

# Content

<b>S.no</b>	<b>Name of the activity</b>	<b>Organising unit/ agency/ collaborating agency</b>	<b>Name of the scheme</b>	<b>Year of Activity</b>
<b>1</b>	Workshop on, "Communication Skills' for Teacher Educators	Thiagarajar College of Preceptors, Madurai	Workshop	2018-2019
<b>2</b>	Workshop on, "Communication Skills to Primary School teachers".	Thiagarajar College of Preceptors, Madurai	Workshop	2018-2019
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<b>6</b>	Workshop on "Communication Skills to Model School Higher Secondary Teachers"	Thiagarajar College of Preceptors, Madurai	Workshop	2018-2019
<b>7</b>	Workshop on "Communication Skills to Model Middle School Teachers"	Thiagarajar College of Preceptors, Madurai	Workshop	2018-2019
<b>8</b>	A grass root Level Movement – Social Impactful Project – Contributing	United Nations Organization	Social Project	2018-2019
<b>9</b>	Sports Carnival	TSM - Madurai	Intra-Collegiate sports	2018-2019
<b>10</b>	Sport Utsav	TSM - Madurai	Oranizing sports fest	2018-2019
<b>11</b>	SPORTS Carnival	TSM - Madurai	Intra-Collegiate sports	2019-2020
<b>12</b>	SPORTS UTSAV 2019-20	TSM - Madurai	Oranizing sports fest	2019-2020
<b>13</b>	Genesis-Blood Donation camps	Usilampatti Government Hospital	Blood donation	2019-2020
<b>14</b>	Plogging	TSM	Plogging	2019-2020

15	TSM Run	TSM - Schools -NGOs	Mini Marathon	2019-2020
16	PM Yuva	Maditssia	OUTREACH PROGRAM	2019-2020
17	Environment	Abdul Kalam Trust	Tree Plantation	2019-2020
18	Yoga for well-being	TSM - Madurai	Hosting Yoga Event	2019-2020
19	SPORTS Carnival 2020 -2021	TSM - Madurai	Oranizing sports fest	2020-2021
20	Joy of Giving	TSM - Madurai	Donation	2020-2021
21	Yoga and Meditation	TSM - Madurai	Organizing Awareness program in Yoga & Meditation	2020-2021
22	Sport Utsav	TSM - Madurai	Oranizing sports fest	2020-2021
23	Fit India Freedom run	TSM - Madurai	Organizing a Marathon	2020-2021
24	Fit India Cyclothan 2021	TSM - Madurai	Organizing cyclothan	2020-2021
25	Blood Donation Camp	TSM - Madurai	BLOOD Donation	2020-2021
26	Sports Carnival	TSM - Madurai	Intra-Collegiate sports	2021-2022
27	Sport Utsav	TSM - Madurai	Oranizing sports fest	2021-2022
28	Yoga for well-being	TSM - Madurai	Hosting Yoga Event	2021-2022
29	Fit India Freedom run 2.0	TSM - Madurai	Organizing a Marathon	2021-2022
30	Organic Farming	TSM - Madurai	Organic Farming	2021-2022
31	Orientation programme for NTA UGC NET/JRF aspirants	TSM - Madurai	OUTREACH PROGRAM	2021-2022
32	SOCIAL OUTREACH PROGRAM	Vallaba Vidyalaya CBSE School, Madurai	OUTREACH PROGRAM	2021-2022
33	Tree Plantation	TSM - Madurai	Tree Plantation	2021-2022
34	Awareness of Solar Energy	TSM - Madurai, Energy Swaraj Foundation	OUTREACH PROGRAM	2021-2022
35	Blood Donation Camp	TSM - Madurai	BLOOD Donation	2021-2022



## Year 2018-2019

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**THIAGARAJAR MODEL HR. SEC. SCHOOL**

**Teppakulam, Madurai -9**

**Phone: 0452-2311052**

Dt:27/06/2019

**CERTIFICATE**

This is to certify that Dr.S.P.Denisia, Assistant Professor, Thiagarajar School of Management, Madurai acted as resource person in the “Communicative English Workshop” for teachers of our school held at Thiagarajar College of Preceptors (Aided), Madurai from 24/04/2019 to 26/04/2019 and 29/04/2019 to 01/05/2019.

Administrative Officer.



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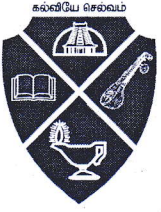
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Administrative Officer.



# THIAGARAJAR

## NURSERY AND PRIMARY SCHOOL

Reg. No. 3359. (Recognized by The Govt. of Tamilnadu)

TEPPAKULAM,  
MADURAI - 625 009.  
PHONE : 0452 - 2312422

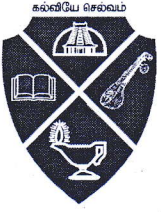
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Administrative Officer.





# Thiagarajar College of Preceptors

Re-accredited by NAAC with 'A' Grade

(ISO 9001 : 2015 CERTIFIED AND PRACTISING INSTITUTION)

MADURAI - 625 009

**Dr.S.Prakash, M.Sc., M.Ed., M.Phil., Ph.D. (Education)**  
**Principal**

Dt:27/06/2019

## CERTIFICATE

This is to certify that Dr.S.P.Denisia, Assistant Professor, Thiagarajar School of Management, Madurai acted as resource person in the “Communicative English Workshop” for faculty members of our College held at Thiagarajar College of Preceptors (Aided), Madurai on 26/06/2019 & 27/06/2019.



*[Handwritten Signature]*  
PRINCIPAL

PRINCIPAL  
THIAGARAJAR COLLEGE OF PRECEPTORS  
MADURAI-625 009

ISO 9001  
BUREAU VERITAS  
Certification



Excluding 7.3 & 7.5.2



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PRINCIPAL  
27/06/19

PRINCIPAL  
THIAGARAJAR COLLEGE OF PRECEPTORS  
MADURAI-625 009



ISO 9001  
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Certification

Excluding 7.3 & 7.5.2



# The Principles for Responsible Management Education (PRME)



**THE GLOBAL GOALS**  
For Sustainable Development

*“Transforming business and management  
education to achieve the United Nations  
Sustainable Development Goals”*

# Introducing the Principles for Responsible Management Education

## What is PRME?

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 as a platform to raise the profile of sustainability in schools around the world, and to equip today's business students with the understanding and ability to deliver change tomorrow.

As a voluntary initiative with over 650 signatories worldwide, PRME has become the largest organised relationship between the United Nations and management-related higher education institutions.

Working through **Six Principles**, PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact.

## PRME's Mission and Vision

Business and management schools play a key role in shaping the mindsets and skills of future leaders, and can be powerful drivers of corporate sustainability. PRME's mission is to transform academic institutions to become advocates for an inclusive and sustainable global economy by incorporating values of business responsibility and sustainability into their teaching, research, and thought leadership.

Our vision is to realise the Sustainable Development Goals through responsible management education.

## Governance of PRME

PRME is governed, along with the UN Global Compact, by the main business school accreditation bodies and specialised regional associations: AACSB, EFMD, AMBA, CEEMAN, AABS, CLADEA, ABIS, ACBSP, and GRII. Strategic advice is provided by individuals within the PRME community, in particular through the PRME Advisory Committee, as well as during Global Fora held every two years.

## The Six Principles



**Purpose**



**Values**



**Method**



**Research**

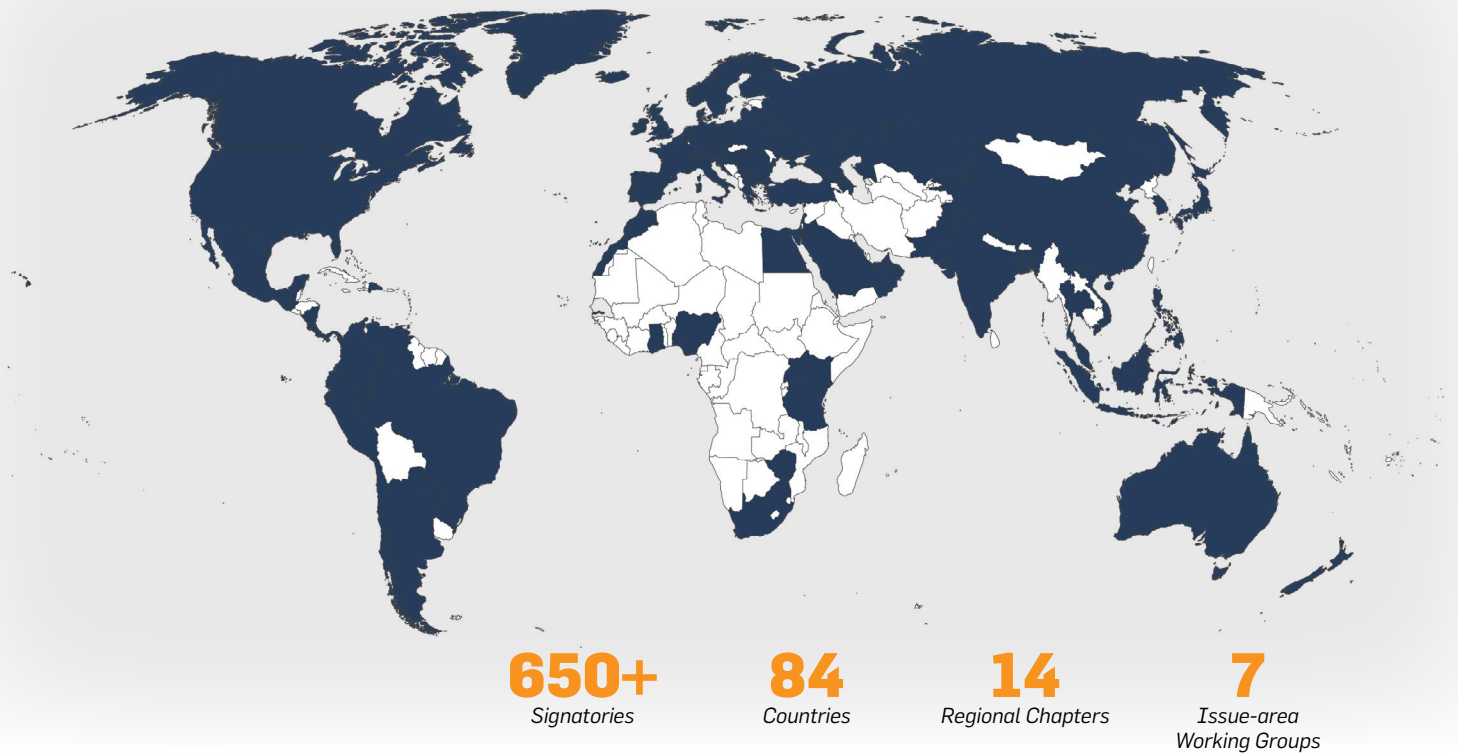


**Partnership**



**Dialogue**

# Our Global Network



## Why Join?

Higher education institutions that become signatory to PRME are joining a powerful and growing movement to embed principles of sustainability, ethics and responsibility into business and management education. Schools are provided a United Nations-supported framework for systemic transformation that enables them to become sustainability leaders.

Faculty and staff in PRME institutions gain access to a dynamic global platform of thought leaders and learning communities that collaborate on projects, research and events, and address the complex challenges faced by business and society in the 21st century.

Crucially, students from PRME signatories are exposed to sustainability and ethics in their courses and research - a key feature of employment in many of the most successful global businesses, and a demand from current students worldwide.

## Eligibility

PRME is a voluntary initiative open to higher education institutions regardless of size, location or level of engagement with sustainability topics.

Institutions that wish to join must be:

- Publicly recognised (i.e. legal/government recognition)
- Degree granting

In addition, prospective signatories must submit a [Letter of Commitment](#) signed by their institution's highest executive to demonstrate top-down support for PRME.

# How to Engage

## Share Information on Progress

The only requirement for signatories to PRME is the submission of a Sharing Information on Progress (SIP) report once every two years. As its name suggests, the SIP report is a communication to stakeholders -- faculty, staff, students, partners, and the public -- of the progress made implementing the Six Principles in teaching, research, and thought leadership. For more information about the SIP Policy, [visit this page](#).



## Become an Advanced Signatory

Signatories to PRME are divided into two categories: **Basic** and **Advanced**. Basic signatories are compliant with the SIP Policy, and have limited engagement with the PRME community. Advanced signatories are compliant with the SIP policy, but also make a nominal contribution to the Annual Service Fee. This contribution entitles a signatory to advanced engagement and leadership opportunities within the PRME community. For more information on the fee structure and the opportunities, [view this resource](#).



## Join a Thematic Working Group

PRME facilitates thoughtful research and collaboration through thematic Working Groups exploring issues like poverty, anti-corruption, climate change, gender quality, peace, human rights, and sustainability. Join a PRME Working Group today to learn about the most cutting-edge research into these critical focus areas. For more information, [visit this link](#).



## Learn from Regional Chapters

PRME Chapters are regional platforms that advance the Six Principles of PRME within a particular geographic context, performing an important role underscoring the diverse global network of different national, regional, cultural and linguistic academics. Chapters also facilitate the growth and engagement of PRME with respect to implementing the Six Principles. View the regional PRME Chapters and their activities [here](#).



## Student Engagement

Involving students and youth will be crucial for achieving the Sustainable Development Goals. Today's business and management students will be the leaders of tomorrow, and their role will be pivotal in tackling the challenges of the 21st century. The recently launched PRME SDG Student Engagement Platform empowers students to support and advance the SDGs by proactively identifying, analysing, and sharing the sustainability achievements of companies' activities and business operations. More information will be launched soon!



## Learn from Peers

PRME is a learning community. With a wide variety of institutions as signatories, each has a different story, program or accomplishment to tell, always with different challenges and outcomes. Learn about some great examples from PRME schools in our widely-acclaimed blog, [PRiMEtime!](#)

# Implementing the Six Principles



## Principle 1 | Purpose

*We will develop capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.*

### Example

Include sustainability language in your institution's vision or mission.



## Principle 2 | Values

*We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.*

### Example

Assess how ethical values are assimilated into the culture of the institution.



## Principle 3 | Method

*We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.*

### Example

Develop or expand courses, programs or degrees that focus on sustainability and ethics.



## Principle 4 | Research

*We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.*

### Example

Establish a research team, centre or unit exploring trends in business ethics.



## Principle 5 | Partnership

*We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.*

### Example

Initiate a joint project with new stakeholders in business, civil society, and academia.



## Principle 6 | Dialogue

*We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.*

### Example

Work with student organisations on PRME-related topics.

## The PRME Steering Committee



Association of African  
Business Schools



## Call or Email for More Information

[PRME Secretariat](#)  
Foundation for the Global Compact  
685 3rd Avenue, 12th Floor  
New York, NY 10017  
United States

[info@unprme.org](mailto:info@unprme.org) | (212) 907-1349

## Join Today

To join, fill out [this short online form](#) and attach the signed Letter of Commitment from your institution's highest executive.

