DD</b>
	Supplier's Ref.	Other Reference(s)
Buyer <b>GREENSTAR FERTILIZERS LIMITED</b> Muthiapuram Post Tuticorin - 628005  GSTIN/UIN: 33AADCG9451D1ZT State Name : Tamil Nadu, Code : 33	Buyer's Order No.	Dated
	Despatch Document No.	Delivery Note Date
	Despatched through	Destination

**Terms of Delivery**

SI No.	Particulars	HSN/SAC	Quantity	Rate	Amount
1	<b>YOUNG MANAGERS' PROGRAMME (15-28th JUNE 2019)</b>				
	<i>a) Charges for faculty support for TSM sessions</i>		1	645,000	645,000.00
	<i>b) Course / case materials from Harvard Business Publishing</i>		1	8,983	8,983.00
	<i>c) Miscellaneous, Stationery Etc.,</i>		1	7,000	7,000.00
					<b>660,983.00</b>
	<i>CGST 9%</i>				59,488.47
	<i>SGST 9%</i>				59,488.47
	<i>Invoice Amount</i>				<b>779,959.94</b>
	<i>Rounding Off</i>				0.06
	<i>Total Invoice Amount</i>				<b>779,960.00</b>

Amount Chargeable (in words)

E. & O.E

**Indian Rupees Seven Lakh Seventy Nine Thousand Nine Hundred and Sixty Only**

Company's PAN : **AAATM4917G**

**Bank Details:**

Account Name: Thiagarajar School of Management

Bank Name : Federal Bank, Thuvariman Branch

Account Number: 20940100009995

IFSC: FDRL0002094

for **THIAGARAJAR SCHOOL OF MANAGEMENT**



*P. Jayanthi*  
 Authorised Signatory

This is a Computer Generated Invoice

**TAX INVOICE**

GST Inv No: TSM / 2017-18 / 004

DATE: 01.11.18

To,  
Mr Amsarajan  
Arumugam Medicals  
Madurai

Tamil Nadu – 33ACLPA1285C1Z6

DESCRIPTION	AMOUNT (INR)
Consultancy Assignment charges	30,000/-
	5,400/-
INV AMT	35,400/-
Advance received	7,500/-
Balance due	27,900/-

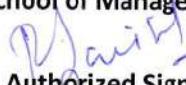
In Words: Twenty seven thousand nine hundred only

**PAYMENTS TO BE MADE IN FAVOUR OF M/S Thiagarajar School of Management**  
GSTIN.:33 AAATM4917G2ZR  
PAN NO.:AAATM4917G

**Account particulars for NEFT / RTGS:**

Account Number: 1275573640  
Bank: Central Bank of India  
Branch: Madurai main  
IFSC: CBIN0280914

For Thiagarajar School of Management

  
Authorized Signatory



## Year 2019 – 2020

<b>Name of the teacher-consultants</b>	<b>Name of consultancy project/corporate training program</b>	<b>Consulting/Sponsoring agency with contact details</b>	<b>Year</b>
Dr. B. Janarthanan	Workshop on Art of publishing in High Quality Journal	Open	2019-20
All Faculty	MDP	SPIC	2019-20

Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	Workshop on Art of publishing in High Quality Journals
2	Date(s)/Time	Nov 25, 2019
3	Venue	TSM
4	Main faculty coordinator (s)	Dr. B. Janarathanan
5	No of participants	30
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Dr. B. Janarathanan
6.2	Organisation	TSM
6.3	Position/Designation	Assistant Professor
6.4	Other details, if any	
7	Event highlights	
	<p><b>Contents</b></p> <ul style="list-style-type: none"> <li>• History</li> <li>• Publishers and business aspects <ul style="list-style-type: none"> <li>○ Crisis</li> <li>○ Academic journal publishing reform</li> </ul> </li> <li>• Scholarly paper <ul style="list-style-type: none"> <li>○ Categories of papers</li> </ul> </li> <li>• Peer review <ul style="list-style-type: none"> <li>○ Rejection rate</li> </ul> </li> <li>• Publishing process</li> <li>• Citations</li> <li>• Publishing by discipline <ul style="list-style-type: none"> <li>○ Natural sciences</li> <li>○ Social sciences</li> <li>○ Humanities</li> </ul> </li> <li>• Open access journals</li> <li>• Growth</li> <li>• Role of publishers in scholarly communication</li> <li>• References</li> </ul>	
8	Photographs	

9	Other comments, if any	
10	Name of the faculty filing this report	Dr. B. Janarthanan
11	Faculty filing this report	Dr. B. Janarthanan
12	Date of filing this report	Nov 26, 2019

**Thiagarajar School of Management (TSM)  
Madurai-625005**

**TSM EVENT DOCUMENTATION FORM**

1	Name of the event	MDP: MANAGEMENT DEVELOPMENT PROGRAMME FOR SOUTHERN PETROCHEMICAL INDUSTRIES CORPORATION LTD. (SPIC)
2	Date(s)/Time	Jul 6-12, 2019 & Aug 3-9, 2019
3	Venue	SPIC Training Centre, Tuticorin
4	Main faculty coordinator (s)	Prof. Balaji Subramanian, Prof. Malay Biswas
5	No of participants	23
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Faculties of TSM, Prof. Mukund R Dixit, Professor (retired), IIM Ahmedabad, Ms. Rama Sivaraman, COO, Polaris Consulting Mr. GD Sharma, Principal, Beeline HR Advisory
6.2	Organisation	
6.3	Position/Designation	
6.4	Other details, if any	
7	Event highlights	
	<ul style="list-style-type: none"> <li>• The Management Development Programme was conducted for the SPIC middle-level managers. The programme had 23 participants from various departments of SPIC.</li> <li>• The programme was conducted in two phases. Phase 1 was conducted from Jul 6-12, 2019 and phase 2 was conducted from Aug 3-9, 2019.</li> <li>• The programme was conducted at the SPIC training centre, Tuticorin. All the participants stayed in the training centre for the whole duration of the programme.</li> <li>• The programme had 43 sessions on general management topics and 5 sessions on fertilizer industry / spic specific topics.</li> <li>• Programme content included basic introductory and advanced managerial inputs from all areas of management such as finance, marketing, human resources, communication, operations and economics.</li> <li>• The programme received very positive feedback with a score of above 4 out of 5 in all the objectives, which are as follows. <ul style="list-style-type: none"> <li>○ Appreciation of introductory and advanced managerial inputs, that will be useful for the current and future leadership roles (4.35/5)</li> <li>○ Appreciation of strategic thinking, strategy formulation and implementation, value creation and corporate governance practices (4.47/5)</li> </ul> </li> </ul>	

8

Photographs





9	Other comments, if any	
10	Name of the faculty filing this report	Prof. Balaji Subramanian
11	Faculty filing this report	
12	Date of filing this report	Aug 27, 2019



## INVOICE

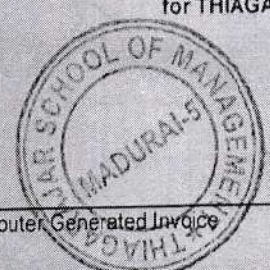
<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : contact@tsm.ac.in	Invoice No.	Dated
	TSM/GST-Inv - 81	27.12.2019
	Delivery Note	Mode/Terms of Payment
	Supplier's Ref.	Other Reference(s)
Buyer <b>SOUTHERN PETROCHEMICAL INDUSTRIES CORPORATION</b> O, Spic Nagar, Muthiapuram Post Tuticorin - 628005  GSTIN/UIN: 33AAACS4668K1Z4 State Name : Tamil Nadu, Code : 33	Buyer's Order No.	Dated
	Despatch Document	Delivery Note Date
	Despatched through	Destination
	Terms of Delivery	

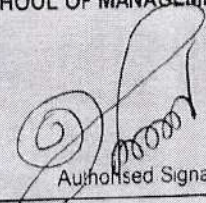
Sl No.	Particulars	HSN/SAC	Quantity	Rate	Amount
1	<b>Young Managers Program November 2019</b>				
	a) Charges for faculty support for TSM sessions		1	795,000	795,000.00
	b) Charges for external resource persons support		1	60,000	60,000.00
	c) Miscellaneous, Stationery Etc.,		1	7,000	7,000.00
					862,000.00
	CGST 9%				77,580.00
	SGST 9%				77,580.00
	Invoice Amount				1,017,160.00
	Rounding Off				-
	<b>Total Invoice Amount</b>				<b>1,017,160.00</b>

Amount Chargeable (in words) E & O E  
 Indian Rupee Ten Lakh Seventeen Thousand One Hundred and Sixty Only

Company's PAN: **AAATM4917G**  
**Bank Details:**  
 Account Name: Thiagarajar School of Management  
 Bank Name: Federal Bank, Thuvaniman Branch  
 Account Number: 20940100009995  
 IFSC: FDRL0002094

for THIAGARAJAR SCHOOL OF MANAGEMENT



  
 Authorised Signatory

Checked & verified  
 P. J. Anil  
 27/12/19

This is a Computer Generated Invoice



## Year 2020 – 2021

<b>Name of the teacher-consultants</b>	<b>Name of consultancy project/corporate training program</b>	<b>Consulting/Sponsoring agency with contact details</b>	<b>Year</b>
Dr.N.Manjula	Certificate in Business Analytics	Open	2020-21
Dr. M. Selvalakshmi	Refresher course on data driven strategies for sales and marketing	Open	2020-21
Dr. B. Nataraj	Go to Market Strategic	Open	2020-21
Dr. B. Nataraj	Finance for Decision Making	Open	2020-21
Dr. Nataraj	Consultancy	Malliga Asafoetida Company	2020-21

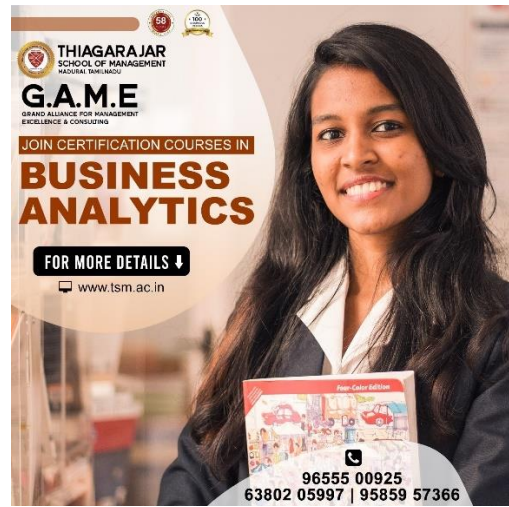
Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	Certificate in Business Analytics – G.A.M.E.
2	Date(s)/Time	2018
3	Venue	TSM
4	Main faculty coordinator (s)	Dr.N.Manjula
5	No of participants	25
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	NA
6.2	Organisation	NA
6.3	Position/Designation	NA
6.4	Other details, if any	NA
7	Event highlights	
	<p>Business analytics, a data management solution and business intelligence subset, refers to the use of methodologies such as data mining, predictive analytics, and statistical analysis in order to analyze and transform data into useful information, identify and anticipate trends and outcomes, and ultimately make smarter, data-driven business decisions.</p> <p>The main components of a typical business analytics dashboard include:</p> <ul style="list-style-type: none"> <li>• Data Aggregation: prior to analysis, data must first be gathered, organized, and filtered, either through volunteered data or transactional records</li> <li>• Data Mining: data mining for business analytics sorts through large datasets using databases, statistics, and machine learning to identify trends and establish relationships</li> <li>• Association and Sequence Identification: the identification of predictable actions that are performed in association with other actions or sequentially</li> <li>• Text Mining: explores and organizes large, unstructured text datasets for the purpose of qualitative and quantitative analysis</li> <li>• Forecasting: analyzes historical data from a specific period in order to make informed estimates that are predictive in determining future events or behaviors</li> <li>• Predictive Analytics: predictive business analytics uses a variety of statistical techniques to create predictive models, which extract information from datasets, identify patterns, and provide a predictive score for an array of organizational outcomes</li> <li>• Optimization: once trends have been identified and predictions have been made, businesses can engage simulation techniques to test out best-case scenarios</li> <li>• Data Visualization: provides visual representations such as charts and graphs for easy and quick data analysis</li> </ul>	

8

Photographs



9	Other comments, if any	
10	Name of the faculty filing this report	Dr.N.Manjula
11	Faculty filing this report	Dr.N.Manjula
12	Date of filing this report	2018

Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	Data-Driven Strategies for Sales and Marketing
2	Date(s)/Time	Nov 23, 2020 - Nov 24, 2020
3	Venue	TSM
4	Main faculty coordinator (s)	Dr. Selvalakshmi and Dr. Nataraj
5	No of participants	
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Dr. Selvalakshmi and Dr. Nataraj
6.2	Organisation	TSM
6.3	Position/Designation	Professor and Assistant Professor
6.4	Other details, if any	
7	Event highlights	
	<ul style="list-style-type: none"> <li>• What is data-driven marketing?</li> <li>• How your brand can benefit from big data</li> <li>• The most common challenges marketers like you face with the data</li> <li>• Examples of data-driven campaigns</li> <li>• A short guide on building a data-driven marketing strategy and the tools to use</li> </ul> <p>Data-driven marketing is the approach of optimising brand communications based on customer information. Data-driven marketers use customer data to predict their needs, desires and future behaviours. Such insight helps develop personalised marketing strategies for the highest possible return on investment (ROI)</p>	

8	Photographs	
9	Other comments, if any	
10	Name of the faculty filing this report	Dr. Nataraj
11	Faculty filing this report	Dr. Nataraj
12	Date of filing this report	25.11.2020

Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	The Go to Market Strategies for Small Business
2	Date(s)/Time	Dec 18, 2020 - Dec 20, 2020
3	Venue	TSM
4	Main faculty coordinator (s)	Dr. B. Nataraj
5	No of participants	59
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Dr. N. Manjula
6.2	Organisation	TSM
6.3	Position/Designation	Associate Professor
6.4	Other details, if any	
7	Event highlights	
	<ul style="list-style-type: none"> <li>• Know your audience.</li> <li>• Emphasize your value proposition.</li> <li>• Stay focused on singular goals and objectives.</li> <li>• Capitalize on short-term plays.</li> <li>• Double-down on what works.</li> <li>• Understand the power of existing customers.</li> <li>• Use free promotional tools.</li> <li>• Create a website to own your online presence.</li> <li>• Consider blogging to attract prospects for your website.</li> <li>• Promote yourself on social media.</li> <li>• Invest in ads.</li> <li>• Make sure you're capturing web prospects' information.</li> <li>• Use email marketing to nurture leads.</li> <li>• Manage relationships with a CRM.</li> <li>• Lean into word of mouth as a promotion channel</li> </ul>	

8	Photographs	
9	Other comments, if any	
10	Name of the faculty filing this report	Dr. B. Nataraj
11	Faculty filing this report	Dr. B. Nataraj
12	Date of filing this report	24.12.2020



Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	Finance for Decision Making
2	Date(s)/Time	7th to 9th January 2021
3	Venue	TSM
4	Main faculty coordinator (s)	Dr. B. Nataraj
5	No of participants	61
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Prof. A. Arun Kumar
6.2	Organisation	TSM
6.3	Position/Designation	Assistant Professor
6.4	Other details, if any	
7	Event highlights	
	<ol style="list-style-type: none"> <li>1. Introduction to Financial Statements</li> <li>2. Financial Statement Analysis</li> <li>3. Behavior of Costs</li> <li>4. Overhead Allocation Framework</li> <li>5. Activity Based Costing</li> <li>6. Full Costing</li> <li>7. Short Run Alternative Choice Decision Making</li> <li>8. Time Value of Money</li> <li>9. Risk and Return</li> <li>10. Cost of Capital</li> <li>11. Cash Flow Analysis in capital Investment Decision</li> <li>12. Capital Expenditure Decision Criteria</li> <li>13. Risk Analysis is Capital Investment Decision</li> <li>14. Introduction to Investment Management</li> </ol>	

8	Photographs	
9	Other comments, if any	
10	Name of the faculty filing this report	Dr. B. Nataraj
11	Faculty filing this report	Dr. B. Nataraj
12	Date of filing this report	10.01.2021



## Consultancy Agreement for Malligha Asafoetida Company, Madurai.

Prepared for:

Mr. Rajavel Kandasamy, Managing Director, Malligha  
Asafoetida Company Ltd., Madurai.

Prepared By:

Dr. Nataraj Balasubramanian, Faculty, Thiagarajar  
School of Management, Madurai.

Date: 5<sup>th</sup> June, 2021.

## **PROJECT BACKGROUND**

Malligha Asafoetida Company (MAC) is a leading Manufacturer & Exporter of Compounded Asafoetida (Ferula Asafoetida) since 1996. They manufacture best quality asafoetida with good manufacturing practices on food safety management with a state of an Art manufacturing facility to deliver right quality varieties of asafoetida products.

MAC wanted to have a Management Information System and comprehensive analytical reports in order to make data driven managerial decisions. The organisation aspires to have an automated analytical tool to do business in a scientific manner.

Thiagarajar School of Management (TSM) has 59 years of legacy in education and producing world class management graduates. Apart from its contribution towards education, TSM is also involved in Executive Development Programs and Consultancy Assignments. TSM has a great vision in supporting the Small and Medium Scale Business through its consultancy assignments. TSM has committed to provide analytical solutions for the business requirements of MAC.

## **OBJECTIVES OF THE PROJECT:**

- *To provide a comprehensive analytical tool that will help Malligha Asafoetida Company in making data driven decision*
- *To provide standard analytical reports about MAC's sales, cost of production, profitability and other important decision parameters on daily basis, monthly basis and for given period of time.*

## **Deliverables by Thiagarajar School of Management (TSM):**

1. Product wise cost value on daily basis, monthly basis and for given period of time
2. Overall cost of production on daily basis, monthly basis and for given period of time
3. Profitability of the Finished product based on sale quantity and rank order of the product on the basis of Profitability.
4. Product wise profitability for the given period
5. Comprehensive stock maintenance report of Raw Materials, Semi-Finished, Finished and Packing Materials.

6. Opening stock, Inward/Purchase/Production, outward/consumption/sales, Closing stock

7. Impact of Inventories in case of rare events such as

- a) Conversion of one Finished Good into other Finished Good,
- b) Conversion of one Semi Finished Good into other Semi Finished Good,
- c) Finished Goods given as free samples, Sales Return,
- d) Conversion of one Packing Material into other Packing Material,
- e) Stock neutralization and its corresponding reflection in cost of good computation.

8. Management Information System (MIS) Report

- a) Customer wise, Area wise, Product wise MIS reports on Profit Analysis
- b) Segment wise and product group wise Profitability analysis.

9. Necessary and required modifications in Bill of Materials (BOM) and respective changes in Semi-Finished Goods, Finished Goods and Packing Materials in response to the market needs.

Dr. Nataraj, Faculty, Thiagarajar School of Management, Madurai will be the faculty coordinator for the proposed consultancy agreement.

**Responsibilities of Malligha Asafoetida Company (MAC), Madurai:**

1. To provide required and relevant data and all other possible values, inputs and information to be recorded from Tally software to Microsoft Excel on daily basis.
2. Single Point of Contact (SPOC) whom the student or faculty of TSM shall contact on timely basis.
3. Standard Consultancy Agreement to be signed by the concerned authority in MAC.
4. A description of all of the tasks that the Client is expected to complete, the personnel the Client is expected to provide, or other responsibilities that the Client is expected to fulfil.

**PROJECT PLAN IN TERMS OF DAYS:**

S.No.	Study Area	No. of days for Faculty	No: of days for Student	Methodology
1	Understanding the requirements of MAC and Preliminary diagnosis of the problem	1	NIL	Advisory Role

2	Planning for initial assignments and submitting proposal to MAC and developing a consulting contract.	1	NIL	Project Planning
3	Deploying/ Delegating the roles and explaining the deliverables to the student	1	1	Delegation and explanation
4	Migrating the student to the MAC team	0	1	Handing over human resource to MAC
5	Delivering the Analytical requirements of the Client as per the objectives and deliverables	0	20	Performance of Analytical Assignment
6	Fact Checking by faculty about accuracy of the work done on weekly basis	4	4	Fact Checking, controlling and mitigation planning
7	Final closure before handing over the product to MAC	3	3	Final Closure.
<b>Total Man days</b>		<b>10</b>	<b>29</b>	

\*Note: Man day- A Minimum of 6 hours a day.

### **BUDGET**

<b>Estimated Costs</b>	<b>Effort and Time (Man Days)</b>	<b>Rate per Man Day</b>	<b>Total</b>
Faculty	10	NA	Rs.10,000
Student	29	Rs.500	Rs. 14,500
Administrative Overheads and Miscellaneous Expenses			Rs.3,000
Estimated Budget			Rs.27,500
20% Discount for First Consultancy Assignment			<b>Rs.22,000</b>
GST			<b>Rs.3,960</b>
<b>Total</b>			<b>Rs. 25,960.</b>

Time Sheet

S.No	Total weeks involved	1	2	3	4	5	6	7	8	9	10	11	12
	Month	June				July				August			
	Week	1	2	3	4	1	2	3	4	1	2	3	4
	Activity												
1	Understanding the requirements of MAC and Preliminary diagnosis of the problem												
2	Planning for initial assignments and submitting proposal to MAC and developing a consulting contract.												
4	Deploying/ Delegating the roles and explaining the deliverables to the												
5	Migrating the student to the MAC												
6	Delivering the Analytical requirements of the Client as per the												
7	Fact Checking by faculty about accuracy of the work done on												
8	Final closure before handing over the product to MAC												

Signature for TSM

Signature for MAC



**Terms of Payment:**

<b>Amount to be Paid</b>	<b>Rs.8,567/- on 15<sup>th</sup> June 2021.</b>	<b>Rs.8,567/- on 15<sup>th</sup> July 2021</b>	<b>Rs.8,826 on 15<sup>th</sup> August 2021</b>
Particulars	33% of the total estimate Rs.25,960/-	33% of the total estimate Rs.25,960/-	34% of the total estimate Rs.25,960/-
Deliverables	Detailed Plan of deliverables and contract agreement	Delivering rough cut analytical tools for MAC	Fact Checking and Final Closure of contract
Acceptance	Faculty and Feedback from MAC's Single Point of Contact.	Faculty and Feedback from MAC's Single Point of Contact.	Faculty and Feedback from MAC's Single Point of Contact

**The cheque should be issued in the name of “Thiagarajar School of Management”, Madurai.**

**For and on behalf of Malligha Asafoetida Company, Madurai.**

Mr. Rajavel Kandasamy,  
Managing Director,  
Malligha Asafoetida Company,  
Madurai

Signature with date

**For and on behalf of TSM**

Dr. Selvalakshmi,  
Principal,  
Thiagarajar School of Management  
Madurai.

Signature with date

**Witnesses:**

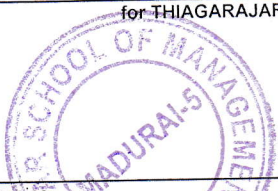

1. Mr. Thangapandian,  
Internal Auditor  
Malligha Asafoetida Company,  
Madurai

Signature with date

2. Dr. Nataraj Balasubramanian,  
Faculty,  
Thiagarajar School of Management  
Madurai.

Signature with date

## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in		Invoice No.	Dated		
		<b>TSM/GST-00046/21-22</b>	<b>18/9/2021</b>		
Buyer Malligha Asafoetida Company 89/2A2, Masthanpatti Road, Andarkottaram MADURAI.-625020 GSTIN/UIN:33AAEFM6538R1ZP State Name : Tamil Nadu, Code : 33		Delivery Note	Mode/Terms of Payment		
			<b>NEFT / RTGS / DD</b>		
		Supplier's Ref.	Other Reference(s)		
		Buyer's Order No.	Dated		
		Despatch Document No.	Delivery Note Date		
		Despatched through	Destination		
Terms of Delivery					
SI No.	Particulars	HSN/SAC	Quantity	Rate	Amount
1	Consultancy Fees(33% of Rs.25960)				7,480.00
					7,480.00
	CGST 9%				673.00
	SGST 9%				673.00
	Invoice Amount				8,826.00
	Rounding Off				-
	Total Invoice Amount				8,826.00
E. & O.E					
Amount Chargeable (in words)					
Indian Rupees Eight Thosund eight hundred and twenty six only					
Company's PAN : AAATM4917G		for THIAGARAJAR SCHOOL OF MANAGEMENT			
Bank Details: Account Name: Thiagarajar School of Management Bank Name :The Federal Bank Limited Account Number: 20940200000175 IFSC: -FDRL0002094				 Authorised Signatory	

This is a Computer Generated Invoice

## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in	Invoice No.	Dated
	<b>TSM/GST-00016/21-22</b>	<b>16-06-2021</b>
	Delivery Note	Mode/Terms of Payment
		<b>NEFT / RTGS / DD</b>
	Supplier's Ref.	Other Reference(s)
Buyer Malligha Asafoetida Company  89/2A2, Masthanpatti Road, Andarkottaram MADURAI.-625020 GSTIN/UIN:33AAEFM6538R1ZP State Name : Tamil Nadu, Code : 33	Buyer's Order No.	Dated
	Despatch Document No.	Delivery Note Date
	Despatched through	Destination