[www.unprme.org](http://www.unprme.org)

# United Nations –SDGs

A Social project initiated by

- UniGlow  
(Supported by University of Leicester, UK)
- Amora Foundation
- WeCare Club of TSM



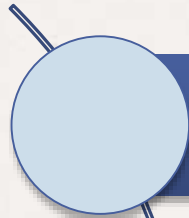
# An Overview

- Addressing Social Challenges with management tools contributing towards United Nations 'Sustainable Development Goals SDG's
- Making student gain real time employability & Entrepreneurial skills
- A step toward social Entrepreneurship at small scale .
- In Line with Champions For Change Program, UK

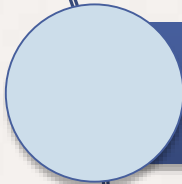
[https://www.youtube.com/watch?v=Mdm49\\_rUMgo](https://www.youtube.com/watch?v=Mdm49_rUMgo)



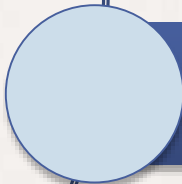
# Objectives



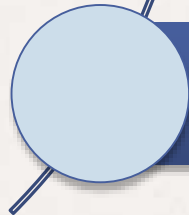
To develop a sense of awareness of the social issues and to sensitize the students on social responsibility.



To act upon social issues , critically analyse the chosen problems and solve them using management tools



To Integrate real time learning with academic learning



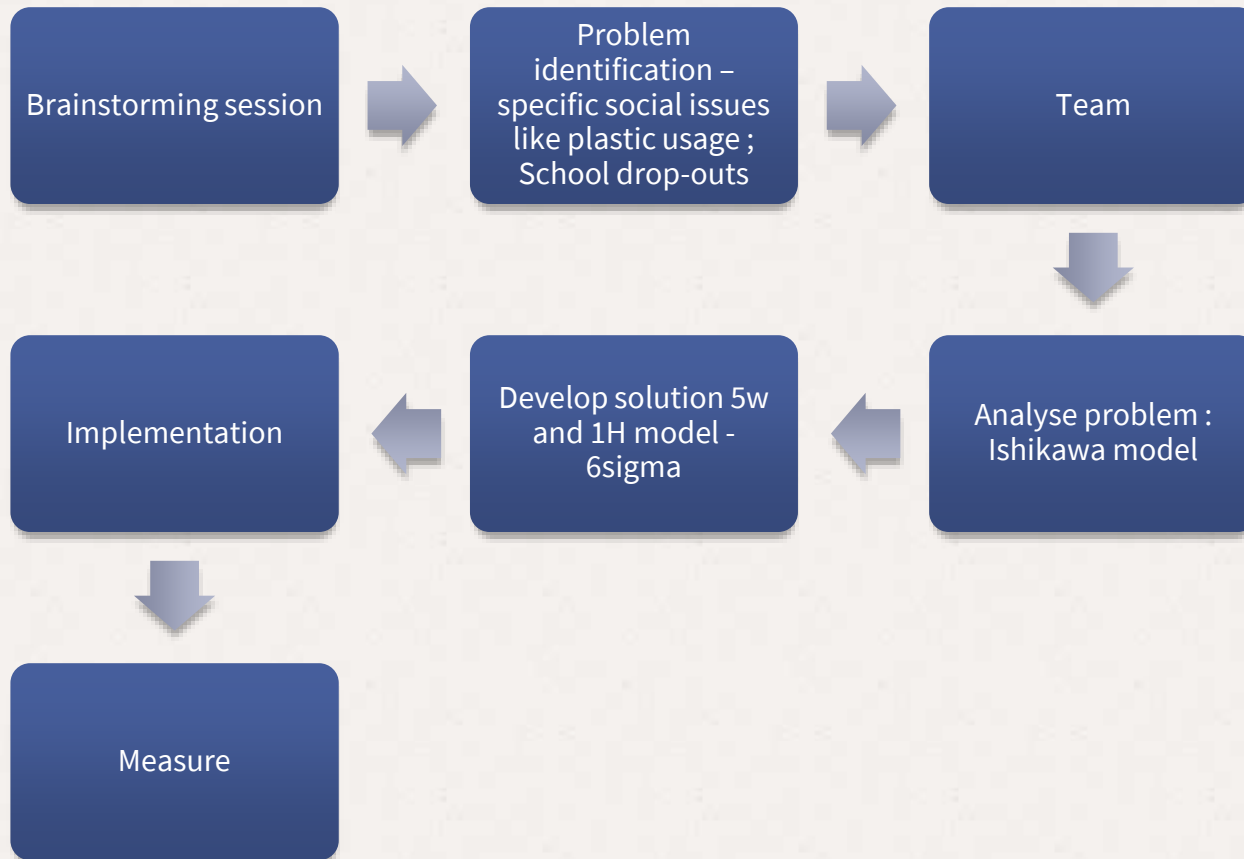
To develop students entrepreneurial skills : Leadership skills, analytical skills, Design Thinking & problem solving skills etc.,

# Based on a Model Piloted in University Leicester



<https://www2.le.ac.uk/departments/management/about/qualitycircles>

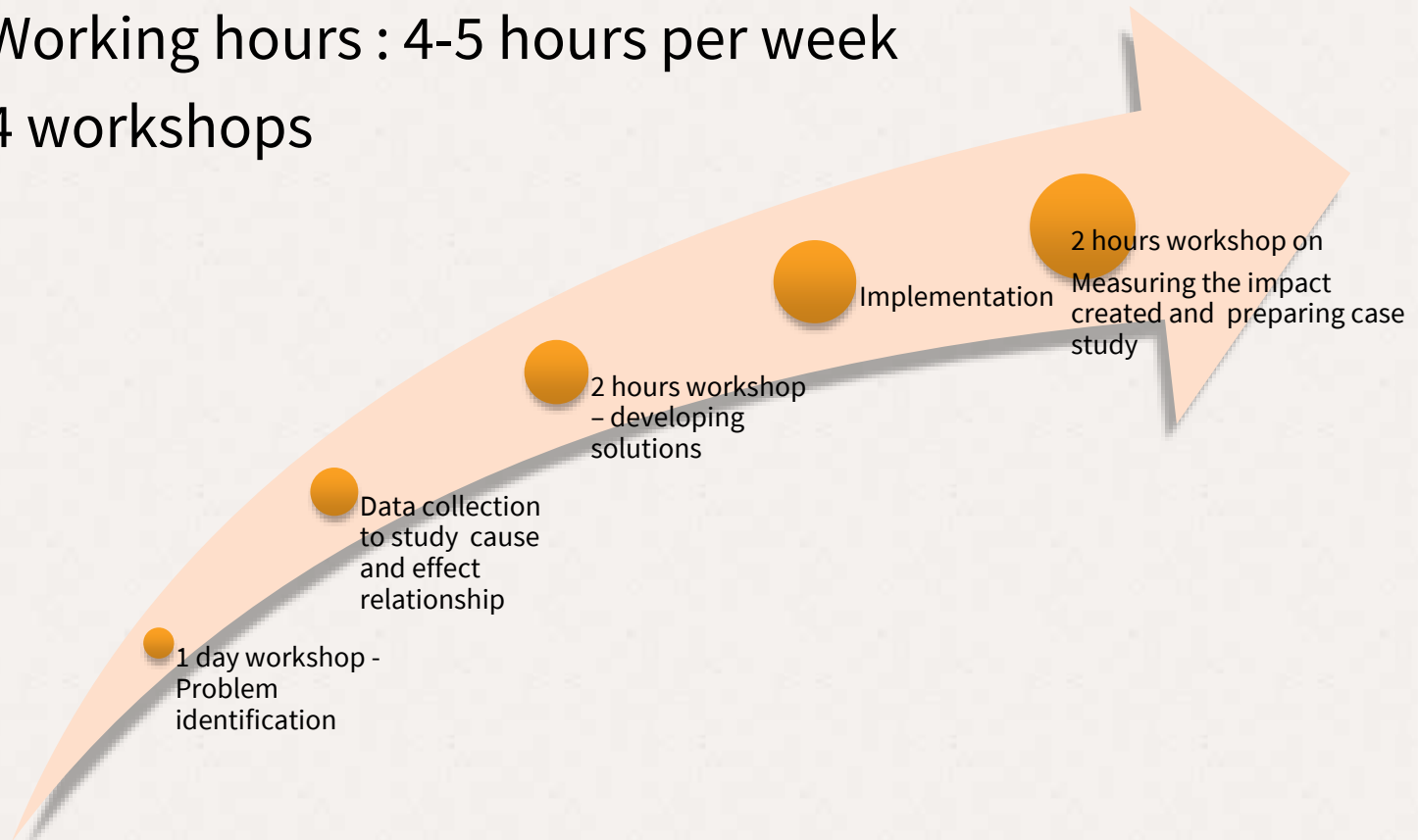
# The Process





# Requirements

- Duration : 3 months
- Working hours : 4-5 hours per week
- 4 workshops



# Orientation



THIAGARAJAR  
SCHOOL OF MANAGEMENT  
AUTONOMOUS



## "Inspiring Sustainable Students Action"

A Workshop on UN- Sustainable Development Goals



AN INITIATIVE OF WECARE CLUB



[www.tsm.ac.in](http://www.tsm.ac.in) | [www.uniglow.org.in](http://www.uniglow.org.in) | [www.amorafoundation.org](http://www.amorafoundation.org)





WeCare Club - Core Team





Workshop on "United Nations -Sustainable Development Goals"

# Benefits

## INSTITUTION

- To Improve Institution Building activities
- International Associations
- Link to UN Principles for Responsible Management Education program (**UN-PRME**)
- Prospective Student Exchange Programs
- Extension activities
- International Conference

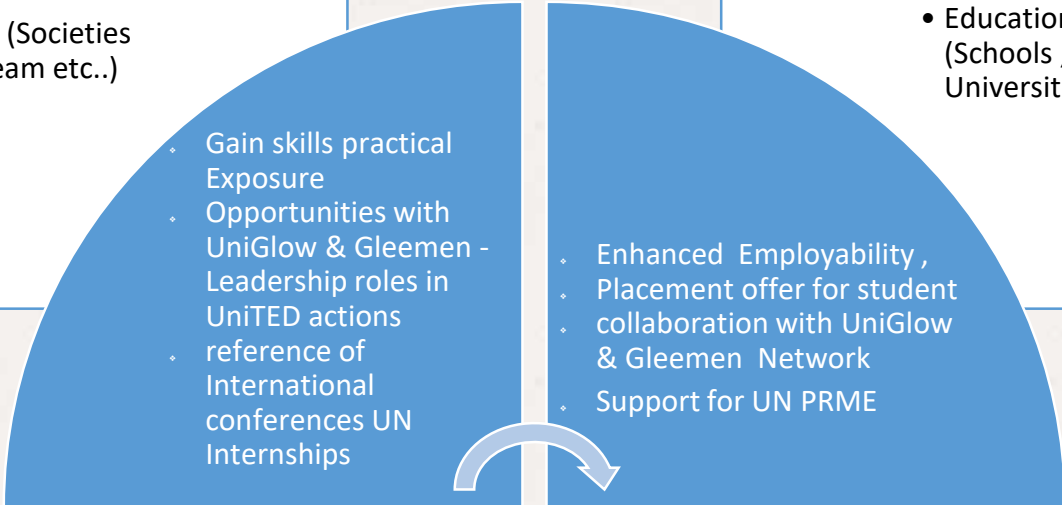
## STUDENTS

- Opportunity to work on global platforms & social business issues and make a real difference
- Opportunity to present in UN conference
- Gain a professional insight into project management and problem solving
- Enhance skills - analytical skill , Leadership skills, problem solving , soft skills etc.,
- Strong and value added CV
- Developing students as responsible Human Being by enhancing awareness on socio-economic issues



- Student groups (Societies Quality circle team etc..)

- Educational Organisation (Schools , Colleges , Universities )



- Fresh Expertise and practical consulting
- Measurable and scalable impact ,
- Means to sustain the project with UniGlow support

- Very practical CSR with measurable out puts
- Evaluation and Monitoring done with latest tools that emerge for UniGlow R&D
- Link with UN - PRIME

- Grass roots projects(Start ups , NGOs, Social impact groups, community organisations )

- Corporates , Govt bodies , UN agencies, funding bodies

# Students' feedback

- 50+ students have shown interest in the project ( I- PGDM and I- MBA)
- Students view :
  - It will help me to gain, **the practicing Management skills** I would need to succeed in my career
  - It will help me to build strong CV in the from the beginning
  - It's my long time passion to get involved in such projects, I find this as a great opportunity
  - Being a **socially responsible citizens** is something everyone needs.
  - I want the society to be displaced from its current lethargic attitude towards environment. And the workshop gave a hope that mine can potentially be a **significant contribution in achieving** that with the help of people who have actually had success in this direction
  - The workshop made me think, the damage I caused already to the society is huge, how can i contribute to the society how can I **save and bring change in other people's life** and here the answer is joining hands with the foundation
  - The workshop took me to another world and I myself began to contribute and think about the society.
  - Get to know my **real responsibility** in this society
  - It scintillates my internal feelings to do social service

# UniGlow

- Incubated as a student initiative at University of Leicester Business school
- Now accredited Program of HEAR (Higher Education Achievement Reports, UK )
- In 2015 UniGlow became a Partner with UN for post 2015 Development
- Invited to United Nations for WPAY (World program or action for Youth)
- Now in the process of implementing in India



# Testimonials

## **Aga Florek (HR Transformation Analyst - Barclays, London ) :**

This program has already helped me in achieving my future goals; using real-life experiences in interviews for Insight Days and Internships

## **Elmante kisieliute - Consultant - EY :**

I truly believe that we are helping the students of our university. My skill set has drastically improved after getting involved in this project. It has boosted CV and helped in getting the Dream Job

“This year, I was one of the lucky students, who were representing the University of Leicester and its quality circle projects at the **17th Annual International Convention for Student Quality Circles**. Aga Florek and I had an amazing opportunity, not only to show how well our project is going, but also listen about the different projects from all around the world.”

At University of Leicester - “ Champions for Change “

<https://www2.le.ac.uk/offices/careers-new/information-for-students/build-your-skills/business-experience/quality-circles-student-consultant>

# Resource persons

## Mr. Ram Kumar



- Founder - UniGlow Global
- TEDx speaker
- Consultant at Action For India
- Fmr. Coordinator - Quality and Development Projects- University of Leicester Business School
- Founder and Program Leader : Champion For Change (Career Development project at University of Leicester )
- Fmr Vice President - UN Youth Association Leicester , UK
- 7 Years of Experience in social impact and UN projects

# Resource persons

## Mr. VEERA



- Founder - Gleemen Consulting Groups (GCG)
- Co- Founder of Huts and Rocks (HnR)
- Director of Amora foundation
- 5 + Years of Experience in HDFC Bank Ltd
- Key Note Speaker at International Conferences
- Board of Director at Export Trust / Indus Ligue
- Intervention strategist - Design thinking and NLP-i





Thank You !

# SPORTS CARNIVAL





## INDORSE 2K18 (Intra college chess tournament)



**1<sup>ST</sup> PRIZE**  
Navaneethakrishnan



**2<sup>ND</sup> PRIZE**  
G. Anandrasekar



**3<sup>RD</sup> PRIZE**  
N. Sriram



## STRIKER 2K18 (Intra college carrom tournament)



**1<sup>ST</sup> PRIZE**  
Jeyaram M  
Luis Antony Raj A



**2<sup>ND</sup> PRIZE**  
R. Prasanna Venkatesh  
Vinith Gunasekar



**3<sup>RD</sup> PRIZE**  
Nandakumar B  
Pradeep kumar R



## TENNIS de TABLE (Men's Singles)

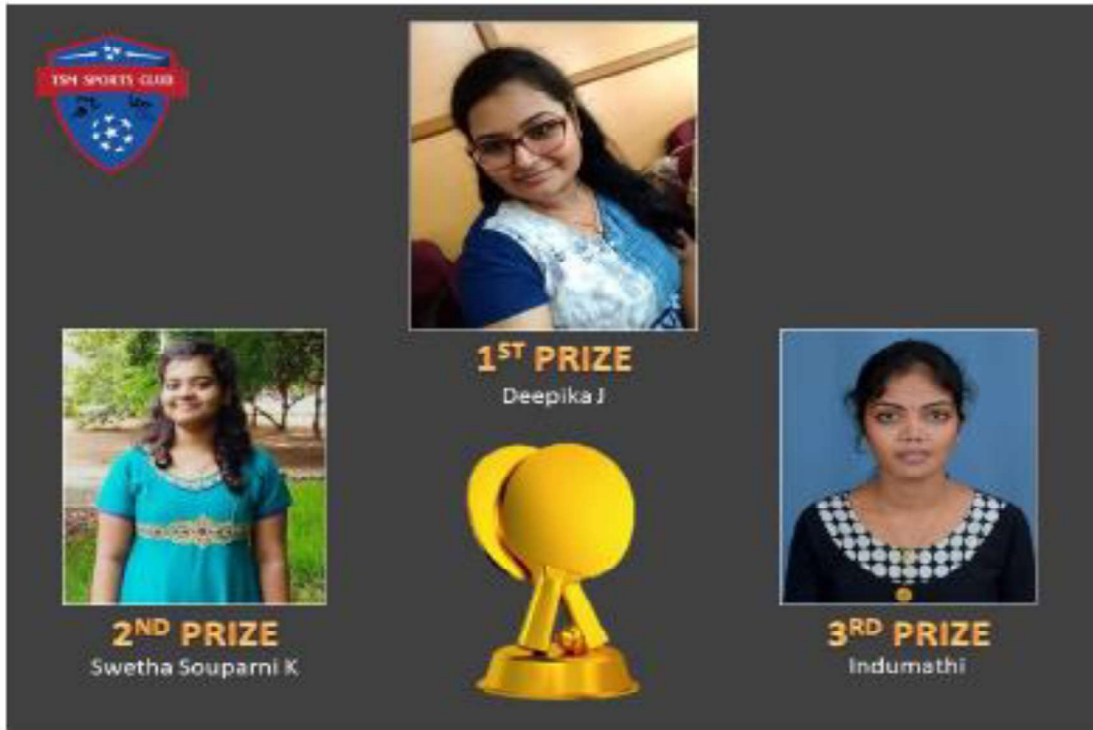


**1<sup>ST</sup> PRIZE**  
Avinash k

**2<sup>ND</sup> PRIZE**  
Ram aravind

**3<sup>RD</sup> PRIZE**  
Balasubramanian S

## TENNIS de TABLE (Women's Singles)



## TENNIS de TABLE (Mixed Doubles)



**TENNIS DE TABLE**  
INTRA COLLEGE TABLE TENNIS  
(DOUBLES) TOURNAMENT

**RESULTS**



**1st Prize**  
Avinash K  
Balasubramanian S



**2nd Prize**  
Ram Aravind  
Hamil Joel Sounder PS



**3rd Prize**  
Vignesh K  
Swetha Souparni K



## DROP FEST (Intra college badminton tournament)



### DROP FEST

Intra college badminton tournament

### Results (Men's Doubles)



**1st Prize**  
Sujeesh II PGDM  
Venkat Subramanian II PGDM



**2nd Prize**  
Rajiv II MBA  
Vijay Kumar II MBA



**3rd Prize**  
Hari Sankar I PGDM  
Vignesh T M II PGDM



### DROP FEST

Intra college badminton tournament

### Results (Women's Singles)



**1st Prize**  
Uma Lakshmi  
I PGDM



**2nd Prize**  
Amala Aani  
I PGDM



**3rd Prize**  
Dharanya  
II MBA



STEP OVER 2K18 (Intra college 5 -a- side football tournament)



JUMP 'N' DUNK 2K18 (Intra college basketball tournament)



SIXTACK 2K18 (Intra college volleyball tournament)



**WINNERS**  
I MBA

**RUNNERS UP**  
Suicide Squad

# THROWIN' 2k19 (Intra college women's throwball tournament)



## THROWIN' 2k19

Intra college women's throwball tournament

### RESULTS

**II MBA (winner)**



**I MBA (runner up)**





# HOWZAT 2K18 (Intra College Cricket Tournament)



# HOWZAT

INTRA COLLEGE CRICKET TOURNAMENT

## RESULTS

### PSYCHOPATHS (WINNER)



Shot on OnePlus

### B FOR BAT (RUNNER UP)



TSM NOTE 5 PRO

# SPORTS UTSAV



Thiagarajar School of Management

presents



# SPORTS UTSAV

Inter B-School / Corporate Tournaments

February & March 2019



Prize worth  
Rs 45,000

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**TSM Alumni Association**  
THIAGARAJAR SCHOOL OF MANAGEMENT




# TACKLE 2k19




## TACKLE 2K19

Inter B-school / Corporate 5-A-side Football Tournament


### RESULTS



**WINNER - TSM-'A'**



**1st RUNNER UP**  
Neeyamo, Madurai



**2nd RUNNER UP**  
OAA-MAVMM School of Management, Madurai

# HIGH-5 2k19



## HIGH 5 2K19



Inter B-school / Corporate Basketball Tournament

### RESULTS



**WINNER - Infosys, Trivandrum**



**1st RUNNER UP  
TSM Alumni**



**2nd RUNNER UP  
TSM-'A'**

# INFERNO 2K19



## INFERNO 2K19

*Inter B-school / Corporate Cricket Tournament*

### RESULTS





**WINNER - K. S. Rangasamy College Of Technology**



**RUNNER UP - Thiagarajar School of Management**




# TANDEM 2k19


## TANDEM '19

Volleyball Tournament | Inaugural edition

### RESULTS



**Suicide Squad - WINNER**



**I MBA - RUNNER UP**



## Year 2019-2020

<b>S.no</b>	<b>Name of the activity</b>	<b>Organising unit/ agency/ collaborating agency</b>	<b>Name of the scheme</b>	<b>Year of Activity</b>
<b>11</b>	SPORTS Carnival	TSM - Madurai	Intra-Collegiate sports	2019-2020
<b>12</b>	SPORTS UTSAV 2019-20	TSM - Madurai	Oranizing sports fest	2019-2020
<b>13</b>	Genesis-Blood Donation camps	Usilampatti Government Hospital	Blood donation	2019-2020
<b>14</b>	Plogging	TSM	Plogging	2019-2020
<b>15</b>	TSM Run	TSM - Schools -NGOs	Mini Marathon	2019-2020
<b>16</b>	PM Yuva	Maditssia	OUTREACH PROGRAM	2019-2020
<b>17</b>	Environment	Abdul Kalam Trust	Tree Plantation	2019-2020
<b>18</b>	Yoga for well-being	TSM - Madurai	Hosting Yoga Event	2019-2020



STEP OVER 2K20(Intra college 5 -a-side football tournament)



**Winners** – II MBA

**Runners** – II PGDM

SIXTACK2K20(Intra college volleyball tournament)



WINNERS – II MBA



1<sup>st</sup> RUNNER UP – I PGDM



2<sup>nd</sup> RUNNER UP – II PGDM



THROWIN'2k20(Intra college women's throwball tournament)



WINNERS – II MBA

RUNNERS – I MBA

SPORTSUTSAV



AND



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# **SPORTS UTSAV**

INTERCOLLEGE B-SCHOOL & CORPORATE  
SPORTS FEST

**TANDEM**  
(VOLLEYBALL)

**HIGH-5**  
(BASKETBALL)

**TACKLE**  
(FOOTBALL)

**LET'S PLAY!**



FEB 22,23, 2020.  
SATURDAY| SUNDAY



**TSM PLAYGROUND**

# TACKLE 2K20



Thiagarajar School of Management  
Madurai

**SPORTS UTSAV**  
presents

# TACKLE 2020

Inter B-School / Corporate 5-a-Side Football Tournament



**WINNER- PPTS**



**RUNNER- TSM**



# HIGH FIVE-2K20



## SPORTS UTSAV

PRESENTS

# HIGH 5

Inter-B-school/corporate  
basketball tournament

### RESULTS

WINNER (MEN) INFOSYS



WINNER (WOMEN) INFOSYS



RUNNER (MEN) HCL





2nd RUNNER (MEN) RR DONNELLY





# TANDEM-2K20



Thiagarajar School of Management  
Madurai

**SPORTS UTSAV**  
presents

# TANDEM 2020

Inter B-School / Corporate Volleyball Tournament



**WINNER- TSM**



**RUNNER- SUICIDE SQUAD (ALUMND)**

# INFERNO 2K20

## WINNERS – NIT (TRICHY)



## RUNNERS – HCL (MADURAI)



Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	Genesis 2019
2	Date(s)/Time	17.8.2019
3	Venue	EXAM Hall
4	Main faculty coordinator (s)	Prof. Preetha Lakshmi NY
5	No of participants	120
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	
7	Event highlights	
	<p>A blood donation occurs when a person voluntarily has blood drawn and used for transfusions and/or made into biopharmaceutical medications by a process called fractionation (separation of whole blood components). Donation may be of whole blood, or of specific components directly (apheresis). Blood banks often participate in the collection process as well as the procedures that follow it.</p> <p>Today in the developed world, most blood donors are unpaid volunteers who donate blood for a community supply. In some countries, established supplies are limited and donors usually give blood when family or friends need a transfusion (directed donation). Many donors donate for several reasons, such as a form of charity, general awareness regarding the demand for blood, increased confidence in oneself, helping a personal friend or relative, and social pressure. Despite the many reasons that people donate, not enough potential donors actively donate. However, this is reversed during disasters when blood donations increase, often creating an excess supply that will have to be later discarded. In countries that allow paid donation some people are paid, and in some cases there are incentives other than money such as paid time off from work. People can also have blood drawn for their own future use (autologous donation). Donating is relatively safe, but some donors have bruising where the needle is inserted or may feel faint.</p> <p>Potential donors are evaluated for anything that might make their blood unsafe to use. The screening includes testing for diseases that can be transmitted by a blood transfusion, including HIV and viral hepatitis. The donor must also answer questions about medical history and take a short physical examination to make sure the donation is not hazardous to his or her health. How often a donor can donate varies from days to months based on what component they donate and the laws of the country where the donation takes place. For example, in the United States, donors must wait 56 days (eight weeks) between whole-blood donations but only seven days between platelet apheresis donations[1] and twice per seven-day period in plasmapheresis.</p> <p>The amount of blood drawn and the methods vary. The collection can be done manually or with automated equipment that takes only specific components of the blood. Most of the components of blood used for transfusions have a short shelf life, and maintaining a constant supply is a persistent problem. This has led to some increased interest in autotransfusion, whereby a patient's blood is salvaged during surgery for continuous reinfusion—or alternatively, is self-donated prior to when it will be needed. Generally, the notion of donation does not refer to giving to one's self, though in this context it has become somewhat acceptably idiomatic</p>	



8	Photographs	

9	Other comments, if any	
10	Name of the faculty filing this report	Prof. Preetha Lakshmi NY
11	Faculty filing this report	18.8.2019
12	Date of filing this report	18.8.2019





பெரிய நன்மை செய்தல் உயிரினம் மனிதர் ! மலர் நன்மை செய்தல் எத்தனை மனிதர் !!

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(SOCIAL, HEALTH & EDUCATIONAL WELFARE TRUST)



Reg. office : SHE welfare trust. நாமர் புத்தூர், உசிலம்பட்டி - 625532. மதுரை மாவட்டம்

Date : 19.08.2019

To,

We Care Club,  
Thiagarajar School of Management,  
Madurai – 625001.

Respected Sir,

We Highly appreciate your fine gesture of donating blood at Thiagarajar School of Management. Blood Donation Camp organized by We Care Club, TSM on 17<sup>th</sup> August 2019.

Usilampatti Government Hospital Blood Bank has Collected 92 Blood Bags in this Camp.

Thanking You.

*G. Balamurugan*  
19/8/19.  
10.44.

G.BALAMURUGAN.M.Sc.,B.Ed.,MBA(H.R)  
FOUNDER & CHAIRMAN  
SHE WELFARE TRUST (Reg.No.32/13)  
6-11-26,JP Kudil,Nadar New Street  
Usilampatti- 625 532, Madurai (Dt).

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SHE மாணவர்கள் கல்வி வழிகாட்டி செய்வது

Contact : + 91 98945 00028, -91 99446 67138  
E- mail id : shewelfaretrust@gmail.com  
Website : www.shewelfaretrust.in

## Plogging (Intercollege):

A plogging was conducted as a part of Independence Day Celebration on 15/08/2019. Students, Faculty and Staffs were actively participated. A total of 35 Kgs of wastes were collected. Also 10 saplings were planted surrounding the college campus.



## **TSM Run 2018 - Annual Report**

### **About TSM Run:**

Thiagarajar School Of Management(TSM) is one of the top notch B-schools in the southern part of the country. Carrying its rich heritage, TSM, as a part of its academic year, 2018-'19, organized its premier marathon event titled, **TSM Run 2018** on 18<sup>th</sup> November, 2018. This was hosted primarily, in remembrance of our beloved CMD, Late Mr. Manikam Ramaswami who was an ardent follower and supporter of the sport. It was his vision which laid the stepping stone for this massive event, which brought around **850** participants under one roof.

The promotions for the grand event kick started as early as in August with an Intra College 3km walk-a-run contest, held at TSM, Madurai.

### **Intra College 3km Walk-a-Run:**

*Well begun is half done.* True to these words, our 3km Walk-a-run event was a huge success which had pulled the attention of our campus' inmates. The event was organized by *TSM Sunrisers Club*, who are the student initiators of the event. The Walk-a-run took place on 19<sup>th</sup> August, 2018. Around 200 students of TSM, both boys and girls from MBA and PGDM participated in this promo bash. The route map for the run started from TSM to Eco-Park, Thirupurankundram and back to TSM.