Terms of Delivery

SI No.	Particulars	HSN/SAC	Quantit	Rate	Amount
1	<i>Consultancy Fees(33% of Rs.25960)</i>				<b>7,260.00</b>
					<b>7,260.00</b>
	<i>CGST 9%</i>				<b>653.40</b>
	<i>SGST 9%</i>				<b>653.40</b>
	<i>Invoice Amount</i>				<b>8,566.80</b>
	<i>Rounding Off</i>				<b>0.20</b>
	<i>Total Invoice Amount</i>				<b>8,567.00</b>

Amount Chargeable (in words)

E. & O.E

**Indian Rupees Eight Thosund Five hundred and sixty seven only**

Company's PAN : **AAATM4917G**

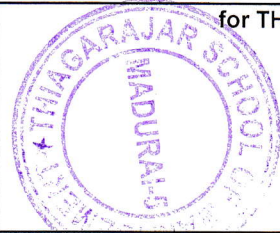
**Bank Details:**

Account Name: Thiagarajar School of Management


Bank Name :The Federal Bank Limited

Account Number: 20940200000175

IFSC: -FDRL0002094



for THIAGARAJAR SCHOOL OF MANAGEMENT



Authorised Signatory

This is a Computer Generated Invoice

## Year 2021 – 2022

<b>Name of the teacher-consultants</b>	<b>Name of consultancy project/corporate training program</b>	<b>Consulting/Sponsoring agency with contact details</b>	<b>Year</b>
Dr. Nachiketas, Dr.Selvalakshmi, Dr.Nataraj, Dr. Mathiazagan	Consultancy	Sri Krishna Nagai Maligai	2021- 22
Dr. Nachiketas, Dr. Selvalakshmi, Dr. Nataraj	Consultancy	PVC Karur Startup- Mr. Subramanian	2021- 22
Dr Rameshkumar Dr Manjula	Consultancy	Thillai Masala	2021- 22
Dr. Goutham Sutar	MDP on supply chain Management	TSM	2021- 22
Dr. Nataraj B	MDP – Business analytics and data visualisation	TSM	2021- 22
All Faculty	MDP	SPIC	2021- 22
All Faculty	CWP – I	Greenstar fertilizer	2021- 22
All Faculty	CDP –II	SPIC	2021- 22
All Faculty	YMP – V	SPIC	2021- 22
All Faculty	MDP – II	SPIC	2021- 22
All Faculty	CWP – II	Greenstar fertilizer	2021- 22
All Faculty	CDP – III	Greenstar fertilizer	2021- 22
All Faculty	MDP on Interpersonal growth through communication	Loyal Textiles	2021- 22
Dr. Ramesh Kumar J	FDP - Research Methodology, Data Analysis and Case Writing	TSM	2021- 22





## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in Buyer Sri Krishna Nagai Maligai (Madurai) Pvt Ltd No 81, South Avani Moola Street, Near Vengala Kadai Street Madurai-625001 GSTIN/UIN:33AAMCS0459A1ZO State Name : Tamil Nadu, Code : 33	Invoice No.	Dated
	<b>TSM/GST-00082/21-22</b>	<b>30-12-2021</b>
	Delivery Note	Mode/Terms of Payment
		<b>NEFT / RTGS / DD</b>
	Supplier's Ref.	Other Reference(s)
	Buyer's Order No.	Dated
	Despatch Document No.	Delivery Note Date
	Despatched through	Destination

**Terms of Delivery**

Sl No.	Particulars	HSN/SAC	Quantity	Rate	Amount
1	<i>Advance for execution of go to market consultancy services (40% of Rs.92000)</i>				<b>36,800.00</b>
					<b>36,800.00</b>
	CGST 9%				<b>3,312.00</b>
	SGST 9%				<b>3,312.00</b>
	Invoice Amount				<b>43,424.00</b>
	Rounding Off				-
	<b>Total Invoice Amount</b>				<b>43,424.00</b>

Amount Chargeable (in words)

E. & O.E

**Indian Rupees Forty three thousand four hundred twenty four only**

Company's PAN : **AAATM4917G**

**Bank Details:**


Account Name: Thiagarajar School of Management

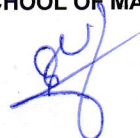
Bank Name : Central Bank Of india

Account Number: 3229795188

IFSC: -CBIN0280914

for **THIAGARAJAR SCHOOL OF MANAGEMENT**





Authorised Signatory

## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in	Invoice No.	Dated
	<b>TSM/GST-00031/21-22</b>	<b>16/8/2021</b>
	Delivery Note	Mode/Terms of Payment
	Supplier's Ref.	Other Reference(s)
Buyer Sri Krishna Nagai Maligai (Madurai) Pvt Ltd  No 81, South Avani Moola Street, Near Vengala Kadai Street Madurai-625001 GSTIN/UIN:33AAMCS0459A1ZO State Name : Tamil Nadu, Code : 33	Buyer's Order No.	Dated
	Despatch Document No.	Delivery Note Date
	Despatched through	Destination

Terms of Delivery

Sl No.	Particulars	HSN/SAC	Quantit	Rate	Amount
1	<i>Advance for execution of go to market consultancy services</i>				<b>18,400.00</b>
					<b>18,400.00</b>
	<i>CGST 9%</i>				<b>1,656.00</b>
	<i>SGST 9%</i>				<b>1,656.00</b>
	<i>Invoice Amount</i>				<b>21,712.00</b>
	<i>Rounding Off</i>				-
	<i>Total Invoice Amount</i>				<b>21,712.00</b>

E. & O.E

Amount Chargeable (in words)

**Indian Rupees Twenty one thousand Seven hundred twelve only**

Company's PAN : **AAATM4917G**

**Bank Details:**

Account Name: Thiagarajar School of Management

Bank Name : Central Bank Of india

Account Number: 3229795188

IFSC: -CBIN0280914

for THIAGARAJAR SCHOOL OF MANAGEMENT



This is a Computer Generated Invoice



## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in Buyer Sri Krishna Nagai Maligai (Madurai) Pvt Ltd No 81, South Avani Moola Street, Near Vengala Kadai Street Madurai-625001 GSTIN/UIN:33AAMCS0459A1ZO State Name : Tamil Nadu, Code : 33	Invoice No.	Dated
	<b>TSM/GST-00069/21-22</b>	<b>27-11-2021</b>
	Delivery Note	Mode/Terms of Payment <b>NEFT / RTGS / DD</b>
	Supplier's Ref.	Other Reference(s)
	Buyer's Order No.	Dated
	Despatch Document No.	Delivery Note Date
	Despatched through	Destination

### Terms of Delivery

SI No.	Particulars	HSN/SAC	Quantit	Rate	Amount
1	<i>Advance for execution of go to market consultancy services</i>				36,800.00
	<i>Travel</i>				11,185.00
	<i>Boarding and Lodging</i>				30,000.00
	<i>Gift</i>				4,800.00
	<i>Miscellaneous (RTPCR+ Photocopy)</i>				18,300.00
					1,01,085.00
	<i>CGST 9%</i>				9,097.65
	<i>SGST 9%</i>				9,097.65
	<i>Invoice Amount</i>				1,19,280.30
	<i>Rounding Off</i>				- 0.30
	<i>Total Invoice Amount</i>				1,19,280.00

Amount Chargeable (in words)

E. & O.E

**Indian Rupee One lakhs Nineteen thousand two hundred eighty only**

Company's PAN : **AAATM4917G**

**Bank Details:**

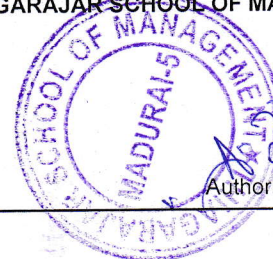
Account Name: Thiagarajar School of Management

Bank Name : Central Bank Of india

Account Number: 3229795188

IFSC: -CBIN0280914

for THIAGARAJAR SCHOOL OF MANAGEMENT



Authorised Signatory

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## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in Buyer R.SUBRAMANIAN No.31 Mahilampoo Street Guru Nagar, Tiruppalai Madurai 14, Tamilnadu.9150455930,jrsubbu@gmail.com GSTIN/UIN: State Name : Tamil Nadu, Code :	Invoice No.	Dated
	TSM/GST-00129/21-22	15-3-22
	Delivery Note	Mode/Terms of Payment
	Supplier's Ref.	Other Reference(s)
	Buyer's Order No.	Dated
	Despatch Document No.	Delivery Note Date
Despatched through	Destination	

Terms of Delivery

SI No.	Particulars	HSN/SAC	Quantity	Rate	Amount
1	<b>Consultanry proposal for undertaking Market Research -initial advance</b>				<b>5,985.00</b>
					<b>5,985.00</b>
	CGST 9%				-
	SGST 9%				-
	Invoice Amount				<b>5,985.00</b>
	Rounding Off				-
	<b>Total Invoice Amount</b>				<b>5,985.00</b>

Amount Chargeable (in words)

E. & O.E

**Indian Rupees Five thousand Nine Hundred and Eighty Five only**

Company's PAN : **AAATM4917G**

**Bank Details:**

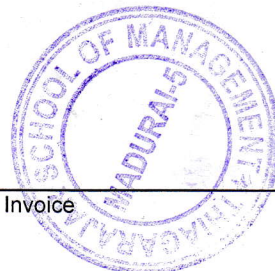
Account Name: Thiagarajar School of Management

Bank Name : Central Bank Of india

Account Number: 3229795188

IFSC: -CBIN0280914

for **THIAGARAJAR SCHOOL OF MANAGEMENT**



Authorised Signatory





# THIAGARAJAR SCHOOL OF MANAGEMENT

(An Autonomous College affiliated to Madurai Kamaraj University)  
Accredited by NAAC with 'A' Grade

Established in 1962  
Pamban Swamy Nagar,  
Thirupparankundram,  
Madurai - 625 005.  
Tamil Nadu, India.  
Tel : +91 452 248 4099  
Tel : +91 452 248 6900  
URL : [www.tsm.ac.in](http://www.tsm.ac.in)

## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is signed between Thiagarajar school of Management, Madurai and The Peninsular Export Company, Virudhunagar, Tamil Nadu.

### **Synopsis:**

Mr. Jaisinh, the Managing Partner of the brand Thillais Masalas of Peninsular Export company, wanted to understand the impact of the introduction of the E-tailers such as UDAAN and JIO MART on the distributors. The perception existed that the retailers and wholesalers would soon shift to the digital purchases and opt for deliveries at doorsteps. Hence the purchase intentions of the wholesalers and retailers and the opinions of the distributors and small and medium enterprises about the E tailers are to be studied through a survey. Thiagarajar school of Management was requested to do the same and hence proposal herewith is submitted.

### **The context or the need for the study:**

The local kirana stores tend to sell every product from pin to pen and salt to soap. According to the statistics there are 13 million kirana stores that account for 80 per cent of the country's \$900 billion retail market in India. Till the advent of the big B's such as Reliance JIO Mart or Udaan in the B2B market space, the distributors were having a good time and fortune in the Distribution channel management. But now their survival has become a question mark due to the Big B's. The Big B's are able to supply on time with partner oriented apps and they have facilitated Apps by which the orders that are placed through Partner app are delivered quicker than the traditional distributors. The kirana shop owners are mainly attracted to its discounts which sometimes go as deep as 20-25 per cent.

Post Pandemic there's a big transition evidenced in the channel operations. There's a shift of the consumer buying behaviour to the e-commerce platforms (B2C markets) and at present a huge shift in the B2B markets are also sensed in the Distribution Management. The present scenario clarifies that distributors are tending to lose business and they have a tussle with the FMCG companies big or small that they are losing their business because of the entry of the HUGE WHOLESALERS such as JIO MART or UDAAN Or the METRO Cash and carry. The small and medium enterprises hence are sandwiched between the situations and hence are trapped and





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facing lot of issues. The Big FMCG companies tie up with these Big Wholesalers because they get good volume business and the money rotation is altogether a different ball game. But the Small and medium enterprises ( SMEs or the regional players ) get struck because these SMEs tend to depend too much on the distributors to reach out to the retailers and thereby to the end users. When the distributors tend to loose business theres a fear or a challenge of the disintermediation of these channel stakeholders and hence the SMEs who are dependant on them too face issues.

If we pull over our lens on the economics of the income distribution and the theory of Equality taking a base principle of the economist Dr.Thomas Picketty we notice that the kind of the business scenarios that are evolving post covid seemed to be lop sided and questions the equality and the income distribution for the benefit of the society in large. We see the Paretos distribution being executed and slowly dominating in the channel Management. On one side Big Corporates such as JIO MART tend to dominate in the whole of the market trying to become richer and richer and on the other side there are many distributors whose income and sustainable business models covering larger part of the society becomes a question mark. Large income in the hands of few biggies is a threat to the development of the society and it leads to inequality of the distribution of income. Hence a large income for larger communities should be focused upon. Hence this study focusses on understanding the distribution scenario as such in the channel Management. This study tries to understand various perspectives of the retailers, the distributors and the SMEs which are the regional players in the market and try to suggest a model wherein the benefits are looked upon for all the stakeholders in the society in large.