Our students exhibited thorough professionalism with a near 100% of the athletes completing the track's routine. Mas. Vishnu Prasad of II-



MBA, finished first with an impeccable timing of 15minutes 38 seconds, followed by Mas. Kumaran Thiruselvan and Mas. Gulshan Singh both of I- PGDM, finishing in the 2<sup>nd</sup> and 3<sup>rd</sup> place respectively. In the Girls' Category, Ms. Rashmi Roy of I- PGDM hit the finish line first, followed by Ms. Tejaswi and Ms.Ishwarya Lakshmi both of II-PGDM finishing 2<sup>nd</sup> and 3<sup>rd</sup> respectively.

The winners were felicitated later in the year during the birth anniversary of Late Mr. Manikam Ramaswami. The Intra-Run event clearly justified its' purpose by creating an awareness for a sound body and mind among the students.





## **TSM Run, 2018:**

### **Introduction:**

With the stage set for the grand event, the preparations for the same started by the 2<sup>nd</sup> week of October, 2018. The marketing and operations aspect of the event was carried out majorly by the students of TSM.

Throwing emphasis on environmental awareness, ‘*Save Mother Earth*’ was the theme of the event. The event was scheduled on 18<sup>th</sup> November, 2018. The registrations for the marathon started by the 3<sup>rd</sup> week of October and the behind the screen works kick started in a grand fashion.

The contestants had to run from Teppakulam to Hannah Joseph Hospital, Madurai to finish the routine. Around 850 athletes participated in the mega event with just more than 1000 registrations.



**Prize at stake:**

TSM dedicated cash prizes to the winners in 4 exclusive categories, namely men, women, boys and girls. The cash prizes regarding the same are given below:

Men	Women	Boys	Girls
Rs. 4000	Rs. 3000	Rs. 2000	Rs.2000
Rs. 3000	Rs. 2000	Rs. 1500	Rs. 1500
Rs. 2000	Rs. 1000	Rs. 1000	Rs. 1000

Besides these, consolation prizes for 7 school boys and 7 school girls. TSM felicitated its alumnus who completed the track course along with her child. TSM recognized the efforts of the elderly who completed the entire course.

**Events:**

TSM Run was organized in two categories for men, women, boys and girls. The details about the same are as follows:

Category	Distance	Participants
Men	10k	Open to all
Women	10k	Open to all
Boys	5k	School students
Girls	5k	School students

The minimum age for the participation was limited to the age of 12.

Pilot of 6 members were arranged for each category of runners. Overall, 24 pilot members monitored the entire run.

Madurai City's traffic police commissioner, Mr. Arun Paul Gopalan flagged off the marathon in grand style. To evaluate the podium finishers, 5 Physical Education Teachers were accompanied with around 15 volunteers. Two different coloured ribbon tags were issued to identify the runners, one each for 5km and 10km run. Ambulance vehicle, announcement vehicles were arranged to meet any uncertainty.

Communications regarding the marathon was done by our Director of Physical Education, Mr. Shiva Vignesh, TSM, Madurai. He along his bunch of volunteers made tireless efforts to invite schools in and around Madurai to the grand event. Virtual Demonstration was organized for volunteers prior to the day of event. As discussed, 10km run started with a flag off at 6.00 AM and 5km run was started shortly after the 10km run was completed.

The Prize winners were honoured at TSM Campus on 20.11.2018.





### **Future Scope:**

A success meet for the TSM Run, 2018 was organized inside the TSM campus headed by Mrs. Manjula along with the student coordinator Mr. Siddharth presiding over the ceremony. Student volunteers were felicitated for their laborious works and they received certificates for the same from our fond, Mrs. Manikam Ramaswami.

The stepping stone to TSM Run-2019 was laid in the meeting with the suggested improvements being discussed. More engagement, awareness and footfalls for the next year's marathon were the prime takeaways from the meeting.

### **Our Sponsors:**

We are forever indebted to our sponsors for trusting in our maiden voyage; namely, Loyal Textile Mills Ltd., Lovely Cards, V.S Chellam Saraswathy Maaligai, Jazz fitness studio, Hannah Joseph Hospitals, SVS Foods, The Holiday Navigator, the Indian Express, 98.3 FM –Radio Mirchi, Film Addicts, Kool Tech Engineers and Chettinadu Constructions.



## Thavaprakash Phd., Student Full time

---

**From:** Rameshkumar J  
**Sent:** 18 October 2022 14:11  
**To:** Thavaprakash Phd., Student Full time  
**Subject:** Fw: PM-YUVA Scheme-Extending Faculty Support-Mentoring Entrepreneurs-Request-Reg.  
**Attachments:** Entrepreneur.docx; MADITSSIA report.docx

pfb the mail from maditssia

---

**From:** Maditssia Bic <maditssiabic@gmail.com>  
**Sent:** Wednesday, March 18, 2020 11:59 AM  
**To:** Director <director@tsm.ac.in>  
**Cc:** Manjula <manjulan@tsm.ac.in>; Rameshkumar J <rameshkumarj@tsm.ac.in>  
**Subject:** PM-YUVA Scheme-Extending Faculty Support-Mentoring Entrepreneurs-Request-Reg.

Dear Sir

Greetings from MADITSSIA-BIC!!!

Maditssia – BIC is organising a Entrepreneurship Development Programme under Pradhan Mantri Yuva Yojana Scheme implemented by the Ministry of Skill Development and Entrepreneurship, Government of India.

The programme focuses on,

1. **Educate and equip potential and early stage entrepreneurs**
2. **Connect entrepreneurs in enabling networks of peers, mentors, funds and business services**
3. **Support entrepreneurs through Entrepreneurship Hubs**
4. **Catalyze a culture shift to encourage entrepreneurship**

Under the scheme Maditssia-BIC has taken initiatives to “Connect entrepreneurs in enabling networks of peers, mentors, funds and business services.” We are requesting TSM’s support to mentor the entrepreneurs who are looking for business growth.

As initial phase, we kindly request you to depute faculty for evaluating the present business scenario of entrepreneurs identified by Maditssia from 19<sup>th</sup> to 21<sup>st</sup> of March 2020 at the BIC – Maditssia office, Madurai. We would be very happy if TSM can submit a proposal for “Capacity Development Program” based on the input from the interaction with these entrepreneurs.

Looking for your support.

With Thanks and Regards  
Dr.M.Jeganmohan  
Co Ordinator  
Maditssia BIC  
Madurai  
+919994805984

# **Fostering Entrepreneurship - Strengthening and Improving the Existing Entrepreneurs: A Project Proposal**

## **I. BACKGROUND INFORMATION**

### **1. Beneficiary**

The MSME is narrated as any enterprise involved in developing or manufacturing, processing and / or conservation of goods with the investments in Plant and also Machinery on its original (capital) cost leaving behind the land cost and building cost. Further, the investment in P& M is restricted to not exceeding Rs.25.00 lacs in case of Micro enterprises, not exceeding Rs.500.00 lacs in case of small enterprises and not exceeding Rs.1000.00 lacs for medium enterprises. In the service enterprises, the ceiling is restricted to Rs.10.00 lacs in case of micro, Rs.200.00 lacs in case of small and Rs.500.00 lacs in case of medium enterprises. The beneficiaries of this proposed project are the members of Madurai District Tiny & Small Scale Industries Association (MADITSSIA). Society as a whole will benefit from the resulting increase in entrepreneurship, competitiveness, wealth and employment.

### **2. Cluster background**

Having good connectivity in all respects, there is ample scope for all kinds of industries like Automobile, Chemical, Agro based, Textile, Logistics, Information Technology, Energy etc. in Madurai. Madurai is the second largest city by area in Tamilnadu after Chennai. It is an important industrial and educational hub in South Tamil Nadu. Madurai is one of the few rubber growing areas in South India, and there are rubber-

based industries in Madurai. Gloves, sporting goods, mats, other utility products and automobile rubber components are the most produced items by these industries. Automobile manufacturers are the major consumers of rubber components produced in the city. There are numerous textile, granite and chemical industries operating in Madurai.

It has developed as a second-tier city for information technology (IT), and some software companies have opened offices in Madurai. Software Technology Parks of India, an agency of the Government of India, has authorised several such companies to receive benefits under its national information technology development program. With six companies including HCL and Satyam (now Tech Mahindra) waiting to set up shop in ELCOT's (Electronics Corporation of Tamil Nadu) proposed IT/ITeS special economic zone (SEZ) in Vadapalanji, Madurai.

### **3. Current state of affairs in the SME sector**

The number of private enterprises has been steadily increasing since independence. This reflects the increasing importance of the private sector's contribution to GDP, employment, exports, etc. As most other countries, SMEs represent the vast majority of all enterprises. There are around 63 mil enterprises roughly contributing 8 % of India's GDP. Being the 3<sup>rd</sup> largest country for start-ups it has generated around 110 mil jobs over the years.

Micro, Small and Medium Enterprises (MSMEs) sector plays a crucial role in Indian economy; the sector is highly dynamic and vibrant. The share of MSME Sector in the country's Gross Value Added (GVA) is approximately 32 per cent. Tamilnadu is a significant contributor to the Indian economy after Maharashtra. Tamil Nadu ranks third in total numbers of MSME units in India and it has generated 113.7 mil jobs for the state.

As per the Udyog Aadhaar registrations Madurai is one of the leading districts in number of MSMEs which are active. These MSMEs have a strong presence in engineering, automobile production, auto components manufacturing, agro based, food processing and information technology sector.

#### Registered MSMEs in Tamil Nadu

#	District Name	Udyog Aadhaar Regd.	Micro	Small	Medium
1	CHENNAI	141273	123160	17532	581
2	COIMBATORE	84078	73179	10609	290
3	TIRUPPUR	71363	63665	7502	196
4	KANCHIPURAM	55302	48635	6460	207
5	SALEM	50031	46475	3484	72
6	THIRUVALLUR	44140	37989	6001	150
7	MADURAI	43594	39730	3790	74

A recent article in “The Hindu” newspapers points out 3 major reasons for the slump in the MSME sector, especially to industries in and around Madurai

1. The GST regime and the economic slowdown
2. Weak demand and supply of raw materials from China
3. The COVID 19 conditions.



## **II. PROJECT OBJECTIVES & BRIEF RESULTS**

### **1. Introduction**

Despite the rising importance of the MSME sector in the Indian economy, the sector is grappling with several issues that are hindering it from performing to its optimum. The most pressing problem facing the country is unemployment. SMEs are universally recognised as significant generators of jobs and play a particularly significant role in relation to enhancing the competitiveness and productivity of the country. In order to realise greater employment opportunities, the dynamism of the SMEs sector and a higher level of entrepreneurship must be stimulated in the country. Amid fears of a slowdown, cut in jobs in various industries and rising unemployment, the MSME sector can play a big role, if aided and supported ably by the government as well as others.

### **2. Overall Purpose**

The overall purpose of this project is to understand the problems identified by the selected entrepreneurs and to create intervention strategies to help them grow. Later these findings can be used to create a supporting mechanism for the entrepreneurs associated with MADITSSIA. We believe these activities can help the cluster to become more competitive and reduce unemployment.

#### **Specific objectives**

The main objectives of this project are:

1. To understand the problems faced by the entrepreneurs and
2. To facilitate research projects to identify the root causes for these problems

3. To suggest and implement strategies to overcome these problems faced by the entrepreneur.

### **3. Major Findings of the Study**

The following are the major findings identified after a brief qualitative study carried out by the faculty of Thiagarajar School of Management and MADITSSIA

1. **Lack of adequate and timely access to finance** – Many of the entrepreneurs interviewed face problem in getting timely access to finance. Huge outstanding from customers, accessibility for finance from funding agencies and banks & improper handling/lack of knowledge in handling finance are the major reasons for this.
2. **Technology upgradation** – this can be classified in to 3 parts where first being the financial restrictions to upgrade the technology, second is the lack of awareness and third is the lack of motivation due to family or business conditions.
3. **Branding and marketing** – is one of the biggest and widest problem faced by the entrepreneurs. Most of them face lack of proper support in branding and marketing their products and services. Another common pattern is that, many of these entrepreneurs overlook branding efforts because they think of themselves as a business and not a brand. Lacking Awareness, use of traditional methods to tap markets, lack of support are the major causes.
4. **Succession and Continuity of Business** – Many of these businesses are managed by family members and the children of these entrepreneurs/family members are not ready to get into the business. The lack of succession planning is common with majority of the entrepreneurs we have interviewed.
5. **Financial management and Business Plan** – Managing accounts and handling finances is another major issue facing entrepreneurs. Although many of them are

satisfied with the basic financial situation of the business, they always want external support to manage their finances. This also applies to business plans. For many of them, there is no clear value proposition or future plans. A clear roadmap can help them take their business to a new level.

- 6. Management Information System** – Managing and capturing data is not proper which causes further problems related to inventory management, finance management, customers and supplier management etc., We can say that this lack of awareness and lack of system in place to capture the data.
- 7. Operations** – For few entrepreneurs there is problem in managing the operations part of the business. Improper inventory management results in mismanaging the delivery to the customers; this results in loss of customers to financial losses in the business. One problem which can be attributed is the lack on second in line managers in the business. Since these businesses are managed by owner managers their presence is needed at all the time. Though some entrepreneurs are able to find second in line managers not all the entrepreneurs are lucky enough to find skilled people. Retaining them and skilled employees also becomes difficult for some entrepreneurs which is a potential **Human Resource Management** problem.
- 8. Handholding the business for new entrepreneurs and support for existing businesses** – like raw material availability/market, marketing support, easy movement of goods and services etc., While all these business seems to have different problems, we can say that almost all the entrepreneurs faced all these problems at one point in their business. Some of them were able to manage based on their skill, some did it in trial and error method and others could not find a suitable solution. In a broad sense, we can say that these entrepreneurs need to be supported at different points in their business and there should be an eco-system to support the activities.

## Entrepreneur Interview – 1

**Name of the Interviewee:** Mr. Arun Kumar (+91-9790465052) – 25 years – Male – BE Civil from SMIT, Dindigul. (Second-Generation)

**Work Experience** – Shobha Ltd, Bangalore for 2 years earning 20-25K.

**Name of the Business** – Siva Cottage Industries predominantly into Trading owned by Mr. Sivasubramainan (+91-9842157198)

**Age of Business:** 25 Years

**Industry it belongs to:** Steel, pipe fitting, clamps (for building/) – 500 kgs of steel converted to 35+ products every week. Goal is to improve productivity to about 2 tonnes/week.

**No. of Employees:**

Permanent: 4 (5-6 products). Sub-contracting other products to 3 companies

Temporary: For packaging – 4 employees – paying weekly wages.

**Revenue:** 1 Lakhs – Profit about 25K

**Most of the transactions:** Cash & Carry predominantly. Only for some local hardware shops minimal credit is given. About 3000-4000K for small buyers and INR 10000 for large buyers for a period of 3-4 weeks. Outstation customers should advance pay with specification of products.

**Mode of Receipt** – Bank Transfer

**Supply product to:** 50-55 customers, both direct engineering units and hardware/electrical shops

**For my business I use:** Internet banking and bank transfer

**Are you aware of the latest technology machines/processes** related to your business? (If yes, are you using those technology/process now? YES

**Designated marketing/sales department?** No, the interviewee is taking care of market & customers



**Spend money on advertisements?** No

**Designated Accounts department?** No

**How the Accounts are maintained?** Manual, computerized bills

**Do you maintain stock?** Yes – 300 kg for regular products.

**Do you get credit from your suppliers?** No credit

**What is your initial source of funding?** Personal funds

**Have you availed any government schemes for buying machinery since inception?** No

**Do you have sufficient working capital to run your business? For how many cycles?** Yes  
2-3 cycles

**Do you have a personnel policy in your organization?** No

**In your absence who will take care of the business?** Self or Father

**Do you attend training programs for your employees? How many have you attended in past 2 years?**

**Do you attend training programs for your employees? How many conducted in past 2 years?** – 0

**According to you, what is the biggest challenge(s) for your business?**

Volume decline in the last 5 years. In trading, margin is very low. Moreover, some manufacturers are directly selling to retailers at low cost. For manufacturers labour issues.

**New initiatives taken:** Market study was conducted – 60 shops in Madurai, Theni, Erode and Salem (Electrical, Hardware and plumbing) – to understand customer requirements.

Online trading with India Mart and Trade India with a return of 2.5 Lakh for 3 months. Plan to increase trading products online.

**Future Plans:** Target large buyers.

## **Entrepreneur Interview – 2**

**Name of the Interviewee:** Mr. Muruganandhan – Age 60 years – Male – Aeronautics Society Exam, Chennai from HIET.

**Name of the Business** – Cosmoplast (Plastic Manufacturing)

**Age of Business:** 33 years (1987)

During 1992, participated in EDP training at Hotel Supreme got training on market penetration facilitated TVS purchase manager. Other learnings include importance of management systems. Training on cash flows at Madura coats.

**Industry it belongs to:** Manufacturing of injection moulding/ fibre-reinforcement plastics (FRP)

**No. of Employees:**

Permanent: 10 (continue to work for 15 years)

Temporary: -

**Revenue:** 50 -100 Lakhs

**Most of the transactions:** Credit about 2 months window.

**Mode of Receipt** – Cash (25%) Bank Transfer (75%)

**Supply product to:** ISRO, KKNPCL, BHEL, India Agri Products, TVS Rubber, TVS Electronics, Madura Coats, etc.

**For my business I use:** Internet banking

**Are you aware of the latest technology machines/processes** related to your business? (If yes, are you using those technology/process now? YES

**Designated marketing/sales department?** No

**Spend money on advertisements?** No

**Designated Accounts department?** No

**How the Accounts are maintained?** Manual, computerized bills

**Do you maintain stock?** Against Order.

**Do you get credit from your suppliers?** Yes, 60 days.

**What is your initial source of funding?** Personal funds + Borrowed from family & friends without interest.

**Have you availed any government schemes for buying machinery since inception?** No

**Do you have sufficient working capital to run your business? For how many cycles?** Yes  
2-3 cycles

**Do you have a personnel policy in your organization?** No

**In your absence who will take care of the business?** Brother

**Do you attend training programs for your employees? How many have you attended in past 2 years?** – Yes, after becoming leader of MADITISSIA.

**Do you give training programs (facilitated) for your employees? If yes, how many such programs they would have conducted in past 2 years?** Technology training.

**According to you, what is the biggest challenge(s) for your business?**

Bankers – coordination and support for MSMEs is a challenging. Attitude and indifference of bankers is a growing concern. Import subsidy and marketing is a challenge. The period of 2005 -2008 was the worst hit phase for the business.

**Unique Strengths:** R&D, Fast service and delivery is the core strength of the company.

## Entrepreneur's profile

We are grateful to you to spend your valuable time on filling the questionnaire with proper care. We assure you that the collected data will be kept confidential and used for the purpose of our research only.

1. Name of the Entrepreneur:
2. Age:
3. Gender:
4. Educational Qualification:

5. Name of the Business:
6. Age of the Business:
7. Industry it belongs to:
8. Number of Employees:

Permanent

Temporary

9. Revenue (in lakhs / annum)

**a)** < 25 lakhs    **b)** 25 – 50 lakhs    **c)** 50 – 100 lakhs    **d)** 100 – 200 lakhs    **e)** 200 – 500 lakhs    **f)** > 500 lakhs

10. Most of the Transactions

- a) Cash and Carry
- b) Credit (mention the avg. credit period)
- c) Both (Mention the %)

11. Mode of receipt – a) Cash    b) Bank transfer    c) both

12. I supply product to

- a. One major buyer    b. Multiple small buyers
- c. \_\_\_ number of key accounts and \_\_\_ number of small accounts

13. For my business I use

- a. Internet banking    b. Mobile banking    c. POS device

14. Are you aware of the latest technology machines / processes related to your business?



(If yes, are you using those technology/process now? \_\_\_\_)



15. Do you have a designated marketing/sales department?
16. Do you spend money on advertisements? If yes, what kind of channel you use \_\_\_\_\_
17. Do you have a designated Accounts department?
18. How the accounts are maintained
  - a) Manual
  - b) Software
19. Do you maintain stock? If yes, how many days' worth of stock \_\_\_\_\_
20. Do you get credit from your suppliers? If yes, how many days' \_\_\_\_\_
21. What is your initial source of funding?
  - a) Personal funds
  - b) borrowed from family and friends (without interest)
  - c) Private finance
  - d) bank loan
22. Have you availed any government schemes for buying machinery or start the business etc.? if yes, how much \_\_\_\_\_ (in total from inception of the business)
23. Do you have sufficient amount of working capital to run your business? If yes, how many business cycles \_\_\_\_\_
24. Do you have a personnel policy in your organization?
25. In your absence, who will take care of the business? \_\_\_\_\_
26. Do you attend training programs? If yes, how many such programs you have attended in past 2 years \_\_\_\_\_
27. Do you give training programs (or facilitated) for your employees? If yes, how many such programs they would have attended in past 2 years \_\_\_\_\_
28. According to you what is the biggest challenge(s) for your business?

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

**TSM EVENT DOCUMENTATION FORM**

1	Name of the event	Tree Plantation
2	Date(s)/Time	2019-2020
3	Venue	TSM
4	Main faculty coordinator (s)	Mr. Meenakshi Sundaram
5	No of participants	120
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	
7	Event highlights	
	5 trees planted in campus and MCF ground	
8	Photographs	
		


















9	Other comments, if any	
10	Name of the faculty filing this report	Mr. Meenakshi Sundaram
11	Faculty filing this report	2020
12	Date of filing this report	2020

**TSM - INTERNATIONAL  
YOGA DAY**

**21-6-2019**

- 
- ▶ **We have conducted yoga sessions for students and faculty in the event of International yoga day - 21-06-2019.**
  - ▶ **Mr. Raghu Raman – a 3 times Guinness world record holder was the chief guest of honor and yoga trainer for the day.**
  - ▶ **Dr. Manjula Nagarajan, MBA, M.Phil, PhD, FDP( IIM-A) presided over the function**
  - ▶ **Mr. C. Prabhu, MBA, HR and Admin manger delivered the welcome address and introduced the chief guest.**
  - ▶ **Dr. Majula Nagarajan addressed the gathering highlighting the importance of physical health and how yoga can create a sound mind and body all together.**
  - ▶ **A 1 hour yoga training was given to the students by the chief guest.**
  - ▶ **Dr. Majula Nagarajan honoured the chief guest**
  - ▶ **A vote of thanks was given by Mr. Shiva Vignesh, BSc, B.ped, M.ped, Physical Education instructor**
  - ▶ **National Anthem was sung.**
  - ▶ **All were given refreshments.**
- 
- 





**THIAGARAJAR SCHOOL OF MANAGEMENT  
MADURAI**



**YOGA**



**INTERNATIONAL DAY OF YOGA**  
**21 JUNE 2018**



REDMI NOTE 6 PRO  
MI DUAL CAMERA

















# THIAGARAJAR SCHOOL OF MANAGEMENT MADURAI



REDMI NOTE 6 PRO  
MI DUAL CAMERA



THIAGARAJAR SCHOOL OF MANAGEMENT  
MADURAI

INTERNATIONAL DAY OF YOGA  
YOGA

Yoga for Harmony & Peace

INTERNATIONAL DAY OF YOGA  
21 JUNE 2018



REDMI NOTE 6 PRO  
MI DUAL CAMERA









REDMI NOTE 6 PRO  
MI DUAL CAMERA





THIAGARAJAR SCHOOL OF MANAGEMENT  
MADURAI



OGA



REDMI NOTE 6 PRO  
MI DUAL CAMERA

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Thank you.....

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## Year 2020-2021

<b>S.no</b>	<b>Name of the activity</b>	<b>Organising unit/ agency/ collaborating agency</b>	<b>Name of the scheme</b>	<b>Year of Activity</b>
<b>19</b>	SPORTS Carnival 2020 -2021	TSM - Madurai	Oranizing sports fest	2020-2021
<b>20</b>	Joy of Giving	TSM - Madurai	Donation	2020-2021
<b>21</b>	Yoga and Meditation	TSM - Madurai	Organizing Awareness program in Yoga & Meditation	2020-2021
<b>22</b>	Sport Utsav	TSM - Madurai	Oranizing sports fest	2020-2021
<b>23</b>	Fit India Freedom run	TSM - Madurai	Organizing a Marathon	2020-2021
<b>24</b>	Fit India Cyclothan 2021	TSM - Madurai	Organizing cyclothan	2020-2021
<b>25</b>	Blood Donation Camp	TSM - Madurai	BLOOD Donation	2020-2021





## Stepover 2021 – 5a side Intra-college Football:

Winners – Team Wazowski



Runners – Team X







## Sixtack 2021 - Volleyball:

Winners – Team Warriors



Runners – Team Dream Smashers





**Howzatt 2021 - Cricket:**  
**Winners - Joy CC**



**Runners - Bosh CC**







## Jump N Dunk 2021 - Basketball:

### Winners – Team Plip Plip



### Runners – Team Masters







## Throwin 2021 - Throwball:

Winners – Team Swetha

Runners – Team Neela



## YOGA & MEDITATION – COVID AWARENESS PROGRAM

TSM has organised an 7<sup>th</sup> Yoga Day awareness program in Yoga & Meditation for all the fraternity during their bubble in COVID protocol to stay in home. Proper Yoga practise and meditation practise has been taught for their physical and mental welfare for the period of April to June 2021.





Name of the Event : Joy of Giving  
Date of event : 2 November 2020 - 13 November 2020  
Location : Thirupparankundram, Madurai

### **Event Summary**

#### **“Thank you for helping us make a difference”**

The joy of giving initiative by the WeCare Club of Thiagarajar school of management, commenced on the 2nd of November, aiming to bring smiles this Diwali despite the pandemic in and around the area of Thirupparankundram.

The first activity under this initiative was a visit to the Annai Memorial Home, which provides for psychiatric care and shelter facilities for persons with psychiatric disabilities. Rice bags, pulses bags, biscuits, blankets, towels, soaps and detergents were donated. The second activity was donation of thermal scanners, sanitisers and masks to Govt. Girls Higher Secondary School. Third was the gifting of happiness kits which consisted of Rice bags and pulses to the helping associates of Thiagarajar School of Management. Knowledge is power squared, the more it is shared. Books were therefore shared with the library of MISS college that were collected from the students and faculty of TSM. Last but not the least, kits consisting of dhotis, flour bags, blankets and towels were gifted to HIV infected families and transgenders with the support of youth volunteers of Thirunagar.

**We have reached out to the following institutions** and donated contributions raised by Kind and Cash.

- Annai Home for Mentally Ill - Dhotis(40), Rice Bags (75 Kgs), Pulses (25 Kgs), Biscuits (100 Packs), Washing Powder (10 Kgs), Blankets (5), Towels (10), etc.
- Madurai Institute of Social Sciences - 102 Management Books and 350+ small books on Swami Vivekananda.
- Old Age Home at TPK - Dhotis (12), Sarees (14), Hot Box Tiffen (24), ST Thokku (24), Biscuits (75), Rusk (30 Packs), etc.
- Diwali Gift to TSM Associates - 40 (5 Kg Rice & 1 Kg Pulse)

**\*Thank You\***

- Devasthanam Girls HSC, TPK - Thermal Scanner (1), Masks (450), Hand Sanitizer (5 Liters).
- Diwali Gift for HIV-infected Family & Transgenders at Krishnapuram - Dhotis (40), Blankets (35), Towels (35), SVS Flour Combo Kit (35), Biscuits (100 packs), etc.
- Anganwadi Children at TPK, Nilayur - Colouring Kits - colouring book, crayon, notebook, etc (600 Children)
- Anganwadi Teachers at TPK, Nilayer - Stationaries Kit - Notebooks, Long ruler, Pens (Ink Pen, Ball Point and Reynolds), Eraser - Pencil & Pen (20 Nos).
- EDII Madurai Sattva Team - Masks (400).

### **Our Generous Benefactors Include**

- Shri. Selvakumar, Managing Director, Lovely Cards & Offset Printers, Sivakasi.
- Smt. Vimala, Sri Sashta Exports, S. Alangulam, Madurai,
- Mr. Shankar Sundaram
- Mr. Manigandan
- Prof. M. Selvalakshmi
- Prof. N. Manjula
- Prof. V. Senthil
- Prof. Ramesh Kumar
- Prof. Shruti R
- Mr. Yogeshwaran, Coimbatore
- Not to forget our TSM student community, friends, well-wishers, and WeCare Club Champions.

This year's Joy of Giving event was indeed a huge success and would not have been possible without the generous support from our dearest sponsors, donors and volunteers. We would like to extend a warm thank you to everyone who helped make this event bring smiles on hundreds of people. We look forward to more such fruitful collaborations that would enhance the lives of individuals and help them lead a better life. While we sign up for this year, we wish to take this initiative further ahead with all your guidance, support from TSM faculty, Admin team and our energetic young minds at TSM.

### **WeCare Club Champions**

Harikrishna R (II PGDM), Indumathi K (II MBA), Akash V (II MBA), Deepika Ravi (II PGDM), Kaushik Sriram (II PGDM).