### **The objectives of the study:**

1. To understand the retailers purchase intention from the distributors post pandemic.
2. To explore what factors that impact the purchase intention of the retailers from the distributors?
3. To understand the issues or the challenges faced by the distributors post pandemic.
4. To understand the issues and challenges of the SMEs in the channel Management Post Pandemic.
5. To explore solutions to the Latent Post pandemic disintermediation challenges.





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## Methodology:

The study requires a detailed survey with the retailers and an indepth interview with the distributors and the SMEs. The study can be piloted in Madurai initially. The study is proposed to cover four southern districts of Tamil Nadu such as Madurai, Virudhunagar, Dindigul and Theni.

## Sampling framework :

Sample Units	Sample size	Geographical Area of sampling
Retailers	300	Theni, Madurai, Dindigul and Virudhunagar
Distributors	28	Theni, Madurai, Dindigul and Virudhunagar
Wholesalers	28	Theni, Madurai, Dindigul and Virudhunagar
Small and Medium Enterprises	28	Theni, Madurai, Dindigul and Virudhunagar

## Sampling Design :

The study proposes to use proportionate stratified random sampling particularly to study the retailers as one of the respondents of the study. The retailers are divided into different strata based on their geographical locations. Hence the four different strata are the retailers from Madurai, Dindigul, Theni and Virudhunagar districts of Southern Tamil Nadu.

Name of the District	Size of the population	Sample size ( No.of retailers)	Distributors	Wholesalers	SMES
Theni	12,45,899	45	4	4	4
Dindigul	21,59,775	77	7	7	7
Madurai	30,38,252	108	10	10	10
Virudhunagar	19,42,288	70	7	7	7
Total	83,86,214	300	28	28	28

## Method of Data Collection:

There are four types of respondents proposed for this study namely Distributors, wholesalers Retailers, and Small and medium enterprises.







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The primary data would be collected through a structured questionnaire among the Retailers. The data would be collected through an in depth interview with the distributors, wholesalers and the small and medium enterprises. The total no.of students involved are 29 I year PGDM students of Thiagarajar School of Management under the guidance of Dr.Manjula Nagarajan, Thiagarajar School of Management and Dr.Pushparaj , Madurai Kamaraj University.

### Tools for Analysis:

Appropriate statistical tools would be used to analyse the data. Both quantitative and qualitative research tools are proposed to be used.

### Estimated time period for data collection and the Duration of the project :

The estimated duration for the data collection of the proposed study is two weeks with the help of 29 students from First year PGDM Programme of Thiagarajar School of Management, Madurai. The study is to be organised in the last week of February, 2022 and the report to be submitted on or before 10th March, 2022.

## BUDGET PROPOSED FOR THE STUDY

### BUDGET ESTIMATION

S.No	Type of expense	Description	Proposed Estimate (Rs)
1.	Man power expenses*	Retailers 300 Nos. @ 50 per sample respondent	15,000/-
		Wholesalers 28 Nos @ 300 per sample respondent	8,400/-
		Distributors 28 Nos@300 per sample respondent	8,400/-
		Small and Medium Enterprises 28 Nos@ 300 per sample respondent	8,400/-
2.	Stationeries and other contingency expenses Data Analysis and interpretation and report printing charges	Questionnaire typing, printing charges and other miscellaneous expenses Statistical tools application and effort estimation Preparation of Report Printing of the final report	4,800/-
Total Estimation			Rs.45,000/-
The Manpower expenses is estimated based on the costs incurred to collect the data			

Note: GST 18% Extra





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Tel : +91 452 248 6900  
URL : [www.tsm.ac.in](http://www.tsm.ac.in)

## Payment Details:

The full payment to be made via NEFT / RTGS on or before 10<sup>th</sup> March, 2022

## The Bank details are as follows:

Account Holder Name: Thiagarajar School of Mangement

Account Number : 3229795188

IFSC : CBIN0280914

Account Type : Current A/c

Brach & Address : Madurai Main Branch, Madurai

## Signature of the Parties concerned in agreement of the above content:

Dr.N.Manjula

Associate Professor,

For Thiagarajar School of Management

Madurai

Mr.A.P.J. Jaisinh Vaerkar

Managing Partner

For Peninsular Export Company

Virudhunagar

Date: 01.03.2022

Station: Madurai





Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	Safety and Supply chain Management
2	Date(s)/Time	Mar 18, 2021 - Mar 20, 2021
3	Venue	TSM
4	Main faculty coordinator (s)	Dr. B. Nataraj
5	No of participants	36
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Dr. Krantiraditya Dr. Balaji Dr. Goutam Sutar
6.2	Organisation	TSM
6.3	Position/Designation	Assistant Professor Associate Professor Associate Professor
6.4	Other details, if any	
7	Event highlights	
	<p>During the growing season, critical safety considerations come into play, including:</p> <ul style="list-style-type: none"> <li>• Providing proper sanitation and hand washing facilities in areas outside the field.</li> <li>• Providing areas outside fields for eating, breaks, smoking and storage of personal items.</li> <li>• Cleaning and sanitizing tractors and other implements that were used in manure application and incorporation prior to entering the field.</li> <li>• Ensure that water used for spray applications of pesticides and fertilizers is not contaminated.</li> <li>• Sick employees should not have direct contact with produce. Assign them other duties while they are sick or send them home. Employees who cut themselves should wear gloves and use bandages until the wound is healed.</li> </ul> <p>Both local and global supply chain managers face several challenges:</p> <ul style="list-style-type: none"> <li>• Strategic planning across the supplier, manufacturing, customer and product footprints.</li> <li>• Higher velocity and responsiveness to the market.</li> <li>• Better talent management of supply chain professionals who have a strong foundation with end-to-end supply chain thinking.</li> </ul>	

8 Photographs



9	Other comments, if any	
10	Name of the faculty filing this report	Dr. B. Nataraj
11	Faculty filing this report	Dr. B. Nataraj
12	Date of filing this report	22.03.2021

Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	Business Analytics and Data Visualization
2	Date(s)/Time	Apr 21, 2021 - Apr 22, 2021
3	Venue	TSM
4	Main faculty coordinator (s)	Ms. Renuka Subbaraj
5	No of participants	46
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Dr. V. Senthil Dr. B. Nataraj
6.2	Organisation	TSM
6.3	Position/Designation	Associate Professor Assistant Professor
6.4	Other details, if any	
7	Event highlights	
	<p>When to use: depicting processual stages with the narrowing percentage of value/objects</p> <p>If you want to dive into data visualization types, you can check a catalog that provides an explanation for each type of graph, chart, map, or table. In choosing the type of visualization, make sure you clearly understand the following points:</p> <ul style="list-style-type: none"> <li>• Specifics of your data set: domain of knowledge or department in your company</li> <li>• Audience: people you want to present the information to</li> <li>• Connection logic: comparison of objects, distribution, relationship, process description, etc.</li> <li>• Output: simply, the reason for showing this information to somebody</li> </ul>	

8

Photographs



9	Other comments, if any	
10	Name of the faculty filing this report	Ms. Renuka Subbaraj
11	Faculty filing this report	Ms. Renuka Subbaraj
12	Date of filing this report	24.04.2021

# SPIC MDP Program Summary

# Management Development Programs- SPIC

<b>S.No</b>	<b>Name</b>	<b>Number of Programs</b>	<b>Number of Days training Happened</b>	<b>Number of Internal Faculties</b>	<b>Number of External Faculties</b>
1	Management Development Programs (MDP)	1	10	9	7
2	Young Managers Program (YMP)	2	14	11	4
3	Career Development Programs (CDP)	3	4	8	1
4	Women Empowerment Programs (WEP)	2	1	4	-

# Process followed for the Training Program

- Employees are classified into Three levels
  - Executives at Decision Making Level – Management Development Program
  - Executives at Operational Level – Young Manager’s Program
  - Executives at Floor Level – Career Development Program

Training Requirement at each level are identified through Survey

Based on the Survey output, Sessions are planned and discussed with SPIC Executives

Session Plan is discussed with CA Venkiteswaran Sir and order of sessions are finalised

Faculty members are identified for each session

For specialized Session external faculty members are involved



# Progress of the Program

- Feedback forms are collected for each session
- Based on Feedback improvements were made for subsequent program
- Industry Experts are included as part of Free Wheeling Session
- Post Class Exercises were included
- Simulation Games were included as part of Sessions

Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	TSM SPIC Young Managers' Program
2	Date(s)/Time	07.08.2021 – 20.08.2021
3	Venue	SPIC Sagar Sadan, Tuticorin
4	Main faculty coordinator (s)	Arunkumar
5	No of participants	22
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Dr Rameshkumar Dr Mutharasi Dr Goutam Sutar Dr Manjula Dr Nachiketas Dr Senthil
6.2	Organisation	Thiagarajar School of Management
6.3	Position/Designation	Faculty Members
6.4	Other details, if any	Each Faculty member is chosen based on their expertise knowledge
7	Event highlights	
	<ul style="list-style-type: none"> <li>✓ Sessions were planned based on need analysis conducted across various functional areas.</li> <li>✓ Over a period of 2 weeks 56 sessions were completed.</li> <li>✓ Based on the expertise knowledge of faculties of Thiagarajar School of Managements sessions were allocated</li> <li>✓ For sessions requiring real life experience, executives of SPIC were allocated six sessions</li> <li>✓ To impart the knowledge about other industries, interactions with Industrial experts were arranged</li> <li>✓ Certificates issued to the participants on successful completion of the program</li> </ul>	


8

Photographs



9	Other comments, if any	Nil
10	Name of the faculty filing this report	Arunkumar
11	Faculty filing this report	Arunkumar
12	Date of filing this report	25.08.2021

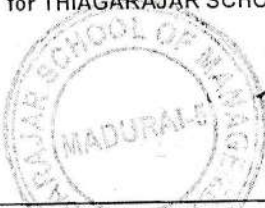

## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : contact@tsm.ac.in		Invoice No.	Dated		
		TSM/GST-inv - 107	21/01/2021		
		Delivery Note	Mode/Terms of Payment		
			<b>NEFT / RTGS / DD</b>		
Buyer <b>SOUTHERN PETROCHEMICAL INDUSTRIES</b> SPIC Nagar Thoothukudi - 628005		Supplier's Ref.	Other Reference(s)		
		Buyer's Order No.	Dated		
GSTIN/UIN: 3AAACS4668K1Z4 State Name : Tamil Nadu, Code : 33		Despatch Document No.	Delivery Note Date		
		Despatched through	Destination		
Terms of Delivery					
SI No.	Particulars	HSN/SAC	Quantit	Rate	Amount
1	MDP on Labour Codes for Managers and Executives				
	<i>Participation fee</i>		3	848	2,542.50
					2,542.50
	<i>CGST 9%</i>				228.83
	<i>SGST 9%</i>				228.83
	<i>Invoice Amount</i>				3,000.15
	<i>Rounding Off</i>				0.15
	<i>Total Invoice Amount</i>				3,000.00
Amount Chargeable (in words)					E. & O.E
Indian Rupees Three Thousand Only					
Company's PAN : AAATM4917G					
<b>Bank Details:</b>					
Account Name: Thiagarajar School of Management					
Bank Name : Federal Bank, Thubariman Branch					
Account Number: 20940100009995					
IFSC: FDRL0002094					
for THIAGARAJAR SCHOOL OF MANAGEMENT  Authorised Signatory					

This is a Computer Generated Invoice



## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : contact@tsm.ac.in		Invoice No.		Dated	
		TSM/GST-inv - 121		17/03/2021	
		Delivery Note		Mode/Terms of Payment	
				<b>NEFT / RTGS / DD</b>	
Buyer <b>SOUTHERN PETROCHEMICAL INDUSTRIES</b> SPIC Nagar Thoothukudi-628005  GSTIN/UIN: 33AAACS4668K1Z4 State Name : Tamil Nadu, Code : 33		Supplier's Ref.		Other Reference(s)	
		Buyer's Order No.		Dated	
		Despatch Document No.		Delivery Note Date	
		Despatched through		Destination	
Terms of Delivery					
SI	Particulars	HSN/SAC	Quantit	Rate	Amount
No.					
1	Participation fee				
	Management Development Programme on "Safety & Supply Chain Management"		4	1,017	4,068.00
					4,068.00
	CGST 9%				366.12
	SGST 9%				366.12
	Invoice Amount				4,800.24
	Rounding Off				- 0.24
	Total Invoice Amount				4,800.00
Amount Chargeable (in words)					E. & O.E
<b>Indian Rupees Four Thousand Eight Hundred Only</b> Company's PAN : AAATM4917G <b>Bank Details:</b> Account Name: Thiagarajar School of Management Bank Name : Central Bank of India Account Number: 3229795188 IFSC: CBIN0280914					
		for THIAGARAJAR SCHOOL OF MANAGEMENT   Authorised Signatory			