**\*Thank You\***

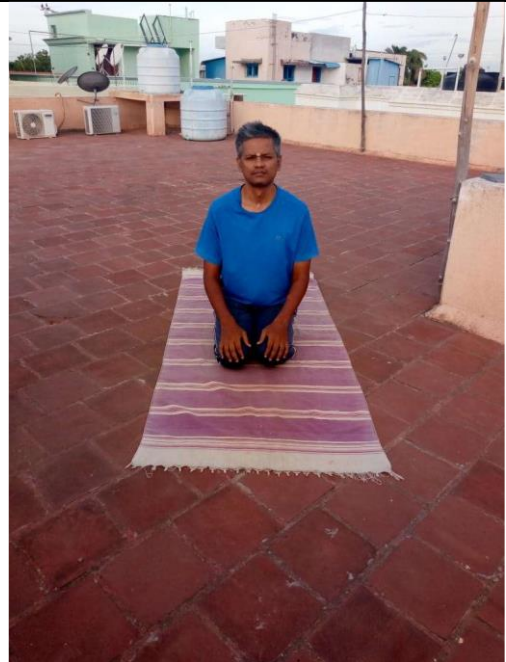
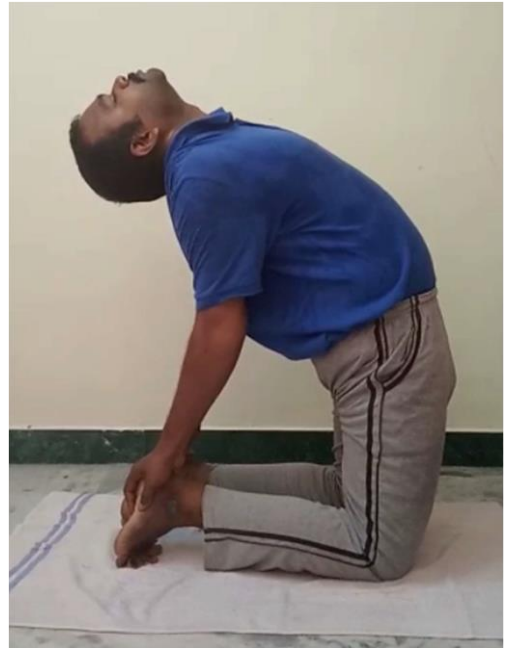


Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	International Yoga Day
2	Date(s)/Time	2020
3	Venue	TSM
4	Main faculty coordinator (s)	Mr. Siva Vignesh
5	No of participants	6
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>Yoga is a mind and body practice. Various styles of yoga combine physical postures, breathing techniques, and meditation or relaxation.</p> <p>There are several types of yoga and many disciplines within the practice.</p> <p>This article explores the history, philosophy, health and wellness benefits, and various branches of yoga.</p> <p>The six branches are:</p> <p>Hatha yoga: This is the physical and mental branch that aims to prime the body and mind.</p> <p>Raja yoga: This branch involves meditation and strict adherence to a series of disciplinary steps known as the eight limbs of yoga.</p> <p>Karma yoga: This is a path of service that aims to create a future free from negativity and selfishness.</p> <p>Bhakti yoga: This aims to establish the path of devotion, a positive way to channel emotions and cultivate acceptance and tolerance.</p> <p>Jnana yoga: This branch of yoga is about wisdom, the path of the scholar, and developing the intellect through study.</p> <p>Tantra yoga: This is the pathway of ritual, ceremony, or consummation of a relationship.</p> <p>Chakras</p> <p>The word "chakra" means "spinning wheel."</p> <p>Yoga maintains that chakras are centre points of energy, thoughts, feelings, and the physical body. According to yogic teachers, chakras determine how people experience reality through emotional reactions, desires or aversions, levels of confidence or fear, and even physical symptoms and effects.</p> <p>When energy becomes blocked in a chakra, it triggers physical, mental, or emotional imbalances that manifest in symptoms such as anxiety, lethargy, or poor digestion.</p> <p>Asanas are the many physical poses in Hatha yoga. People who practice yoga use asanas to free energy and stimulate an imbalanced chakra.</p>	

8	Photographs
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9	Other comments, if any	
10	Name of the faculty filing this report	Mr. Siva Vignesh
11	Faculty filing this report	Mr. Siva Vignesh
12	Date of filing this report	2020



## SPORTS UTSAV 2021



Sports Utsav is the Sports fest of our TSM. Sports Utsav is usually held in the end of February or in the early March. The sports that are held under the banner are HIGH 5 (Basketball), INFERNO 2.0 (Cricket), TACKLE (Football) and TANDEM (Volleyball). Sports Utsav is considered to be a Corporate cum Inter B-School level tournament along with our beloved Alumni. This year the Sports Utsav was held on two different date slots where Basketball, Cricket and Volleyball was held on 13&14 March 2021, whereas Football was held on 27&28 March 2021. We have organised this grand event with full safety measures for the Covid protocols and strictly followed the SOP guidelines issued by the government governing body. There were around 180 participants from various sports and games who took part in this grand tournament.





### **HIGH 5 – 2021 – Basketball Tournament:**

High 5 is the Basketball tournament which is a part of Sports Utsav which is conducted by TSM every year. It is usually conducted for two days around the last week of February every year or by early March. The actively participating corporate teams are Infosys Trivandrum, RR Donneley Trivandrum and HCL Madurai. Apart from these, three more alumni squads take part in the battle of this league. The team which emerges as the winners are given a cash prize of Rs. 12,000 along with a trophy. For the runners up, a cash prize of Rs. 6000 and a trophy will be awarded. The special awards like most valuable player, best centre forward, best point guard, best scorer was given a T-shirt and a trophy as a token of appreciation.

### **Winner- RR Donneley**



### **Runners up- TSM**





### **INFERNO 2.0 – Cricket Tournament:**

Inferno 2.0 is considered to be the TSM’s Cricket Alumni Tournament in which 3 alumni teams and 1 team from TSM participated in the tournament. The tournament included many nail biting finishes in which TSM Alumni C (Batch 2017-2020) emerged as the winner and TSM emerged as the runners.

### **Winner- TSM Alumni (Batch 2017-2020):**



### **Runner – TSM Cricket Team:**







### **TACKLE 2021 – 5a side Football Tournament:**

TACKLE is the TSM’s Corporate & B-School level Football Tournament. This year there was an overwhelming response from the visitor’s team, ie., totally 9 teams participated in the tournament which included 5 corporate teams from HCL Madurai, NEEYAMO A, NEEYAMO B, TN GRAMA BANK and MAVMM, 1 Alumni team and 3 teams from TSM. In the fiery battle in the leagues NEEYAMO A emerged as the winners and HCL Madurai emerged as the runners.

### **Winner- Neeyamo A:**



### **Runners- HCL Madurai:**







### **TANDEM 2021 – Volleyball Tournament:**

TANDEM is the TSM's Corporate, B-School and Alumni Level Volleyball Tournament. TANDEM had a good response from the alumni side where 3 alumni teams contended the battle along with 2 teams from TSM. In the battle Suicide Squad emerged as the winners and TSM A emerged as the runners.

### **Winner-Suicide Squad( TSM Alumni):**



### **Runner- TSM A:**





## Fit India Freedom Run 2021

TSM Sports Club is extremely happy to share that our institution have been awarded by Ministry of Youth Affairs and Sports as a premier institution for successfully conducting the FIT INDIA FREEDOM RUN by creating the awareness on fitness. Also they have awarded the E-Certificates for all the participants who have taken this event actively and gave their contribution towards their fitness. The E-certificates has been sent to participants digitally.

**Total no. of participants : 24 ( 21 students , 3 faculty & staff )**





Government of India  
Ministry of Youth Affairs and Sports

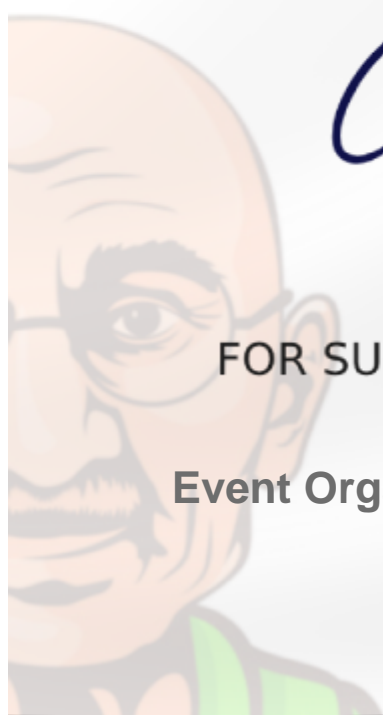
**FIT**  
**INDIA**  
**FREEDOM**



*Congratulations to*

\_\_\_\_\_  
\_\_\_\_\_

FOR SUCCESSFULLY PARTICIPATING IN THE  
TSM FIT INDIA RUN  
Event Organised by THIAGARAJAR SCHOOL OF  
MANAGEMENT  
From 15<sup>th</sup> August - 2<sup>nd</sup> October







## Fit India Cyclothan 2021

**Ministry of Youth Affairs and Sports (MOYAS)** has showered their appreciation and acknowledged with an award as a premier institution for successfully conducting the FIT INDIA FREEDOM CYCLOTHON for creating the awareness of fitness with an E-Certificate. Also, they have awarded the e-certificates for the individual participants who have taken this event actively and their contribution towards their fitness.

**Total no. of participants : 34 ( 29 students , 5 faculty & staff )**



Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	Annual Blood Donation Drive
2	Date(s)/Time	07.03.2021 / 10 AM – 1 PM
3	Venue	TSM - Old Office Room
4	Main faculty coordinator (s)	Dr. P. SIVAPRAGASAM
5	No of participants	61
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	
6.2	Organisation	SHE Welfare Trust   Usilampatti Government Hospital
6.3	Position/Designation	
6.4	Other details, if any	
7	Event highlights	
	<p>An initiative of organizing a blood donation drive was taken up by the We Care Club of TSM. The Blood Donation Drive is conducted in TSM every year, in association with the SHE Welfare Trust. This year, the drive was planned for the Usilampatti Government Hospital on the 7<sup>th</sup> of March, 2021, the venue being TSM campus. The donors were the faculties, students and the non teaching technicians of TSM. Strict protocols were followed, keeping the COVID-19 scenario in mind. Masks and sanitizers were placed in various locations and social distancing was strictly followed.</p> <p>Dr. Bala from the SHE welfare trust was present at the venue, coordinating the drive. A team of 1 doctor, 4 nurses and few volunteers from the GH and the trust were present. The drive commenced at 10 AM with the inauguration by our Director, Dr. Murali Sambasivam. Followed by this, the registration of donors began. Two forms were to be filled by the donors. They then moved to the test points, to test their haemoglobin and BP levels. Once the donors cleared the test, they were asked to consult the doctor before the donation began. Once they were done with successful donations, the donors were given refreshments at the resting room. They were also acknowledged for their commendable service with certificates.</p>	

A volunteer team of around 15+ members from the We Care Club, ensured that there were no hassles throughout and succeeded in organizing the drive effectively and efficiently. A huge credit also goes to the admin office, the house keeping team and the mess committee of TSM for their invaluable efforts in the prior arrangement of office supplies, seating facilities, refreshments and lunch.

8 Photographs







9	Other comments, if any	
10	Name of the faculty/student filing this report	Dr. Sivapragasam P
11	Faculty filing this report	08.03.2021
12	Date of filing this report	08.03.2021



பெரிய நன்மை செய்கிற உயிரினம் எவ்வளவு! சிறிய நன்மை செய்கிற உயிரினம் எவ்வளவு!

# SHE WELFARE TRUST

(SOCIAL, HEALTH & EDUCATIONAL WELFARE TRUST)



Reg office : SHE welfare trust, நுடமி புத்தூர், உசிலம்பட்டி - 625532, மதுரை மாவட்டம்

Date : 09.05.2021

To,

We Care Club,

Thiagarajar School of Management,

Madurai – 625001.

Respected Sir,

We Highly appreciate your fine gesture of donating blood at Thiagarajar School of Management Blood Donation Camp organized by We Care Club TSM on 7<sup>th</sup> may 2021.

Usilampatti Government Hospital Blood Bank has Collected 61 Blood Bags in this Camp.

Thanking You.

*G. Balamurugan*  
9/5/21 A.M.

G.BALAMURUGAN.M.Sc.,B.Ed.,MBA(H.R)  
FOUNDER & CHAIRMAN  
SHE WELFARE TRUST (Reg.No.32/13)  
6-11-26,JP Kudil,Nadar New Street  
Usilampatti- 625 532, Madurai (Dt).

SHE இரத்தம் தானம் செய்வ வழியம்  
SHE சேவைகளையும் பற்றி வழியம்  
SHE மாணவர்கள் கல்வி அறிவையும் வழியம்

Contact : +91 98945 00028, +91 99446 67138  
E-mail id : shewelfaretrust@gmail.com  
Website : www.shewelfaretrust.in

## Year 2021-2022

<b>S.no</b>	<b>Name of the activity</b>	<b>Organising unit/ agency/ collaborating agency</b>	<b>Name of the scheme</b>	<b>Year of Activity</b>
<b>26</b>	Sports Carnival	TSM - Madurai	Intra-Collegiate sports	2021-2022
<b>27</b>	Sport Utsav	TSM - Madurai	Oranizing sports fest	2021-2022
<b>28</b>	Yoga for well-being	TSM - Madurai	Hosting Yoga Event	2021-2022
<b>29</b>	Fit India Freedom run 2.0	TSM - Madurai	Organizing a Marathon	2021-2022
<b>30</b>	Organic Farming	TSM - Madurai	Organic Farming	2021-2022
<b>31</b>	Orientation programme for NTA UGC NET/JRF aspirants	TSM - Madurai	OUTREACH PROGRAM	2021-2022
<b>32</b>	SOCIAL OUTREACH PROGRAM	Vallaba Vidyalaya CBSE School, Madurai	OUTREACH PROGRAM	2021-2022
<b>33</b>	Tree Plantation	TSM - Madurai	Tree Plantation	2021-2022
<b>34</b>	Awareness of Solar Energy	TSM - Madurai, Energy Swaraj Foundation	OUTREACH PROGRAM	2021-2022
<b>35</b>	Blood Donation Camp	TSM - Madurai	BLOOD Donation	2021-2022



## SPORTS CARNIVAL



Sports Carnival is the Intra-Collegiate sports festival that takes place every year to give the competitiveness between the students within the campus in various sports and games. This year we have added an extra game- Handball to the list of TSM games. These series of events have been conducted from January to March with various dates on different sports, respectively. The sports and games like cricket, football, basketball, volleyball, Table tennis, badminton, throwball, carrom, Handball, and Chess took place and rewards have been given, respectively.