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## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI, - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in	Invoice No.	Dated
	TSM/GST-0001/21-22	08-04-2021
	Delivery Note	Mode/Terms of Payment
	Supplier's Ref.	NEFT / RTGS / DD
Buyer <b>SOUTHERN PETROCHEMICAL INDUSTRIES CORPORATION LIMITED</b> Spic Nagar, Muthiapuram Post Tuticorin - 628005  GSTIN/UIN: 3AAACS4668K1Z4 State Name : Tamil Nadu, Code : 33	Buyer's Order No.	Dated
	Despatch Document No.	Delivery Note Date
	Despatched through	Destination
	Terms of Delivery	

SI No.	Particulars	HSN/SAC	Quantit	Rate	Amount
1	MDP - Business Analytics and Data Visualisation				
	Participation fee		12	848	10,170.00
					10,170.00
	CGST 9%				915.30
	SGST 9%				915.30
	Invoice Amount				12,000.60
	Rounding Off				- 0.60
	Total Invoice Amount				12,000.00

E & O E

Amount Chargeable (in words)

Indian Rupees Twelve thousand only

Company's PAN : AAATM4917G

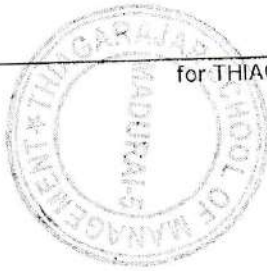
Bank Details:

Account Name: Thiagarajar School of Management

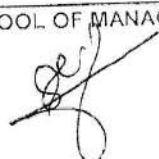
Bank Name : Central Bank of India

Account Number: 3229795188

IFSC: CBIN0280914



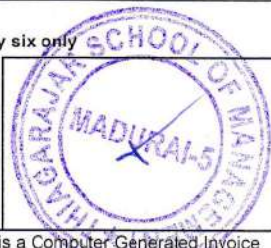
for THIAGARAJAR SCHOOL OF MANAGEMENT

  
 Authorised Signatory

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### INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in		Invoice No.	Dated		
		<b>TSM/GST-00048/21-22</b>	<b>30/09/2021</b>		
		Delivery Note	Mode/Terms of Payment		
		Supplier's Ref.	<b>NEFT / RTGS / DD</b>		
Buyer <b>SOUTHERN PETROCHEMICAL INDUSTRIES</b> O, Spic Nagar, Muthiapuram Post Tuticorin - 628005  GSTIN/UIN: 33AAACS4668K1Z4 State Name : Tamil Nadu, Code : 33		Buyer's Order No.	Dated		
		Despatch Document No.	Delivery Note Date		
		Despatched through	Destination		
Terms of Delivery					
Sl No.	Particulars	HSN/SAC	Quantity	Rate	Amount
1	<b>Management Development Program (MDP)</b>				
	<i>a) Charges for faculty support for TSM sessions</i>		25	20,000	5,00,000.00
	<i>b) Travel expenses (Flight tickets for Faculty members)</i>				27,103.00
	<i>c) Miscellaneous &amp; Stationery (Certificate, Photos and Reading Materials)</i>				24,800.00
					5,51,903.00
	<i>CGST 9%</i>				49,671.27
	<i>SGST 9%</i>				49,671.27
	<i>Invoice Amount</i>				6,51,245.54
	<i>Rounding Off</i>				0.46
	<i>Total Invoice Amount</i>				6,51,246.00
Amount Chargeable (in words) <span style="float: right;">E. &amp; O.E</span> <b>Indian Rupees Six lakhs fifty one thousand two hundred forty six only</b>					
Company's PAN : <b>AAATM4917G</b>		for THIAGARAJAR SCHOOL OF MANAGEMENT			
<b>Bank Details:</b> Account Name: Thiagarajar School of Management Bank Name : Central Bank of India, Madurai Main Branch Account Number: 3229795188 IFSC: CBIN0280914		 Authorised Signatory			



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### INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in	Invoice No. <b>TSM/GST-00047/21-22</b>	Dated <b>30/09/2021</b>
Buyer <b>Greenstar Fertilizers Ltd</b> Spic Nagar, Muthiapuram Post Tuticorin - 628005	Delivery Note	Mode/Terms of Payment <b>NEFT / RTGS / DD</b>
GSTIN/UIN: 33AADCG9451D1ZT State Name : Tamil Nadu, Code : 33	Supplier's Ref.	Other Reference(s)
Buyer	Buyer's Order No.	Dated
Greenstar Fertilizers Ltd Spic Nagar, Muthiapuram Post Tuticorin - 628005	Despatch Document No.	Delivery Note Date
GSTIN/UIN: 33AADCG9451D1ZT State Name : Tamil Nadu, Code : 33	Despatched through	Destination

Terms of Delivery

Sl No.	Particulars	HSN/SAC	Quantity	Rate	Amount
1	<b>Career Women Program (CWP I)</b>				
	a) Charges for faculty support for TSM sessions		5	15,000	75,000.00
	b) Travel expenses (Faculty members)				-
	c) Miscellaneous & Stationery (Certificate, Photos and Reading Materials)				1,100.00
					76,100.00
	CGST 9%				6,849.00
	SGST 9%				6,849.00
	Invoice Amount				89,798.00
	Rounding Off				-
	Total Invoice Amount				89,798.00

Amount Chargeable (in words)

E. & O.E

**Indian Rupees Eighty nine thousand seven hundred ninety eight only**

Company's PAN : **AAATM4917G**

for THIAGARAJAR SCHOOL OF MANAGEMENT

**Bank Details:**

Account Name: Thiagarajar School of Management  
 Bank Name : Central Bank of India, Madurai Main Branch  
 Account Number: 3229795188  
 IFSC: CBIN0280914



Authorized Signatory

## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in	Invoice No. <b>TSM/GST-00071/21-22</b>	Dated <b>30-11-2021</b>
Buyer <b>SOUTHERN PETROCHEMICAL INDUSTRIES</b> 0, Spic Nagar, Muthiapuram Post Tuticorin - 628005  GSTIN/UIN: 33AAACS4668K1Z4 State Name : Tamil Nadu, Code : 33	Delivery Note	Mode/Terms of Payment <b>NEFT / RTGS / DD</b>
	Supplier's Ref.	Other Reference(s)
	Buyer's Order No.	Dated
	Despatch Document No.	Delivery Note Date
Despatched through		Destination

Terms of Delivery

Sl No.	Particulars	HSN/SAC	Quantity	Rate	Amount
1	<b>Management Development Program (MDP II) Phase 2 (08-11-2021 TO 12-11-2021)</b>				
	<i>a) Charges for faculty support for TSM sessions</i>		25	20,000	5,00,000.00
	<i>b)Phase II-08.11.2021 -12.11.2021 Case Materials from Harvard Business Publishing</i>				5,000.00
	<i>c) Travel expenses (Flight tickets for Faculty members)</i>				6,005.00
	<i>d) Miscellaneous &amp; Stationery (Certificate, Photos and Reading Materials)</i>				5,915.00
					<b>5,16,920.00</b>
	<i>CGST 9%</i>				46,522.80
	<i>SGST 9%</i>				46,522.80
	<i>Invoice Amount</i>				6,09,965.60
	<i>Rounding Off</i>				0.40
	<i>Total Invoice Amount</i>				<b>6,09,966.00</b>

Amount Chargeable (in words)

E. & O.E

**Indian Rupees Six Lakhs Nine thousand nine hundred sixty six only)**

Company's PAN : **AAATM4917G**

for THIAGARAJAR SCHOOL OF MANAGEMENT

**Bank Details:**

Account Name: Thiagarajar School of Management  
 Bank Name : Central Bank of India, Madurai Main Branch  
 Account Number: 3229795188  
 IFSC: CBIN0280914

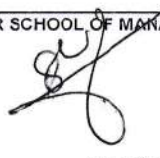


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<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State,Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in Buyer <b>SOUTHERN PETROCHEMICAL INDUSTRIES</b> O, Spic Nagar, Muthiapuram Post Tuticorin - 628005 GSTIN/UIN: 33AAACS4668K1Z4 State Name : Tamil Nadu, Code : 33		Invoice No.	Dated		
		TSM/GST-00070/21-22	30-11-2021		
		Delivery Note	Mode/Terms of Payment		
		Supplier's Ref.	NEFT / RTGS / DD		
		Other Reference(s)			
Buyer's Order No.	Dated				
Despatch Document No.	Delivery Note Date				
Despatched through	Destination				
Terms of Delivery					
SI No.	Particulars	HSN/SAC	Quantity	Rate	Amount
1	<b>Young Manager's Program (YMP V) (18-10-2021 TO 29-10-2021)</b>				
	a) Charges for faculty support for TSM sessions		50	15,000	7,50,000.00
	b) Travel expenses (Flight tickets for Faculty members)				24,403.00
	c) Miscellaneous & Stationery (Certificate, Photos and Reading Materials)				5,060.00
					7,79,463.00
	CGST 9%				70,151.67
	SGST 9%				70,151.67
	Invoice Amount				9,19,766.34
	Rounding Off				- 0.34
	Total Invoice Amount				9,19,766.00
Amount Chargeable (in words)					E. & O.E
Indian Rupees Nine Lakh Nineteen Thousand seven hundred sixty six only					
Company's PAN : AAATM4917G		for THIAGARAJAR SCHOOL OF MANAGEMENT			
<b>Bank Details:</b> Account Name: Thiagarajar School of Management Bank Name : Central Bank of India, Madurai Main Branch Account Number: 3229795188 IFSC: CBIN0280914		 Authorised Signatory			

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**INVOICE**

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in		Invoice No.	30-11-2021		
		Delivery Note	Mode/Terms of Payment <b>NEFT / RTGS / DD</b>		
		Supplier's Ref.	Other Reference(s)		
		Buyer's Order No.	Dated		
Buyer <b>Greenstar Fertilizers Ltd</b> Spic Nagar, Muthiapuram Post Tuticorin - 628005		Despatch Document No.	Delivery Note Date		
		Despatched through	Destination		
GSTIN/UIN: 33AADCG9451D1ZT State Name : Tamil Nadu, Code : 33		Terms of Delivery			
Sl No.	Particulars	HSN/SAC	Quantity	Rate	Amount
1	<b>Career Development Program (CDP XIII) 16-11-2021 to 19-11-2021</b>				
	a) Charges for faculty support for TSM sessions		19	15,000	2,85,000.00
	b) Travel expenses (Faculty members)				3,850.00
	c) Miscellaneous & Stationery (Certificate, Photos and Reading Materials)				1,860.00
					2,90,710.00
	CGST 9%				26,163.90
	SGST 9%				26,163.90
	Invoice Amount				3,43,037.80
	Rounding Off				0.20
	Total Invoice Amount				3,43,038.00
Amount Chargeable (in words) <span style="float:right">E. &amp; O.E</span>					
<b>Indian Rupees Three Lakhs Forty Three Thousand and Thirty Eight only</b>					
Company's PAN : AAATM4917G		for THIAGARAJAR SCHOOL OF MANAGEMENT			
Bank Details: Account Name: Thiagarajar School of Management Bank Name : Central Bank of India, Madurai Main Branch Account Number: 3229795188 IFSC: CBIN0280914		 Authorised Signatory			

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**INVOICE**

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in	Invoice No. <b>TSM/GST-00072/21-22</b>	Dated <b>30-11-2021</b>
	Delivery Note	Mode/Terms of Payment <b>NEFT / RTGS / DD</b>
Buyer <b>Greenstar Fertilizers Ltd</b> Spic Nagar, Muthiapuram Post Tuticorin - 628005  GSTIN/UIN: 33AADCG9451D1ZT State Name : Tamil Nadu, Code : 33	Supplier's Ref.	Other Reference(s)
	Buyer's Order No.	Dated
	Despatch Document No.	Delivery Note Date
	Despatched through	Destination

Terms of Delivery

SI No.	Particulars	HSN/SAC	Quantity	Rate	Amount
1	<b>Career Women Program (CWP II) 02-11-2021</b>				
	a) Charges for faculty support for TSM sessions		5	15,000	75,000.00
	b) Travel expenses (Faculty members)				-
	c) Miscellaneous & Stationery (Certificate, Photos and Reading Materials)				1,100.00
					76,100.00
	CGST 9%				6,849.00
	SGST 9%				6,849.00
	Invoice Amount				89,798.00
	Rounding Off				-
	Total Invoice Amount				89,798.00

Amount Chargeable (in words)

E. & O.E

**Indian Rupees Eighty nine thousand seven hundred ninety eight only**

Company's PAN : **AAATM4917G**

for THIAGARAJAR SCHOOL OF MANAGEMENT

**Bank Details:**

Account Name: Thiagarajar School of Management  
 Bank Name : Central Bank of India, Madurai Main Branch  
 Account Number: 3229795188  
 IFSC: CBIN0280914

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Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	Interpersonal Growth through Communication
2	Date(s)/Time	Feb 18, 2022 - Feb 19, 2022
3	Venue	TSM
4	Main faculty coordinator (s)	Dr. Nataraj
5	No of participants	23
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Dr. M. Selvalakshmi Dr. Mutharasi Dr. Balaji
6.2	Organisation	TSM
6.3	Position/Designation	Professor
6.4	Other details, if any	
7	Event highlights	
	<p>Interpersonal communication is the process of exchange of information, ideas and feelings between two or more people through verbal or non-verbal methods.</p> <p>It often includes face-to-face exchange of information, in a form of voice, facial expressions, body language and gestures. The level of one's interpersonal communication skills is measured through the effectiveness of transferring messages to others.</p> <p>The research above outlines <b>10 key soft skills</b> identified as crucial by business executives. These include:</p> <ol style="list-style-type: none"> <li>1. <b>Communication</b> – oral, speaking capability, written, presenting, listening</li> <li>2. <b>Courtesy</b> – manners, etiquette, business etiquette, gracious, says please and thank you, respectful</li> <li>3. <b>Flexibility</b> – adaptability, willing to change, lifelong learner, accepts new things, adjusts, teachable</li> <li>4. <b>Integrity</b> – honest, ethical, high morals, has personal values</li> <li>5. <b>Interpersonal skills</b> – nice, personable, sense of humour, friendly, empathetic, positive</li> <li>6. <b>Attitude</b> – optimistic, enthusiastic, encouraging, happy, confident</li> <li>7. <b>Professionalism</b> – businesslike, poised</li> <li>8. <b>Responsibility</b> – accountable, reliable, gets the job done, resourceful, self-disciplined, common sense</li> <li>9. <b>Teamwork</b> – gets along with others, agreeable, supportive, helpful, collaborative</li> <li>10. <b>Work Ethic</b> – hard working, loyal, initiative, self-motivated, on time</li> </ol>	

8	Photographs	
9	Other comments, if any	
10	Name of the faculty filing this report	Dr. Nataraj
11	Faculty filing this report	Dr. Nataraj
12	Date of filing this report	20.02.2022



**THIAGARAJAR**  
**SCHOOL OF MANAGEMENT**  
(Autonomous)  
Madurai, Tamil Nadu  
Accredited by NAAC with 'A' Grade

## **WORKSHOP REPORT**

### **Faculty Development Programme 5 Days workshop on Research Methodology, Data Analysis and Case Writing.**

#### **THEME:**

Management education is going under a considerable change, and research has become an integral part of teaching. An ideal professor needs to continuously upgrade himself by engaging in research. Hence, this workshop aims to build research competency of management researchers and faculty in conducting high quality research and publishing in high quality journals. The participants will be supported in developing research ideas by conceptualizing theory and conducting literature reviews. This will be followed by developing research methods broadly focusing on qualitative and quantitative research, analyzing, and writing results and discussions. The substance of the workshop is focusing on updating the research skills of management researchers by providing insights to the philosophy of research, proper usage of methodology and data analysis tools.

#### **OBJECTIVES:**

This FDP training programme is aimed at grooming the teaching and research skills of management teachers. To achieve this, the workshop focuses on improving the research writing skills and data analysis skills of the participants. The workshop is designed for those who working in management schools, universities, and colleges.



### **EXPECTED OUTCOME:**

At the end of the workshop participants acquire knowledge on

- To Develop capacity to write thesis/research paper
- To Identify research idea/ Topic
- Hands on Training to develop a paper
- To familiarize the participants with the potential of using the multivariate analysis method PLS – SEM in Research
- To Give hands on training on how to write a case study for faculty and research scholar

### **3. RESOURCE PERSONS**

#### **Dr. Murali Sambasivan Professor, Director**



Prof. Dr. Murali Sambasivan is an erudite scholar, skilled professional, and expert educator he is a CPIM (Certified in Production and Inventory Management), from APICS, USA. This immensely talented academician has a rich experience as an educator. For more than two decades, he taught PhD, post-grad, and graduate students in Malaysian universities, his subjects being Quantitative Techniques, statistics, and Operations Management. An unassuming gentleman, Dr. Sambasivan has published several texts that are used by students as guides to learn their subjects like statistics and decision analysis; this is in addition to the innumerable research papers he has published as he conducted research in wide ranging subjects.

#### **Dr. Manjula Nagarajan Associate Professor, Chairperson Admissions**



Dr. Manjula has been an educator for over two decades. This vibrant and energetic personality is also a soft skills trainer, regularly conducting classes at TSM for the Department of Posts and the Headmasters of Rashtriya Madhyamik Shiksha Abhiyan. Her special focus being Product and Brand Management, consumer behaviour and Rural Marketing, She was appointed the Dean of the MBA Program during 2013-2016. Since 2016 is the Chairperson of Admissions. She is a regular speaker in various

industrial forums like CII, Chamber of Commerce, Young Entrepreneur School, and MADITSSIA. She has attended numerous conferences and workshops all over South India, having presented her papers in them.

**Dr. Wajahat Azmi Assistant Professor**



Dr. Wajahat has several years of consulting, research and teaching experience. Previously, he has served as a Senior Consultant with the Deloitte Middle East. Prior to joining Deloitte, he was attached as a Research Fellow with INCEIF (institution established by Central Bank of Malaysia). His main area of research is banking and finance, Islamic finance, sustainable finance etc. His work has appeared in several reputed journals such as Journal of International Financial Markets, Institutions & Money, Economic Modelling, Accounting and Finance, International Review of Economics & Finance, Global Finance Journal, Pacific-Basin Finance Journal etc.



**Dr. Ramesh Kumar J Assistant Professor**

Ramesh Kumar is a passionate teacher with more than nine years of academic experience and five years of industry experience. Basically, a mechanical engineer, he got his doctorate from Madurai Kamaraj of University in Brand Management after completing MBA from the same university. His research interests include consumer behavior, subsistence marketplaces, and brand management. A prolific researcher, he has published research articles in Scopus indexed, and ABDC ranked journals, including journals like Corporate Social Responsibility and Environmental Management and Young Consumers. He has received the most downloaded paper award and the most cited paper award from Wiley Publishers. He has been a resource person for various seminars and workshops.

### **Dr. Nataraj B Assistant Professor, Chairperson MDP**



A PhD from Bharatiar University, Dr. Nataraj has more than a decade of teaching and industry experience. This multi-talented academician is not only a reputed professional in business analytics, data science and management research, and is well versed with numerous computer languages and software. He joined TSM after brief stint as an educator in Great Lakes Institute of Management, Chennai. His favorite areas of research are Relationship Quality, Customer Relationship Management, Predictive Analytics and Sustainability. Dynamic

and prolific, Dr. Nataraj has published 23 articles in reputed journals. And has been invited to speak in numerous conferences all over the country. At TSM, he teaches Business Analytics, Internet of Things and Machine Learning, Deep Learning and Artificial Intelligence, and Customer Relationship Management.

### **Dr. Sivapragasam P Assistant Professor**



Dr. P. Sivapragasam is a multi-faceted, versatile, and experienced educator who has specialized in human resource management and industrial social work. He has received education at some of the most prestigious institutions in South India, and he obtained his doctorate from the Department of Management Studies, Pondicherry University. Armed with an MSW from the prestigious Madras School of Social Work as

the best outgoing student. Dr. Sivapragasam has an impressive list of publications in refereed journals, and has also co-authored books with other experts. He has been extremely active in both organizing and participating in conferences and workshops at the national level, presenting papers in over a dozen events. He won several best paper award in international conference.

#### **4. AGENDA**

**Program Dates: 7th to 11th March, 2022**

**Programme Mode: Phigital**

**Physical Mode Venue: MDP Hall**

**Registration – 9.00 am – 9.30 am**

**Inauguration – 9.30 am – 10.00 am (Dr. Murali Sambasivan – Director, TSM)**

**Day I - 07.03.2022**

#### **Research Methodology**

S.No	Programme Schedule	Time	Resource person	Topic
1	Session I	09.30 – 10:45 am	Dr. Wajahat	Overview of publishing in good journals. The Why? Do's? and Don'ts?
2	Session II	11.00am – 12.30 pm	Dr. Wajahat	Sharing of current research projects
3	Session III	2.00pm – 3.15 pm	Dr. Wajahat	Finding the unique proposition in research papers
4	Session IV	3.15pm – 4.15 pm	Dr. Wajahat	Writing an Introduction – How to Write it? What to focus on?
5	Session V	4.30pm – 5.30pm	Dr. Wajahat	Writing an Introduction – How to Write it? What to focus on?

**Day II - 08.03.2022**

**Research Methodology**

S.No	Programme Schedule	Time	Resource person	Topic
1	Session I	09.30 – 10:45 am	Dr. Wajahat	Drafting an introduction
2	Session II	11.00am – 12.30 pm	Dr. Wajahat	Writing Data and Methodology
3	Session III	2.00pm – 3.15 pm	Dr. Wajahat	Writing Analysis and Findings and Conclusion Section
4	Session IV	3.15pm – 4.15 pm	Dr. Wajahat	Finding the Right Journal to submit
5	Session V	4.30pm – 5.30pm	Dr. Wajahat	Managing reviews/comments

**Day III - 09.03.2022**

**Data Analysis**

S.No	Programme Schedule	Time	Resource person	Topic
1	Session I	09.30 – 10:45 am	Dr. Ramesh Kumar	Know your measurement tool – reliability & validity measures
2	Session II	11.00am – 12.30 pm	Dr. Ramesh Kumar	Introduction to PLS SEM – CB SEM Vs. PLS SEM
3	Session III	2.00pm – 3.15 pm	Dr. Ramesh Kumar	Reflective and formative measurement models – Estimating path and Structural models
4	Session IV	3.15pm – 4.15 pm	Dr. Ramesh Kumar	Practice Session
5	Session V	4.30pm – 5.30pm	Dr. Ramesh Kumar	Practice Session

**Day IV - 10.03.2022**

**Data Analysis**

S.No	Programme Schedule	Time	Resource person	Topic
1	Session I	09.30 – 10:45 am	Dr. Nataraj	Higher Order Models in Smart PLS
2	Session II	11.00am – 12.30 pm	Dr. Nataraj	Mediation Analysis
3	Session III	2.00pm – 3.15 pm	Dr. Nataraj	Moderation Analysis
4	Session IV	3.15pm – 4.15 pm	Dr. Nataraj	Multigroup Analysis
5	Session V	4.30pm – 5.30pm	Dr. Nataraj	Practice Session

**Day V - 11.03.2022**

**Case Writing**

S.No	Programme Schedule	Time	Resource person	Topic
1	Session I	09.30 am – 10:45 am	Dr.Manjula	Case Study Method-Importance in Management education
2	Session II	11.00am – 12.30 pm	Dr.Manjula	Case seed and Case Dilemma
3	Session III	2.00pm -3.15 pm	Dr.Manjula	Drafting a case
4	Session IV	3.15 pm -4.15 pm	Dr.Manjula	Introduction to teaching note
5	Session V	4.30 pm – 5.30 pm	Dr.Manjula	Constructing teaching note