# CRICKET HOWZAT 2022



**WINNER: MONK DADDIES**



**RUNNER: POWER RANGERS**



## **FOOTBALL STEP OVER 2022**



**WINNER: MONK DADDIES**



**RUNNER: PEAKY BLINDERS**



BASKETBALL - SLAM DUNK 2022



**BASKETBALL  
SLAM DUNK 2022**



**WINNER: ANTI-QUITY**



**RUNNER: TEMPLE MONKEYS**



# VOLLEYBALL SIX TACK - 2022







# HANDBALL BALONMANO - 2022







# THROWBALL THROW-INS 2022



Winner



Runner



# BADMINTON BATTLE OF STRINGS 2022



## Winners

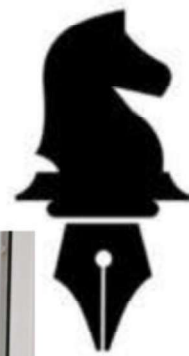


## Runners





# CHESS GRAND PRIX 2022



**Winner**



**1st Runner up**



**2nd Runner up**







# TABLE TENNIS STRUNG OUT 2022



**Winners**



**1st Runner Up**



**2nd Runner Up**



# TABLE TENNIS STRUNG OUT 2022



**Winner**



**Runner**



# TABLE TENNIS STRUNG OUT 2022



**Winner**



**Runner**



## SPORTS UTSAV 2022



Sports Utsav is an Inter college B -School and Corporate tournament of our TSM which is usually held every year at the end of February or in early March. The sports that are held under the banner are HIGH FIVE (Basketball), INFERNO (Cricket), TACKLE (Football), and TANDEM (Volleyball). Sports Utsav is considered to be a Corporate cum Inter B-School level tournament along with our beloved Alumni. This year the Sports Utsav was held on two different date slots where Cricket was held on 11,12&13 March 2022, whereas Basketball, Volleyball, and Football were held on 12&13 March 2022. We have organized this grand event with certain rules and regulations for the participants. There were around 340 participants from various sports and games who took part in this grand tournament.

Broucher: [Sports Utsav 2022 - Broucher.pdf](#)

Rules and Regulations: [Rules and Regulations - Communication.pdf](#)

## Participants Summary

INFERNO 2022 (Cricket Tournament) – 112 Participants

Five (Basketball Tournament) – 60 Participants

TANDEM (Volleyball Tournament) – 72 Participants

TACKLE (Football Tournament) – 96 Participants

Total No. of B School and PG colleges Teams - 3 (Firebird Institute, Thiagarajar Arts College, OAA)

Total no. of Alumni Teams – 8

Total no. of Corporate Teams - 10 (PPTS, HCL Madurai, RR Donnelley(Kerala), Infosys (Kerala), Byjus, Soccer zone, CTS, TGB, HDFC Bank)



## HIGH FIVE – 2022 – BASKETBALL TOURNAMENT:

High Five is the Basketball tournament that is a part of Sports Utsav which is conducted by TSM every year. It is usually conducted for two days around the last week of February every year or by early March. The actively participating corporate teams are Infosys Trivandrum, RR Donnelley Trivandrum, and HCL Madurai. Apart from these, the alumni squad also takes part in the battle of this league. The team which emerges as the winners is given a cash prize of Rs. 10,000 along with a trophy. For the runners-up, a cash prize of Rs. 5000 and a trophy will be awarded. The special awards like the most valuable player, best centre forward, best point guard, and the best scorer were given a trophy as a token of appreciation.

**RR DONNELLEY, KERALA**





## INFERNO 2022 – Cricket Tournament:

Inferno is the TSM's Cricket Tournament one of the oldest legacies in TSM Sports which was started in the year 2009. The Actively Participating teams this year are HCL Madurai, Byjus, Firebird Institute, and Thiagarajar Arts College (PG). Apart from these, two alumni teams and the home team participated in the tournament. The tournament included many nail-biting finishes in which TSM Alumni B (Batch 2017-2020) emerged as the winner and the TSM Home team emerged as the runners.

**WINNERS TSM**

**ALUMNI B(2017-2020)**



## TACKLE 2022 – 5A SIDE FOOTBALL TOURNAMENT:

TACKLE is the TSM's Corporate & B-School level Football Tournament. This year there was an overwhelming response from the visitor's team, i.e., a totally of 12 teams participated in the tournament which included 5 corporate teams from HCL Madurai, PPTS, CTS, TN GRAMA BANK, and SOCCER ZONE, 2 B-School teams from OAA, Firebird Institute, 2 Alumni teams and 3 teams from TSM. In the fiery battle in the league **PPTS Coimbatore emerged as the winner, the TSM Home team emerged as the 1<sup>st</sup> runner up and CTS won the 2<sup>nd</sup> runner up.**



TANDEM 2022 – VOLLEYBALL TOURNAMENT:

TANDEM is the TSM's Corporate, B-School, and Alumni Level Volleyball Tournament. TANDEM had a good response from the alumni side where 3 alumni teams and 1 Corporate team – PPTS Coimbatore contended the battle along with 2 teams from TSM. In the battle, PPTS Coimbatore emerged as the winner and TSM B emerged as the runner-up.



TSM VOLLEYBALLTEAM



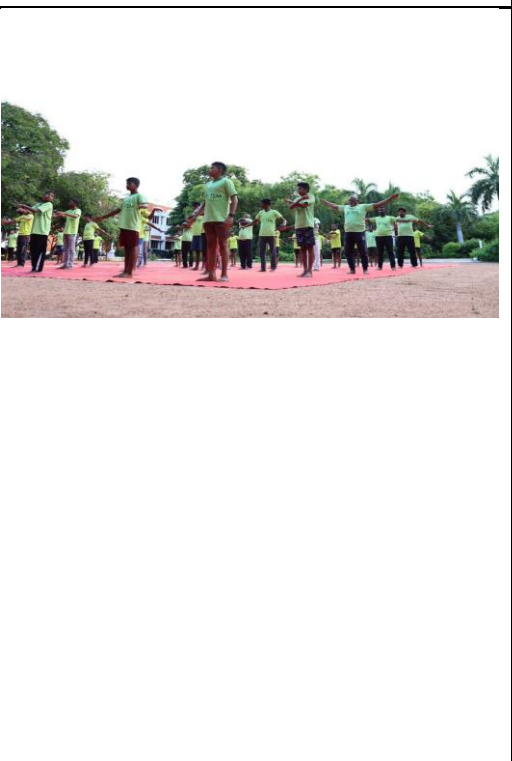
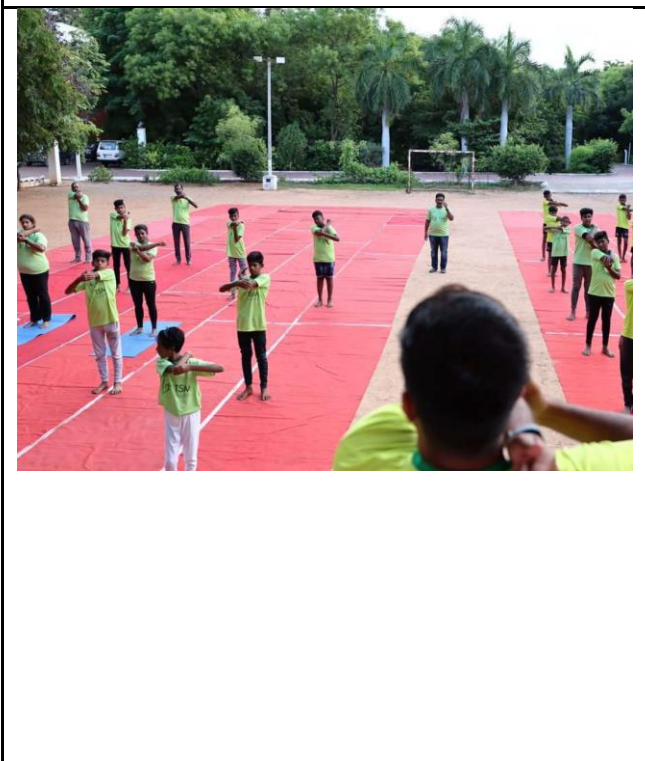
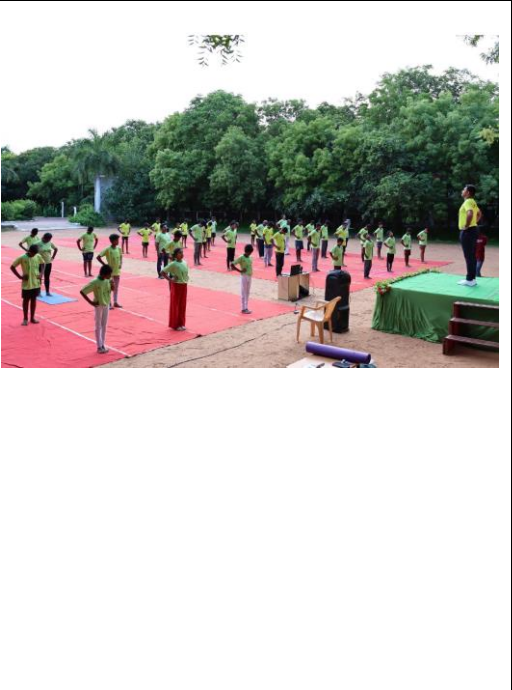
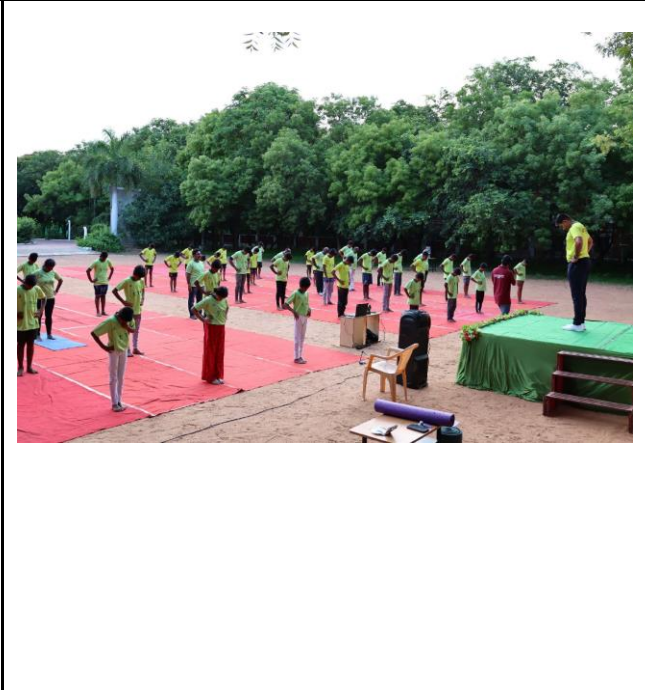


Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	International Yoga Day
2	Date(s)/Time	21.6.2022
3	Venue	TSM
4	Main faculty coordinator (s)	Mr. Siva Vignesh
5	No of participants	75
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>Yoga is a mind and body practice. Various styles of yoga combine physical postures, breathing techniques, and meditation or relaxation.</p> <p>There are several types of yoga and many disciplines within the practice.</p> <p>This article explores the history, philosophy, health and wellness benefits, and various branches of yoga.</p> <p>The six branches are:</p> <p>Hatha yoga: This is the physical and mental branch that aims to prime the body and mind.</p> <p>Raja yoga: This branch involves meditation and strict adherence to a series of disciplinary steps known as the eight limbs of yoga.</p> <p>Karma yoga: This is a path of service that aims to create a future free from negativity and selfishness.</p> <p>Bhakti yoga: This aims to establish the path of devotion, a positive way to channel emotions and cultivate acceptance and tolerance.</p> <p>Jnana yoga: This branch of yoga is about wisdom, the path of the scholar, and developing the intellect through study.</p> <p>Tantra yoga: This is the pathway of ritual, ceremony, or consummation of a relationship.</p> <p>Chakras</p> <p>The word "chakra" means "spinning wheel."</p> <p>Yoga maintains that chakras are centre points of energy, thoughts, feelings, and the physical body. According to yogic teachers, chakras determine how people experience reality through emotional reactions, desires or aversions, levels of confidence or fear, and even physical symptoms and effects.</p> <p>When energy becomes blocked in a chakra, it triggers physical, mental, or emotional imbalances that manifest in symptoms such as anxiety, lethargy, or poor digestion.</p> <p>Asanas are the many physical poses in Hatha yoga. People who practice yoga use asanas to free energy and stimulate an imbalanced chakra.</p>	

8	Photographs	
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9	Other comments, if any	
10	Name of the faculty filing this report	Mr. Siva Vignesh
11	Faculty filing this report	Mr. Siva Vignesh
12	Date of filing this report	21.06.2022

## [FIT INDIA FREEDOM RUN 2021](#)

TSM Sports Club is extremely happy to share that our institution has been awarded by the Ministry of Youth Affairs and Sports as a premier institution for successfully conducting the FIT INDIA FREEDOM RUN by creating awareness on fitness inside our campus with all the covid protocols. Also, they have awarded the E-Certificates to all the participants who have taken this event actively and given their contribution towards their fitness. The E-certificates have been sent to participants digitally.



Total no. of participants: 16 (13 students, 3 faculty & staff )





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

**TSM EVENT DOCUMENTATION FORM**

1	Name of the event	Organic Farming
2	Date(s)/Time	2021 – 2022
3	Venue	TSM
4	Main faculty coordinator (s)	Mr. Meenakshi Sundaram
5	No of participants	10
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	
	Organic Farming is done inside the campus with the help of students and the yield is used in cooking for the college mess (Both Faculty & Student).	
8	Photographs	
	 	





# GREEN CAMPUS - INHOUSE GREENS PLANTATION











**THIAGARAJAR**  
**SCHOOL OF MANAGEMENT**  
 (Autonomous)  
 Madurai, Tamil Nadu  
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# JOIN US

in committing to *sustainability*,  
 and the *environment*.

#TSMORGANICFARMING  
 #TSMMDURAI  
 #TSMPCDM



More information call us

**9655500925**

**9585957366**

**6380205997**



Visit our Website

**WWW.TSM.AC.IN**

9	Other comments, if any	
10	Name of the faculty filing this report	Dr. Denesia SP
11	Faculty filing this report	Dr. Denesia SP
12	Date of filing this report	07.04.2022

Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	Orientation programme for NTA UGC NET/JRF aspirants
2	Date(s)/Time	Sep 27, 2021 - Sep 28, 2021
3	Venue	TSM
4	Main faculty coordinator (s)	Dr.Denisia SP
5	No of participants	84
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Dr. Mathivanan Periasamy
6.2	Organisation	Siva Sivani Institute of Management (SSIM) Secunderabad.
6.3	Position/Designation	Assistant Professor
6.4	Other details, if any	
7	Event highlights	
	<p>A hands-on session with a perfect blend of theory and practice for UGC NET JRF aspirants organized by IQAC by Thiagarajar School of Management.</p>	
8	Photographs	

# NTA UGC NET/SET/JRF PREPARATION STRATEGIES

ORGANISED BY  
IQAC, THIAGARAJAR SCHOOL OF MANAGEMENT

## ABOUT

*A hands-on session with a perfect blend of theory and practice for UGC NET JRF aspirants.*

📅 27<sup>th</sup> & 28<sup>th</sup> Sep 2021

🕒 08.00 PM to 10.00 PM



Meeting ID: **844 9295 5659**  
Passcode: **625005**

**Dr. Mathivanan Periasamy**

Assistant Professor,  
Siva Sivani Institute of Management  
(SSIM), Secunderabad.