### **5.PARTICIPANTS LIST**

<b>S.No</b>	<b>Name</b>	<b>Designation</b>	<b>Institution Name</b>
1	Maragathamuthu (Online) Maragathamuthu		Schneider Electric India Private Ltd
2	Gouthamraj M P		TSM
3	Sivavignesh P		TSM
4	B.Gayathiri		Kalasalingam Academy
5	S.Rengalakshmi A		Kalasalingam Academy
6	Harini S		Kalasalingam Academy
7	V. Rajalakshmi		Xavier Institute Of Business Administration
8	Sutha B		Kalasalingam Academy
9	Thavaprakash A		TSM
10	Vinothini V		Kumaraguru College Of Technology
11	BalaVishwaa Harini. I		TSM
12	Perumalsamy L		TSM
13	Shyamala.K		Xavier Institute Of Business Administration, St Xavier's College
14	Ms. V. Priyadarshini		Holy Cross College
15	Dr. M. Mahalakshmi		Holy Cross College
16	Dr. V. Josephine Lourdes De Rose		Holy Cross College
17	J Jenifer Mary		Holy Cross College
18	Dr.M.Janani		Holy Cross College
19	Dr.S.Subathra		Holy Cross College
20	Neeraj Chachlani		Fedex Express Pvt Ltd
21	M.Gayathri		Holy Cross College
22	Mary Elizabeth Shyamala		Holy Cross College
23	V.Karthick		Alagappa Institute Of Management
24	A.BerlinVinolia		Holy Cross College
25	M.Prabakaran		Xiba
26	PugazhNaavarasi A		Xiba
27	Dr.M.Prabha		Holy Cross College
28	A Indira Gandhi		Holy Cross College
29	Bijoy J T		Madurai Kamaraj University
30	Nester Daffodil I K		Holy Cross College
31	Teena Banumathi		Madurai Kamaraj University
32	Saraswathy R		Master Gi
33	BeesettiSreeJyothsna		Gates Institute Of Management & Sciences
34	V. Arvindh		Valluvar College Of Science.
35	Dr.G.Radhika		Valluvar College Of Science.
36	Dr. Vignesh		TSM
37	Prof. Sivasakthi		TSM

## 6. REVENUE GENERATED

<b>FDP work shop payment details</b>				
S.No	Course	Total Candidates Reg	Amount Paid	Total
1	RM CW DA	24 - Paid only 22 Candidates Exempted Mr. Sivavignesh PET - TSM 2 - TSM Faculties	Rs- 2000 Paid - 15 Members Rs- 1000 Paid - 4 Members Rs - 3500 Paid - 3 Members	<b>44,500</b>
2	DA	6 Candidates	Rs - 2000 Paid	<b>12,000</b>
3	CW	5 Candidates	Rs - 1000 Paid	<b>5000</b>
4	DA,CW	1 Candidate	Rs- 2500 Paid	<b>2500</b>
<b>Total Amount Paid = Rs 64,000/-</b>				

## 7. BRIEF SUMMARY OF REPORT

AFDP 5 days workshop on Research Methodology, Data Analysis & Case writing" from 7<sup>th</sup> March to 11<sup>th</sup> March 2022 has been conducted in phygital mode. Inaugural function started at MDP hall on 7<sup>th</sup> march 9.30 AM. Followed by prayer song, Dr.Selvalakshmi, Principal, TSM gave the welcome address at 9.35. Followed by welcome address, Inaugural address given by Dr.MuraliSamsivam at 9.40. Followed by that, Session started at 10 AM. These Five days' workshop covered, Research methodology, Data analysis using PLS-SEM and finally Case writing. Finally, Participants gave their feedback about the session.

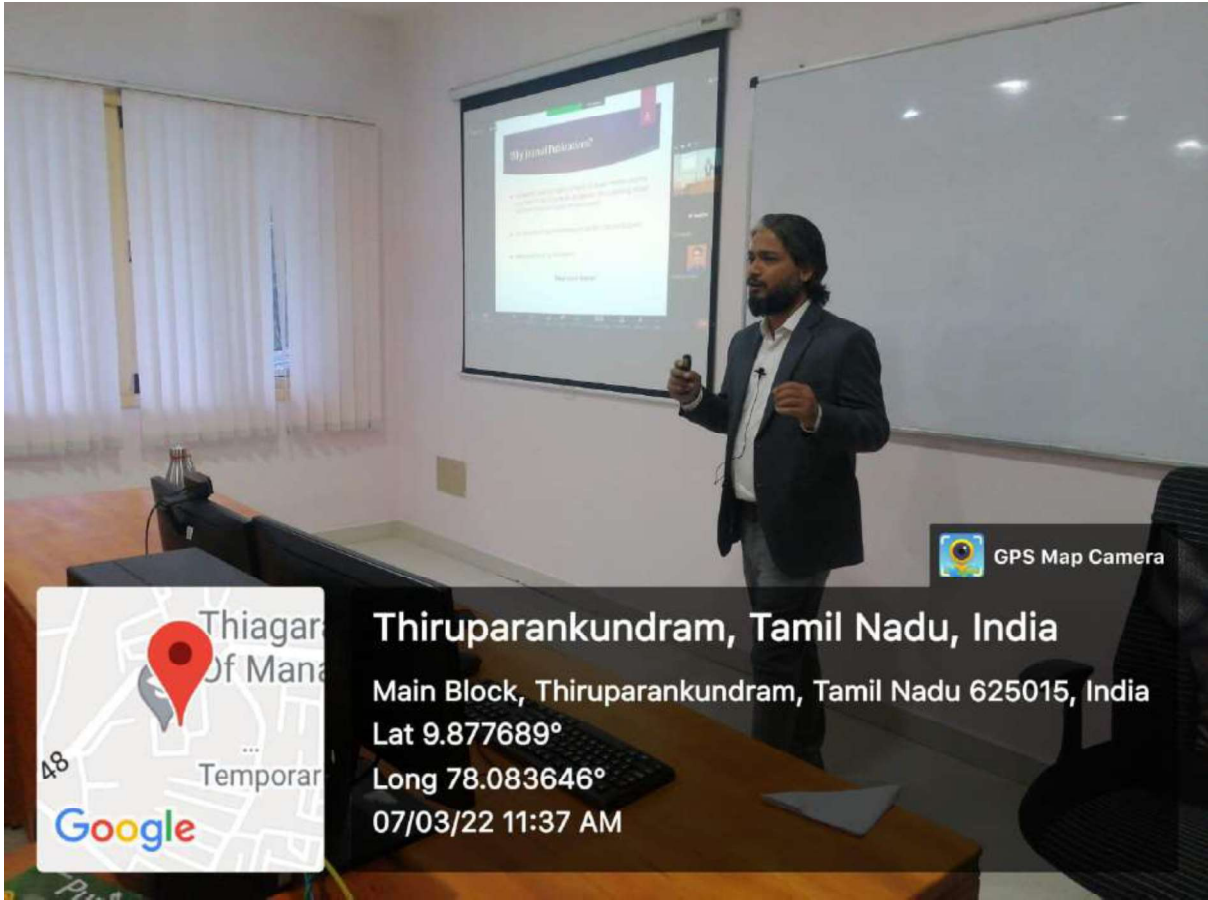


## **8. PARTICIPANTS FEEDBACK**

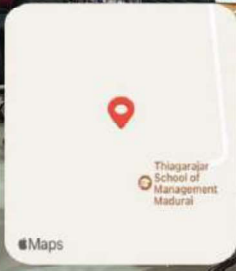
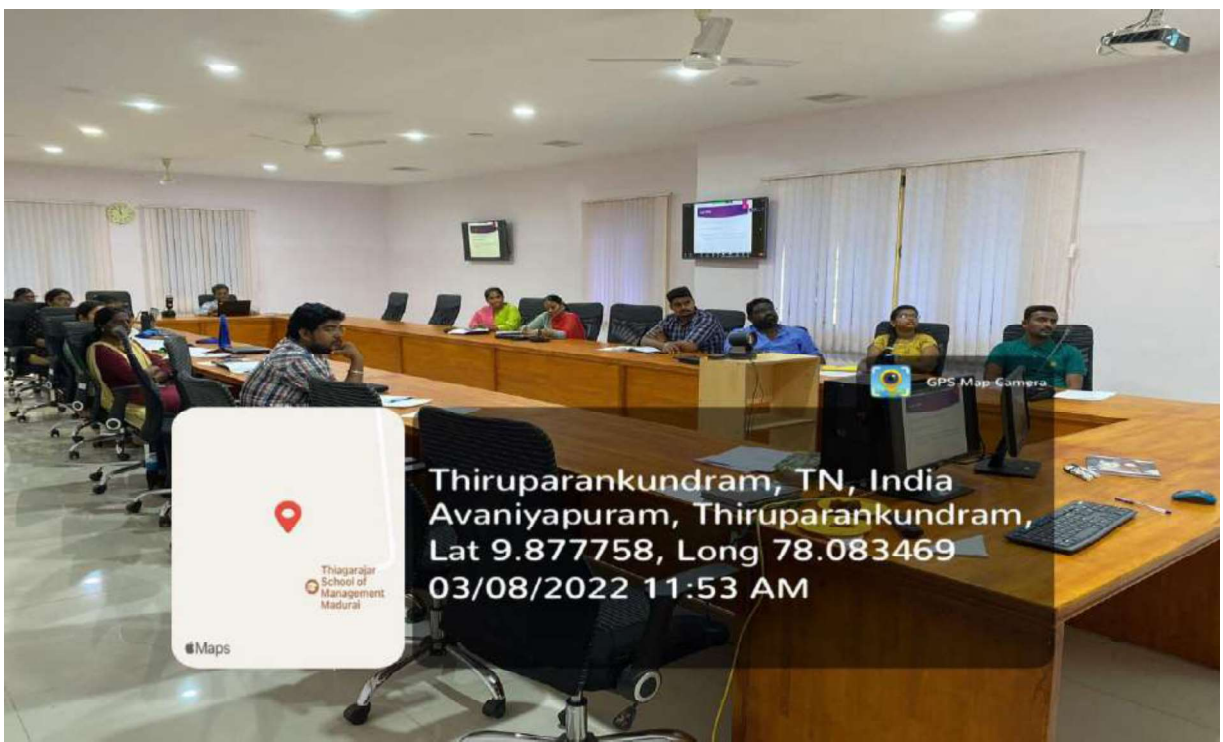
<b>Participants positive feedbacks about the workshop</b>	
1	The participants were found useful in Learning how to write literature review, importance of writing introduction, how to find high impact journal,
2	Reading is the only way to publish in high quality journal. No shortcuts
3	Learning data analysis using PLS was very useful.
4	Learned things like moderation, mediation, validity and reliability were interesting and useful
5	Data analysis part was very useful
6	All the concepts discussed was very useful. Thanks to programme organizer.
7	Practicing PLS was very useful.
8	Very informative session
9	Case writing session was useful
10	Workshop can be extended one or two days more
11	Missed the live interaction those who attended online

## **9.EVENT PHOTOS**

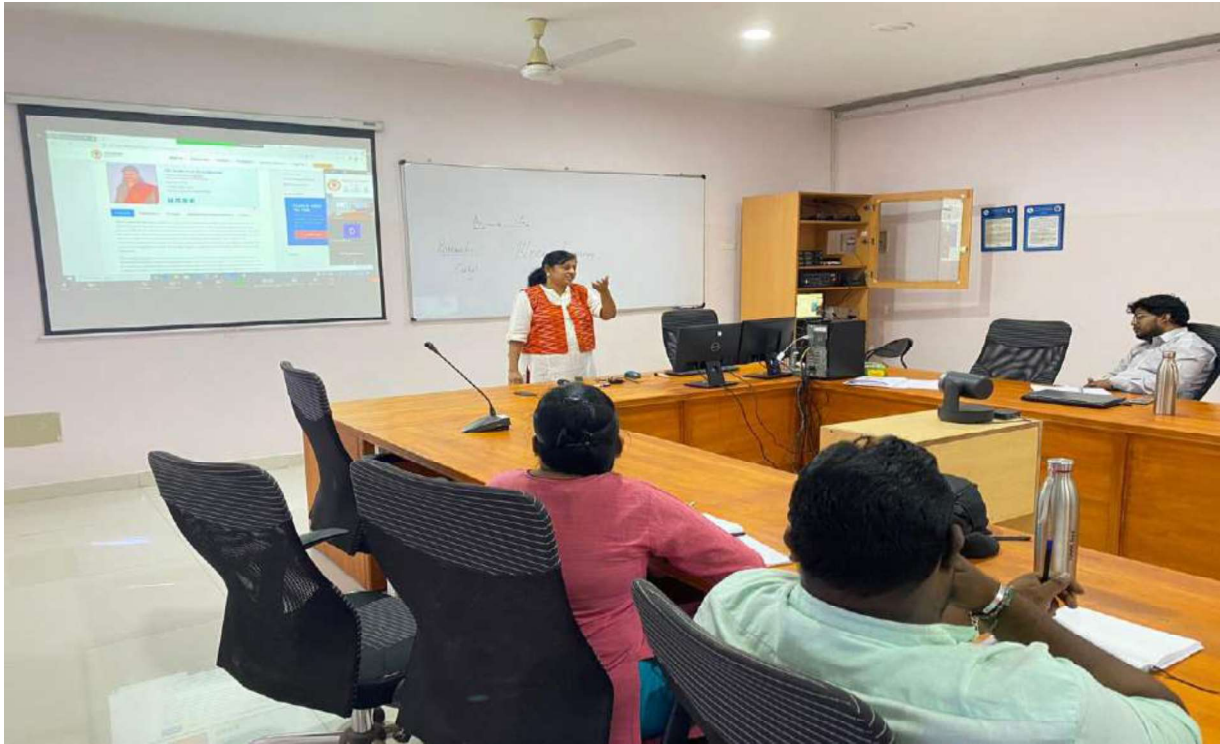




**Thiagarajar School of Management**  
**Thiruparankundram, Tamil Nadu, India**  
Main Block, Thiruparankundram, Tamil Nadu 625015, India  
Lat 9.877689°  
Long 78.083646°  
07/03/22 11:37 AM



**Thiagarajar School of Management**  
**Thiruparankundram, TN, India**  
Avaniyapuram, Thiruparankundram,  
Lat 9.877758, Long 78.083469  
03/08/2022 11:53 AM



### CERTIFICATE COPY



# RECEIPT COPY



Thiagarajar School of Management  
Pamban Swamy Raja Thepparamkudam  
Madurai - 625005

RECEIPT

BILL TO A Indira Gandhi  
Transaction ID 205609473246

Particulars	No of staff	UNIT PRICE	Amount
FDP Workshop Payment Details March 7th - 11th, 2022 (5 Days Workshop)			3500.00
		Total	3500.00


Words Three Thousand five hundred only



Authorized Signatory



## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in		Invoice No.	Dated		
		<b>TSM/GST-00103/21-22</b>	<b>28-02-2022</b>		
		Delivery Note	Mode/Terms of Payment		
			<b>NEFT / RTGS / DD</b>		
Buyer Loyal Textile Mills Ltd.,  21/4 Mills Street Kovilpatti Tutucorin Dt-628501, Tamilnadu GSTIN/UIN:33AAACL2632C1Z8 State Name : Tamil Nadu, Code : 33		Supplier's Ref.	Other Reference(s)		
		Buyer's Order No.	Dated		
		Despatch Document No.	Delivery Note Date		
		Despatched through	Destination		
Terms of Delivery					
SI No.	Particulars	HSN/SAC	Quantit	Rate	Amount
1	<i>Interpersonal Growth through Communication (20 Season * 8000)</i>				1,60,000.00
					1,60,000.00
	CGST 9%				14,400.00
	SGST 9%				14,400.00
	Invoice Amount				1,88,800.00
	Rounding Off				-
	Total Invoice Amount				1,88,800.00
Amount Chargeable (in words)					E. & O.E
Indian Rupees One Lakh Eighty Eight Thousand and Eight hundred only					
Company's PAN : AAATM4917G		for THIAGARAJAR SCHOOL OF MANAGEMENT			
<b>Bank Details:</b> Account Name: Thiagarajar School of Management Bank Name : Central Bank Of india Account Number: 3229795188 IFSC: -CBIN0280914		 [Signature] 28/2/22 Authorised Signatory			

This is a Computer Generated Invoice

## INVOICE

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : contact@tsm.ac.in	Invoice No.	Dated
	<b>TSM/GST-inv -00049 / 21-22</b>	<b>25/10/2021</b>
	Delivery Note	Mode/Terms of Payment
	Supplier's Ref.	<b>NEFT / RTGS / DD</b>
Buyer's Order No.	Dated	Other Reference(s)
Buyer <b>SOUTHERN PETROCHEMICAL INDUSTRIES CORPORATION LIMITED</b> Spic Nagar, Muthiapuram Post Tuticorin - 628005  GSTIN/UIN: 33AAACS4668K1Z4 State Name : Tamil Nadu, Code : 33	Despatch Document No.	Delivery Note Date
	Despatched through	Destination

Terms of Delivery

Sl No.	Particulars	HSN / SAC	Qty	Rate	Amount
1	<b>Career Development Program ( CDP XII) 4th Oct 21 - 8th Oct 21</b>				
	a) Charges for faculty support for TSM sessions		19	15,000	2,85,000.00
	b) Travelling Expenses - Fuel Expenses				3,850.00
	c) Certificate, Photos & Reading Materials				1,260.00
					2,90,110.00
	CGST 9%				26,109.90
	SGST 9%				26,109.90
	Invoice Amount				3,42,329.80
	Rounding Off				0.20
	Total Invoice Amount				3,42,330.00

Amount Chargeable (in words)

E. & O.E

**Indian Rupees Seventeen Thousand Seven Hundred Only**

Company's PAN : **AAATM4917G**

**Bank Details:**

Account Name: Thiagarajar School of Management

Bank Name : Central Bank of India, Madurai Main Branch

Account Number: 3229795188

IFSC: CBIN0280914



**For Thiagarajar School of Management**

*(Signature)*  
**Manager (Accts. & Admin)**

This is a Computer Generated Invoice



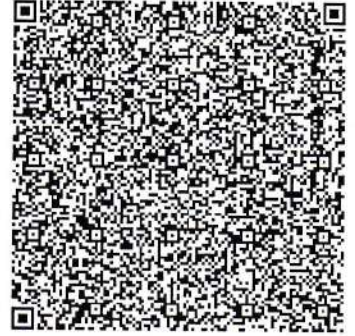
**INVOICE**

<b>THIAGARAJAR SCHOOL OF MANAGEMENT</b> PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in		Invoice No. <b>TSM/22-23/0009</b>	Dated <b>19-5-2022</b>		
		Delivery Note	Mode/Terms of Payment <b>NEFT / RTGS / DD</b>		
		Supplier's Ref.	Other Reference(s)		
Buyer <b>Hi-Tech Arai (P) Ltd</b> No.33 Sarojini Street Chinna chokkikulam Madurai-625002  GSTIN/UIN: 33AAACH3917N1ZJ State Name : Tamil Nadu, Code : 33		Buyer's Order No.	Dated		
		Despatch Document No.	Delivery Note Date		
		Despatched through	Destination		
Terms of Delivery					
Sl No.	Particulars	HSN/SAC	Quantity	Rate	Amount
	a) Travel expenses (Faculty members)				2,000.00
					-
					2,000.00
		CGST 9%			-
		SGST 9%			-
		Invoice Amount			2,000.00
		Rounding Off			-
		Total Invoice Amount			2,000.00
Amount Chargeable (in words)					E. & O.E
Indian Rupees Two Thousand only					
Company's PAN : <b>AAATM4917G</b>		for THIAGARAJAR SCHOOL OF MANAGEMENT			
<b>Bank Details:</b> Account Name: Thiagarajar School of Management Bank Name : Central Bank of India, Madurai Main Branch Account Number: 3229795188 IFSC: CBIN0280914					 Authorised Signatory

This is a Computer Generated Invoice

33AAATM4917G2ZR

MANICKAVASAGAM CHARITABLE FOUNDATION



1.e-Invoice Details

IRN : 9382694bacf37a4f3b5a9b0199eb0ec32 Ack No. : 152212148842398  
dc95e3b4a7a28cd4d7da5349adccdbc

Ack Date : 19-05-2022 09:56:00

2.Transaction Details

Category : B2B Document No. : 2223001 IGST applicable despite Supplier and Recipient located in same State : No  
Document Type : Tax Invoice Document Date : 18-06-2021

3.Party Details

Supplier :  
GSTIN : 33AAATM4917G2ZR  
MANICKAVASAGAM CHARITABLE FOUNDATION  
Pamban Swamy nagar Tiruparankundram  
Madurai 625005 TAMIL NADU  
9585957756 accounts@tsm.ac.in

Recipient :  
GSTIN : 33AAACH3917N1ZJ  
HI-TECH ARAI (P)LTD  
No.33 Sarojini Street Chinna chokkikulam  
Madurai Place of Supply: TAMIL NADU  
625002 TAMIL NADU

4.Details of Goods / Services

SINo	Item Description	HSN Code	Quantity	Unit	Unit Price(Rs)	Discount(Rs)	Taxable Amount(Rs)	Tax Rate(GST + Cess   State Cess + Cess Non.Advol	Other charges	Total
1	Commercial Coaching and Training Services	999293	4	NOS	20000	0	80000	18.00 + 0.00   0.00 + 0	0	94400

Tax'ble Amt	CGST Amt	SGST Amt	IGST Amt	CESS Amt	State CESS	Discount	Other Charges	Round off Amt	Tot Inv. Amt
80000.00	7200.00	7200.00	0.00	0.00	0.00	0.00	0.00	0.00	94400.00

Generated By : 33AAATM4917G2ZR  
Print Date : 19-05-2022 09:55:53



152212148842398

eSign



Digitally Signed by NIC-IRP  
on :2022-05-19 09:56:00

33AAATM4917G2ZR  
MANICKAVASAGAM CHARITABLE FOUNDATION



1.e-Invoice Details

IRN : 7113ee4848af50fc1d3c33bf288964d6ff Ack No. : 152212230044882  
0480bc5b0de52916627adbb4bc736d

Ack Date : 02-06-2022 09:55:00

2.Transaction Details

Supply type Code : B2B

Document No. : 2223002

IGST applicable despite Supplier and  
Recipient located in same State : No

Place of Supply : TAMIL NADU

Document Type : Tax Invoice

Document Date : 02-06-2022

3.Party Details

Supplier :

GSTIN : 33AAATM4917G2ZR  
MANICKAVASAGAM CHARITABLE FOUNDATION  
Pamban Swamy nagar Tiruparankundram  
Madurai 625005 TAMIL NADU  
9585957756 accounts@tsm.ac.in

Recipient :

GSTIN : 33AAACS4668K1Z4  
SOUTHERN PETROCHEMICAL INDUSTRIES CORPORATION  
Spic Nagar Muthiapuram Post  
Tuticorin Place of Supply: TAMIL NADU  
628005 TAMIL NADU

4.Details of Goods / Services

SINo	Item Description	HSN Code	Quantity	Unit	Unit Price(Rs)	Discount(Rs)	Taxable Amount(Rs)	Tax Rate(GST + Cess   State Cess + Cess Non.Advol	Other charges	Total
1	Commercial Coaching and Training Services	999293	5	OTH	15220	0	76100	18.00 + 0.00   0.00 + 0	0	89798

Tax'ble Amt	CGST Amt	SGST Amt	IGST Amt	CESS Amt	State CESS	Discount	Other Charges	Round off Amt	Tot Inv. Amt
76100.00	6849.00	6849.00	0.00	0.00	0.00	0.00	0.00	0.00	89798.00

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Print Date : 02-06-2022 09:55:14



152212230044882



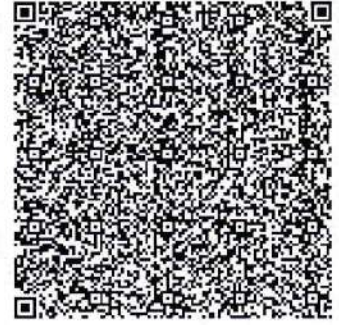
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Digitally Signed by NIC-IRP  
on : 2022-06-02 09:55:00



33AAATM4917G2ZR

MANICKAVASAGAM CHARITABLE FOUNDATION



1.e-Invoice Details

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7351915706feb54b5a99edb4a3da9ed7

Ack Date : 19-07-2022 16:14:00

2.Transaction Details

Supply type Code : B2B

Document No. : 2223003

IGST applicable despite Supplier and  
Recipient located in same State : No

Place of Supply : TAMIL NADU

Document Type : Tax Invoice

Document Date : 19-07-2022

3.Party Details

Supplier :

GSTIN : 33AAATM4917G2ZR  
MANICKAVASAGAM CHARITABLE FOUNDATION  
Pamban Swamy nagar Tiruparankundram  
Madurai 625005 TAMIL NADU  
9585957756 accounts@tsm.ac.in

Recipient :

GSTIN : 33AACCS7101B1Z3  
Sterlite Copper  
SIPCOT Industrial Complex Madurai Bypass Road  
Thoothukudi Place of Supply: TAMIL NADU  
628002 TAMIL NADU

4.Details of Goods / Services

SI No	Item Description	HSN Code	Quantity	Unit	Unit Price(Rs)	Discount(Rs)	Taxable Amount(Rs)	Tax Rate(GST + Cess   State Cess + Cess Non.Advol	Other charges	Total
1	Commercial Coaching and Training Services	999293	1	OTH	150000	0	150000	18.00 + 0.00   0.00 + 0	0	177000

Tax'ble Amt	CGST Amt	SGST Amt	IGST Amt	CESS Amt	State CESS	Discount	Other Charges	Round off Amt	Tot Inv. Amt
150000.00	13500.00	13500.00	0.00	0.00	0.00	0.00	0.00	0.00	177000.00

Generated By : 33AAATM4917G2ZR

Print Date : 19-07-2022 16:14:47



152212498506720

eSign

Digitally Signed by NIC-IRP  
on :2022-07-19 16:14:00