9	Other comments, if any	
10	Name of the faculty filing this report	Dr.Denisia SP
11	Faculty filing this report	Dr.Denisia SP
12	Date of filing this report	29.09.2021





# SOCIAL OUTREACH PROGRAM

THIAGARAJAR SCHOOL OF MANAGEMENT (AUTONOMOUS)

# EVENT DETAILS

Name of the event : Social Outreach Program  
Date(s)/Time : 26/10/2021 & 10:00 am  
Venue : Seminar Hall 1  
No of participants : 39  
Attendee : Vallaba Vidyalaya - CBSE School, Madurai  
Event Coordinator's Head : Mr.Siva Vignesh P  
Event Coordinators List : Hari Raaj N  
Keerthana V  
Pravin J  
Paavana Krishna  
Shobhitha AG  
Shruthi S  
Vijayalakshmi M  
Vishnupriya S



# THIAGARAJAR SCHOOL OF MANAGEMENT

(Autonomous)

## SOCIAL OUTREACH PROGRAM

### AGENDA

Attendee : Vallaba Vidyalaya - CBSE School, Madurai

Date | Time 25/10/2021 | 10:00AM |

Time	Event Details	Owner	Venue
10:20-10:25	Welcome Address	Mr.P.Siva Vignesh	Seminar Hall 1
10:25-10:35	Scope of Management Program	Dr.P.Sivapragasam	Seminar Hall 1
10:35-11:05	Campus Tour	Event Coordinators	TSM campus
11:05-11:20	Refreshments	Event Coordinators	Seminar Hall 1
11:20-11:35	Management Program @ TSM – A Brief overview	Dr.Manjula Nagarajan	Seminar Hall 1
11:35-12:00	TSM Students Interaction	Event Coordinators	Seminar Hall 1
12:00-12:15	Valedictory	Event Coordinators	Seminar Hall 1
12:15-12:45	Lunch	Event Coordinators	Dining Hall

#### Event Coordinator's Head:

1. Mr.Siva Vignesh P

#### Event Coordinators List:

1. Hari Raaj N
2. Keerthana V
3. Pravin J
4. Paavana Krishna
5. Shobhitha AG
6. Shruthi S
7. Vijayalakshmi M
8. Vishnupriya S



# EVENT HIGHLIGHTS

- ❖ The event was initiated by the welcome address by Mr.P.Siva Vignesh. After that, the students had a quick meditation session.
- ❖ Dr.P.Sivapragasam addressed the students and spoke about “How to make use of the human voice and to voice out our opinion. He gave insights about various professions and interacted well with the students. Mr.P.Siva Vignesh conducted few activities to refresh and engage the students. After which a campus tour was arranged for the students.
- ❖ The students were divided into six teams and allotted under each volunteers. They were taken on a campus tour.
- ❖ The students enjoyed the serene campus. The volunteers explained about the infrastructure and features of the college and the students were inquisitive to know about the experience of TSM students at campus.

# EVENT HIGHLIGHTS

- ❖ The students were brought back to the hall after an efficacious campus tour and refreshments were provided.
- ❖ Dr.Manjula Nagarajan (Associate professor and Admission chairperson)commenced her address by an inspiring self introduction.
- ❖ She began interacting with students and interrogated what were their expectations of visiting TSM. She explained about the right time to start their preparation for the entrance exams to get into a good institution and explained about IIMs. She differentiated the contrast of investing time and spending time.
- ❖ She concluded by revealing the success formula called ASK (Attitude Skills Knowledge)and to be beyond books. Our beloved Principal Dr.M.Selvalakshmi joined us and shared few insights about Management program.

# EVENT HIGHLIGHTS

- ❖ Lunch provided to all students and staff in our Annapurna Student's mess.
- ❖ Logo quiz was conducted to students. The concept was logo were inspired from our daily to day life.
  - Topics: Eatables Brand Logos
  - Automobiles Brand Logos
  - lifestyle Brand Logos
- ❖ Rapid fire round conducted on the topic of Non-Profitable Organisation.
- ❖ Connection program was conducted to engage students into the activity and to develop team work skills
  - Topics: Social Media
  - Sports Personalities
  - Famous Personalities



# EVENT HIGHLIGHTS

- ❖ To bind the memories of the day we froze few seconds with our beloved principal Dr.M.Selvalakshmi , Physical educator Mr.P.Siva Vignesh and our volunteers along with the Vallaba Vidyalaya grade 11 students and staffs .
- ❖ By 2pm with the happy note we had our send off.
- ❖ Vallaba Vidyalaya School gifted TSM with Amazon Voucher of Rs.7000/- as a memorable gift.

# PHOTOGRAPHS



# PHOTOGRAPHS





# PHOTOGRAPHS



# PHOTOGRAPHS



# PHOTOGRAPHS





# PHOTOGRAPHS





Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

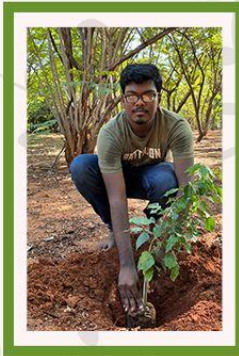
1	Name of the event	Tree Plantation - Invest in Our Planet
2	Date(s)/Time	08.04.2022
3	Venue	TSM
4	Main faculty coordinator (s)	Mr. Siva Vignesh
5	No of participants	15
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	NA
6.2	Organisation	NA
6.3	Position/Designation	NA
6.4	Other details, if any	NA
7	Event highlights	
	<p>“Invest in Our Planet”</p> <p>The very gist of celebrating earth day is to restore the lost spirit in human beings, which is needed to spread awareness for the earth’s environment. Those who plant trees and feed animals love the earth more than themselves. This earth day, our students at Thiagarajar School of Management have planted trees and have also taken an oath to be custodians for the next two years while on campus making the world greener and cleaner.</p>	





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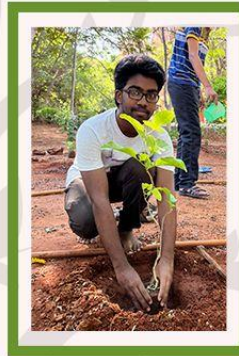
## Invest in Our Planet



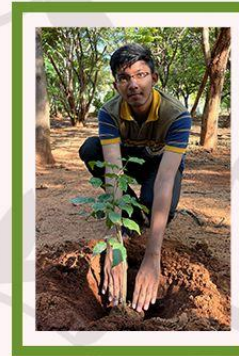
**ABISHEHA PRIYAN**  
*Millettia pinnata*



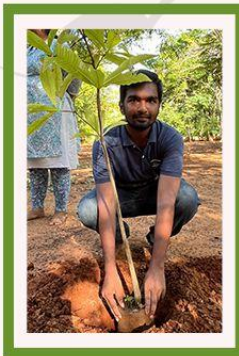
**AMRISH**  
*Millettia pinnata*



**ABINESH**  
*Aegle marmelos*



**SRINATH**  
*Millettia pinnata*



**HARISH KUMAR**  
*Couroupita guianensis*



**SHYAMALA**  
*Cassia fistula*



**POOJA**  
*Aegle marmelos*



**SYED & ABISHEHA**  
*Madhuca longifolia*

9	Other comments, if any	
10	Name of the faculty filing this report	Mr. Siva Vignesh
11	Faculty filing this report	Mr. Siva Vignesh
12	Date of filing this report	12.04.2022

Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	Awareness of Solar Energy - Energy, Climate Change & I
2	Date(s)/Time	11.04.2022
3	Venue	TSM
4	Main faculty coordinator (s)	Dr. M. Balaji
5	No of participants	250
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Dr. Chetan Singh Solanki
6.2	Organisation	IIT Bombay
6.3	Position/Designation	Professor
6.4	Other details, if any	
7	Event highlights	
	<p>World is a symphony of energy! Energy is Everything!</p> <p>"In an ecosystem of finite resources there can only be Finite Consumption, In an ecosystem of finite resources there has to be Distributed Production" Limit your Consumption &amp; Localize your Production, when applied to Energy, it becomes Energy Swaraj, said Dr. Chetan Singh Solanki in his lecture to students at Thiagarajar School of Management.</p> <p>CO2 is garbage of atmosphere and the average middle class family throws about 400 to 600 kg CO2/month, once emitted, average life of CO2 is 300 years leading to global warming. Our Planet is warmer by 1.1 ° C or 1.98 ° F causing severe climate change, sudden floods, forest fires, sea level rise, heat waves, storms and hurricanes , in order to reduce natural disasters like these we need to limit global warming to ideally, 1.5 ° C .</p> <p>As a whole we need DRASTIC and IMMEDIATE changes in energy use pattern, switching to 100% solar energy is a solution.</p> <p>Dr. Chetan Singh Solanki's 3-Step Approach - for switching to 100% on solar energy:</p> <ul style="list-style-type: none"> <li>• Avoid - Avoid the use of energy, by 1/3rd or as much as possible.</li> <li>• Minimize - Minimize the use of energy, by 1/3rd or as much as possible.</li> <li>• Generate -Generate energy locally by 1/3rd or as little energy as possible after following avoid and minimize step</li> </ul> <p>Dr. Chetan Singh Solanki also referred as "Solar Man of India" or "Solar Gandhi" and his team, have travelled 19,500 km across India and it is an honour to have him in Madurai on 501th day of his Energy Swaraj mission. College students from 6 districts attended the program organized by Thiagarajar School of Management, Madurai, Tamil Nadu. In his "Energy, Climate Change &amp; I" – Lecture Dr. Chetan Solanki said the solution lies with both Individual and Institutional initiatives to create Energy Independency as public movement, and to lead Energy Swaraj!</p>	

8

Photographs

**THIAGARAJAR**  
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#TSMADURAI

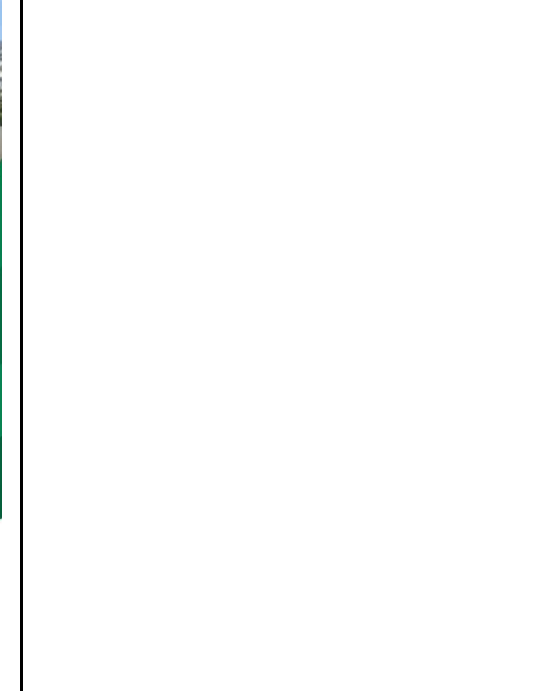
**ENERGY SWARAJ**  
TATKA 2020-2  
THERE'S NO PLANET B  
LET'S SAVE PLANET A

**SOLAR MAN OF INDIA**

**PROF. CHETAN SINGH SOLANKI**  
Professor at IIT Bombay  
Founder of Energy Swaraj Foundation  
Brand Ambassador of Solar Energy for Madhya Pradesh

**COME! MEET!**  
THE SOLAR MAN OF INDIA @ **TSM**  
9:30 AM ON 11 APRIL 2022

www.tsm.ac.in



9

Other comments, if any



10

Name of the faculty filing this report

Dr. M. Balaji

11

Faculty filing this report

Dr. M. Balaji

12

Date of filing this report

13.04.2022



Thiagarajar School of Management (TSM)  
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	Blood Donation Camp – 2022
2	Date(s)/Time	03-04-2022 / 9.30 AM – 2.30 PM
3	Venue	Examination Hall
4	Main faculty coordinator (s)	Dr. P. Sivapragasam
5	No of participants	90 (Donors & Event Coordinators)
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	Dr. G.G.Bala
6.2	Organisation	SHE Welfare Trust & GH - Usilampatti
6.3	Position/Designation	Doctor
6.4	Other details, if any	
7	Event highlights	
	<p>WeCare Club's Annual Blood Donation Camp for the year 2022, was inaugurated by Dr. Goutam Sutar, Dean of PGDM on 3rd April 2022 by 9.30 AM in our Examination Hall. Dr. G.G. Bala and six volunteers from SHE (Social, Health &amp; Educational welfare trust) along with a Doctor and four lady nurses from Government Hospital, Usilampatti organized the camp.</p> <p>From initial registration of donors, checking the vitals and related requirements of a donors (weight, hb count, consent, etc), actual blood donation and providing refreshments to donors, the camp was organized with energetic participation of TSM community from 9.30 AM to 2 PM. About 60 donors donated their blood to support the needy mothers and others enthusiastically. For the first timers, a brief educative talk was given to alleviate their fear and anxiety.</p> <p>It was a wonderful experience for Donors, volunteers, WeCare Champions. The team from Government Hospital, Usilampatti and SHE Welfare Trust were happy and overwhelmed by the continuous support and hospitality rendered by TSM and importantly the WeCare Club Champions. It was a great day of contribution by the TSM community to the overall health and well-being of communities around us. Finally, the WeCare Champions and volunteers felicitated the Doctor's team and SHE Welfare Trust for their motivation and coordinated efforts.</p>	









9	Other comments, if any	
10	Name of the faculty filing this report	Shanmugapriya S (II MBA)
11	Faculty filing this report	Dr.P.Sivapragasam
12	Date of filing this report	05-04-2022



செல்வா நலத் திட்டம் உடனடியாக செயல்படுத்தப்படும் ! உங்கள் நலம் செல்வா நலத் திட்டம் செயல்படுத்தும் !!

# SHE WELFARE TRUST

(SOCIAL, HEALTH & EDUCATIONAL WELFARE TRUST)



Reg. office : SHE Welfare Trust, நமர் புத்தூர், உடம்பட்டி - 625532. மதுரை மாவட்டம்

Date : 05.04.2022

To,

We Care Club,  
Thiagarajar School of Management,  
Madurai – 625001.

Respected Sir,

We Highly appreciate your fine gesture of donating blood at Thiagarajar School of Management Blood Donation Camp organized by We Care Club TSM on 3<sup>th</sup> April 2021.

Usilampatti Government Hospital Blood Bank has Collected 90 Blood Bags in this Camp.

Thanking You.

*G. G. Balu*  
5/4/22  
10.50 AM.

G.BALAMURUGAN M.Sc., B.Ed., MBA(H.R)  
FOUNDER & CHAIRMAN  
SHE WELFARE TRUST (Reg.No.32/13)  
6-11-26, JP Kudil, Nadar New Street  
Usilampatti- 625 532, Madurai (Dt).

SHE சிந்தம் தாய் நலத் திட்டம்  
SHE சுகாதாரம் மற்றும் பருவ நலத் திட்டம்  
SHE மாணவர்கள் நலத் திட்டம்

Contact : + 91 98945 00028, +91 99446 67138  
E- mail id : shewelfaretrust@gmail.com  
Website : www.shewelfaretrust.in